



RADIO DAILY

The National Daily Newspaper of Commercial Radio and Television



OL. 23, NO. 43

NEW YORK, N. Y., TUESDAY, JUNE 1, 1943

TEN CENTS

Publisher-Petrillo Confab

New NAB Committee For Music Problems

Washington Bureau, RADIO DAILY
Washington—The NAB announced today that it will appoint a music committee in the near future, to consider all industry problems in the music field—among the most important of these the “thrashing out” of problems relative to interpretations of ASCAP contracts. The announcement was contained in a special music bulletin issued to present NAB interpretation of the circular letter which went to all stations from ASCAP on May 18. Pointing out that under the terms
(Continued on Page 6)

American Express Signs For Drive On 12 Stations

American Express Company, which has used radio only sporadically in the past, will now sponsor a thorough-going campaign to promote its travel cheques in what is considered a vast and new market—airline travelers. Caples Company, handling the account, has concluded week contracts for AEC on 12 stations spread throughout the country. With exception of one outlet,
(Continued on Page 3)

Emerson Adds 43 Outlets, 'Vox Pop' Now Full CBS

Adding 43 outlets to its “Vox Pop” average, Emerson Drug Company, effective July 19, will place the program on a full CBS network. In August, the show starts its third year on CBS, on behalf of Emerson Drug
(Continued on Page 2)

Such Is Fame

Harry Rauch, one of the publicity department greats of the Blue Network, recently authored the feature article, “The Story of Koussevitzky,” which was printed in the Bridgeport, “Post.” Now it has been included in “This Is Your America,” an anthology of “Inspired Newspaper Feature Articles.” BUT... the proud author is listed in the venerable tome as Harry RANCH.

Hold That Levee!

Rock Island, Ill.—With flood waters rising, WHBF rose to the occasion, broadcast appeals for sandbags to be sent to the Peoria Flood Committee. Within 15 minutes of the first appeal on the air, fire stations were getting the bags. Within three hours 22,000 bags were on a trailer truck, bound for the levees. Three hours later, 23,000 more were in.

Two Web Regulations Amended By the FCC

Washington Bureau, RADIO DAILY
Washington—Two amendments to the network rules were announced Friday by the FCC, which stated also that the rules go into effect formally at 12:01 a. m., EWT, June 15, unless otherwise required by court order. The more important of the two amendments provided that the Section 3.106, regarding network ownership of stations in the same locality, be suspended indefinitely as it affects
(Continued on Page 7)

Listener Interest Grows In Day Serials—Hooper

Listener interest in day time serial dramas is in an improved state of affairs this spring when compared to conditions of last April and May. At least, the downward trend in listener interest, which caused so much
(Continued on Page 6)

★ THE WEEK IN RADIO ★

... NAB Resents FCC's Growing Power

By HANK WARNER

WITH network officials in the Capital for the purpose of attending the scheduled—but delayed hearings on the White-Wheeler bill, the NAB, after conferences, strongly attacked the growing power of the FCC as a result of the new chain rules and regulations... previously Chairman Fly stated such talk of excess “power” was a “lot of hooey”... The trade association prepared a special bulletin in which it saw the recent decision by the Supreme

Court as giving the FCC “complete control of radio broadcasting in the U. S.”... meantime hearings on the White-Wheeler bill to reorganize FCC were postponed indefinitely.

Highly pleasing to program managers at the seventh meeting of the station representatives, was an audition before them of new songs being published by BMI, with the program managers invited to vote on the tunes being auditioned. Results of the vote
(Continued on Page 7)

Music Men Wary Of AFM's Motives In Calling Meeting Today; Sense Indirect Move For ET Peace

MBS Pact Revisions Follow Chain Rules

First of the networks to send affiliates instructions on changed contractual relations based on the Court-upheld FCC network regulations, Mutual Broadcasting System advised its affiliates “to eliminate any and all provisions conflicting with Regulations 3.101 and 3.105, both inclusive of the Federal Communications Commission. MBS' letter was sent out
(Continued on Page 5)

Stauffer Will Appeal For Talent Deferment

Los Angeles—Promise that he would urge 22 governmental agencies which have been benefitting from radio's war efforts, to appeal to the War Manpower Commission for deferments of radio personalities and writers was
(Continued on Page 5)

NAB Asks Station Figures For Retail Promotion Unit

Washington Bureau, RADIO DAILY
Washington — Broadcasters have been asked by the NAB's retail promotion committee, headed by Paul W. Morency of WTIC, Hartford, to
(Continued on Page 3)

Music publishers or their representatives who may attend this afternoon's meeting with James C. Petrillo, president of the AFM, at the latter's request, are approaching the conclave without illusions of being a favored people, and with a few apprehensions as to motives, despite the fact that Petrillo's wired invite Friday made specific reference to no purpose or conference subject. Publishers polled over the week-end showed little signs of surprise upon receiving the invitation to meet with the union exec “on a matter of im-
(Continued on Page 7)

Clear Channel Hearing Set For WHDH, WJW

Washington Bureau, RADIO DAILY
Washington—Hearing has been set for June 30, before Commissioner Clifford J. Durr, on the applications of WHDH, Boston, and WJW, Akron, to broadcast on the 850 band, which has been held as a clear channel for KOA, Denver. WHDH and WJW have both been authorized to use the band, but
(Continued on Page 2)

Georgia Broadcasters Elect Williams Pres.

Macon, Ga.—Jack Williams, newspaper publisher and president of WAYX, was named president of Georgia Broadcasting Association at
(Continued on Page 6)

Soldiers' Friend

It was a fast-moving program season that Jack Benny completed Sunday night. The show traveled from Hollywood to Bangor, Me., from Toronto to Norfolk, Va. The gang entertained more than 125,000 servicemen. The program is now vacationing—but not Jack. You guessed it; he's hitting the road again throughout the summer to entertain soldiers and sailors.



Vol. 23, No. 43 Tues., June 1, 1943 Price 10 Cts.

JOHN W. ALICOATE : : : Publisher

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

Published daily except Saturdays, Sundays and Holidays at 1501 Broadway, New York, N. Y., by Radio Daily Corp. J. W. Alicoate, President and Publisher; Donald M. Mercereau, Treasurer and General Manager; Chester B. Bahn, Vice-President; Charles A. Alicoate, Secretary. Terms (Post free) United States, outside of Greater New York, one year, \$10; foreign, year, \$15. Subscriber should remit with order. Address all communications to RADIO DAILY, 1501 Broadway, New York, N. Y. Phone Wisconsin 7-6336, 7-6337, 7-6338. Chicago, Ill.—Frank Burke, Suite 1800-A, Merchandise Mart, Phone Delaware 4950. Hollywood, Calif.—Ralph Wilk, 6425 Hollywood Blvd. Phone Granite 6607.

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

Package Productions Set As Carson Replacements

To finish out the season for Camel's "Comedy Caravan," the following top-flight package productions have been scheduled to take the place of Jack Carson who will shift to the Campbell's Soup program in accordance with settlement of mix-up over the comedian's services. June 4—Bob Hope and his regular personnel, and Xavier Cugat's orchestra, from New York; June 11, Jack Benny and his gang; Bing Crosby and his whole show either June 18 or 25; the alternate week is still unset; July 2, Fred Allen and his entire complement. All the shows will be built around saluting tributes to the armed services. All these bookings are post-season guestings for the name talent herein listed, for all will have completed their regular commercial seasons for their regular sponsors.

Guest line-up was provided by Music Corporation of America as part of settlement in a mix-up wherein Foote, Cone & Belding for Campbell's soup, and William Esty agency for Camel, has both picked up contract options, unaware of the other's negotiations.

Gen. Cigar Renews Clapper

General Cigar Company, through J. Walter Thompson, has renewed commentator Raymond Clapper, on Mutual for an additional 52 weeks, effective June 24. Clapper is currently in Sweden. His cabled commentaries are being aired by Paul Sullivan. General Cigar has been an advertiser on Mutual continuously since September 25, 1939. Present commercial is in behalf of White Owl Cigars.

BALTIMORE'S BLUE NETWORK OUTLET

W C B M

National Representatives:
SPOT SALES, INC. - New York - Chicago - San Francisco

Coming and Going

HAROLD V. HOUGH, general supervisor of KGKO, Fort Worth, and chairman of the Blue Network station advisory committee, has arrived from Texas for conferences at Rockefeller Center. Expects to remain the rest of this week.

ALFRED H. MORTON, president of National Concert and Artists Corp., back in New York following an extensive trip which took him to the West Coast.

CARL GEORGE, director of operations for WGAR, Cleveland, visiting on Friday with the New York representatives of the station.

PARKS JOHNSON and WARREN HULL were in Spartanburg, S. C., yesterday, where they broadcast their "Vox Pop" program on CBS as a feature in the three-day celebration of "Cotton Textiles Go To War."

ROBERT WASON, sales manager of WGKV, Charleston, West Va., is vacationing in Elizabethtown, N. C. MARGE LAFRENTZ, the station's bookkeeper, is in Hartford, Conn., visiting her soldier husband who is stationed in Connecticut.

ROY THOMPSON, managing director of WFBC, Blue Network outlet in Altoona, Pa., was in town late last week on station and network business.

WALTER KOESSLER, general manager of WROK, Rockford, Ill., who spent most of last week in town, has returned to the home offices of the station.

DAVE DRISCOLL, head of the WOR war service and news division, and JOHN WHITMORE, his assistant, returned Friday from Washington, where they conferred with Army and Navy officials on overseas broadcasts.

EDGAR KOBAK, executive vice-president of the Blue Network, is conferring with Blue affiliates in the Chicago territory.

HAL SEVILLE, national sales manager of WJEF, left Friday for his Hagerstown, Md., headquarters after having spent the major portion of last week in New York.

P. K. EWING, general manager of WDSU, New Orleans, a caller last Friday at the offices of the Blue Network.

JERRY LAWRENCE leaves tomorrow for the West Coast, where he will spend six weeks on business.

LESLIE JOHNSON, general manager of WHBF, Rock Island, has arrived from Illinois for a few days in New York.

DAVID F. CROSIER, eastern manager of Howard H. Wilson Company, station reps, left Saturday on a business trip to the West and Southwest.

RICHARD W. DAVIS, general manager of WNBC, is back in Hartford following a few days in New York.

JACK LATHAM, assistant sales manager of the Mutual network, left Sunday for the West Coast, where he will seek and develop new commercial program ideas. He will spend two weeks in Los Angeles.

H. E. GREEN, managing director of KFKA, Greeley, Colo., is back at his desk after a short trip to Omaha, Nebr.

LOWELL THOMAS will broadcast his Blue Network program tomorrow from Camp Lee, Petersburg, Va.

Emerson Adds 43 Outlets, 'Vox Pop' Now Full CBS

(Continued from Page 1)

which company is CBS's first commercial account, having purchased time on the chain in 1927. Program, however, has been on CBS since October 1939. Its present commercial plugs Bromo-Seltzer, airs Monday evenings 8-8:30 p.m., EWT, and consists of interviews with Parks Johnson and Warren Hull. Production has been traveling the country, originating broadcasts in war centers since July 4, 1940, and chalking up 108 defense-victory airings in that time. Of these 108 programs, 18 were propaganda, OWI, war plant originations; 28 were from Army camps; 13 from Army Air Corps post; 22 Navy broadcasts; seven Navy Air Corps shows; three from Coast Guard centers; eight from Marine barracks, three for the Merchant Marines; five from Canadian camps while one show was given for the British Navy in this country. In addition to these, "Vox Pop" has done a Mexico City, Puerto Rico and a Havana originated program.

Ruthrauff & Ryan, Inc. handles the account.

Barton Killed In Action

Cincinnati—WLW has received word that Bus Barton, former cowboy singer, has been killed in action. He met death while manning the tail gun of a Marine plane in the Guadalcanal area. He is the first staff member of the station to be killed in this war. Before he enlisted he was in the cast of the "Boone County Jam-boree" program.

Clear Channel Hearing Set For WHDH, WJW

(Continued from Page 1)

authority of WJW to use it has been suspended. The legality of the FCC procedure in granting the WHDH application for night-time use of the 850 band was challenged by NBC owner of KOA, in a case which first went to the Supreme Court. The court ruled two weeks ago that NBC had not been given sufficient opportunity to present its case against granting the WHDH application.

NBC will thus be permitted to present its case in intervention. Commissioner Durr will sit at a consolidated hearing, with NBC expected to oppose the applications of both WJW and WHDH. The issue involves extent of interference to the KC signal from either or both the other two stations and the interference which might be expected to result from the Boston or Akron signal from operation of the Akron and Boston stations, respectively.

Vaughn De Leath

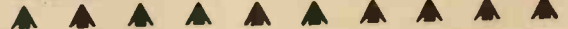
Buffalo—Vaughn De Leath, 42, dio vocalist and composer since early days of the industry, died here Friday following a long illness. He had been appearing on WBEN, this city.

WSAI leads all local stations combined in successful program production . . . with the city's three outstanding sports authorities . . . its most prominent department store personalities . . . its most popular name orchestras and singers . . . its most widely known women's program personalities . . . its most comprehensive news service. Your brand name combined with a WSAI personality makes it a buy-word across the sales counters in Cincinnati.

WSAI

THE CINCINNATI STATION OF ASSURED SALES ACTION

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



★ PROMOTION ★

KYA's Victory Window
 A promotion for the "Truth and Consequences" broadcast staged Saturday night, May 29, in San Francisco's Civic Auditorium, Ralph Edwards made a special broadcast over KYA's "Victory Window" program in a display window in the downtown Magnin department store. Showcasing visiting guest stars daily, A.W.V.S. members selling War Bonds among the audience. In this promotion, purchasers of the bonds received tickets to Edwards' broadcast. Tickets for bonds were also given in exchange for the week, when other guest stars, including the film's first-time great cowboy star, Hoot Gibson, among those aiding in the "Truth and Consequences" broadcast were O. P. Conner, producer Bill Shea, KPO engineer George McElwain, both of whom will be on the coast tour with the show; the regular aides, Announcer Cliff Engle, Producer Herb Moss,

WAAT Slogan Contest
 A \$25 War Bond was presented to the author of the winning slogan—"Restfully Yours"—in the contest held by WAAT, Jersey City, for a name for a new program of "soft music and poetry" conducted mornings across the board by Paul Brenner. His afternoon program, by the way, is titled "Requestfully Yours."

For the Curious
 WGKV, Charleston, W. Va., boasts a new street-level, door-front bulletin board picturing local and network stars. Passersby are asked to identify 25 unidentified pictures. Key to the picture quiz is on the inside of the door. Each time the door is opened by a curious one seeking identity of stars, a small bell tinkles, thus keeping an audible check on the display.

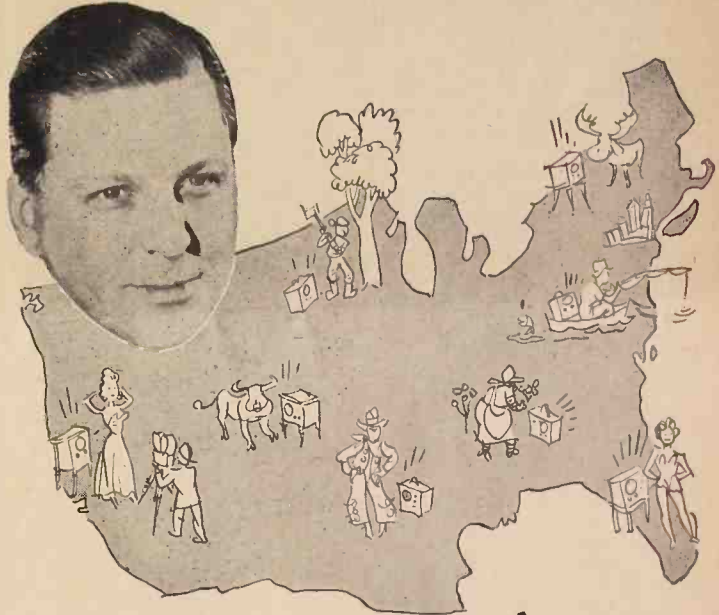
Writer Phil Davis, Stage Manager Al Pasco, and Secretary Lillian Engel.

NAB Asks Station Figures for Retail Promotion Unit

(Continued from Page 1)
 Supply the committee with data concerning local retail business enjoyed them. This material will be used by consultant Sheldon R. Coons in working up the presentation of the retail plan which is expected for the fall.
 In order that this promotion shall be of maximum help to stations and markets of every size, Morency has written broadcasters, "and because we want the presentation to reflect the very latest developments in retail radio advertising, we are asking you to share some of your own experience with us, with our promise, of course, to keep your identity completely out of the picture."
 Morency wrote also that the committee is cooperating with the Harvard Business School in its projected study of retail radio advertising. Unless otherwise directed, NAB will like this material from broadcasters available to Harvard University, with the material treated there as confidential.

American Express Signs For Drive On 12 Outlets

(Continued from Page 1)
 The drive is scheduled to get under way this week.
 Station line-up includes two key outlets on the Blue Network—WJZ, New York, and WENR, Chicago. Commercial has already started on another New York outlet, WQXR. Others in on this business are WTOP, Washington, D. C.; WSB, Atlanta, Ga.; WIOD, Miami, Fla.; WWL, New Orleans, La.; KDKA, Pittsburgh; KNX, Los Angeles; KPO, San Francisco; KOMO, Seattle. The Texas outlet will be determined within a day or two.
Two Quarter-Hours Weekly
 On all the stations, the deal includes sponsorship of two quarter-hours weekly. On the Blue stations as well as on all the others, with exception of WQXR, the program consists of recorded popular tunes, and is called, "Cheque Your Music." On New York's high fidelity outlet, the program is called, "Cavalcade of Music" and consists of more classical material. Campaign is so arranged, that the programs will be heard on alternate evenings among the stations. Schedule on the two Blue stations is Tuesday and Thursday, with a 7:30 p.m. time in New York, and a 9:30 p.m. airing originating from WENR.
 Text of the commercial copy, agency explained, will plug the sale of travelers cheques among persons who must travel in wartime. Pointed out that the travelling market today is vastly different from that in pre-war days. Copy will be directed, therefore, at inductees, service men and women on leaves, families visiting camps, and persons who are engaged in essential business and must travel.



**ALL OVER AMERICA
 PEOPLE ARE LISTENING TO**

FULTON LEWIS, JR.

From Maine's woodsmen to California's cuties; from Florida's fishermen to Montana's ranchmen . . . everybody, from helper to executive, listens every night to the authoritative voice of Mutual's ace newscaster . . . Fulton Lewis, Jr. Indicative of his popularity are the reports of successful campaigns for advertisers sponsoring Fulton Lewis, Jr. Mr. Lewis has just celebrated the signing up of his 100th current sponsor . . . and many more are climbing on the Lewis bandwagon with all speed.

Last year Fulton Lewis, Jr. won the coveted DuPont award for the nation's best radio commentator. His name is one with which any sponsor would be proud to have his product linked. Sell him at your one-time quarter hour rate per week . . . Wire, phone or write WM. B. DOLPH, WOL WASHINGTON, D. C. . . . TODAY!

ORIGINATING FROM WOL WASHINGTON, D. C.
 Affiliated with the **MUTUAL BROADCASTING SYSTEM**

5000 WATTS 1330 KILOCYCLES

WEVD NEW YORK'S STATION OF DISTINCTIVE FEATURES

ENGLISH • JEWISH • ITALIAN

The roster of advertisers using WEVD year after year reads like "Who's Who" in National Advertising. List on request.

HENRY GREENFIELD, MANAGING DIRECTOR
 WEVD—117 W. 46th Street, New York, N. Y.

Los Angeles

By RALPH WILK

MR. and **MRS. LOU BRING** expect a visit from the stork in the fall. Mrs. Bring was known professionally as Frances Hunt.

Stressing the importance of the man behind the man behind the gun, Kay Kyser and his "College of Musical Knowledge" troupe will entertain more than 6,000 Cal-Ship workers at the Shrine Auditorium in Los Angeles during his broadcast Wednesday, June 2nd. The afternoon preceding the broadcast, Kyser and his NBC cohorts will be special guests of the California Shipbuilding Corp., at Terminal Island, San Pedro, where the Ol' Professor will launch the vast shipyard's 200th wartime vessel—the Billy Mitchell—after driving home the final rivet.

The answer to what Southern California has contributed to the nation's war effort will be heard in a series of twelve transcribed programs over station KNX Tuesdays and Fridays from 3-3:15 p.m. (PWT). Hedda Hopper emcees the shows that dramatically tell the story of Southern California's communities, people, industries and agriculture at war.

"Null and Void," a new novelty tune by Alex Law, formerly a member of the KECA staff orchestra, was introduced by the orchestra under direction of Claude Sweeten on "Music to Remember."

Beverly Wills, 10-year-old daughter of comedienne Joan Davis of the Rudy Vallee show, demonstrated her talent as a radio artist, when she visited Erskine Johnson on his "Hollywood - Spotlight" program over KECA, Tuesday. Beverly shows promise of being as talented as her famous mother. She is an adept mimic, she dances, and she has written some unusual verse.

Senate Passes Measure With Watson, Dodd Ok'd

Washington Bureau, RADIO DAILY

Washington—The Senate Friday passed the Urgent Deficiencies Bill, with no move to restore the House rider banning salary payments to FCC employes Dr. Goodwin B. Watson and Dr. William E. Dodd, Jr. This section has been dropped from the bill earlier last week by the Senate Appropriations Committee.

The measure now goes to conference between representatives of the two branches of Congress. It is likely that the House will accept the Senate decision to eliminate its constitutionally questionable "Bill of Attainder," as was the case last year when it voted to forbid salary payment to Watson.

Have You Met the Voices of **GILBERT MACK** ?

LEX. 2-1100



A Reporter's Report Card. . . . !

● ● ● **ED WOLFE:** According to one of our spies who haunts the vicinity of Tremont and Boylston Streets, the musical "Early To Bed" is a smasher... also that Mary Small, in this her first musical, proves herself to be another "Ethel Merman".... **DAVE LEVY:** Now that you have decided to devote all your time to the "We The People" CBS show, Robert Novak, of the Young & Rubicam(p), will direct "Manhattan At Midnight" over the Blue Net.... **BARRY WOOD:** Chuck Goldstein of the Double Daters quartet blames his obesity on the fact that when he was a high school student in Buffalo, he drove a pie truck and couldn't resist sampling the wares.... **BERT WHEELER:** Bill Tuttle of Ruthrauff & Ryan has you in mind for the comedy script, written by Eddie Forman.... **DOC COULTER:** Gwen Jones, who resigned from CBS to join the American Red Cross, arrived in England last week, and the first two people she met there were CBS alumni Guy della Chioppa and Jerry Maunsby.... **JOE RINES:** Last Saturday, Amanda Randolph, introduced your latest song, "I'm in a Lazy Mood" on the "Abie's Irish Rose" program.... don't be surprised if you get an offer from Feist for the publication rights.



● ● ● **FARGE KERR:** Your old friend (hey Scoops, what do you mean "old"?) Dorothy Doran, Radio Editor of the Akron "Beacon-Journal," is spending her vacation along Gotham's Kilocycle Row.... **NILA MACK:** This item should make you feel good. Bill Lipton, one of your "Let's Pretenders," not only graduated from the Professional Children's School with top honors, but he also won a scholarship to Columbia University and a "Membership" in the French Institute.... **BILL GERANNT:** Your new show, "You Were Meant to Be a Star," featuring Hollywood's most famous woman director, is one of the few "new ideas" in Radio.... **RUTH AND MAE BRANDT:** Thanks for the "stalk fruit".... but you should save those valuable "points" for your own girlish figures.... **SIR STORK:** Understand that you plan to drop a little bundle soon at the Carlton Young's.... she's Kay Brinker of the CBS sweetheart, "Voice of Romance".... also that you will make a transcontinental flight early in September to Hollywood with a future praise agent for Virginia Lindsey, of the Tom Fizdale office there.... **RUDY VALLEE:** Jack Haley, after completing his Capitol Theater engagement, leaves for the Coast to take your place on the Sealtest NBC cream show.... **FALSTAFF:** That series of one-minute spot transcriptions that you made for Harry S. Goodman has been sold to the FALTAFF Beer people by Charles Hotchkiss of the Chicago office of Blackett Sample & Hummert.



● ● ● **BOB HOPE:** When your summer replacement starts June 22, the program will be Johnny Mercer's "Music Shop" with Jo Stafford, the Al Jolson-Monty Woolley CBS songbird, the probable vocalist.... **FRED ZIV:** That proposed series of yours based on the Perry Mason Detective stories, sounds interesting.... what's holding up the deal?.... **BILL THOMAS:** Coral Tempest, radio's newest glamour (toujours amour), gets an RKO screen test Thursday.... **HAROLD PEARY:** Richard (Mr. Peavey) LeGrand and Earle (Judge Hooker) Ross, a pair of "Gildersleeve" hecklers, played the same "heavy" role in "Wyoming" back in 1912.... Ross toured with the Eastern States road company and LeGrand gave out with the teeth-gnashing and snarls for the West Coasters.... **BENNY BAKER:** Your clowning on the CBS Stage Door Canteen program Thursday should get you a regular spot on the networks.... we're still laughing.... **CORDOVA:** If you had tarried two minutes longer last Thursday at the Blue Press Department, you'd have heard Josephine Neri, lyric soprano, who put on the "rave" about the "Saludos Amigos" femme vocalist.



Remember Pearl Harbor

San Francisco

CONTINUING its policy of adding new programs and features, the Blue Network station, KGO, has just designated Monty Margetts, radio and stage actress, as the station's "all night" girl announcer and revealed the scheduling of five new programs. Miss Margetts was chosen from 42 contestants who auditioned during the wee hours with Tony Morse present night shift announcer. Votes of listeners and station officials decided the winner, who will work with Morse for a "break-in" period, then take over the eight-hour stint from 11:30 p.m. to 7:30 a.m., appealing particularly to war workers.

New KGO shows include "Remember," musical variety with Clancy Hayes as emcee, and Phil Bovero's ork, Sundays; a Monday pick-up from the Coast Guard base at Alameda and three new recorded programs—Waltz Time, Noon Hour Concert, an KGO Music Hall, each heard five days weekly.

Preview On Thursday For MBS Sales Chart

Preview screening for the trade press of the new three-dimensional Kodachrome sales analysis chart prepared by the Research and Promotion department of Mutual Broadcasting System, has been scheduled for Thursday, June 3 at Mutual's New York headquarters. The presentation via film and sound is regarded as an innovation in radio sales promotion and was designed for showing to advertisers and agencies throughout the country. Robert Schmid, director of Mutual's Research and Promotion department, supervised the preparation of the presentation.

Canada's Radio Industry In Record War Production

Montreal—The Canadian radio industry now is in war production at the rate of \$100,000,000 a year, E. C. Grinley, president, reported to the annual meeting of the Radio Manufacturers Association of Canada. This includes only privately owned radio industries and not government corporations.

Arthur Young was elected president and Reginald Brophy, vice-president for the coming year.



"It's that 4-F Quintet over WFDF, Flint, Michigan."

MS Pact Revisions Follow Chain Rules

(Continued from Page 1)

Its complete text reads as follows:

Our affiliation contract with the Mutual Broadcasting System is hereby modified so as to delete any and all provisions conflicting with Regulations 3.101 to 3.105 both of the Federal Communications Commission. These constitute the special provisions applicable to radio stations engaged in chain broadcasting adopted by the Federal Communications Commission on May 21, 1941 and amended October 11th, 1941, as they are or may be considered applicable to any affiliation contract Mutual has outstanding. In particular, for the following periods from 8-8:30 p.m. and 11 p.m., New York Time, on Sunday we are hereby released from the option provisions in Mutual contracts. There is a later change in the periods referred to from option time on Sunday evenings which we shall communicate with you at a later date.

Our agreement with Mutual is further modified in that, for the period thereof, we shall have first call in your primary area upon all programs of the Mutual Broadcasting System, Inc. which become available in your area as permitted by the provisions of Regulation 3.102.

The effective date of the foregoing modifications is to coincide with the date on which the Regulations shall become effective according to the best current information, will be on or very shortly after 14th, 1943.

Such modifications are subject to the qualification that if and to the extent that the Regulations are changed or amended in any respect, the modifications in our contract will be correspondingly amended or amended.

As you know, the Commission Rules provide for a total of twelve hours each day of non-exclusive time on a non-exclusive basis for network broadcasting. Three hours of non-exclusive option time are permitted in each hour of morning, afternoon and evening and also the period from 11 p.m. to midnight. The selection of the hours is subject to agreement between affiliates and network. The key stations of Mutual will continue to report to you shortly on the hours available for option time for network broadcasting. Pending this, we ask that you continue your commitment on the hours contracted for option time to network broadcasting from June 1, 1943.

In advance of the selection of the option time for network broadcasting, may we have confirmation from you that on and after the effective date of the Rules about June 1, 1943, commercial programs accepted by our station from Mutual will be guaranteed for the duration of the commercial program? We ask this so that no further action may be raised about such commercial programs being subject to move by us in notice prior to the expiration of the option program (except under the conditions required by Regulation 3.105). As you know, this is entirely consistent with the Commission's Regulations which prevent network from forcing the movement of other scheduled commercial of another network through exclusive option time provisions such as heretofore contained in other network contracts.

The further point is submitted to you for consideration. While three hours of option time in each of the time segments is the maximum permitted for network broadcasting under the Commission's Regulations, we restrict or prevent a station from starting accepting network programs out of option time. Thus, there is no restriction in the Commission's Regulations on the total number of hours of network commercial programs which a station can accept if it so chooses.

We await your response as well as any questions which you may have.

Wedding Bells

John Corcoran, news commentator on WFIL, Philadelphia, heard Monday through Saturday, will be married June 12 to Elsa Nelson, secretary of the banquet department of the Elmer's Restaurant.

GUEST-ING

DONALD CRISP and JOHN LODER, on the "Suspense" program, today (WABC-CBS, 9:30 p.m.).

COL. REED LANDIS, LT. DONALD QUIGLEY, LT. COL. R. J. RENTZ and SGT. ANTON VEDRAL, describing troop carrying by plane, on Horace Heidt's "Treasure Chest" program, today (WEAF-NBC, 8:30 p.m.).

BERNARD GEIS, assistant editor; GILBERT SELDES, critic; HOWARD BAER, cartoonist, all of "Esquire," and ANN DURGIN, promotion manager; HELEN HOWE, contributor, and MARY FROST MABON, food and wine editor, of "Harper's Bazaar," on Walter O'Keefe's "Battle of the Sexes" program, today (WEAF-NBC, 9 p.m.).

MILDRED BAILEY, radio's "Rocking Chair Lady," on Raymond Scott's "Jazz Laboratory," today (WABC-CBS, 10 p.m.).

LUCILLE BALL, on "The Al Jolson Show," today (WABC-CBS, 8:30 p.m.).

TALLULAH BANKHEAD, at "Duffy's," today (WJZ-Blue Network, 8:30 p.m.).

JANE WITHERS, on Lionel Barrymore's "Mayor of the Town" program, tomorrow (WABC-CBS, 9 p.m.).

WILLIAM GARGAN, on Wally Butterworth's "Take-A-Card" quiz program, tomorrow (WOR-Mutual 8:30 p.m.).

Cox Probers Seeking Info Re WBAX, Wilkes-Barre

Washington Bureau, RADIO DAILY

Washington—Members of the Cox committee investigating the FCC were in Wilkes-Barre, Pa., last week studying the history of WBAX, its owners and its possible future owners. A decision by the FCC is now pending as to whether the Northeastern Pennsylvania Broadcasters, Inc., should be allowed to take over the station.

The license for WBAX was originally granted Northeastern but its implementation was delayed to permit the Commission to inquire into the fitness of Robert J. Doran, president of Northeastern to operate a radio station.

Doran was accused of "Fascist" tendencies and affiliations by Wilkes-Barre labor and ministerial groups, and lengthy hearings on the matter were held in Washington last Winter. The Commission has been unable to announce any decision because its complete files on the case were taken several weeks ago by the Cox committee and have not yet been returned.

The files in the matter of the renewal application and application for the voluntary transfer of the license of WALB, Albany, Ga., remain with the FCC.

CAPT. WILLIAM T. TAGGART, "Flying Chaplain" of the U. S. Navy, on John Reed King's "Double or Nothing," Friday (WOR-Mutual, 9:30 p.m.).

MARY MARTIN, in an adaptation of "The Gay Divorcee," on Charles Martin's "Philip Morris Playhouse," Friday (WABC-CBS, 9 p.m.).

CAROLE LANDIS, on Groucho Marx's "Blue Ribbon Town," Saturday (WABC-CBS, 10:15 p.m.).

DR. MORRIS FISHBEIN, editor of the Journal of the American Medical Association, and DR. W. W. BAUER, director of the AMA bureau of public health, discussing "Medical Discoveries in Wartime," on the "Doctors at War" program, Saturday (WEAF-NBC, 5 p.m.).

H. V. KALTENBORN, commentator, on Bill Stern's "Colgate Sports Newsreel," Friday (WEAF-NBC, 10:30 p.m.).

WILLIAM BENTON, former advertising agency executive and now vice-president of the University of Chicago, and NORMAN THOMAS, author and leader of the Socialist Party, discussing "Can Private Industry Pro-

Stauffer Will Appeal For Talent Deferment

(Continued from Page 1)

made by Don Stauffer, head of OWI's Domestic Division, during war-effort and manpower discussions held here last week. Radio execs and talent biggies pointed out that radio writers and talent had receive some consideration if radio is to serve the government properly.

Sidney Strotz, NBC vice-president, declared that deferments had been granted technicians, but that they were worthless unless there are shows on the air; that radio cannot do a good job for the government unless its personalities and writers are available.

Hector Chevigny of the Radio Writers' Guild disclosed that the Guild's active membership had dwindled from 300 to 75. Eddie Cantor emphasized that top-flight comedians cannot remain on the air without writers. Kay Kyser, after stressing value of radio to service men and civilians, urged that the OWI also protect radio. Others participating in these discussions were Jack Benny, Bob Burns and Jim Jordan.

vide Jobs for Our Fighting Men," on "America's Town Meeting of the Air," Thursday (WJZ-Blue Network, 8:30 p.m.).



WCKY
C I N C I N N A T I

AP UP NEWS

WITH
REX DAVIS
4 TIMES DAILY

Listener Interest Up In Day Serial-Hooper

(Continued from Page 1)

trade anxiety and lay confusion, has apparently stopped. Conclusions were advanced over the week-end by C. E. Hooper following the release of his April-May audience reports.

His line of reasoning follows: "In order to determine the relative appeal to listeners of daytime serial dramas, one time compared with another, the behavior of three indexes must be observed. They are: 1—Average rating to daytime serial dramas; 2—Available audience index (people at home and awake); 3—Number of sponsored hours devoted to daytime serial dramas.

"In a large measure, the ratings of daytime serial dramas are at all times influenced by changes in the last two of the above indexes. These factors obviously may obscure the degree of change, if any, in listener interest. I refer to changes in the number of people at home and awake, and the amount of competition one serial drama receives from another.

"Last November, when Dr. Matthew N. Chappell released his article on the daytime serial drama, the average rating was low despite the fact that the available audience was comparatively high due to wartime restrictions on driving, and the number of sponsored hours devoted to daytime serial dramas was comparatively low. This Dr. Chappell interpreted to be evidence of reduced listener interest.

"There are strong indications that the trend has now reversed. This is demonstrated in the Hooper indexes for April and May, 1943, compared with the same indexes for 1942. The average rating of daytime serial dramas is unchanged in April and May 1943 compared with 1942. The number of hours devoted to sponsored daytime serial dramas is also approximately unchanged. The available audience in 1943 for these two months is down each month compared with the corresponding months in 1942.

"There were fewer homes occupied in the daytime in April and May, 1943 than were occupied in 1942, but in those where listeners were home and therefore available, 8.2 were listening this year compared with the 7.3 last year."

NEW PROGRAMS IDEAS

Sewing Contest Winners

Several prize winners in WCCO's-Minneapolis, recently conducted sewing contest were interviewed by Darragh Aldrich on the "Calling All Women" program. The state of Minnesota was well represented in the group of winners when women from Grand Rapids, Ogilvie, Faribault, Minneapolis and St. Paul appeared to receive their prizes which ranged from \$100 war bonds to \$5 in war stamps. First prize entries were sent to New York to compete in a national contest for additional prize money.

NAB Sets Special Committee To Consider Music Problems

(Continued from Page 1)

of the Consent Decree, Ascac is limited to payment on commercial programs using Ascac music, NAB declares that Ascac "is not entitled to call a sustaining program a commercial spot announcement." The bulletin then quotes from a letter of October, 1941, signed by W. J. Scripps for Independent Broadcasters and approved by Ascac: "Under the per-program contract it was understood that Ascac does not demand compensation in respect of spot announcements made on 'station breaks' between completed programs."

Sees Interpretative Change

Ascac now says, according to the bulletin, that they understood this statement "would cover only such announcements as Bulova, Longines, weather reports (when permitted) and similar announcements." NAB declares that such an interpretation is unjustified and is in conflict with the Consent Decree, the contract and the understanding between the parties. Such an announcement, preceding or following a sustaining program which uses Ascac music, "does not convert the adjacent sustaining programs into commercial programs, nor is Ascac entitled to any percentage of the revenue derived from the sale of such spot announcements unless the announcements use Ascac music," says NAB.

Ascac's letter also states and correctly—that the income of participating programs is subject to payment to Ascac. Ascac's statement that the only interruption to a participating program be complete fifteen minutes newscasts is, however, according to NAB, not justified. The letter from independent Broadcasters previously referred to raised the question of an "Early Morning Club" program which used music from 7-7:15 a.m. and was interrupted by a sponsored fifteen-minute news program "after which at 7:31 a.m. the second half of the 'Early Morning Club' program is broadcast for the balance of the period."

Multiple-Announcements Logical

Ascac said it "would not expect to be compensated in respect of the revenue derived by the station from the straight non-musical sponsored news programs." This is, however, only one example of the type of revenue on which Ascac is not entitled to a percentage, the bulletin continued. A participating program is obviously one in which a number of commercial announcements are made in addition to the commercial announcements which occur at station breaks. Ascac is entitled to payment on a participating program which used Ascac music and is not entitled to payment on a participating program which does not use Ascac music, the bulletin declared.

On December 18, 1941, Neville Miller, for NAB, sent to John Paine, for Ascac, a special bulletin defining the position which had been taken by Ascac as to participating programs.

On December 23, 1941, Paine wrote Miller that "undoubtedly what you are seeking to say is the same as what we have in mind but you haven't said it our way, and as long as we are to be bound by it, and I rather think that we should be, we would like to rewrite the memorandum and express it in our own words, and then send it on to you for such use as you may desire to make of it."

This revision was never received by NAB and therefore the memorandum sent Ascac and approved in substance was published by NAB. This memorandum set forth an explanation with respect to participating programs based on the statement of authorized Ascac representatives, made at the time that Ascac was endeavoring to get its contracts signed. The sub-division of this memorandum which related to participating programs read as follows:

Text of Memorandum

"If you have a musical clock or other participating program which broadcasts some music, some news, etc., and the program is listed, announced and billed as one program, the station is obligated to pay Ascac on the entire program. If, however, this program is broken down into a number of separate programs, for instance, with a news period segregated from the portion of the program which uses Ascac music and the portion of the program which uses Ascac music segregated from the portion of the program which uses BMI, PD and other music, so that there will be a number of separate programs instead of one program, a substantial saving may result to the station, and this should be considered by all stations. We understand from the statement of authorized Ascac representatives at district meetings that even if the newspaper lists the musical clock or other participating program under one name, if it is in fact segregated and station break announcements made between the segments of the program, that this will be an adequate division by Ascac into separate programs."

The statement of Ascac that the only exemption is for a complete 15-minute news broadcast, therefore, is not justified either under the Consent Decree, the contract between the parties, or the interpretations which have been made of it, the bulletin stated.

One Claim Accepted

Ascac makes another claim, NAB concludes, which is justified. Ascac has cleared all of its compositions for inclusion without charge, in programs prepared or furnished for broadcasting by or on behalf of government agencies. Such clearances are for sustaining purposes, however, and if the station sells such a government program which contains Ascac music for sponsorship, payment should be made the same as for any other sponsored programs.

Georgia Broadcasters Elect Williams Pres

(Continued from Page 1)

a one-day session held here last week.

Other officers named are John Tobola, WAYX, secretary-treasurer; Ray Ringston, WRDW, Augusta, vice president. The new directors are John Outler, WSB, Atlanta; R. Cross, WMAZ, Macon; and H. Wimpy, WPAX, Thomasville.

Jack Williams succeeds "Red" Cross of Macon as head of the organization which has experienced a most active and constructive year's operation under Mr. Cross.

Election of officers was the first business transacted by the broadcasters at their all-day meeting held at the Dempsey Hotel. Representatives of 26 of Georgia's stations were in attendance.

The program opened with forums conducted by James Woodruff, Columbus, member of the Board of Directors of the National Association of Broadcasters, followed by discussions led by men from the Office of War Information, Office of Censorship and War Manpower Commission.

These government officials were guest speakers for the luncheon held at 1 o'clock and included Eugene C. of Washington, D. C.; Willett Kempton, Atlanta; and Hervey Allen, author of Anthony Adverse, who now located in Atlanta and is connected with the War Manpower Commission.

The afternoon session was devoted to sales programs and was led by Lou Avery of NAB Washington, C., John Outler, WSB Atlanta and O. Langlois, Lang-Worth New York City.

The meeting was one of the most largely attended in the history of the organization and much constructive business was transacted. Carl Havelin gave a fine report on the operations of BMI.

The Georgia Congressional delegation was mailed wires of protest from the association concerning the "discrimination against radio" by government departments, which prepare mats and other services for newspaper advertising while radio advertising receives no such help.

AGENCIES

GEORGE A. FITCH, formerly secretary of the Chinese YMCA and now in the United States will be guest speaker at the regular War Activities Luncheon of the Advertising Club of New York which will be held tomorrow at the clubhouse. His subject will be "What About China."

WILLIAM G. SEIDENBAUM AGENCY has been appointed to handle the advertising of Vaw Foundations, manufacturers of Wapese girdles, garter belts and hosiery. David Jacques Ferro will serve as account executive.

Petrillo Meets Today With Song Publishers

(Continued from Page 1)

ance to the AFM," noting that AFM has more than once cast stous glances on statements of profits and profits reported by performing rights societies and publishers. There is the possibility, too, he pointed out, that Petrillo may reach his point with the rd companies through the music shers.

ext of Petrillo's wire of Friday 'Would appreciate it very much ou would have representative of firm appear in my office, 570 ington Avenue, on a matter of ortance to the AFM, Tuesday, e 1 at 1 p.m."

performing rights societies, in ad- on to music publishers, were on list receiving the invite.

expressing the attitude of others, xec of one of the large music lishing firms said: "What does he rtrillo) want? He wants to tell how to run our business. Less a dozen houses publish all good music, but hundreds of cians play it. Petrillo would like handful of publishers to share r profits with his musicians."

ational and local execs of the M have for years decried the "in- ice" of the situation wherein the rformers have not shared in the rative returns from music on the n juke boxes and theaters. More n once the AFM execs, in the t, have brought up the subject of heater tax, per seat, to share in sic royalties. Dough pouring into ers for music publishers and com- ers through radio performances often brought forth expressions envy from musicians and their on reps.

rough that point, NAPA had been e to obtain financial support for hort period, from both Local 802 l the AFM, for NAPA's efforts to ain changes in the copyright laws protect performers' rights or estab- a property right for performers. ither or not Ascap's recently an- nced drive to enforce its regula- ns on juke boxes reawakened the M's interest in that field may come in this afternoon's sessions. rtrillo has denied being interested a tie-up with Ascap as a means of trolling the juke box operations.

old RADIO DAILY, last summer, the invocation of his recording ban, t if AFM wanted a police system, a union would establish its own, d that that was one of the reasons ad had withdrawn further subsidy to APA.

Speculated, also, that Petrillo may

THE WEEK IN RADIO★

... NAB Resents FCC's Growing Power

(Continued from Page 1)

will be mailed to all BMI member- stations... WMC's Chairman Paul McNutt announced that at least 2,000,000 more women are needed in essential work, and revealed that radio engineering training has been given to more than 80,000 persons in the war training courses offered since October 1940, with 18,000 enrolled in electronics courses.

Senate approval of FCC's budget of \$7,609,914 seemed assured... Chairman Fly criticized arbitrary limitations on contents of programs, warned the practice could be carried too far... Senate Appropriations Committee declined to go along with the House on dropping from the Federal payroll Drs. Goodwin B. Watson and William E. Dodd, of FCC's foreign broadcast Intelligence Service... Cash value of radio's contribution of time and talent to the Second War Loan was \$6,262,350, NAB announced... War Labor Board made its first decision to correct "Substandards of Living" by granting increase average ten cents an hour to 68 members of the United Electrical Radio & Machine Workers, CIO, employes of Everbest Engineering Co., N. Y... Radio Executives Club elected Murray B. Grabhorn, manager of Blue Spot Sales, to succeed Tom Lynch as president. The club adjourned for the summer, will resume meetings in October... WOR's N. Y. sales during first five months of the year jumped 20 per cent over same 1942 period... Canadian Broadcasting Corp. eliminated ban on sponsors for newscasts... Specific copy angles and campaign themes

for radio and newspaper drives were presented by seven speakers at the closing session of the 4-A's annual meeting... Mutual President Miller McClintock urged recognition of advertisers and agencies for effective dissemination of war information... The Blue Network released a survey of daytime listening habits.

Increased use of transcriptions by the networks, as a result of the war pressure, was forecast by Ernest Davies of BBC... Second Annual NBC Northwestern Summer Radio Institute, June 21 through July 31, scheduled a half dozen of the industry's leaders as speakers... CBS and NBC indicated they were devoting considerable thought to post-war problems... Several ad agencies were reported to have prepared talent contract riders which will enable them to break the contract if government rules make unavailable a substantial part of the network contracted for... Venezuelan Journalists Association asked Ministry of Communications to revise government regulations which prohibit broadcasting of unpublished news... 500 outlets saluted via transcription Belgian's continued resistance to the Nazis... Treasury Dept. merged War Savings Staff and Victory Fund Committees... Simplified programming of news and music was a trend observed in Hooper reports on independent stations... Jack Carson finally got the o.k. to succeed Milton Berle on the "Camel Comedy Caravan"... All N. Y. stations agreed to put on a big drive to enroll 500,000 in Civilian Defense Volunteer Office.

Two Web Regulations Amended By the FCC

(Continued from Page 1)

regional networks. Only the four major networks, therefore, are required to relinquish ownership of any stations in order to comply with the regulations.

The second amendment extended from 120 days to six months the period prior to the effective date of an affiliation contract during which that contract may be drawn up. Section 3.103 as amended now reads as follows:

"No license shall be granted to a standard broadcast station having any contract, arrangement or understanding express or implied, with a network organization for a period longer than two years; provided, that a contract, arrangement, or understanding for a period up to two years, may be entered into within six months prior to the commencement of such period."

The final paragraph of the regulations was amended to read thus:

"It is further ordered, that these regulations shall become effective 12:01 a.m., Eastern War Time, June 15, 1943 unless otherwise required by court order; provided, that the effective date of Regulation 3.106 with respect to any station may be extended from time to time in order to permit the orderly disposition of properties; provided further, that the effective date of Regulation 3.106 shall be suspended indefinitely with respect to regional network organizations; and provided further, that the effective date of Regulation 3.107 shall be suspended indefinitely and any further order of the Commission placing said Regulation 3.107 in effect shall provide for not less than six months' notice and for further extension of the effective date from time to time in order to permit the orderly disposition of properties."

Tribute To Nathanson

Montreal—Nathan L. Nathanson, vice-chairman since its inception of the Board of Governors of CBC and outstanding film magnate, who died in Toronto Thursday left an indelible mark on Canadian radio. His death evoked the following tribute from Dr. James Thomson, general manager of CBC:

"His counsels will be greatly missed in the affairs of the corporation and as convener of the finance committee. He impressed his colleagues not only with his dynamic quality of mind, but also with his friendly spirit."

seek to pressure the recording companies through the publishers. Recordings have served to aid publishers in pushing tunes, and there have been reports that publishers were finding song-plugging and music exploitation more difficult since the recording ban had been invoked. Early in the prohibition of recordings, MPPA had expressed concern for its publisher members, and that angle has been repeated several times throughout these months. Doubted, however, that if there is such a pinch, that the pain is great enough for the publishers to turn the heat on record companies through a deal made with the AFM.

Worden A Major

Clarence Worden, of CBS press, has been commissioned a major in the U. S. Army and will report to Washington, D. C., on June 8 as public relations officer in the office of the Surgeon General. Worden was with the New York "Daily News" before joining CBS.

Singiser For Heatter

Frank Singiser, WOR newscaster, will pinch hit for Mutual's Gabriel Heatter when the latter takes a two-week vacation starting June 13.

ALL AROUND BROADCASTER

Just over 38 years; 10 years experience in production, versatile in special events and 35 international announcer-producer. Experienced recording director and advertising executive with excellent references desires permanent connection with radio station, network, studio or agency in New York City area. Address

RADIO DAILY, Box 161, 1501 Broadway New York City

Copyright 1943, THE W. E. LONG CO., Chicago, Ill.

Franchise may be open in your territory for immediate closure

W. E. LONG CO. 155 NORTH CLARK ST., CHICAGO, ILLINOIS



Coast-to-Coast



WILLIAM WINTER, war analyst for KQW, San Francisco, viewed the current war status at a dinner talk before members of the Associated Retail Credit Men at the Hotel Bellevue. More than 200 pounds of junk jewelry have been collected by the station for barter by soldiers in the South Pacific, as a result of air appeals by Ira Blue and Jeanne Peterson, of the staff.

With the Gilbert Brothers Combined Circus opening in Newark today, Hal Tunis, WAAT, Jersey City, special events announcer, will match growls with the animals, entering the cage with their trainer, Tyrrel Jacobs. Just in case—Lee Stewart, program director, has assigned Mill March as a standby.

KLZ, Denver, held a studio party to celebrate the first anniversary of "Logantime," all-army program which has been aired for 52 weeks. Colonel Doe, commanding officer at Fort Logan, and Hugh B. Terry, station manager, were guest speakers on the anniversary broadcast. When Captain Jack Davitt of Colorado Springs, was interviewed in Australia for CBS News of the World, the Denver station recorded the interview and presented it to the captain's family.

Former musical director Paul Pelletier, now Yeoman Second Class in Uncle Sam's Navy, visiting WMAS, Springfield, Mass., during his furlough this week. Ethel Henin, women's director, is conducting four-week series on local Child Day-Care Centers. Warren Greenwood, program director, handled broadcast of ceremonies from the Jap sub during its visit to Springfield.

Cy King, one of the "pioneer news broadcasters," has been named director for WEBR, Buffalo, N. Y. Back in 1927 King handled the nightly news broadcast for the Pittsburgh Gazette-Times. Later he went to KDKA, Pittsburgh, in promotion and newscasts. He came to Buffalo in 1934 as news commentator.

Mildred Natwick, one of the stars in Noel Coward's Broadway stage hit, "Blithe Spirit," has joined the "Snow Village" cast in the role of Jane Purdy, the old gossip.

KXA, Seattle, announces the appointment of the Howard H. Wilson Company as its national representative, effective July 1. On the Pacific Coast the Homer Griffith Company will represent the station.

Sweetheart Soap has bought three participations a week in WEEL's, Boston, "Food Fair," through the Franklin Bruck Advertising Corp., New York. The participations are on a Monday, Wednesday and Friday basis, and the contract is scheduled to run for an initial period of 13 weeks.

George K. Jacobsen, technical supervisor of WDGY, Minneapolis, announces the promotion of Bernard J. Renk to the chief engineer, and the addition of Arthur Dumke and Ralph Doggett to the engineering staff in the capacity of transmitter operators.

Leo Rumsey, former announcer at KGMB, Honolulu, has joined the staff at KPO, San Francisco. Patty Craig, former radio actress, has become the "first sound effect gal" on the west coast. Producer Bill Shea is traveling with the "Truth or Consequences" group, to help produce all its west coast airings. Bob Williams, former announcer, is now a producer.

P. E. Brown, formerly superintendent of maintenance at WCCO, Minneapolis, has assumed his new duties as office manager. He replaced Emmett J. Heerd, Jr., who went to New York Radio Sales. John Raleigh, news analyst and former CBS foreign correspondent, has just been initiated into the Sigma Delta Chi Honorary Journalistic Fraternity as a professional member.

KOA, Denver, is airing a series of half-hour Sunday broadcasts from Camp Hale, Colorado, home of the Army's ski troops and mountain artillery. The programs are heard every other week. Last show featured Bob Pastor, the former heavyweight title contender who is now a private in the mountain Infantry as a ski trooper. Tor Torland, inveterate movie-goer, is now the station's "Your Hollywood Reporter," plugging pictures appearing at Fox Intermountain Theaters in the Denver area. Scripts are prepared by Mary Ann Warner of the Fox office.

WGKV's Charleston, W. Va., newest staff member is Bob Bowles, salesman, from Akron and Warren, Ohio.

Keeping up with the fast-moving times, WDRC, Hartford, has changed the name of its early morning recorded show from the "Shopper's Special" to the "Stratoliner." Instead of a train sound effects on the opening and close, the sound of an airplane engine is now the background, and Announcer Bill Hart, emcee, is no longer the conductor, but the pilot. The show took off under its new title this week with a hum of publicity.

Col. Cumquat, a comedy character heard over station WSAI, Cincinnati, has received a Certificate of Appreciation from the Red Cross for the part he has played in securing blood donors in Greater Cincinnati.

Claire McMullen, member of the WFIL, Philadelphia, promotion staff, is taking a six-weeks furlough. She will spend this time as a student in the Summer Radio Workshop, New York University. Claire's ambition is to specialize in Radio Writing, Production and Direction, and, with this enrollment in the Workshop, takes a long stride toward its realization. At the expiration of her course, she will resume her activities. Tony Wheeler, announcer, has been given a 30-day defer-

ment by his Draft Board, because acute bronchitis.

WKNY, Kingston, N. Y. is proud with pride these days: Three of its personnel, all seniors at Kings High School, have just won college scholarships. Thatcher Wood, part-time staff announcer and sportsman, won his at Rutgers. Valdo Vigliani and Leonard Rabin, co-conductors of the High School program, won the top honors at Union and Columbia respectively.

Hans Jacob, news commentator here on WOV, N. Y., at 7 p.m. Mondays and Saturdays, will mark the beginning of his second year of broadcasting at that station on Wednesday, June 3.



There's not another like it!

Probably the most famous of all American fighting units in World War I was the Forty-second, or Rainbow Division. Its name and insignia was derived from the fact that it drew its personnel from practically every state in the Nation, as well as the District of Columbia. The Rainbow Division had a distinguished record of service from 1917 to 1919, in the course of which it suffered almost 14,000 casualties. Following the armistice, the division acted as part of the Army of Occupation. As this is written, the Rainbow Division is being reconstituted, and young men from every part of our land are joining together to carry on, once more, the glorious traditions of their fathers.

Traditions have played an important role in the more than 18 years of service which WTIC has rendered to Southern New England. On the other hand, faithfulness to tradition has not been practiced at the expense of progress. It is, perhaps, this happy combination which has gained—an held—for WTIC, the respect and attention of a vast audience of intelligent and well-to-do New Englanders. This respect and attention enables us to remind advertisers that for quick and wholesome response to your sales message—

There's not another like it!



DIRECT ROUTE TO AMERICA'S NO. 1 MARKET

The Travelers Broadcasting Service Corporation
Member of NBC and New England Regional Network
Represented by WEED & COMPANY, New York, Boston,
Chicago, Detroit, San Francisco and Hollywood

1	9	4	3
5	12	19	26
17	18	20	21
22	23	25	26
27	28	29	30

June 2

- | | |
|-----------------|---------------|
| Betty Adams | Frank Arnold |
| Lillian Cornell | Tony Gilman |
| Ben Grauer | Gladys Heen |
| Sid Schwartz | Walter Tetley |



RADIO DAILY

The National Daily Newspaper of Commercial Radio and Television



PL. 23, NO. 44

NEW YORK, N. Y., WEDNESDAY, JUNE 2, 1943

TEN CENTS

Petrillo Seeking Co-Op

NAB Code Committee Meets In N. Y. June 16

Washington Bureau, RADIO DAILY
Washington—The NAB Code Compliance Committee of the NAB will meet in the Roosevelt Hotel, New York, June 16 and 17, Neville Miller, executive committee member and NAB president, announced yesterday. Principal item on the agenda is consideration of suggestions of the Radio Committee of the Council on Freedom from Censorship with reference labor on the air. This committee
(Continued on Page 7)

Post-War Tele Prospects Described By RCA Exec

Television, with its electronic eyes made sensitive to ordinary light will emerge from the war strongly qualified to become a vast post-war industry giving employment to many people in various fields associated with the new art, Ralph R. Beal, research Director of RCA Laboratories said this week in discussing "Radio-Electronic Research" before
(Continued on Page 6)

Heffelfinger Agency As New Organization

Charles L. Casanave, motion picture and advertising executive, with C. H. Pearson, manager of The Heffelfinger Agency of New York, has announced the formation of Casanave & Pearson, Inc., to succeed The Heffelfinger Agency of New York. Effective June the offices of The Heffelfinger Agency will be moved to new quarters and the staff and management of
(Continued on Page 2)

Interested!
WJZ has received a lesson in "how to make loyal listeners": Lt. Walter J. Zakar of the Army Air Corps, called "WJZ" by his friends, heard the New York station on the air while at Myrtle Beach, S. C. He wrote requesting full information—history, power, etc.—and added that "any piece of news will make a lifelong listener out of me."

Non-Partisan
In the current issue of "The Atlantic Monthly," Paul M. Hollister, CBS vice-president in charge of advertising and sales promotion, has authored an article on radio announcing. Erudite publication which doesn't go in for pictures or illustrations, usually, has a mike sketched in at the head of the article. The call letters are—NBC. What's that song, "It's Murder He Says"?

Sedgewick Cites Value Of 2 Webs For Canada

Kitchener, Ont.—Two radio networks would do much to solve many of Canada's radio problems, Joseph Sedgewick, K. C., of Toronto, said in an address here. He suggested that one network could be composed of the nine CBC stations and their 26 affiliates, and the other of the 49 independent stations. Such arrangement
(Continued on Page 7)

Commons Radio Group Starts CBC Study Shortly

Montreal—Dr. J. J. McCann (Lib., Renfrew South) yesterday was elected chairman of the Dominion House of Commons radio committee. He headed the committee last year.
Dr. C. J. Veniot (Lib., Gloucester), vice-chairman of the 1942 committee,
(Continued on Page 2)

Judiciary Committee Of House Reported Asking Cox To Quit

WMCA Experimental Sked To Highlight Programs
In an experiment which is expected to go a long way toward answering the newspaper publishers' question of why does not radio advertise its programs in publications, WMCA will inaugurate a six to seven month advertising campaign in the New York City dailies plugging its rated programs. Drive will get under way today in the afternoon papers. If the campaign proves successful, it will be
(Continued on Page 2)

Asks Music Publishers Withhold Aid From "Bootleg" Recording Firms; Publishers To Meet Today

CBS Writes Outlets Re New Regulations

CBS has informed its stations by wire of the revisions in the affiliation agreement in compliance with the new FCC regulations. Telegram sent by Herb Akerberg, vice-president in charge of station relations follows:
"The affiliation agreement between
(Continued on Page 7)

Detroit Symph. Sponsored Over WWJ For Summer

Detroit—Sam's Cut-Rate, Inc., will sponsor a summer series of weekly broadcasts by the Detroit Orchestra. Efreem Kurtz, nationally known conductor, will handle the season, which begins June 6th and lasts through
(Continued on Page 2)

Plan Indie Station Group To Mull AFRA Matters

An Independent Station's Committee, for consideration of the problems, grievances and general business of members working on the New York
(Continued on Page 2)

James C. Petrillo, president of the AFM, asked music publishers to withhold copyright licensing from recording companies which are violating the Petrillo ban, at a short confab held yesterday between the union and representatives of the publishers at union headquarters. In making his "request," the president tried to ferret out the names of the outfits which already had publishers' licenses, and gave the impression, that if publishers failed to "cooperate" he could bring further pressure to bear by
(Continued on Page 6)

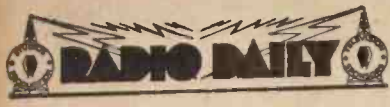
FCC To Reconsider WNYC Night Permit

Washington Bureau, RADIO DAILY
Washington—The FCC announced yesterday its decision to set aside the special service authorization for night-time operation of WNYC, New York City Municipal station, granting the petition of WCCO, CBS-owned and operated station in Minneapolis, for rehearing on the matter.
WNYC, which has long been authorized
(Continued on Page 2)

Canadian RMA Elects Arthur Young President

Montreal — Arthur Young was elected president of the Radio Manufacturers Association of Canada succeeding E. C. Grimley, Reginald Brophy was named vice-president.

Hawk Rally Emcee
Bob Hawk, quizmaster on the "Thanks to the Yanks" program will serve as emcee for the International Day rally in Central Park, New York, next Sunday. Sponsored by the CDVO, the affair will honor all the United Nations. Representatives from each of the anti Axis nations will take part in the ceremonies. Many will wear native dress.



Vol. 23, No. 44 Wed., June 2, 1943 Price 10 Cts.

JOHN W. ALICOATE : : : Publisher

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

Published daily except Saturdays, Sundays and Holidays at 1501 Broadway, New York, N. Y., by Radio Daily Corp. J. W. Alicoate, President and Publisher; Donald M. Mersereau, Treasurer and General Manager; Chester B. Bahn, Vice-President; Charles A. Alicoate, Secretary. Terms (Post free) United States outside of Greater New York, one year, \$10; foreign, year, \$15. Subscriber should remit with order. Address all communications to RADIO DAILY, 1501 Broadway, New York, N. Y. Phone Wisconsin 7-6336, 7-6337, 7-6338. Chicago, Ill.—Frank Burke, Suite 1800-A, Merchandise Mart, Phone Delaware 4950. Hollywood, Calif.—Ralph Wilk, 6425 Hollywood Blvd. Phone Granite 6607.

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

FINANCIAL

(Tuesday, June 1)

NEW YORK STOCK EXCHANGE

	High	Low	Close	Net Chg.
Am. Tel. & Tel.	155 1/4	154 3/4	155 1/4	+ 3/8
CBS A	23 1/2	23 1/2	23 1/2	+ 3/8
CBS B	23 1/2	23 1/2	23 1/2	+ 3/8
Crosley Corp.	21 1/2	21 3/8	21 3/8	- 1/2
Gen. Electric	38 1/2	38	38 1/2	+ 3/8
Philco	26 1/4	25 1/4	25 1/4	+ 3/8
RCA Common	12 1/4	12 1/4	12 1/4	+ 1/2
RCA First Pfd.	69	69	69	+ 1/2
Stewart-Warner	13 3/4	13 3/4	13 3/4	+ 1/2
Westinghouse	97 3/4	96 3/4	97	+ 3/8
Zenith Radio	31 3/4	31 1/2	31 1/2	- 1/8
NEW YORK CURB EXCHANGE				
Nat. Union Radio	4 1/4	4	4 1/4	+ 1/8
OVER THE COUNTER				
	Bid	Asked		
Farnsworth Tel. & Rad.	9 1/4	9 1/2		
Stromberg-Carlson	10 3/4	11 3/4		
WCAO (Baltimore)	21	23		
WJR (Detroit)	24 1/2	26		

FCC Will Reconsider WNYC's Night Permit

(Continued from Page 1)
orized to operate until sundown in Minneapolis, had several months ago been granted an extension of its broadcast day over protest of WCCO, which shares the 830 channel. WCCO will be made a party to the new hearing, while at the same time the Commission denied the application on the clear channel group for rehearing and intervention against the WNYC grant.

AMERICA AT WAR

A patriotic program series combining a timely dramatization with an inspiring talk by nationally prominent speakers. Cooperatively sponsored and we even sell it for you. Has already made good money for 25 radio stations. Write for details to Don Searle.

SALES FEATURES CO.

1023 NO. 17TH ST. OMAHA, NEBRASKA

Heffelfinger Agency As New Organization

(Continued from Page 1)
the New York office of The Heffelfinger Agency will continue with Casanave & Pearson, Inc., to serve all accounts formerly served by The Heffelfinger Agency.

This move was occasioned by T. P. Heffelfinger's (head of Heffelfinger Publications and The Heffelfinger Agency) entering the service as a First Lieutenant in Naval Aviation.

Casanave & Pearson, Inc., will conduct a general advertising business, embracing all forms of media, and contemplates considerably expanding the scope of operations formerly carried on by the old agency. Plans to be announced at a later date.

Casanave Long In Field

Charles L. Casanave enjoys a broad and successful career in the motion picture advertising field. He started his career in pictures as a player for Biograph and Pathe, later became sales manager of Vitagraph, Chicago district, and District Manager of United Artists. He is one of the organizers of Allied States Association of Motion Picture Exhibitors, and later organized the National Screen Accessories, Inc., and Advertising Accessories, Inc., the country's leading company of its type, serving over seventeen thousand motion picture theaters. He headed this company until recently when he resigned to become head of Casanave-Artlee unique and original productions amongst them the famed Pudge Heffelfinger Football Facts, edited by the colorful Yale gridiron hero, W. W. (Pudge) Heffelfinger, who will continue to serve his football patrons in advertising through the new agency.

Amongst the various features produced were "Secret Agent K-7" in association with NBC; "We Want a Touchdown" the country's first sports quiz show, a Mutual network feature for several years; "The March Thru Life," with John B. Kennedy, which established a record for response from a single broadcast on a single station. All these features were originated and produced by C. H. Pearson, who will continue in the same role in the new agency.

Officers of Casanave & Pearson, Inc., are Charles L. Casanave, president and treasurer; C. H. Pearson, vice-president and general manager; Edward P. Casanave, vice-president and secretary.

Detroit Symph. Sponsored Over WWJ For Summer

(Continued from Page 1)
September. Kurtz has been conductor-in-chief of the Ballet Russe De Monte Carlo and in 1942 conducted the Detroit Symphony Orchestra in a series of post-season spring concerts.

The summer series will be broadcast for one hour starting at 6 p.m. each Sunday from the WWJ auditorium studio. Each program will promote a phase of the war effort and special speakers will be presented.

Commons Radio Group Starts CBC Study Shortly

(Continued from Page 1)
was elected to that position again for this year.

Yesterday's meeting was devoted to organization. It is expected the committee will begin its study of Canadian Broadcasting Corporation operations next week.

Dr. McCann said he anticipates the committee's work will be considerably shorter than in 1942 when, as the first radio committee appointed in three years, its inquiry covered a wide field.

Gordon Isnor (Lib., Halifax) presented a motion, subsequently adopted, suggesting that Dr. J. S. Thomson, the corporation's general manager, should include in his statement to the committee a report on what action has been taken and expenditures to date on construction of a short-wave broadcasting system, recommended by the committee last July and subsequently approved by the Government.

D. King Hazen (Prog.-Con., Saint John-Alberta), said he hoped witnesses would be called to clarify the legal relationship between the corporation and the Government.

WMCA Experimental Sked To Highlight Programs

(Continued from Page 1)
expanded to include other Borough and suburban newspapers, as well as extend the run into a year. All the afternoon papers—four will get the business regularly on a scattered schedule. The schedule for the morning papers including the "Times" and "Tribune" is spasmodic. The afternoon papers carrying the WMCA ads will be "Sun," "World-Telegram," "Post" and "Journal-American." Station will devote its space to pushing its commentators, "Times" news broadcasts, and its good musicals.

In a trade deal starting later this week, WOV will run copy in the "Journal-American," pushing its new English program schedule.

Plan Indie Station Group To Mull AFRA Matters

(Continued from Page 1)
independent stations which have signed the AFRA Code, will be set up in the New York local of the actor union. Committee's formation was voted on at the local's recent meeting. Committee will work closely with the Local Board.

George Heller, executive secretary, reporting at the meeting, estimated that collections of approximately \$10,000 were achieved by the union for members, through arbitrations since last Fall.

ANNOUNCER:

Good salary, talent opportunities. Send audition transcription and details.

WJTN . . . Jawestown, New York

COMING and GOING

HENRY P. JOHNSTON, vice-president and general manager of WSGN, Blue Network outlet in Birmingham, Ala., visiting yesterday with the New York representatives of the station.

NED CALMER, CBS newscaster, back from vacation.

KENYON BROWN, station manager of KOMA, Oklahoma City, Okla., in Dallas, Tex., last week on business.

KAY KYSER and his "College of Musical Knowledge" troupe heard on NBC are at San Pedro, Cal., to participate in the ceremonies attendant upon the launching of the California Shipbuilding Corporation's 200th vessel.

H. ALLEN CAMPBELL, secretary and general manager of WXYZ, Detroit, in New York for conferences at the headquarters of the Blue Network.

MARY LOU JONES, secretary to Worth Kramer, manager of WGKV, Charleston, West Va., visiting with her family in Cleveland.

LARAIN DAY and EDWARD G. ROBINSON are at Santa Ana, Cal., for guest appearances on the "Soldiers With Wings" program broadcast over Mutual.

JACK TODD, general manager of KANS, has returned to Wichita from Dallas, Tex., where he spent a few days on station business.

W. B. STUHT, commercial manager of KJR, Seattle affiliate of the Blue Network, visiting yesterday at Rockefeller Center.

MARTIN D. WICKETT, program director of WTOP, is back in Washington, D. C., after an absence of two weeks, during which he visited New York and various cities in the Middle West.

B. J. LAVIN, commercial manager of WDAY, Fargo, N. D., spending a few days in town on station and network business.

CLARK A. LUTHER, national sales and promotion manager of KFH, Wichita, is touring the state of Kansas.

McNamee Left \$137,707

Graham McNamee, announcer and commentator who died on May 9, 1942, left a net estate of \$137,707, it was revealed in an estate tax appraisal filed Monday in the New York Surrogate's Court. The McNamee estate was left to his wife, Ann Lee McNamee.

IN BIRMINGHAM

Of ten most popular daytime network quarter-hours (Hooper)

4 are BLUE NETWORK on WSGN

3 on station "B"
3 on station "C"

WSGN

Affiliated With
The Birmingham News
THE BIRMINGHAM AGE-HERALD

SESAC

**20 PER RECORD
PER PRESSING**

is the Recording Fee
for any of the

100,000

MUSICAL COMPOSITIONS

Published by

140 SESAC PUBLISHERS

Performable on Virtually All

AMERICAN RADIO STATIONS

Without Additional Charge to

**ADVERTISER, RADIO STATION
or TRANSCRIPTION COMPANY**

WRITE—SESAC PROGRAM SERVICE DEPARTMENT
for further details

THE BIG GREEN 1943
SESAC MUSIC GUIDE LISTS
29 AMERICAN PUBLISHERS
OF VOCAL MUSIC



113 WEST 42nd ST.
NEW YORK, N. Y.

Los Angeles

By RALPH WILK

FEMININE picket lines in front of NBC studios this week presented Hal (Gildersleeve) Peary with undeniable proof that his approaching radio marriage with the red-haired widow, Leila Ransome, will not meet with the approval of feminine listeners of the nation. Hundreds have already protested the forthcoming nuptials by letter. When he reported at NBC for rehearsals of "The Great Gildersleeve" program, Peary was confronted by a picket line of club women from the Pacific Palisades (Calif.) Women's League, offering visual protest with signs reading "Stay Single, Gildersleeve," "No Marriage for Gildersleeve" and "Beware of Leila."

The news commentaries by Upton Close, noted authority on Far Eastern affairs, will be sponsored by Lumbermen's Mutual Casualty Company over KHJ-Mutual Don Lee network for an addition of fourteen weeks on Sundays from 3:30 to 3:45 p.m., PWT. Close's Saturday night broadcasts, also sponsored by the Lumbermen's Company on KHJ Mutual Don Lee, 5:30 to 5:45 p.m., PWT, will conclude its series June 5.

Harry R. Lubcke, director of Television for the Don Lee Broadcasting System, has returned from a three weeks trip to New York and Washington, D. C. He was accompanied by Frank Kennedy, chief engineer for the network.

Winston Moore has been made radio editor of "Western Family," succeeding Denny Shane, who will free-lance.

Twenty-five crippled youths and girls from the ages sixteen to twenty-five came to last "Blondie" show from the Glendale Sanatorium and were especially entertained by Penny "Blondie" Singleton and Arthur "Dagwood" Lake following the performance.

First signs of Summer were apparent this week when Billy Mills called his Fibber McGee and Molly orchestra for a Saturday outdoor rehearsal in Billy's patio. The musicians played to the accompaniment of hot dogs and root beer.

If Andy and Virginia don't watch out they'll have civil war in their back yard. Ever since their "Little Variety Show" won its dog food sponsorship, Tuesday, 10:30 a.m., PWT, Pacific Coast Blue Network, little Pat and Mike Blankcheck, hounds of the Andy and Virginia household, have been stalking around the chicken yard with their noses in the air. The hens, ruffled by their lofty attitudes, put their beaks together and have commenced laying not double, but triple-yolked eggs. Angling for a sponsor, too, no doubt.

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



Notes From A Ringside Seat. . . !

● ● ● June 29th will be the last broadcast by the Al Jolson-Monty Woolley combo which will be CBSupplanted July 6th by a half-hour show temceed by Judy Canova titled, "Rancho Canova" . . . Camel Cigarettes have offered a contract to Hope Emerson which, if she accepts, will feature her on the ether until 1947 . . . A picture of Frank Sinatra, in the lobby of the Paramount Theater where the lean lark, is the currenttraller, is covered with the lipstick imprints of three high school jitterbugs . . . Escorts & Betty, quartette (three lads and a lass) formerly heard on the "Club Matinee" and "Breakfast Club" programs over the Blue Net from Chi, have arrived in Gotham and may bring their close harmony to the NBCycles via "Everything Goes" . . . The summer replacement for the Red Skelton NBClownings, starts June 15 . . . program will be the old "Beat the Band" show with Chanteuse Hildegarde the M.C. . . . Radcliffe Hall will do the announcing chores . . . Tony Leader production manager of the Fred Waring program, convalescing from an emergency appendectomy . . . Jack Rose, time and spot buyer for Busch's, is licking Kid Pneumonia, after an eleven-week bout.



● ● ● Jack Rubin, Jr., son of the "O'Neills" comic, is in a Naval Bombardier Squadron and during long training flights, tried in vain to have his mates tune in to his dad's program . . . finally, the boys acquiesced, turned off the "hot recordings" and tuned in the "Irish" program . . . as luck would have it Rubin senior wasn't in the show that day and junior is having a tough time trying to convince his mates that his dad is really a radio actor . . . George Ross, former World-Telly columnist, has returned to his first love, publicity and in association with his wife, praise agent Dorothy Ross, will glamorize stage and radio personalities . . . Henry Souvaine has a deal that's practically "in the bag," which will bring the D'Artega All-Gal orchestra to the networks . . . Enric Madriguera's Band opens at the Roxy in Gotham, June 19 . . . Joan Brooks, CBSongstress, who was to be heard twice weekly, will be heard five times a week beginning June 14 . . . Lucky thing ex-gob Jack Benny and ex-doughboy Fred Allen are taking their vacations . . . by July 1, practically all of their writers will be in uniform.



● ● ● Due to his many appearances at Canada's Victory Loan Drives, Barry Wood is the favorite of men in the Royal Canadian Air Force who will send a bomber to New York June 17 to fly Barry to Ottawa for a special performance . . . According to Maurice Zolotow, the first daytime radio serial was called "The Smith Family" and was written by "a small-time vaude team, Jim and Marian Jordan" . . . The Jordans are now NBChamp comics, known to listeners as Fibber McGee and Molly . . . Woody Herman and his Band will leave the Palladium for a theatre tour winding up in Chicago where the Herd will open a four-week stay at the Sherman, Aug. 13 . . . Lloyd Gilliam, who used to play the hot trumpet for Sammy Kaye, has just won a commission as 2nd Lieutenant in the U.S. Marine Corps . . . Although they've held auditions for the past three months to find a new "Henry Aldrich" to replace Norman Tokar, who is slated for induction in the armed forces, the replacement won't be needed until the Fall, for the "Aldrich Family" will have Norman's services until it goes off July 1 for the summer . . . Jackie "Homer" Kelk, goes to the Coast in mid-July on a picture assignment . . . Tin Pan Alleyite Bob Emmerich is the proud papa of a future songwriter . . . NBC news reporter George F. Putnam, doesn't believe in half-way or "guess measures" . . . to learn what type of audience his WEAF news show reaches at 6:15 p.m., George had the Pulse of New York make a direct survey at his own expense . . . Have a chuckle: Beatrice Kay tells of the Nazi who was hit on the head by a pamphlet dropped by an RAFlier . . . and had his brains knocked out.



— Remember Pearl Harbor —

Chicago

By FRANK BURKE

MONTE RANDALL, traffic manager of the Russel M. Seeds Company, advertising agency, has received his army induction papers and will report at Camp Grant, Ill., June 9. He is being replaced at Seeds by H. W. Jackson, formerly sales manager of WCOS, Columbia, S. C. "Women Make News," featuring Edith Davis, has been renewed on WGN for an additional 13 weeks through the Mitchell-Faust Advertising Agency. Program is heard Monday through Friday.

Continuing its "scoop series" on food problems and conditions in 19 of the United Nations, WLS will air the interviews through June 11, according to Harry Templeton, war program manager of WLS. Programs are heard Monday through Friday on the "Dinnerbell" program. Countries to be heard this week include the Philippines, Great Britain, Norway, New Zealand, and the Netherlands. Next week interviews will include representatives of Czechoslovakia, India, Brazil, Greece, Mexico, Russia and Cuba.

Effective Monday of this week Hayden Roberts, food and vitamin authority started a Monday through Friday, 8:35-8:40 a.m. broadcast on a five-minute transcribed sked over WBBM. Another new five-minute transcribed show on WBBM is "Letter to An Ally," which was premiered Tuesday and will be heard Tuesdays and Thursdays at 3:25 p.m. for three weeks.

Jack Cahill, former WBBM producer now with the U. S. Army in Palestine, has been made producer of a daily program called "American Forces Broadcast," time, place and station a military secret. Cahill writes friends here that his cast is 100 per cent English actors, recruited from the London stage. In between times Cahill stages shows at the English Service Centers and the Red Cross entertainment "huts."

Newcomer in the cast of "Jack Armstrong," Blue Network show originating at WENR, is Naomi May, who replaces Sarajane Wells in the role of Betty Fairfield. Sarajane is retiring temporarily on advice of her doctor.

W THE PROOF IS IN THE LISTENING

P

E

N

Philadelphia

5000 WATTS • 950 ON THE DIAL

Affiliated Station of the Atlantic Coast Network

GUEST-ING

RAINE DAY and EDWARD G. ... on "Soldiers With ... today (WOR-Mutual, 9:30)

CK HALEY, on the Rudy Vallee ... tomorrow (WEAF-NBC, ...)

RY ROGERS, cowboy star of the ... on the "Kraft Music Hall" pro- ... tomorrow (WEAF-NBC, 9 ...)

DELEINE CARROLL, on "We ... and Learn," tomorrow (WABC- ... 2:30 p.m.).

RON H. WEBB, blind instructor ... for the U. S. Army Signal ... and HERMAN KLARFELD, ... fact collector of the ... on the "Hobby Lobby" pro- ... Saturday (WABC-CBS, 8:30 ...)

ERRY WALT, clarinetist, on the ... "Million Dollar Band" show, Satur- ... (WEAF-NBC, 10 p.m.).

WOV Early Bird-Hour In English Experiment

... achieved a measure of suc- ... with English programming in ... evening hours, WOV, Italian lan- ... station here, will experiment ... English at the sign-on or early- ... hour, 7-8 a.m. Starting June 14, ... station will present Peggy Lloyd ... mistress of ceremonies over the ... hour of recordings and chatter. ... gram will be designed for a Mon- ... through Saturday run. Station's ... oyes are participating in a con- ... closing June 10 to select a title ... the program. Awards will be ... in war stamps.

... in addition, is continuing ... policy of grooming its programs ... evening, and has started a new ... program, "Names Mean Some- ...," for the 6:30-7 p.m. slot. Walt ... er will emcee the half-hour ... h will be devoted to soliciting ... es describing the derivation of ... es. Prizes of \$5 will be awarded ... etters read on the air.

NEW PROGRAMS-IDEAS

War-Time Opinion

On WFIL's Philadelphia "C D Block Busters," Sunday series, a new feature made its bow last week. This new portion of the program is called "Portraits of Americans," and each week voices the attitude and opinion of a typical citizen.

Don Martin, the show's writer, has lined up "Portraits of Americans" from all walks of life, including a war worker, a Marine, a war Mother, a teen-age school boy working after hours, a young wife whose husband is in the service and several others.

Each sketch is done against a musical background supplied by Norman Black's orchestra. Since the program is designed for Philadelphia's Civilian Defense Workers, engaged in selling War Bonds, WFIL feels that this addition to the "C D Block Busters" program format will help provide inspiration in the Bond sales.

Fashions From N. Y.

First-hand information on what manufacturers of women's wearing apparel are doing to speed their products to consumers, will be broadcast direct from New York by Rita Hackett, WSAI women's commentator, starting June 28.

Miss Hackett will leave for New York June 23 to start forming her programs. She will pay particular attention to how the manufacturers are cooperating with one another in maintaining the flow of frocks to the middle west.

In addition, Miss Hackett will visit the foremost fashionable meeting places and will have interesting sidelights on what women in the public eye are wearing this summer over east.

FCC's Operator Canvass Will List Available Men

Washington Bureau, RADIO DAILY Washington—A canvass of licensed radio operators, to determine how many, if any, are available for employment within the industry today has been undertaken by the FCC, it was revealed Monday by Chairman James Lawrence Fly. The canvass was undertaken with the approval of the WMC, and is expected to supplement the NAB program. Results are available to NAB and stations.

Cards have already gone to one thousand of the approximately 60,000 licensees on the FCC's books, asking for such information as selective service class, present job, whether radio kill is used in present job, details on any previous employment in radio and whether the individual is now available for work in the industry.

The Commission announced Monday also that it has reinstated all amateur operator licenses which have expired since December 7, 1941, for a period of three years from the date of expiration on each. In addition, all those expiring before December 7, 1944, are also extended for three years beyond their dates of expiration.

Quiz For Kid Whiz

WEBB, Buffalo, N. Y. is conducting a local "Quiz Kids Program" in conjunction with the Miles Laboratories production of the Quiz Kids in Chicago. The same format is followed locally. It is sponsored by the E. W. Edwards department store and is produced by Quizmaster Ed Wegman. The series is for six broad-casts.

The winners of the first five will meet in the final, and the winner of that program will go to Chicago as the guest of the network Quiz Kids and appear on that program. Program is a Sunday afternoon feature 4:30-5 p.m. The winner in each preliminary receives a \$25.00 War Bond. The other participants get \$5 in War Savings Stamps.

There are three judges chosen—one from the Judiciary, one from the Educational branch of the city, and an outstanding business man. The application of each quiz applicant is carefully studied, and the most promising are invited to the studio for questioning to determine their aptitude and fitness for participation in Chicago.

"Tomorrow's Menus

"Tomorrow's Menus Today," a new program designed to aid women in planning their wartime menus, is aired daily over KDAL, Duluth, and features June Lange, women director. The show is sponsored by Snyder's, Minnesota's leading cut-rate drug stores. The show's format consists of current rationing news and information from OPA, shopping tips, and balanced menus as suggested by the members of the nutrition council of the Arrowhead chapter, American Red Cross.

Melville Writes Manual On Radio Examinations

A book on radio communications, designed specifically to help a person pass the Federal Communications radio examination, has just been completed by Frank Melville, Jr., aircraft radio technician and director of the Melville Aeronautical Radio School. It will be published for Fall release.

AGENCIES

GENE KRAEMER, formerly in the New York office of NBC and more recently with WKAT, Miami Beach, has joined the New York sales force of Joseph Hershey McGillvra, station reps. Kraemer at one time was eastern advertising manager of the magazine, "Scientific American."

TRIANGLE ADVERTISING AGENCY, Chicago, has been appointed to place the advertising of Majestic Radio and Television Corp., Chicago.

STANDARD BRANDS, INC., through Ted Bates, Inc., is increasing its advertising schedule for Stams vitamin and mineral tablets.

M. D. McPHERSON'S appointment as director of public relations has been announced by Charles M. Robertson, Jr., president of the Ralph H. Jones Co., Cincinnati and New York advertising agency. For the last three years MacPherson has been assistant radio director of the agency, specializing in radio promotion and publicity. Prior to joining the Ralph H. Jones Co., he was with Salvage and Smith public relations firm in New York, and previously with the General Motors Corporation.

JOHN F. MAYER, vice-president and space buyer of Street & Finney, is celebrating his 15th year with that agency as well as his 40th year of association with the advertising profession. As a coincidence, another Street & Finney employee marked her 15th year with the agency almost on the very day of Mayer's anniversary. She is Pilar Gorostiola, a member of the auditing department.

MAURICE LYNN, art consultant to advertising agencies, has been named art director of the Blaine Thompson Company.

FREDERIC F. FLANAGAN is now associated with Calkins & Holden as member of the copy staff. He formerly was with McCann-Erickson, Inc.

Aggressive, live, 5 k.w. Eastern network affiliate has two openings on announcing staff. Unexcelled working conditions, opportunities extra commercial fees. Experience, character, dependability prime requisites. Write, wire qualifications, salary expected, other details to

RADIO DAILY, Box 162, 1501 Broadway, New York City

KLZ DENVER The Trend in NATIONAL SPOT is to KLZ — a better buy in cost and audience REPRESENTED BY THE KATZ AGENCY-

"Your Western New York Salesman" WHAM 50,000 Watt... Clear Channel... 1180 on Dial... Affiliated with the National Broadcasting Company and The Blue Network, Inc. ROCHESTER, N. Y. National Sales Representative: GEORGE P. HOLLINGHERY CO. "The Stromberg-Carlson Station"

AFM Asks Music Men To Co-Op In Disk Ban

(Continued from Page 1)

blacklisting such publishers and prohibiting his bands from playing such publishers' tunes. The name of Eli Oberstein, whom Local 802 of the AFM has charged with allegedly producing bootleg records, was brought up as an example of what Petrillo was aiming at.

Attendees Listed

Among those attending the meeting, yesterday, were Walter Douglas, president of MPPA; Rocco Vocco, of Bregman, Vocco & Conn, Inc.; Johnny O'Connor, member of Board of Directors of Ascap, general manager for Fred Waring, and member of MPPA; Merritt Thompkins, vice-president of BMI. Douglas has called a meeting of MPPA board for 2:30 p.m. today, at which time he will report on the session with Petrillo. As representative of the publishers, Douglas is to report to Petrillo by the end of this week, the attitude of the publishers on the licensing prohibition.

In making known his will to plug the leak in his ban edict, Petrillo as much as told those conferring that if they "cooperated" on this occasion, the recording ban could be lifted sooner. He argued that the bootleg records are of inferior quality because the better musicians could not run the risk of violating the ban, and that such inferior product did harm, rather than good, to the publisher's property.

Post-War Tele Prospects Described By RCA Exec

(Continued from Page 1)

The Institute of Finance at the New York Stock Exchange. He said that the spectrum of tiny wavelengths, measured in centimeters, is being opened by the development of new radio tubes bringing possibilities to radio greater in scope than all of its past.

Outlines Network Television

Predicting unparalleled progress in other fields as well as in radio, Beal said that the potentialities stimulate the imagination of research scientists to visions of new and unexpected horizons in the fields of physics, chemistry, metallurgy, biology and in many industries.

Envisaging automatic radio relay stations as the key to network television, Beal told how the television pictures would be flashed from city to city to home audiences. At the same time he depicted interconnecting circuits carrying television pictures of events directly from the scene of action to theaters in different cities.

Continuing his preview of radio-electronics, Beal reported on the latest development of the RCA Electron Microscope, as well as the field of radiothermics—the application of radio high frequency heating to industrial processes and described work being done by Radar.

WORDS AND MUSIC

By HERMAN PINCUS

THUMBNAIL sketch of Donald Voorhees, musical conductor of the "Telephone Hour" and "Cavalcade of America"..... Born 39 years ago in Allentown, Pa. descendent of old American stock..... at an early age, took up the study of violin and piano, later becoming a pupil of Dr. J. Fred Wolle, founder and conductor of the Famous Bethlehem Bach Choir..... at the age of 11 Don became choirmaster and organist of the family church and during his last two years at high school, formed his own band..... one night, Voorhees, received a phone call from William Baker, Broadway orchestrator, asking him to come to New York to conduct the "Broadway Brevities of 1920" starring Eddie Cantor and the late Bert Williams and two nights later, the 17-year-old musician found himself in the pit of the Winter Garden Theater..... Then followed a series of additional Broadway hits until one Saturday night, from the stage of the Earl Carroll theater, Don introduced a series of concerts heard over WEAFL..... assignments to conduct programs sponsored by accounts, including Atwater Kent, General Motors, Maxwell House, Colgate, Ford and many others, called for his classic and semi-classical interpreted music during which he conducted for Lily Pons, Jascha Heifetz, Josef Hoffman, Jose Iturbi and Lawrence Tibbett..... "The public," says the maestro, "has learned to want 'good music' and before radio, either couldn't afford to hear it or found it difficult to go where the music was played..... now, thanks to radio, everyone can sit at home and enjoy the music of the masters, past or present." Voorhees is married, the father of a 20-year-old daughter and nine-year-old son..... knows his way around in the Kennel Clubs, often acting as steward of the Westminster Kennel Club Show at Madison Square Garden..... Last week Don was awarded a Degree of Doctor of Music at Bates College, Lewiston, Maine.

☆ ☆ ☆

Here's a new twist. Pat Travers, Femaestro, whose orchestra is featured at the Hickory House, has assembled a list of musical numbers, which she plays each Sunday..... the songs, though published, never got anywhere, so Pat calls the feature the "Flop Parade"..... some of those songs can be hits, too, if the publishers would dust off the tunes, and get a few plugs.

☆ ☆ ☆

Last week, Al Jolson sang a number on his CBS program titled "My Blushing Rosie" and thereby hangs a tale..... Back in 1900 (we hadn't arrived in this vale of tears yet..... merely taking Al's word for it), "Sonny Boy's pappy," a hungry stage-struck kid, crashed the backstage entrance to the Weber-Fields Theater on 29th Street, trying to get a job in the chorus..... though he didn't get the job, his plea to the door man "to let him stay in the wings just long enough to hear Fay Templeton" who just then was singing the song, fell on sympathetic ears..... Al never forgot the song nor the door man.

☆ ☆ ☆

Radiology: Jimmy Jemal, inquiring photographer of the "News," had announcer Howard Petrie's picture and answer in his column last week, and as a result, Howard received letters from people in 32 states..... we'll have to get a back copy of the column to find out what Petrie had to say which brought on the "fan mail"..... Joan Brooks, the newest CBSensation, sounds to us like the "Moonlight Sinatra"..... Dr. Frank Black NBConductor, is one who doesn't bemoan the fact that Tchaikovsky's melodies have been rearranged for jive. It was back in 1891 when Peter Ilyitch, first came to New York from Russia and conducted his B flat Minor concerto at the dedication ceremonies of Carnegie Hall..... Recent years have found hep-cats swinging to "Tonight We Love" taken from the first movement of that concerto, "Our Love" from his "Romeo and Juliet Overture," "The Isle of May" from the First Movement of his "Sixth Symphony" and "Concerto for Two" from the B Flat Minor Piano Concerto..... Adds Dr. Black, "it is better for the public to hear Tchaikovsky through the medium of Jazz, than not to hear him at all." And several tin pan alleyites echo "amen."

☆ ☆ ☆

—Be A Rational National—

Urge Stations To File Replacement Listing

Washington Bureau, RADIO DAILY

Washington—Filing of replacement schedules with State Selective Service Directors has been recommended to broadcasters by NAB. The advice is directed mainly toward large and medium-sized stations, with small stations urged to confer with the WMC on the advisability of filing.

Filing of manning tables is advised at this time. NAB says "the benefit to be derived from replacement schedules is certain to time of induction as against hit-or-miss action of several boards which may result in a station's losing several men almost simultaneously."

NAB's advice to the industry backed up by WMC Chief Paul McNutt, who urged the filing of placement schedules by all employers in essential industries. McNutt says, however, his advice that manning tables also be filed—a move agreed upon by NAB advised.

Stressing the need for prompt filing of manning tables and replacement schedules, McNutt stated that approximately 1,500,000 men who are deferred in industry as of December 31 take into consideration those who will become 18 before the date and also men with dependents who had been classified in former Class 3-B.

Schedules Detailed

Replacement schedules include each employee his job title, age, board number, selective service number and classification and family status in detail. The part of the schedule is a replacement summary, containing the information for each employee, the jobs listed by departments, positive each job the employer also file the number of workers employed, the number of women, number of men with children, men over 45, those 38 to 45, under 18 and single men and men without children.

Preparing the replacement list second part of the schedule, the employer lists by departments as on the replacement summary names, the men he will be required to replace. The replacement list include only single men and men without children who are in the age groups liable, or who will be liable the next six months after preparation will become liable for military service. Men with children were listed when the Director of Selective Service orders the reclassification of this group. Those within each department, who are to be replaced the first month will be listed followed by those who are to be replaced in the second month, etc.

Stork News

Bob Walter, staff announcer WWNY, Watertown, N. Y., is receiving congratulations upon the birth of a daughter, Joan Marie. Her mother and daughter doing well.

Writes Stations New Regulations

Judiciary Committee Of House Reported Asking Cox To Quit

Sedgewick Cites Value Of 2 Webs For Canada

(Continued from Page 1)
provides that the obligations un-
are subject to all applicable
regulations. Since the FCC
tions applicable to stations en-
in chain broadcasting are ex-
to become effective on June
3 and in order that your af-
agreement may comply with
pplicable provisions of those
tions, we wish to notify you

(Continued from Page 1)
in executive session to consider the
petition of C. J. Durr, FCC member,
for disqualification of Cox as chair-
man of the special committee in-
vestigating the FCC. Durr's petition
and supporting material regarding
Cox's alleged guilt in the matter of
the \$2,500 was sent to the committee
without comment by Sam Rayburn,
Speaker of the House and a close
friend of Cox. The committee mem-
bers were uncertain just how far
they were expected to go, or if they
were expected to go anywhere.

this was the second time in three
that an item regarding the Cox com-
mittee has been banned from the air
by the Blue Network. Pearson's script
was edited two weeks ago Sunday.

After half an hour of discussion
it was decided that the committee
try to get more definite instructions
from Rayburn. It is believed that
it was also decided informally that
one or two older members of Con-
gress, who had been colleagues of
Cox for several years, should go to
him and ask that he resign his seat
in Congress in order to spare Con-
gress more embarrassment over the
unfortunate situation now existing,
where Cox is investigating the very
agency which uncovered his "ques-
tionable dealings."

The Judiciary Committee is to meet
again today, and it is believed it will
be told that Cox has absolutely re-
fused to resign either from Congress
or from the investigating committee.
It is predicted also by newsmen close
to the committee that the Judiciary
Committee will refuse to take any
on-the-record action, thereby throw-
ing the matter back into the lap of
Attorney General Biddle. Prosecu-
tion of Cox was strongly recom-
mended to Biddle a year ago by
Wendell Berge, Assistant Attorney
General in charge of the Criminal
Division of the Department of Justice.
Biddle is still obviously unwilling to
proceed against the Georgian.

Pearson had planned to broadcast
this story Sunday night, but the Blue
Network pencilled it from his script;

RADIO DAILY tried for two weeks
last month to get a straight answer
on the matter from the department,
but Biddle finally declared that he
had absolutely no comment. The
department's information specialist,
however, made it plain that the de-
partment has no intention of moving
against Cox at this time.

(Continued from Page 1)
ment he said would insure people
hearing both sides of every contro-
versial or political subject and, more
important would tend to improve
quality or programs.

Although not entirely critical of the
present partial Government control,
Sedgewick said any further control
would not be in the interests of
Canada.

All radio stations in Canada today
come under the supervision of the
CBC whether they are on the national
network or not, he explained. Every
station is governed by scores of regu-
lations and a move to give the CBC
more power only mean more Govern-
ment interference as after all the CBC
is operated by the Government.

Lauds U. S. Plan

Canada's partial Government con-
trol, coupled with its many radio
regulations and license fees, was con-
trasted to radio in the United States
where there is no Government con-
trol and no license fee of any kind
for receiving sets or stations. Radio in
United States is superior to any other
country in the world, Sedgewick
said. "And although a great deal can
be said for the present Canadian sys-
tem, I have never yet known of any
Government agency to advance and
keep pace with private enterprise."

Any attempt for further regulate
the activities of independent stations
should be fought, he said. "The free-
dom of individual stations to program
as they like, to permit who they will
to speak as it may suit them and not
Ottawa, is something valuable and
something we should retain."

The chief argument in favor of
Government control in Canada is the
small population, compared with the
size of the country. In some sparsely
settled areas, the listening audience
is not great enough to warrant com-
mercial sponsorship of programs with
the result those people are dependent
on Government stations for their
radio programmes.

Suggestions Outlined
So long as Section 3.101
be in effect, you will be under
obligation to refrain from broad-
ing the programs of any other
ark organization, but it is equal-
derstood that you are under
obligation to broadcast any pro-
of any other network organ-

So long as Section 3.104
be in effect you will be under
obligation to accept any Columbia
rk program (a) on less than
ys' notice or (b) for broadcast-
ring a period in which you are
ted by contract to broadcast
rogram of another network or
any hours other than the fol-

Mondays, Tuesdays, Wednesdays,
days, Fridays, Saturdays, 9:45
o 12:45 p.m., 1 p.m. to 3 p.m.,
to 6 p.m., 7 p.m. to 10 p.m.,
n Sundays, 10 a.m. to 1 p.m.,
p.m. to 3 p.m., 4:30 p.m. to 6
and 7 p.m. to 10 p.m. (all pe-
expressed in New York time
nt on the date of broadcast).

Options Suspended
You are of course at complete lib-
to accept network commercial
ams which we may offer in
other than those specified above.
ird: So long as Section 3.105
be in effect, you shall be re-
l of any obligation which would
r or prevent you from rejecting
ams to the extent that such sta-
tions are inconsistent with Sec-
3.105.

Fourth: If the term of your affilia-
agreement presently extends be-
June 14, 1945, such agreement
terminate June 14, 1945, provided
if Section 3.103 shall be rescinded
odified prior to that date, such
ment shall remain in effect un-
s present expiration date or such
er date as may be permitted by
regulation. If the term of your
ation agreement does not pres-
extend beyond June 14, 1945,
contains an option or options
g us the right to extend the
eyond June 14, 1945, the options
h give us the right to extend
erm of the affiliation agreement
nd June 14, 1945 are suspended;
ided, however, that if and to
extent that rescission or modifica-
of such section shall permit such
ns shall be reinstated.

Fifth: So long as Section 3.102
be in effect, we shall be re-
ed from any obligation which pre-
s us from furnishing any Colum-

NAB Code Committee Meets In N. Y. June 16

(Continued from Page 1)
is composed of Thomas R. Karks-
kadon, chairman; Morris S. Novik,
Dr. Paul F. Lazarsfeld and Norman
Thomas.

The Code Committee includes the
following: William B. Quarton, WMT,
Cedar Rapids, Iowa; Grant F. Ash-
backer, WKBZ, Muskegon, Mich.;
William S. Hedges, NBC; Felix
Hinkle, Canton, Ohio; Herbert Ken-
drick, WJLS, Beckley, West Va.;
Eugene O'Fallon, KFEL, Denver;
Arden X. Pangborn, KEX, Portland,
Oregon; Jan Schimek, CBS, and Lee
B. Wailes, KYW, Philadelphia. Russell
P. Place, NAB Counsel, is secretary.

bia network programs to a station
serving a substantially different area
from that served by you or from
furnishing Columbia network pro-
grams which you do not take to an-
other station serving substantially
the same area, except that we shall
not offer any Columbia network pro-
gram, whether sponsored or sustain-
ing, to any other station which serves
substantially the same area as your
station without giving you first re-
fusal of such program.

You appreciate, of course, that the
regulations do not in any way affect
present network business or present
network orders which have been
accepted, or impair your complete
freedom to accept orders in the fu-
ture which may be either within or
outside of the hours specified under
'Second' above.

"We have discussed with Chairman
Fly the effect of the regulations upon

Beveridge Plan Author Set On WHN Tomorrow

Sir William Beveridge, author of
the plan bearing his name will be
heard over WHN tomorrow from
2-2:30 p.m. when he talks under
the auspices of the Public and
Private Welfare and Health Agencies
of New York on the subject "The
Health and Social Aspects of the
Beveridge Plan." The program will
originate at the Hotel Waldorf-
Astoria.

Wedding Bells

George M. Tolhurst, Jr., engineer
of WINX, Washington, married the
former Ethel Cochran at Collegdale,
Tennessee, May 30.

our affiliation contracts as outlined
above and he has indicated that the
modifications set forth above comply
with the regulations. Please wire us
your confirmation of the changes in
our affiliation relationship outlined
above.

"We are confident that with your
voluntary and wholehearted coopera-
tion we can maintain a high level of
network commercial business for the
benefit of all CBS stations and thus
be able to continue an equally high
level of sustaining service to you
and to your listening public. Our
determination to provide the very
best possible network service is not
in any way changed by the fact of
these regulations but will depend
henceforth to a far larger degree on
your recognition of the common prob-
lems which now face us as a network
organization and you as an affiliated
station."

WENR
Blue Points

WENR pulled returns
from 42 states and 3 Can-
adian provinces on a late
hour test offer. WENR
gives you coverage!

WENR is Chicago's Basic
Blue Network Station. 50,000
watts on a clear channel,
890 k.c. Represented nationally
by Blue Spot Sales.

★ ★ Coast-to-Coast ★ ★

TRIAL period bought by Penn Tobacco Co. for its Julep Cigarettes on WEEL, Boston, "Farmer's Almanac of the Air" has proven satisfactory, and Penn has renewed for a year. Sponsor has also added two other products to schedule: Kentucky Club Tobacco and Willoughby Taylor Tobacco.

Victory gardens of all WFIL, Philadelphia, employees who are not necessary to actual station operation should flourish abundantly this summer. Roger Clipp, vice-president and general manager, has announced a full Saturday holiday through September so that WFILers can make real contributions to the food problem.

Dwight Newton, librarian at the San Francisco Examiner, has begun a five-a-week children's program series, based on odd facts, over KYA in the same city. Dede Martin's radio cowboy gang of KYA entertained at the big rodeo in Kezar Stadium in Golden Gate Park, where Hoot Gibson, film star, was featured.

The Advertising Club Luncheon broadcast over WELL, New Haven, marked the opening of a city-wide campaign for 3,000 business men to devote their spare time to Civilian Defense. Speakers were: Harold F. Woodcock, coordinator of New Haven War Council; Commissioner Edward J. Hickey, acting administrator of Connecticut War Council; Major Ernest L. Mitchell, ground observer officer of the New York Air Defense Wing; Mayor John W. Murphy and Charles E. Smith, president of the Advertising Club and vice-president of the New Haven Railroad.

KROW, Oakland, Calif., broadcast the Employee's Rally celebrating the opening of General Engineering & Drydock Company's new San Francisco shop. As special promotion on the show, General Engineering Company tuned their public address system to KROW in order to broadcast the ceremonies to all their employees both in San Francisco and Oakland. Program featured the U. S. Coast Guard band; singing of "The Lord's Prayer" by a Navy boy stationed in the Bay area; and brief talks by a local Aviation Radioman and John LaDieu, public relations director of General Engineering.

To put an end to public lethargy in regard to ARP as exemplified by the recent Boston air raid test, described as "the worst ever," WTAG, Worcester, is airing and extensively publicizing the transcribed series "We Have Met the Enemy." Made in England and vividly portraying what it means to be on the receiving end of enemy bombs, the dramatic narratives will bring home to apathetic listeners the always-possible danger of attack from the air and instill a more wide-awake attitude.

Stuart Hannon, new commentator at KGO, San Francisco, is also airing weekly programs to Latin-America over KGEL, General Electric's short-wave transmitter operated by the OWI. Frank Parke Wright, San Francisco ad agency man, is airing a weekly narrative series, "Cavalcade of Medicine." Also writes the series. Marshall Figari, of traffic staff, has left for the Naval Training School at Northwestern University in Chicago. Bill Howerton succeeds him.

Mark Crandall, formerly with the overseas branch of OWI, is back at KFEL, Denver MBS outlet. Crandall was a one time sales representative of the station and is now doing announcing chores while awaiting a call into the Army. He resigned the government agency when his draft notice was sent to him in New York.

New series by, and on behalf of, the Kingston Serviceman's Center has been inaugurated by WKNY, Kingston, New York. Mrs. Eugene MacConnell, chairman of the club, will preside over the broadcasts, which will present a complete picture of the activities of the organization.

Mims Boswell, of Kosciusko, Miss., is the newest addition to the announcing staff at WCBI, Columbus, Miss. He will replace Lawrence Watson, who has been accepted in the United States Navy and reports July 1. Boswell is new to radio, but will be given a full time shift immediately. He graduated from high school one night and reported for work at the studio the following morning.

For the fifth consecutive year KMBC, Kansas City, Mo. has been granted by the Kansas City livestock interests the right to broadcast official market reports direct from the livestock exchange building. With meat and the farmer's role in the war effort taking on added significance from month to month, this service is of growing importance to the 49 per cent rural population in that area. Bob Riley is the marketcaster.

Record breaking flood of the Wabash River kept WAOV, Vincennes, Ind., pretty busy aiding in evacuation work. In addition to broadcasting emergency appeals, station carried several remote pickups from the levees along the river, and also directly from the flooded areas—Vic Lund describing the inundated territory while travelling over the treacherous waters in a boat.

Waldo Frank, author of "South American Journey," will be heard on WMCA, New York, on the "Fighting Words" program, Saturday, June 5. Frank will discuss his new book, with John McCaffery of Doubleday Doran presiding as moderator.

Rhona Lloyd, who broke into radio on WCAU, Philadelphia, as part of a trio, has returned to the station after ten years with a program of her own. Show, which consists of interviews with celebrities, will be heard five times weekly, from 4:30 to 4:45, under the sponsorship of the Philadelphia Dairy Products Co.

WSGN, Birmingham, Ala., has inaugurated a course in announcing with Bill Terry, program director, as instructor. First class had an attendance of 216.

Parents of Lt. Carl F. Zeidler, Milwaukee's mayor-on-leave who has been missing at sea since October 11, 1942, were guests at a special re-broadcast of a program in honor of their son. Show, presented over WTJM by the Marquette University Radio players, depicted Zeidler's life and political career. Popular demand and an official resolution by the city fathers prompted the re-broadcast.

KSD, St. Louis, has been carrying verbal proof of the honor being paid St. Louis industry in a series of recent commercial broadcasts, transcribed from special proceedings at war plants. One series carried the actual happenings during awards of Army-Navy "E" to various companies, and the second series featured the family of the five Sullivan boys, as they paid visits to local plants.

Lynn L. Meyer, formerly sales promotion manager of WLOL, Minneapolis, Minn., has been named sales director of Intermountain Network with offices in Salt Lake City. Previously, Meyer had been an account executive with D. S. Manson & Associates in Minneapolis.

Ethel Davis, of WINX, Washington, was elected vice-president at the May meeting of the Board of Directors of the WINX Broadcasting Co. She has been with the station since its first day of broadcasting. Frances Troy Northross, home economics columnist of the Washington "Times-Herald," has joined the ranks of WINX. Her half-hour show is heard at 9:30 a.m., Mondays through Saturdays.

From \$60,000 a month in bond purchases to \$400,000 a month is the record set by Portland, Oregon public schools since the inception of KGW's "Schools at War" series. Program has consisted entirely of school talent—bands, orchestras, soloists, etc., with a different school being featured each week. Show is transcribed during school assemblies, and is played back each Thursday afternoon on KGW. Success stories of each school's war effort are included.

First in-person report by James Wellard of the Chicago "Times" on WLW, Cincinnati, North African correspondent was heard last Sunday on the program "It Happened There." Wellard, who spoke from Algiers, has been cabling his reports which have been featured on the show. Broadcast was arranged with the cooperation of the BC.

Shirling Oliver, legit and radio actor, has been added to CBS's production as an assistant director and producer. Recently, was honorably discharged from the Army.

Members of the WFOY, St. Augustine, Fla., staff recently took part in Bundles for Britain benefit in observance of "Empire Day." Frankie Collyer, WFOY program director, emceed the benefit, Doro Mathews, who conducts "Women of the News," copped first prize in a style show, and Bernice Nachtmann reported the event on her "Woman World" program.

Increasing importance of women's wartime affairs is reflected in the assignments of Ruth F. Crane, director of women's programs for WJR, Detroit, addition to starting a new daily series entitled "Women in Wartime," she is greatly in demand as a public speaker on war problems and has been appointed to the advisory committee for WAAC, recruiting in Michigan.

An all-star two-hour program appealing to the Greater New York audience to contribute to the campaign for \$275,000 for the Lebanon Hospital, Bronx, will be broadcast by WBNX, N. Y., on Saturday night, June 5.

Guests at a recent WHIO, Dayton, Ohio show were Robert Stolz, noted conductor, Hertha Glaz, contralto; Jan Pearce, The Singers did some special vocal work on the WHIO mike, while Stolz answered questions concerning his eventual career. With a good deal of shuffling, WHIO is back to normal and no sooner had they changed all the program times to concur with the Ohio station, when the city commission determined to shift back to EWT.

WNYC "CDVO" Program From City Hall Today

Opening ceremonies of "I Am Singing Week," dedicated to enroll 500,000 persons in Greater New York CDVO, will be broadcast over WNYC today from 1:02 to 1:30 p.m., in the City Hall Plaza. Among speakers will be former Police Commissioner Alfred E. Smith, former Police Commissioner Grover A. Whalen, Mayor LaGuardia, who will present awards to volunteer chiefs attached to the various city departments during the duration. All N. Y. stations cooperating in the CDVO drive reported last week in RADIO DAILY.

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

June 2

Knowles Entrikin	Ray Heatherton
Hugo Mariani	Frank Morgan
Marshall Pope	Erik Rolf
Milton Samuel	Anne Grill



RADIO DAILY

The National Daily Newspaper of Commercial Radio and Television



VOL. 23, NO. 45

NEW YORK N. Y., THURSDAY, JUNE 3, 1943

TEN CENTS

Radio Leads Advt. Rise

Music Men Wary Of Petrillo Demand

Following the meeting yesterday of the board of directors of the Music Publishers Protective Assn. relative to the request by James C. Petrillo president of the AFM that the publishers cooperate with him in winding down the pressing of "bootleg" recordings, it appeared likely that the music men will seek to level a middle road. In other words, rather get mixed up in a possible conspiracy charge through all agreeing to withhold music from Eli Oberlin, engaged in pressing records from masters made outside of the country, nor wholly giving in to Petrillo either. Majority of the publishers neither want to get on the wrong side of the AFM nor do they

(Continued on Page 8)

P. Ballantine Re-Signs For Program On CBS

P. Ballantine & Sons has renewed for 13 weeks, "Three-Ring Time," effective June 28, and featuring Ogden Nash, Ted Steele and Guy Lombardo's orchestra. Program is aired on CBS, Mondays, 10:30 p.m. J. Walter Thompson Company services the account.

8 Station Renewals Chalked Up By AMP

Music licensing agreements between Associated Music Publishers, Inc. and the following stations have been extended for additional periods: KBON, Omaha; KDKA, Pittsburgh; LZ, Denver; KPMC, Bakersfield; KTUL, Tulsa; KVOO, Tulsa; KXRO, Aberdeen; KYW, Philadelphia;

(Continued on Page 2)

"Fancy" Event

San Francisco—KGO special events announcer Bill Baldwin got a "workout" participating in six practice flights with Army pilots to rehearse a special broadcast, in which actual dogfight conditions were simulated. Plane Baldwin was in during the air show was "attacked" by two enemy fighters, with Baldwin describing each maneuver for the air audience.

Saludos Amigos

Congratulations to NBC and especially to the NBC Symphony, have been extended by the National Association of Radio Listeners of Cuba, through the organization's magazine, "Radio Guia." The concerts, said the bulletin, have delighted radio listeners of the Americas and in particular those of Cuba, with their notable musical programs.

Classified Ad Accts Spreading On Coast

San Francisco—Small radio stations in this area are offering broadcast versions of the daily newspaper "Want Ad" columns, in effort to pick up additional business, owing to fact that numerous accounts, prospering because of extra defense coin available for spending here, are now shifting to the larger stations. Principal supporters of the "Want Ad" type broadcast are big shipyards and

(Continued on Page 5)

New Sunday Night Show Set By E. R. Squibb & Sons

E. R. Squibb & Sons has bought a half-hour on CBS Sunday nights 8-8:30 p.m. beginning June 13, featuring Bob Trout in "Calling America." Program which is considered by Squibbs as a public service type show, will have Trout giving a firsthand account of how the men are

(Continued on Page 2)

Cox Says Proposed FCC Probe Was Inspired By Newspapers

Sosnik-Sinatra Head Next Satevepost Shot

Name talent, including Harry Sosnik and a 25-piece orchestra, Joan Edwards and Frank Sinatra will comprise the second one-time shot being sponsored by the "Saturday Evening Post" on the Blue Network in connection with the travelling exhibit of

(Continued on Page 2)

Shows Sharpest Increase Of All Media In Department Of Commerce Study; March Billings Set Record

New Paramount Spots Set In Key Cities

Paramount Pictures has set an extensive spot campaign in the interest of its new film "Dixie" starring Bing Crosby and Dorothy Lamour. Several coast-to-coast tieups have also been arranged with the first two broadcasts timed with some 15 day-and-date pre-release engagements of the picture in Southern key cities, according to Robert M. Gillham, advertising and publicity director.

Opening gun in the campaign will

(Continued on Page 8)

Year And A Half Of War Ahead Murrow Believes

Edward R. Murrow, chief of CBS' European news staff recently returned from London, expressed the belief yesterday that at least another year and a half of hard fighting by

(Continued on Page 6)

Armstrong-Angott Bout On Mutual For Gillette

Two former lightweight champions, Henry Armstrong and Sammy Angott, will meet to decide present titleholder Bob Montgomery's next opponent

(Continued on Page 2)

Washington Bureau, RADIO DAILY

Washington—Kenneth Davis, of the United States Department of Commerce, in a survey prepared by him pays tribute to advertising for its successful conversion to a war basis and states that the trend thus far this year shows the field in a definite upswing, with radio showing the sharpest rise of all media.

Radio is still growing strongly insofar as its advertising volume is concerned, Davis reports, and in March of this year handled the greatest dollar volume the industry has ever known.

Davis mentioned the difficulties

(Continued on Page 6)

NAB Board Meeting Re New Chain Rules

NAB Board of Directors meeting in Washington today and tomorrow to look over the recent Supreme Court decision upholding the FCC's new chain rules and regulations will find a strong industry delegation on hand, as well. Industry is greatly interested

(Continued on Page 2)

Columbia Pix Signs KFEL's Ozie Waters

Denver—Ozie Waters, cowboy singing star of the five-a-week quarter-hour sustainer fed to MBS by KFEL, was signed to a Columbia pictures contract

(Continued on Page 2)

Sabbath Cuts

Boston—Sex takes a holiday on the Sabbath, according to local censors who have laid down the law to producer of "Merry Widow," starring Kitty Carlisle and Wilbur Evans, Blue Net singer. Everything goes on weekdays, but not Sundays, including time-honored "Can-Can," which didn't seem to bother 'em in 1907. Despite cutting however, show played to a full house.

(Continued on Page 5)



Vol. 23, No. 45 Thurs., June 3, 1943 Price 10 Cts.

JOHN W. ALICOATE : : : Publisher

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

Published daily except Saturdays, Sundays and Holidays at 1501 Broadway, New York, N. Y., by Radio Daily Corp. J. W. Alicoate, President and Publisher; Donald M. Merseur, Treasurer and General Manager; Chester B. Bahn, Vice-President; Charles A. Alicoate, Secretary. Terms (Post free) United States outside of Greater New York, one year, \$10; foreign, year, \$15. Subscriber should remit with order. Address all communications to RADIO DAILY, 1501 Broadway, New York, N. Y. Phone Wisconsin 7-6336, 7-6337, 7-6338. Chicago, Ill.—Frank Burke, Suite 1800-A, Merchandise Mart, Phone Delaware 4950. Hollywood, Calif.—Ralph Wilk, 6425 Hollywood Blvd. Phone Granite 6607.

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

FINANCIAL

(Wednesday, June 2)

NEW YORK STOCK EXCHANGE

	High	Low	Close	Net Chg.
Am. Tel. & Tel.	155 1/4	155	155 1/4	
CBS A	23 1/4	23	23	
CBS B	22 3/4	22 3/4	22 3/4	1/4
Crosley Corp.	21 3/4	21 1/4	21 1/4	1/8
Gen. Electric	38 1/2	38 1/8	38 1/4	+
Philco	26 1/2	25 3/4	25 3/4	1/4
RCA Common	12 1/4	11 7/8	12	1/4
RCA First Pfd.	69 1/4	68 3/4	69 1/4	1/4
Stewart-Warner	14 3/8	13 3/4	14 1/4	3/8
Westinghouse	97	95	95	2
Zenith Radio	31 1/2	30 1/2	30 3/4	3/4

NEW YORK CURB EXCHANGE

Nat. Union Radio	4 1/4	4 1/8	4 1/4
------------------	-------	-------	-------

OVER THE COUNTER

	Bid	Asked
Farnsworth Tel. & Rad.	9 1/4	10 1/8
Stromberg-Carlson	10 3/4	11 3/4

New Sunday Night Show Set By E. R. Squibb & Sons

(Continued from Page 1)

getting along overseas and will follow up with stories of all fronts, bringing in the human interest angle as though it were a coast to coast personal letter from the boys overseas to the folks back home.

Trout is now in England but is expected to be here for the first broadcast. If not, he may be picked up from London or a substitute used on the first program. Elinore Larsen of the Geyer, Cornell & Newell agency will direct and produce; Jack Lewi, will do the scripts.

Squibb is currently using Walter Cassel, baritone on CBS three times weekly 6:30-6:45 p.m. This show will be discontinued. Cassel however will be heard on the new show along with Victor Bay and orchestra.

NAB Board Meeting Re New Chain Rules

(Continued from Page 1)

ested in the White-Wheeler bill now pending and on which no date for a hearing has been set since the recent postponements. Latter part of this month is the earliest such a hearing is expected.

Network affiliate groups which have met in New York and elsewhere as recent as yesterday are expected to inject their opinions as to both the new chain rules and the White-Wheeler bill. Contrary to general opinion in some quarters, the rank and file of affiliates are not in accord on the FCC's new regulations, according to certain affiliate-group leaders.

Since the NAB is supposed to represent the industry at large and has decried the power the Supreme Court decision has vested in the FCC it is expected that the NAB Board following its meetings will either try for a compromise, a delay in the enforcement of the new rules or get to work at once on pushing the hearings on the White-Wheeler bill, now considered the only salvation and means of changing the FCC's setup.

As already noted in these columns, in addition to the affiliates' representatives in Washington, there is a strong representation of network officials on hand also.

Adamson Tour Of Schools For U. S. Education Dept.

Col. Hans Christian Adamson, originator of the CBS "New Horizons" series and author of a radio text book, starts a tour of 15 cities on June 21, to visit high schools and discuss the wartime role of the high school. Col. Adamson will make his tour under the sponsorship of the U. S. Office of Education, having been released from his post as head of the Army Air Forces current history unit in order to make the trip. He is one of the party which drifted on a raft in the Southern Pacific with Capt. Eddie Rickenbacker.

Col. Adamson's tour includes the following cities: Baltimore, Atlanta, Cincinnati, Chicago, Detroit, Pittsburgh, Philadelphia, New York, Providence, Rochester, Springfield, Mass., Albany, Syracuse, Huntington, L. I., and Greenwich, Conn.

Wire Trouble On NBC

Wire trouble last night on the NBC lines between New York and Hollywood resulted in the cutting of 15 minutes from Eddie Cantor's "Time to Smile" and 25 minutes from the Kay Kyser program. The interruption took place at 9:15 p.m. and was finally corrected at 10:25 p.m. From 9:30-10 p.m. the regular and locally-originated "Mr. District Attorney" was broadcast.

Decca Sets Dividend

The board of directors of Decca Records, Inc., has declared the regular quarterly dividend of 25 cents a share on the company's capital stock, payable June 29, 1943, to stockholders of record June 15, 1943.

Armstrong-Angott Bout On Mutual For Gillette

(Continued from Page 1)

ponent in a ten-round boxing contest to be broadcast over the Mutual network Friday, June 11, 10 p.m., EWT. This is the third event in the "June Cavalcade of Sports" to be sponsored by Gillette.

"Hammering" Henry and Angott have recently returned to prominence in the lightweight division by their recent victories over Maxie Shapiro and Willie Pep respectively.

Don Dunphy will handle the blow-by-blow account and Bill Corum will describe ringside activities.

The bout will take place in Madison Square Garden, N. Y.

Blue Central Div. Men Dine With Edgar Kobak

Edgar Kobak, executive vice-president of the Blue Network, visiting Tuesday and yesterday in Chicago and Minneapolis, was host to the entire personnel of the central division at a dinner held in the La Salle Hotel, Chicago. He was introduced by E. R. Borroff, vice-president and manager of the central division.

Kobak in a brief talk outlined to his guests the growth of the Blue Network as well as its policies for the future. He paid tribute to the work of the central division, stressing particularly its development of child participation programs.

Kobak is expected back in New York tomorrow. Following a few hours in his office he will leave for Skytop, Pa., in company with Mark Woods, president of the Blue, and William Hillman, Washington correspondent to attend a meeting of the Marketing Executives Society on Friday evening and Saturday.

Sosnik-Sinatra Head Next Satevepost Shot

(Continued from Page 1)

original paintings of the Four Freedoms on behalf of the sale of war bonds. This second program, scheduled for this evening, 10:30-11:30 p.m., with a midnight re-broadcast, is simultaneous with the opening of the exhibition in the Airlines Building of Radio City. What the Four Freedoms mean to the average man will be portrayed on this program by a war worker. A guest speaker, selected from high ranking government or public titles, will be announced soon. SEP's first broadcast in connection with this exhibit took place April 26 when the exhibit had its grand opening in Washington, D. C.

18 Station Renewals Chalked Up By AMP

(Continued from Page 1)

WBOW, Terre Haute; WBZ-WBZA, Boston and WDBJ, Roanoke; WDO, Orlando; WEOA, Evansville; WFMJ, Youngstown; WGBF, Evansville; WRAL, Raleigh; WSJS, Winston-Salem and WSM, Nashville.

COMING and GOING

G. W. "JOHNNY" JOHNSTONE, Blue Network director of news and special features is expected back today from Spartanburg, S. C. where he superintended Roy Porter's broadcasts in connection with the "Textiles Go To War" celebration.

HERBERT L. KRUEGER, commercial manager of WTAC, Worcester, arrived from Massachusetts yesterday for conferences at the headquarters of CBS.

CATTI MERRICK, vice-president and treasurer of Harry A. Berk, Inc., has left for a visit to the Hollywood office of the agency.

C. E. DENNY, general manager of WERC, Erie, Pa., a caller yesterday at the New York representatives of the station.

BRAD REYNOLDS, tenor on NBC's "Everything Goes," leaving for a three-weeks vacation in his home town, Union Star, Mo. Bob Nola will pinch hit in his absence.

JOHN WELLINGTON, Blue Network producer is at Camp Howze, Texas, to handle tonight broadcast of the "Spotlight Bands" program.

KAROLE SINGER, vocalist on the "Gloom Dodgers" show heard over WHN, leaves today for an eight-day tour of Canadian Army camps.

GEORGE V. DENNY, JR., will conduct "America's Town Meeting of the Air" tonight from Akron, Ohio, the first stop on the Summer tour of the program.

LOWELL THOMAS will broadcast tonight from Pensacola, Fla.

Columbia Pix Signs KFEL's Ozie Waters

(Continued from Page 1)

tract. Waters, long a favorite of the Rocky Mountain region, will be featured in a musical western by the Hollywood studio, according to Gen. O'Fallon, KFEL owner-manager who affected the contract through Mitchell Hamilburg, Hollywood agent.

Waters and O'Fallon left for the coast to arrive in time for a Monday shooting schedule. While working in the picture, Waters will continue his MBS broadcasts from the KHJ studios in Los Angeles.

This is the second KFEL personality that O'Fallon has signed to a Columbia deal; the first was Jean Ruth, the original "Reveille With Beverly" girl who was technical adviser on the film of that title.

O'Fallon will work on several KFEL accounts while in California and is expected back at his Denver office sometime next week.

★ INDUSTRIAL PAYROLL up 53%

For the year 1942 compared with 1941

A MUST Market in MASSACHUSETTS

WTAG WORCESTER

Renewals Prove Results

WTBO

820 Kc. Cumberland, Md.

WNEW Sells Radio a la Carte*

WNEW has a program menu that's 24 hours long, and as varied as pot-luck at the Colony. We're well aware, as some one said, that "One man's meat is another man's *poisson*." So, whatever the product, we have a program that will sell it — made right here on the premises.

We're experts in New York taste — its purse and its palate — and our menu is printed in plain New Yorkese . . . That's why WNEW's audience is larger than *some* New York stations *all* of the time and *all* New York stations *some* of the time — network and local.

Recommended to advertisers and agencies this month: The No. 1 all-night show, "The Milkman's Matinee," 1:00 to 7:00 A.M. — and "The Swing-Billies", 9:00 to 10:00 A.M.

* At table d'hote prices.

WNEW

501 MADISON AVENUE • NEW YORK, N. Y.

Serving New York and New Jersey Twenty-Four Hours a Day

NATIONALLY REPRESENTED BY JOHN BLAIR & COMPANY

Los Angeles

By RALPH WILK

VIC PERRIN, Victor Borge program announcer, heard over the coast-to-coast Blue Network, Monday through Friday, is getting a lot of kidding these days. Vic possesses a thick mane of blonde hair, and some say he got the inside track on the M-G-M show because of the resemblance to the famous Metro-Goldwyn-Mayer lion.

Our selection of the week for the most photogenic non-professional—Mary Foster of the KFI-KECA information department.

Another screwball addition to the zany "Burns and Allen" show family was "born" the other night, when "Wilbur" joined the CBS comedy troupe. Wilbur is that lovable brat with the perennial snuffles who is portrayed by Actor Wally Maher.

CBS news analyst Nelson Pringle has been combing Los Angeles stores for a filing cabinet in which to keep his voluminous collection of references and records. Pringle says his wife has issued a "home-front" ultimatum that she must have her linen closet back for household use.

Big Bella McCurdy, in "I Love a Mystery's" current western dude ranch murder case, is played by tiny Mercedes McCambridge, who has to shout to make herself sound larger than she is!

Paint Co. Spot Debut Uses 26 Quarter-Hours

Making its debut as a radio advertiser, the M. J. Merkin Paint Co., Inc., New York City, has signed a contract with WEAf for 26 weekly 15-minute news programs with Rad Hall as commentator. Broadcasts will begin June 5 at 8:30 a.m. and will be heard regularly each Saturday at that time until November 27, 1943. The purpose of the programs, according to M. J. Merkin, is basically institutional.

Humbert & Jones agency placed the account.

Bird Food Renews WABC

The Nature Friend, Inc. has signed a renewal of its initial campaign on WABC, Columbia's New York City outlet. The renewal becomes effective today. For its "Magic" bird food and accessories, Nature Friend participates Thursdays in the daily-except-Sunday "Arthur Godfrey" program. The client's participations are heard on the 7-7:45 a.m., EWT portion of the program, the Godfrey show is broadcast from 6:30 to 7:45 a.m., EWT.

Gable On NBC Saturday

Capt. Clark Gable, former film star and now a member of the U. S. Air Force in England, will describe his experiences on recent air raids over the European continent in a special NBC broadcast Saturday, June 5, at 4 p.m. Capt. Gable will be interviewed by Don Hollenbeck, NBC correspondent in London, along with other Air Force members.



Radio Is My Beat. . .!

● ● ● Looks as though General Electric will sponsor a series of programs featuring the NBC Symphony. . . . Did the Blue Network find a sponsor for the Boston "Pops" Orchestra? . . . The NBC comedy "Able's Irish Rose" replacement, starting June 26, will be a G-S. Radio production titled, "Toonerville Folks," featuring the "voices" of Bill Thompson, heard on the "Fibber McGee" program. . . . scripts are by Charles Gussman. . . . Bill Burton, Jimmy Dorsey's manager, will open his own talent agency June 15 with offices in the RKO Building. . . . CBS songstress Joan Brooks will guestar on the "Cresta Blancapades" program, July 7. . . . According to Sidney Flamm, the week ending May 29 proved to be the "highest billing" in the history of WPAT.



● ● ● Axel Gruenberg is casting the "Jezebel" sequence which may run for three or four months in the NBC program, "Light of the World". . . . "Maisie" Bulhower, assistant to Stewart Buchanan may "double in brass" by accepting an offer to assist Bernard L. Schubert. . . . Pvt. Zeke Manners, hill-billy and emcee, is spending his furlough in Gotham. . . . he's stationed at Culver City, Cal. where he's writing scripts for pilot training shorts. . . . Fred Stone, Theater Vet, will see for himself what makes the "Quiz Kids" tick when he guests next Sunday on their program. . . . The Blue Net's roving reporter, George Hicks, now in England, will inaugurate a new series of programs from there, June 15 titled "George Hicks Reports". . . . While Brad Reynolds, tenor of the "Everything Goes" NBCircus, vacations at his home town of Union Star, Mo. (population 301) his singing spot will be taken over by Bob Noland. . . . Jan Peerce, singing star of the "Celanese Hour" heard over CBS, has been renewed for another 13 weeks beginning July 7. . . . Liza Morrow, former Universal Pictures publicity gal, who decided, she'd rather "sing out the blues" rather than "ring out the news," and won herself a weekly vocal spot on WEAf, has been put under an NBC contract.



● ● ● Last Sunday on the Horn & Hardart NBChildren's Hour. Announcer Ed Herlihy, in trying to soothe the cries of a four-year-old child who was in the audience, took her upon the stage, sat her upon his knee and asked "wouldn't you like to go on the 'Children's' programs?" . . . "no." whimpered the tot, "I want to go to the bathroom" . . . the monitor's hair, in the control room went several shades greyer. . . . Ralph Butler of the Young & Rubicam(p), is responsible for some of those thrilling "Bulldog Drummond" titles, heard over MBS. . . . Walton Goldman coast music exec, is en route East for three weeks. . . . Goldman's new song, "May In Mexico" can't miss the Hit Parade. . . . George Lowther's MBSeries, "Superman," is now heard over a network of 203 stations, the greatest "juvenile" hook-up in radio history. . . . Identification tags: If he talks about pioneer days in radio, ten to one he's Phillips H. Lord. . . . if it's acoustics and overtone sounds, he dwells upon, it's none other than Mark Warnow. . . . if he's playing "Red River Blues" on the clarinet, it's Woody Herman, just relaxing. . . . if his pockets are jammed with newspaper columns, it's your own praise agent, "prepared" in case you don't "see it" . . . if he's always got time to tell you a story, who else could it be but Harry Hershfield. . . . if he's eating cheese cake in Lindy's at three ayem, it's a song plugg-ops-beg pardon, a contact man. . . . if he talks millions and borrows a quarter for coffee—and, he's a promoter. . . . if he's wearing a loud sport jacket, you'll win the three thousand ciggie question by saying, "hello Bob Hawk" . . . if he sits while directing the band, it's Dave Broekman. . . . if he addresses you with "dear boy" it's definitely Sammy Kaye. . . . and if the next line you see reads, "Remember Pearl Harbor," you'll know today's column is finished.



—Remember Pearl Harbor—

Chicago

By FRANK BURKE

RAYMOND JEFFERS, public relations director of Russel M. Seeds agency, releasing a nifty promotional brochure of the new "Beat the Band" show featuring Hildegard, which premieres on NBC June 15.

Clifton Utley, news analyst and authority on foreign affairs, is being heard every Sunday on WBBM. The program started May 30.

Col. Hans Christian Adamson and Mrs. Adamson were guests of George Jennings, acting director of the Radio Council of the Chicago public schools, for two broadcasts, "Destination Unlimited," on WIND May 28, and "Young America Answers," on WBBM, May 29. Col. Adamson also talked to several high school assemblies concerning the Victory Hour Blue Network, and addressed high school students and faculty members at WBBM Saturday.

Business reported by WBBM includes new contract for 52 weeks for sponsorship of "Clifton Utley, Foreign Affairs," by Charles A. Stevens Co. through Frances Hooper Agency; new 52-week contract for John Harrington and the News, sponsored by Wesscher Stock, Inc. (Fiego, a coffee-like drink), and contract renewals by Pillsbury Flour Co. and Double Mix Inc., of sponsorship of "Meet the Missus."

Don McNeill and Blue Network "Breakfast Club" played before Windsor, London and Toronto, Ontario last week-end. Friday's show originated at WXYZ, Detroit, and Saturday's through the facilities of CBC in Toronto. In Toronto Dick Claringbull, regional director for CBC, threw cocktail party for the "Breakfast Club" cast and Swift & Company entertained at a breakfast. Joe Hartenbauer, of the Blue Network, Chicago and Buckingham Gunn, of the J. Walter Thompson agency, accompanied McNeill on the trip.

Johnny Neblett, narrator of WBBM will be the guest of Cliff Johnson song stylist, on the early morning "Do You Know the Answer" program on WBM for the week of May 31 to June 5.

Jack Baker, Blue Network tenor vacationing on his farm at Springfield, Mo., for two weeks. Earl Tanner, substituting for him on the "Breakfast Club" show.

Newcomer in the cast of "Jack Armstrong" on the Blue is Naomi May who replaces Sara Jane Wells in the role of Betty Fairchild. Sara Jane is retiring temporarily on advice of her doctor.

"Women Make News," featuring Edith Davis, has been renewed on WGN for an additional 13 weeks by Linco Products, through Mitchell Faust Advertising Agency, Chicago. The show is heard Mondays through Fridays from 9:25-9:30 a.m.

Wedding Bells

Dan Lawrence, KSO-KRNT, De Moines, announcer, has announced his engagement to Helen Richardson

Newspapers Inspired Probe Of FCC—Cox

(Continued from Page 1)
anti-Administration newspapers. It also predicted public hearings in a few days.
The defense of the interview dealt with the defense of his labor record but the main part was concerned directly with his investigation of the FCC. He was the first of the committee counsel to be L. Garey, saying that he had been assigned to the committee (by Cox) that the newspaper was an anti-New Dealer. He also, however, tell RADIO DAILY when the appointment was made "that he (Garey) is a close friend of Jim (Cox)."
The final portion of the Federated interview follows.
"I don't resent it. I could smear Fly and Clifford Durr (of the good-will trades trippers is now engaged in hauling troops and guns and tanks. A second announcer's voice comes in at this point with a message that Dallas is not only the manufacturing and wholesale center of the Southwest, but the financial center as well, and that every Dallas businessman is pledging his entire resources to the winning of the war."
Fifty-six radio stations in Texas carried the announcements for five days, scheduling the messages twice daily for the six and one-half day period. Each area of Texas was covered and the local groups were contacted over their local radio stations.

Discusses Disputed Check
The true story of the \$2,500 check on Albany, Ga., station which received after he represented the station before the FCC, he had been dignified to tell up to date, according to the Judge (Cox). "I was Delacy Allen, attorney for the station, when Bill Dempsey of the (former general counsel) told in view of the attitude FCC has toward newspaper-owned stations I better get a new corporation," said in outraged tones, adding, Albany 'Herald' had a station, you see, but they wanted more on the air. So they formed a corporation, and they wanted me associated with it. Well every-in Congress practices law. But of course, I had gone over to the FCC Delacy Allen, and I didn't want to accept anything. (It is a criminal offense for a member of Congress to appear before a Federal agency in behalf of a client).
"So what did I do? I just took the check in the new corporation and turned it over to my wife, Grace Cox, charitable enterprises.
"Cox then told a long story involving an injured child whom Mrs. Cox befriended and cared for. The seemed sort of an anti-climax. She was put in an institution and Cox pays the monthly bill. "I

NEW PROGRAMS—IDEAS

Aiding the C. of C.

When the manufacturers and wholesalers division of the Dallas Chamber of Commerce encountered railway transportation difficulties for its 1943 trades trip, the production department of WFAA-WBAP, Dallas and Fort Worth, Texas, proposed a radio trades trip to tell the story of Dallas, the manufacturing and wholesale center of the Southwest.

Series of thirteen transcribed announcements were produced by the WFAA-WBAP staff and auditioned to an enthusiastic committee in charge of trades trip arrangements.

Each of the transcribed one-minute announcements incorporated the sound effects of an approaching train, drawing into a railway station, followed by an announcement that the train which in the past had carried the good-will trades trippers is now engaged in hauling troops and guns and tanks. A second announcer's voice comes in at this point with a message that Dallas is not only the manufacturing and wholesale center of the Southwest, but the financial center as well, and that every Dallas businessman is pledging his entire resources to the winning of the war.

Fifty-six radio stations in Texas carried the announcements for five days, scheduling the messages twice daily for the six and one-half day period. Each area of Texas was covered and the local groups were contacted over their local radio stations.

Induction-Center Show

"We're In" is the latest addition to the program schedule of station KGW, Portland, Oregon. Show is produced Sunday evenings by KGW's war program manager, Day Foster, and broadcast from the local Selective Service induction center.

Each week, different visiting celebrities, dance orchestras, and so on are rounded up to entertain the inductees. This is one of the main parts of the broadcast, although interviews with the men themselves are featured.

thought I was doing a noble thing when I endorsed that check" (with which the stock was bought), Cox said, "and what happens? I get smeared."

House Committee Meets

The House Judiciary Committee met yesterday, but although it is probable that the Durr petition to disqualify Cox from the committee was discussed, the meeting was behind closed doors and nothing definite could be learned. It is known that the committee failed to do one or two routine things it was expected to do, and it is known also that the chairman, Rep. Hatton W. Summers of Texas, came here from New York especially to attend the meeting. Summers was to have for the committee some indication of how far Sam Rayburn, Speaker of the House, thought the committee should go in considering the Cox petition.

Another meeting of the committee is scheduled for today.

School Tie-Up

The Milton School, of Rye, N. Y., is undertaking a novel radio experiment, in cooperation with WFAS, White Plains. Arrangements have been made to broadcast a series of three half-hour programs from the auditorium of the school during the first week in June. The first, broadcast on Tuesday, was devoted to a half-hour concert by the school band of 55 members, and chorus numbering 111.

Yesterday, the first half of the program was devoted to a quiz, participated in by students from grades 3 to 5. Subjects covered all branches of school work. It is entirely unheard-of, and the school will provide prizes. The second half of the program consisted of readings of poems and prose selections by the students who composed them.

Tomorrow, June 4, there will be a panel discussion on the "Good Neighbor" policy, and will also include a section on local events, titled "Do You Know Rye."

The programs are being prepared almost entirely by the students, under the supervision of the various grade faculty members. All schools in the county are being notified of the series by officials at Milton, and it is felt that the Rye school may be making a precedent which will spread to other schools in the county.

Classified Ad Accts Spreading On Coast

(Continued from Page 1)

numerous other defense industries, all seeking additional workers through "help wanted" plugs.

This type of show, however, is not confined solely to smaller units, as a number of accounts are plugging for extra employees over NBC-KPO and CBS-KQW. Stations featuring this type of announcement are KYA, KRE, KLX, KLS, KROW, KJBS, and KSFO.

Nielsen Adds V-P's.

Three vice-presidential appointments have just been made in the A. C. Nielsen Company. Those receiving the promotions are C. T. Allen who has been with the company since 1934; D. M. Prather who joined the company in 1935; and J. P. Napier who joined the company in 1937. Allen will remain at Nielsen's New York headquarters. Prather and Napier are in Chicago.

Holiday Talk By Dr. Wise

Dr. Stephen S. Wise, rabbi of the Free Synagogue and president of the Jewish Institute of Religion, will deliver the rabbinical message on the special Shabuoth program over NBC Sunday, June 6, at 1:30 p.m. The lay message will be given by William Weiss, honorary president of the Union of Orthodox Jewish Congregations.

WANTED

To purchase partial or complete interest in a radio station. Must be full time, in market of population in excess of 60,000. Have had long experience in operation of stations and will operate station personally. Identity will be revealed in confidence. Any answers to this advertisement will receive same treatment. Write

RADIO DAILY

Box 163

1501 Broadway

New York City

THIS LITTLE BUDGET WENT TO

WORL
BOSTON
MASS.



Study Of Advertising Upswing Shows Radio In The Forefront

(Continued from Page 1)

caused by the paper shortage and the manpower problem. The later is the most serious problem facing the broadcasting industry, he implied, with the small town stations suffering especially from the lack of good key men. "It is interesting to note here" wrote Davis, "that while advertising as a whole has come back to or surpassed pre-war levels, this is not true of advertising in rural papers and on small-town radio stations, although their purely local advertising has not suffered seriously. A large portion of their revenue was in the past derived from cooperative dealer-manufacturer advertising. Such advertising is generally based on the local dealers' sales, and the majority was from radio, refrigerator and other appliance dealers and from various branches of the automotive industry.

"Since these manufacturers are now almost completely divorced from civilian production, their advertising is no longer placed in the same fashion. The manufacturers themselves have in most cases maintained their advertising budgets, but the money is not being spent in the same way. It now finds its way into network radio, national magazines and Metropolitan newspapers, he said.

Radio Rise Steady

Davis summarized his findings in the following words:

"Radio advertising has not followed the general pattern in that its volume has increased without interruption regardless of what is happening to other media. As the youngest of the more widely used vehicles for advertising, radio is still growing strongly, and what its proportionate place in the field will be when this growth is completed remains to be determined.

"The change-over from peace-time to war-time advertising was extremely difficult and was accomplished largely by the combined efforts of government and business. The volume figures of the various media for the first half of 1942 reflect to some extent the phases through which advertising has passed. The momentum built up in 1941 in the form of space and time contracts and current campaigns carried over into January and February to a large extent. From March until the early Fall most media were in a definite decline as a result of the confusion and uncertainty in-

will be ample fuel for her airplanes."

"These recent bombings of Europe," said Murrow, "have led to much optimism here, and are responsible for a belief that the war has already been won. That is not the case. These raids can be classified as 'defense bombings' by the Allies. They merely slow down the German war machine and help break down the morale of the Axis peoples."

Asked how extensive the damage from the bombings, Murrow said:

"My personal guess is that produc-

tion has been reduced in the German centers not more than twenty per cent. But the speed with which extensive repairs can be made after bombings is an important factor. An English example will serve to show this. Three months after the bombing of Coventry, more people were at work in the war factories than before the blitz."

While in America, Murrow will be heard over CBS at his regular air time—Sundays at 6-6:15 p.m., EWT—and at other intervals.

As the situation became stabilized, the downward trend was reversed and substantial gains were registered by most media. The favorable condition during the Fall and Winter seasons reduced, but did not entirely wipe out, the loss of the early part of the year.

Cites Treasury Campaign

"The most significant point of contrast between advertising in the first quarter of 1943 and that appearing in the same period a year ago is the use to which present-day advertising is being put. An example of the extremes to which present-day trends can be carried was provided on the opening day of the Treasury's drive for \$13,000,000,000 in war bonds. Such concerted action by all advertisers is, of course not the usual thing, but it is practically impossible today to read through any publication or listen to any series of radio programs without coming upon examples of the new advertising technique.

"By no means is all advertising devoted directly to patriotic themes as in the example cited. Many advertisers whose products are off the market for the duration of the war are devoting their efforts to keeping alive brand names that were worth millions to their owners before the war and, if properly protected, will again be valuable when production is resumed.

"This practice, dictated by sound business thinking, was not so well understood during World War I, and as a result many nationally-known products were never able to recapture the markets they gave up during war-time. Manufacturers learned their lesson from this, and brand-name advertising has had much to do with the maintenance of advertising volume."

GUEST-ING

ARNOLD DIAMOND, U. S. Coast Guard radioman, describing a victory over a German submarine, on the "March of Time" program, tonight (WEAF-NBC, 10:30 p.m.).

HARRY JAMES and JOAN ROBERTS, on "Broadway Bandbox," tomorrow (WABC-CBS, 11:30 p.m.).

SELENA ROYLE, co-chairman of the American Theater Wing, on Stella Unger's "Your Hollywood News Girl," tomorrow (WJZ-Blue Network, 2:45 p.m.).

JUNE W. BRUCE COBB, acting presiding judge of the New York City Domestic Relations Court, and DR. FRANK CURRAN, of the psychiatric division of Bellevue Hospital, New York City, discussing "Child Health in Wartime," on "Highways to Health," Saturday (WABC-CBS, 1:45 p.m.).

DR. BORIS BERKMAN, president of Milkweed Products Development Corp., discussing "Milkweed As a War and Peace Crop," on "Adventures in Science," Saturday (WABC-CBS, 1:30 p.m.).

Year And A Half Of War Ahead Murrow Believes

(Continued from Page 1)

the Allies will be necessary before the war is won. Murrow will be guest of honor today at a luncheon given by CBS at the Ambassador Hotel.

"America needs better information on the mathematics of this war," said Murrow. "Germany has huge strategic reserves in Western Europe which she naturally has not been using, but is conserving until the proper time. I have been back here only a short time, but my impression is that the American people do not realize the strength of the Germans. My own feeling about the optimism which leads people to believe our North African triumph clinches the war is this: the war is all over but the fighting."

Estimates Power of Reich

Murrow gave some estimates on the power of the Germans, and further expounded what he meant by the "mathematics" of the war.

"The actual distance from here to the fighting fronts, the number of ships required, and the miles of front that have to be beaten down, are of course generally realized. But what is not so readily appreciated is that Germany has strategic reserves of about 500,000 men ready for use on the Western front. She also has considerable air strength—probably 400 bombers—which she is holding in readiness."

As to German oil reserves, Murrow expressed the opinion that "there is no evidence of shortage, and if German transportation stands up, there

AGENCIES

JOHN E. FLATLEY, formerly of the Chicago "Tribune" advertising department, and more recently advertising manager of the Mission Orange Bottling Company, Chicago, has joined the Chicago sales staff of Weed Company, radio station representative.

W. F. (CHICK) ALLISON, sales promotion manager for WLW, was elected vice-president of the Cincinnati Advertisers' Club at their meeting this week in Cincinnati. Allison has long been active in the affairs of the Club and has been a member of the Board of Governors for a year.

THOMPSON-KOCH ADVERTISING AGENCY, Cincinnati, has moved to New York and will open offices tomorrow at 101 East 31st Street. Among other accounts, the agency places the advertising of Sterling Drug, Inc.

RICHARD STANTON has joined Kenyon & Eckhardt, Inc., as an account executive. He formerly worked with Sherman K. Ellis Co.

"Four Freedom" Show Opens In N. Y. Today

Four Freedoms War Bond Show comprehensive travelling War Bond sales promotion, will be opened in New York today at 11 a.m. in the International Building at Rockefeller Center. Show is presented by U. S. Treasury Department and "Saturday Evening Post" with Finance Avenue Association as local sponsor.

Special preview will take place tonight before a distinguished audience when the N. Y. premiere will be celebrated by a coast-to-coast broadcast of an all-star program over Blue Network, from 10:30 to 11 p.m., EWT.

St. Louis "Muny" Opera Again Sked Over CBS

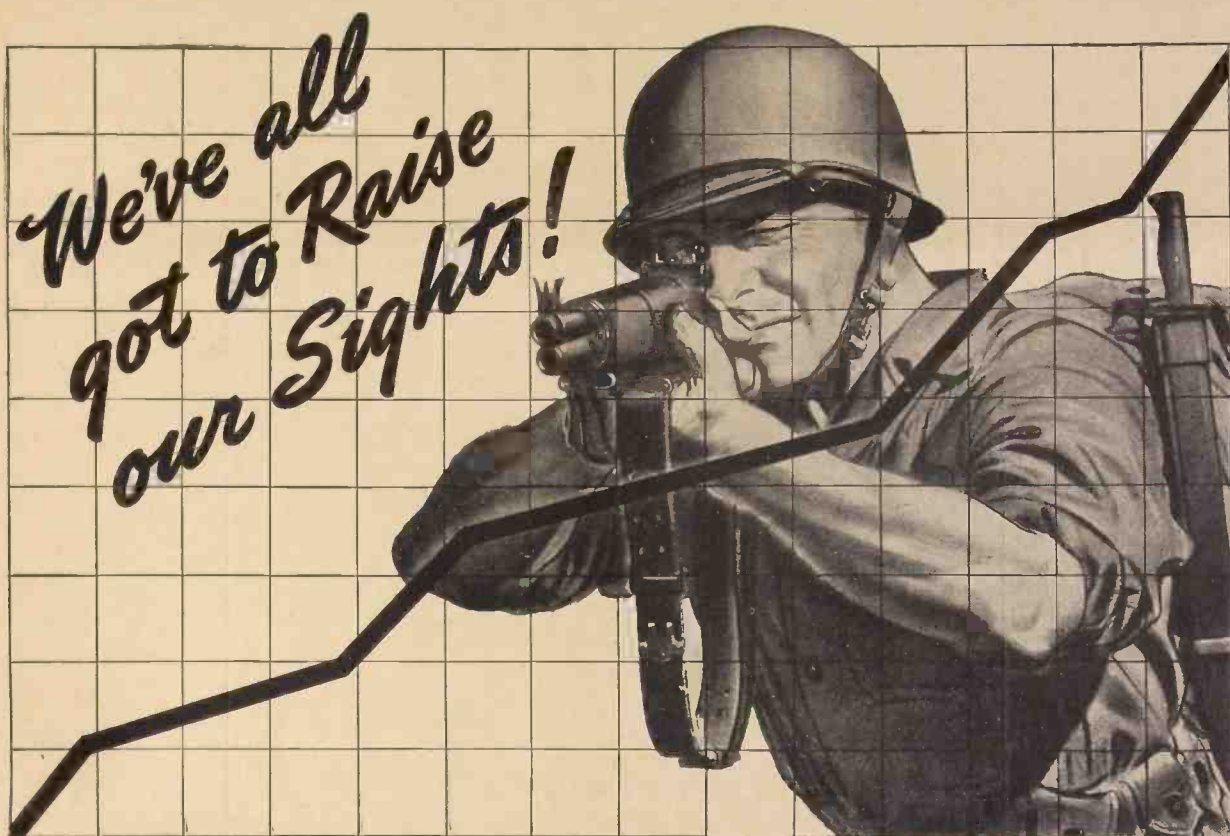
St. Louis Municipal Opera for second consecutive summer will be featured on a half-hour music broadcast over CBS coast-to-coast hookup. Show will originate from KMOX, St. Louis CBS affiliate, beginning Sunday, June 6, from 2:30 p.m., EWT. Besides being heard nationally, program will be rebroadcast over CBS short-wave facilities to Latin-America.

Initial program of operetta selections will have Marthe Erwin soprano, and Bob Lawrence, baritone as guests together with a 25-piece symphonic orchestra directed by Feld, and a mixed chorus.

Stork News

Jim Barry, newest announcer WWL, New Orleans, is cigar-dispensing papa of a baby daughter, second. Baby's name is Francesca Rebecca Holloway, papa's name private life being Frank Holloway.

TO HIT 'EM H-A-R-D-E-R



THE year 1943 promises to be the grimmest, hardest year this country has ever faced. Every effort, and every dollar of national income not absolutely needed for existence, should go into war work and War Bonds.

In the Pay Roll Savings Plan, America finds a potent weapon for the winning of the war—and one of the soundest guarantees of the preservation of the American way of life!

Today about 30,000,000 wage earners, in 175,000 plants, are buying War Bonds at the rate of nearly half a billion dollars a month. *Great as this sum is, it is not enough!* For the more dollars made available now, the fewer the lives laid down on the bloody roads to Berlin and Tokio!

You've undoubtedly got a Pay Roll Savings Plan in your own plant. But how long is it since you last checked up on its progress? *If it now shows only about 10% of the gross payroll going into War Bonds, it needs jacking up!*

This is a *continuing* effort—and it needs *continual* at-

ention and *continual* stimulation to get fullest results.

You can well afford to give this matter your close personal attention! The actual case histories of thousands of plants prove that the successful working out of a Pay Roll Savings Plan gives labor and management a common interest that almost inevitably results in better mutual understanding and better labor relations.

Minor misunderstandings and wage disputes become fewer. Production usually increases, and company spirit soars. And it goes without saying that workers with substantial savings are usually far more satisfied and more dependable.

And one thing more, these War Bonds are not only going to help win the war, they are also going to do much to close the dangerous inflationary gap, and help prevent post-war depression. The time and effort *you* now put in in selling War Bonds and teaching your workers to save, rather than to spend, will be richly repaid many times over—now and when the war is won.

You've done your bit  Now do your best!

This space is a contribution to victory today and sound business tomorrow by RADIO DAILY

See Music Men Wary Of Petrillo Demand

(Continued from Page 1)

want to get in trouble by siding with him altogether.

One publisher stated there was not enough money in the Oberstein pressings to worry about. Oberstein can easily be prevented it is pointed out from releasing records in this country, provided the publisher of a composition withholds such rights from all recording companies. According to the Copyright Act of 1909 the owner of a copyright cannot withhold his music from a recording company once he has released the music to any other company. Once a single recording company has been given permission to record a number, any other recording firm may go ahead automatically by merely filing "notice of user."

Since no official recordings are being made, sanction to record a selection now is only a right practically that exists in the imagination, since they are being made only for government purposes such as transcriptions for servicemen overseas. Possibly recording rights are being issued for future use when the AFM ban is called off.

In any case, should all publishers get together or any group of them and suddenly go on record as not issuing any recording license whatsoever to anyone, it would point directly to Oberstein as being the object of the ban. This the music men are most certainly going to avoid. They have already had such experience in the case some years ago wherein a group of music men decided to sell through a certain jobber only. It resulted in a lot of trouble.

Official transmission to Petrillo of the MPPA's stand may be made today.

Second "E" Is Awarded To Stewart-Warner Corp.

Chicago—Stewart-Warner Corporation, one of the first Chicago manufacturers of war material to receive the Army-Navy Production Award, has received the "E" award for the second time "for meritorious services on the production front." The original award was made September 8, 1942. In conformance with a War department request, no official ceremony will be held.

1943 BIRTHDAYS

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

June 3

Ruth Carhart
Herman Larson
Jan Pearce
Bob Hutton
Joey Nash
Dave Rose
Warren Sweeney
Sarah Jacobson

Coast-to-Coast

MADELYNE HENRY has been engaged as receptionist at WWNY, Watertown, N. Y. She is replacing Gwendolyn Buckingham, who has joined the station's continuity department.

James Young, former reporter on the "Japan Advertiser" who once interviewed Hirohito, and who, at the outbreak of the war was placed in a Jap concentration camp, was a guest speaker on television station W6XAO, Los Angeles, Calif., last Monday. Young, whose experiences will be the basis for a motion picture now in production at RKO, told a graphic story of his work in Japan.

General Foods, through Benton & Bowles, has added the Tobacco Network, Eastern Carolina regional, to the list for the current spot campaign. Spots are heard three times daily, five days a week, and are pushing dry cereals of the sponsor. The Chevrolet Motor Company, through Campbell-Ewald, Detroit, has purchased two fifteen-minute news periods over the Tobacco Network each week. Program originates at WRAL and features Ray Reeve, network program director, with the day's news.

Frank Allen, formerly of KVOR, Colorado Springs, has joined the announcing staff of KLZ, Denver.

Sigmund Romberg, composer of many successful operettas, was guest of WAAB, Worcester, Mass., recently. Romberg, in town for a concert, was interviewed by one of the WAAB staff.

Esther Van Wagoner Tufty, whose "Headlines From Washington" is heard over the Atlantic Coast Network from WWDC, Washington, has left for a two month vacation and will return to the air late in July.

Piel's Beer has begun a series of spot announcements on WCAU, Philadelphia, Mondays through Fridays at 7:15 p.m. and Saturdays at 7:30 p.m. Break consists of Sonovox and voice. Sherman K. Ellis is the agency. Peil's also sponsors "It Pays To Be Ignorant," comedy quiz show on WOR, New York.

Jack Cahill, ex-WBBM, Chicago, producer now with the U. S. Army in Palestine, has been made producer of a daily program called "American Forces Broadcast"—time, place and station a military secret. His cast is 100 per cent English actors, recruited from the London stage. In between times he stages shows at the English Service Centers and the Red Cross entertainment "huts."

WOWO, Fort Wayne, Ind., "Reveille Time" gang, who cavort at 6 a.m. six days a week, took a trip to Marion, Ind., this week to appear in a benefit performance for the disabled war veterans at the Marion Veterans Hospital.

Erwin Darlington, WTOP, Washington, is off for a vacation, but it won't be all play... he plans on doing some film narration for the government.

KSO and KRNT, Des Moines, Iowa, in cooperation with the "Register" and "Tribune," have opened a "buy cigarettes for soldiers" campaign. Stations and newspapers started the "kitty" with \$250, the remainder to be given by listeners to the radio stations and readers of the newspapers. \$250 will buy 110,000 cigarettes, which will be sent to the four theaters of operation—Africa, the Middle East, Europe the North Pacific and Southwestern Pacific. The leading brands of cigarettes will be purchased. There is no time limit on the campaign. It is probable that it will last for the duration.

newscaster and commentator has begun a new thrice weekly series sponsored by the Penn Tobacco Co. Show is heard Tuesdays, Thursdays and Saturdays during the 6 p.m. period formerly held by Frazier Hunt.

WVL, New Orleans CBS affiliate, has changed the name of its local OWI program from "Your Home Front Reporter" to "Calling All Civilians." Change was made necessary when the network adopted former title for a sponsored program.

Westinghouse FM station W49FW, Fort Wayne, Ind., has announced the appointment of Caroline Reed as program supervisor. She succeeds Rosemary Stanger, who is the first full-time woman announcer in the history of WOWO-WGL.

Guests this week on Kathryn Cravens' "News Thru a Woman's Eyes" program on WNEW, N. Y., include: T. M. Johnson, author; Virginia Cotier, reporter for "Women's Wear Daily"; Helena Bliss, singer; and Dr. G. Paul Butler, book editor of the N. Y. "Daily Mirror."

Two new men have joined the technical staff of WTMJ-W55M, Milwaukee, Wis. They are: Earl Krainik, who was formerly with the Milwaukee Police Department radio station, and Robert Aungst, of Champaign, Ill. Additions to the general staff are: Mary Ann May, and Eleanor Wish.

Coffeyville, Kansas, has had its share of flood, and KGGF has done extensive coverage on it. In addition to working in close cooperation with the Fire Department, Red Cross, Civil Air Patrol, Health Office and the Army, KGGF located many missing persons for worried relatives and friends and gave a remote broadcast from a 12-foot rowboat in the heart of the flood district.

Eiheldean Winn is the latest addition to the KOMO-KJR, Seattle, Wash., continuity department.

New Paramount Spot Set In Key Cities

(Continued from Page 1)

be Bing Crosby's program to which he will return Thursday, June 3, on NBC. Crosby will introduce material from the picture on this show, including new numbers especially written for the picture as well as old favorites.

Crosby's July 1 broadcast, over the same network, will be dedicated "Dixie" as the great rallying cry of the South and to the "fighting sons of the South." Dorothy Lamé will appear with Crosby on this show.

Immediately following this broadcast, July 2, "Dixie" is scheduled open pre-release engagements in Southern cities which have been selected with reference to strength of the radio stations carrying programs. These include Atlanta, Richmond, Charlotte, Nashville, Birmingham, New Orleans, Montgomery, Ala., Louisville, Dallas, Fort Worth, Houston, Memphis, Newport News and Norfolk.

"Dixie" is the story of Dan Emmet, original minstrel man who wrote "Dixie" about 1860.

Paramount agency is Buchanan & Co.

Student 'War-Peace' Rally At Town Hall On WMO

Children of New York City schools who have been featured weekly in radio forum on problems affecting their elders will hold a rally on "Winning The War and The Peace," with Mrs. Eleanor Roosevelt participating in a broadcast by WMCA, N. Y., from Town Hall on Saturday, June 5. About 2,000 children and teachers, will attend the rally to be presided over by Walter Wallace, a 15-year-old student. Participating, in addition Mrs. Roosevelt, are Cecil Brown, Frank Kingdon and Newbold Moore, president of the City Council.

Dominican Exec Touring

Senor Enrique De Marchena, composer and music critic and director of station HIN at Ciudad Trujillo, the Dominican Republic, is making tour of musical and educational centers in the United States as a guest of the Department of State. He will visit schools of music in New York, Boston, Rochester, Ann Arbor, Cleveland, Cincinnati, New Orleans and other cities.

As director of radio station FIVE, one of the most powerful in the Caribbean area, Senor De Marchena, a prominent composer, is broadcasting several series of programs vigorously supporting the cause of Democracy and the United Nations.

Quebec Radio Salvage Drive

Montreal—Quebec Radio Television Association is conducting a salvage campaign in this city by personal mail and telephone canvass of donors, who are being asked to collect copper, aluminum and other metal vital to use as war materials.



DL 23, NO. 46

NEW YORK, N. Y., FRIDAY, JUNE 4, 1943

Director
WMCA
TEN Cents
in the
Nation's
Sub

NAB Mulling Chain Rules

Mutual Film Stresses Home-Town Markets'

Stressing the home-town markets the backbone of buying and therefore advertising in this country, Mutual Broadcasting System will start a sales promotion drive through advertising agencies, putting a message across via a three dimensional Kodachrome and sound film presentation. Film, prepared by the Research and Promotion Division of the network, was first shown at the chain's affiliate meeting in Chicago in April. It has been revised slightly, and together with the sound track, was presented in preview to the press yesterday at Mutual's New York headquarters.

Campaign will get under way in (Continued on Page 3)
Buy More War Bonds and Stamps

Gillette Acquires Right To All-Star Ball Game

For \$25,000 Gillette Safety Razor has obtained the broadcast rights to the 1943 All-Star baseball game between picked teams of the National and American Leagues. Broadcast will be exclusively via Mutual under contract on Tuesday, July 13, or if postponed, at 1:30 p.m. July 14, from the Park, Philadelphia. Joint announcement (Continued on Page 2)
Buy More War Bonds and Stamps

Fada Radio Spot Splurge With WJZ News Periods

Fada Radio & Electric Co., Inc., will launch an extensive radio effort June when it will begin sponsoring the news broadcasts of Henry J. Taylor on WJZ on a five-day-weekly basis for 52 weeks. Under Fada sponsorship (Continued on Page 2)

Taking No Chances

Twice, recently, CBS was the victim of inadvertent errors which gave the "mike" break to NBC. Yesterday, however, the network made up for them. Participating in the National Conference of Entertainment Industry for War Activities with a presentation of "The Man Behind the Gun," CBS' call letters were prominently displayed in six spots strewn across the stage.

Drama Shows In Lead Among N. Y. Listeners

In a study of four types of programs on the four major New York stations, based on competitive standing, Crossley Personal Interview Continuing Study of Radio Listening in Greater New York, compiled for WOR, reveals that dramatic programs are now the most popular on the air. Currently boasting 34.5 per cent of the listening audience, dramatic shows have been following an upward (Continued on Page 5)
Buy More War Bonds and Stamps

Knight Heads Traffic For Thompson In Chicago

Chicago—Murray Knight, formerly of WMBD, Peoria, and WHEC, Rochester, N. Y., has been named head of the general radio traffic department of the J. Walter Thompson agency in Chicago. Prior to joining the agency Miss Knight was director of women's activities at WMBD in Peoria.

Board, At Special Meeting, Formulates Official Report To Be Issued Today; All But Three Directors Present

Blue Net Wins Award In Arbitrated Case

Award under the auspices of the American Arbitration Association yesterday may set a precedent as to the status of networks and stations making non-commercial tieups with concerns whereby a program takes to the air on a sustaining basis. Award came as a result of AFRA claiming that the Blue Network's program "My True Story," presented in cooperation with Macfadden Publications, was of com- (Continued on Page 3)
Buy More War Bonds and Stamps

Bunte Buys "World Today" On NBC Midwest Outlets

WLW's "World Front" program will become an NBC program beginning this Sunday, June 6, from 12 noon to 12:30 p.m., EWT. Show, which has been a weekly feature of the station (Continued on Page 6)
Buy More War Bonds and Stamps

Ascop Appeals Board Elects Six Members

Annual election of the Board of Appeals of six members, conducted by mail ballot of the entire membership of the American Society of Compos- (Continued on Page 2)

Washington Bureau, RADIO DAILY
Washington—The close of the first day's special meeting of the NAB board of directors found the Supreme Court decision of May 10 still under review, with opinion formulating as to its implications to broadcasting in America. Opinion did not crystallize sufficiently for a formal statement, which may be looked for tonight. "Members of the board of directors represent stations in every section of the United States, large, medium (Continued on Page 5)
Buy More War Bonds and Stamps

WMCA Sets Forum For WNYC's Benefit

Tying up with the current City question, "Should WNYC (New York's municipal station) Be Discontinued as a City Operated Station," WMCA, local indie, will present a forum program, tonight, 8:03-8:30 p.m., built around that proposition. President of the City Council, Newbold Morris, who is in favor of continuing the station's operation under City direction, (Continued on Page 3)
Buy More War Bonds and Stamps

General Expansion Seen In Plans Of Associated

Expansion in the music and licensing divisions of the Associated Music Publishers Inc. was indicated this week with announcement of new personnel setups by C. M. Finney, presi- (Continued on Page 2)

AAAA Meeting Takes Stock; Reviews Wartime Achievement

WHN Expanding Tieup With Loew Theater Chain

Further cooperative plans have been set by WHN, N. Y. and Loew's theaters by scheduling a "Judy Garland Singing Contest" that starts June 8 and will run concurrently with the picture "Presenting Lily Mars." The picture, starring Judy Garland, will open in 70 local Loew's theaters (Continued on Page 2)

Inspired by praises wired by President Roosevelt who held entertainment "indispensable" in wartime, the National Conference of Entertainment Industry for War Activities opened a two day conference yesterday afternoon at the New York Times Hall, with reports and demonstrations of achievements of its several component agencies. Paul Dullzell, president of the Associated Actors and Artists (Continued on Page 6)

Movie-Star ET

Betty Grable, 20th Century-Fox star of "Coney Island," who arrives this morning at Penna. station on a War Bond trip will have a Congress of Freaks from the "Island" to meet her. Due to train schedules off being disrupted the proposed broadcast of the group and Grable over WINS will be transcribed for the outlet and will be repeated at 7 p.m.

\$185,212,994.79

The total of bond sales being registered by the touring "Truth or Consequences" program, heard Saturdays on NBC, continues to soar. Ralph Edwards' \$4,101,000 mark in San Francisco last Saturday brings the total thus far to \$185,212,994.79. Two more cities remain on the 13-weeks itinerary—Glendale, Cal., tomorrow, and Oakland, Cal., on June 12.



Vol. 23, No. 46 Fri., June 4, 1943 Price 10 Cts.

JOHN W. ALICOATE : : : Publisher

LI SHAPIRO : : : : : Editor
CIN KIRSCH : : : : : Business Manager

enoy, daily except Saturdays, Sundays
ings days at 1501 Broadway, New York,
easily Radio Daily Corp. J. W. Alicoate,
front and Publisher, Donald M. Merse-
r, Treasurer and General Manager; Chester
M. (Vice-President), Charles A. Alicoate,
y, Secretary. Terms (Post free) United States
inside of Greater New York, one year, \$10;
foreign, year, \$15. Subscriber should remit
with order. Address all communications to
RADIO DAILY, 1501 Broadway, New York,
N. Y. Phone Wisconsin 7-6336, 7-6337,
7-6338. Chicago, Ill.—Frank Burke, Suite
1800-A, Merchandise Mart, Phone Delaware
4950. Hollywood, Calif.—Ralph Wilk, 6425
Hollywood Blvd. Phone Granite 6607.

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

FINANCIAL

(Thursday, June 3)

NEW YORK STOCK EXCHANGE

	High	Low	Close	Net Chg.
Am. Tel. & Tel.	155 3/8	154 7/8	155 3/8	+ 1/8
CBS A	22 3/4	22 1/2	22 1/2	- 1/4
CBS B	22 3/4	22 3/4	22 3/4	- 3/8
Gen. Electric	38 1/2	37 7/8	38	- 1/4
Philco	26	25 7/8	25 7/8	- 1/8
RCA Common	11 7/8	11 3/4	11 7/8	+ 1/8
RCA First Pfd.	69 1/2	69 1/4	69 1/2	+ 1/4
Stewart-Warner	14 1/2	14 1/8	14 1/2	- 1/4
Westinghouse	95	93 1/4	94 3/4	+ 1/4
Zenith Radio	31 1/8	30 3/4	31 1/8	+ 3/8
NEW YORK CURB EXCHANGE				
Hazeltine Corp.	33	33	33	- 1/4
Nat. Union Radio	4	4	4	- 1/4
OVER THE COUNTER				
	Bid	Asked		
Farnsworth Tel. & Rad.	9 1/8	9 3/8		
WCAO (Baltimore)	20	23		
WJR (Detroit)	25			

Borden Adding Time To WABC News Periods

An advertiser on WABC, N. Y. since 1941, The Borden Co. (Pioneer Ice Cream Brands Div.) yesterday announced it is increasing its current campaign on the station. For Borden's Ice Cream, the client sponsors "Quincy Howe and the News" on Monday, Wednesday and Friday evenings. The Monday and Wednesday news shows will continue to be heard from 6-6:10 p.m., EWT. Effective today, Borden adds five minutes to the Friday program, airing it from 6-6:15 p.m., EWT. The account is handled by Young & Rubicam, Inc.

WBNX NEW YORK
WITH THE MOST INTIMATE AND EFFECTIVE PROGRAM APPROACH TO AMERICA'S LARGEST MARKET
5000 WATTS Directional
OVER METROPOLITAN NEW YORK

WHN Expanding Tieup With Loew Theater Chain

(Continued from Page 1)
on that date. Theaters will show a trailer, distribute heralds and carry lobby cards announcing the details of the contest.

Purpose of the contest is to find another girl singer which the station can build to star proportions as it did in the case of Judy Garland.

Additional information concerning the contest will be aired on the 10:00 a.m. period of Gloom Dodgers. Girls of 16 and over will be invited to enter the contest by registering at their nearest Loew theater. Three semi-finalists will be selected, each of whom will receive a \$25.00 War Bond and be given a professional radio audition on WHN.

Station's listening audience will decide the winner by writing in and voting. Winner will receive a paid appearance on "Gloom Dodgers," and an audition as a prospective permanent member of the staff, together with an audition before Loew's and M-G-M execs for motion picture possibilities.

Ascap Appeals Board Elects Six Members

(Continued from Page 1)
ers, Authors and Publishers, has resulted in the naming of the following board for 1943-44, according to announcement made by Ascap yesterday.

Popular publishers: Edwin H. Morris of Edwin H. Morris & Company, Inc. and Harry Tenney of the Isham Jones Music Corp.

Standard publisher: John Sengstack of the Clayton F. Summy Company.

Popular writers: Peter de Rose and Abel Baer, standard writer: John Tasker Howard.

The only change in the Board is the replacement of Lee David by Abel Baer.

The general membership at the same time also voted to waive the dues of writer members in the armed forces of the United States as of January 1, 1943.

CBC To Again Broadcast CBS 'School Of The Air'

The National Education Conference Board of the Canadian Broadcasting Corporation has announced that CBC will continue to carry the science, geography and literature series of Columbia network's "School of the Air of the Americas" when that program returns to the air, after its summer vacation, in October.

At a recent meeting of the group in Toronto, the members expressed appreciation for the notable educational standards set by the CBS series and cited their influence on Canadian educational broadcasts.

Eight of the CBS "School of the Air" programs next season will originate in Canada, it was announced, and these broadcasts, which include literature, geography and music programs, are to be written, produced and directed by personnel of the Canadian Broadcasting Corp.

Gillette Acquires Right To All-Star Ball Game

(Continued from Page 1)

nouncement was made yesterday by Baseball Commissioner Kenesaw M. Landis, and J. P. Spang, Jr., president of Gillette company. The \$25,000 and all other receipts from the game, will be turned over to the Major Leagues' Baseball Equipment Fund to provide baseball equipment for the armed forces.

The game will be broadcast in this country over more than 200 Mutual stations as well as in Canada through the facilities of CBC. Spang stated that arrangements also were being made with the Office of War Information to short-wave the All-Star event to the armed forces all over the world. This marks the first time that the All-Star game has had an exclusive radio sponsor. This also marks the first time that the clash between American and National League stars has been scheduled at night. Last year's match was a twilight affair.

The Gillette Safety Razor Co., leading sponsor of sporting events on the air, has sponsored the World Series on Mutual every year since 1939. Gillette also sponsors all top-flight boxing attractions. Selection of the announcers will be made shortly.

Joe McCarthy, Yankee pilot, will manage the junior circuit squad. Billy Southworth, St. Louis Cardinal chief-tenant mentors the senior circuits nine.

Fada Radio Spot Splurge With WJZ News Periods

(Continued from Page 1)

ship, Taylor will continue to be heard Monday through Friday from 11:05-11:15 p.m., EWT.

The Fada campaign on WJZ will be institutional in character since the production of Fada radio sets and equipment, formerly nationally distributed, was halted by the war.

In addition to the ten-minute period on WJZ which Fada has taken over, Taylor is also heard on the Blue Network with the exception of WJZ Monday through Friday from 6:05 to 6:15 p.m., EWT.

Advertising of the Long Island City radio concern is handled by Sternfield, Godfrey, Inc., New York.

General Expansion Seen In Plans Of Associated

(Continued from Page 1)

dent. Within the next few weeks, during preparation of budgets, AMP will plan one of its most extensive promotion campaigns for those two divisions. In addition to the recent appointment of Miss Gretl Urban as manager of the new set up, Finney announced the appointment of William Reddick as manager of the licensing department. Reddick was associated with production for the Ford Sunday Evening Hour for seven years, and with NBC.

Bob Keller, who has been with AMP's licensing division for the past five years, has tendered his resignation, but will continue with the firm for some time yet, to assist Reddick in taking over the department.

COMING and GOING

JAMES T. MILNE, manager of WELI, was in town from New Haven yesterday for conferences with the New York representatives of the station.

C. W. MYERS, president and station manager of KOIN, Columbia outlet in Portland, Ore., is here on station and network business.

EDDIE GREIF, of the NBC press department, returned yesterday from Chicago, where he spent a few days discussing public service matters with NBC officials.

TOM HARKER, of the Blue Network's sales staff, in Cleveland to supervise the "Spotlight Bands" broadcast, after which he will go on to Chicago for conferences at the offices of the central division.

BOB HAWK, quizmaster on the "Thanks to the Yanks" program, is back from Worcester, Mass., where he filled a theater date.

JAMES L. SAPHIER, spending a month in New York on business.

SAMMY KAYE and his band off to Milwaukee for a theater date and for the broadcasting of their Blue Network program from WEMP.

W. C. IRWIN, vice-president and commercial manager of WSOC, Charlotte, N. C., is in New York. Called yesterday at the headquarters of CBS.

EARLE MCGILL, producer, and JOHN BECKER, program director, of "Transatlantic Call: People to People," will broadcast the Sunday night stanza on CBS from Savannah, Ga.

R. A. RENDALL, assistant comptroller, overseas service of BBC, is on a trip to Montreal, Ottawa and Toronto. On Monday he will go to Chicago, remain a week and then return to New York.

BEATRICE HAY, vocalist, leaves over the week-end for Washington, D. C., where she is scheduled for a week at the Capitol Theater, starting June 10.

JANE TIFFANY WAGNER, NBC co-ordinator on the Red Cross program, "That They Might Live," off today for Chicago, where she will attend a two-day meeting of the Home Economics Women in Business.

JERRY WAYNE and DEL PETERS, his manager, have returned from a theater engagement in Providence, R. I.

R. C. EMBRY, has arrived from WITH, Baltimore, for a few days on station business.

BOB HOWARD, pianist-singer on various programs, to Boston for a role in "Early to Bed," which will open in New York on June 17.

Navy Graduation On WOR

Frank Knox, Secretary of the Navy, will be the principal speaker at the graduation exercises of the U. S. Naval Academy at Annapolis, which will be heard over WOR Wednesday, June 9, from 3:30-4 p.m. off the Mutual line. Rear Admiral John R. Beardall, Superintendent of the Academy, will introduce Knox, who will deliver the Commencement Day Address.

THIS LITTLE BUDGET

WENT TO



WORL BOSTON MASS.

Mutual Film Stresses Home-Town Markets'

(Continued from Page 1)
New York, and from here, the network will make the rounds of other markets. Film will be shown to a single agency, one at a time, though each agency will be able to invite clients and prospective clients to the showing. Schedule calls for several such projections a day.

The film presents much statistical data on both big-city and home-town radio markets in America. It is composed of sixty slides, each photographed in full color from three-dimensional models, bearing the theme, "This Is Mutual." Project is flexible so that showings can be adjusted to audience interest.

Traces Radio's Rise
Opening with a brief description of the rise of radio as a family necessity and as an advertising medium which has shown "The fastest, most substantial gains of all...last year's gross billings surpassed both national magazine and newspaper volume"—the presentation then defines America in terms of radio markets. In big-city America, MBS claims nearly half the country's radio homes are within range of Mutual stations or the 14 U.S. cities of over 500,000 population. Home-town America includes all the rest of the country.

A West Coast study claims that in nine home-town markets, home-town Mutual stations won six firsts, two seconds, and one third in audience favor, competing against top-ranking daytime programs broadcast by other networks which claimed these markets through stations located some distance away.

Research Stressed
Special emphasis is placed on a few home-town research projects now being conducted for Mutual by Crossley. Results of the first in a series of studies are summarized briefly: Crossley selected 23 cities, typical of home-town markets where Mutual is the only network station, but which lie within the claimed primary coverage area of at least one competing 50,000-watt station. Using technique and timing identical to those of the "national" rating surveys in four-network cities, Crossley checked the local ratings of several Mutual programs in these 23 home-town markets.

Programs Listed
Results shown in the presentation include these increases over the "national" rating for these programs: Gillette's Boxing Bouts, 37% higher; White Owl's Raymond Clapper, 115% higher; Pharmaco's "Double or Nothing," 121% higher; Campana's "First Nighter," 130% higher; Bayuk's Cal Finney, 190% higher. Continuing studies by Crossley are being made in similar home-town markets, it was announced, and the findings will be made available to Mutual clients.

Mutual's interest in home-town America was made clear by slides showing that this network, which has more stations than any other, has 172 station-cities which are not covered by the regular research of

WARTIME PROMOTION

KGO War-Worker's Dance

Blue Network station KGO has joined with the Western Pipe and Steel Company, one of the largest shipbuilding yards in the bay area, in plans to take over the huge Civic Auditorium this Saturday night for a gigantic dance for members and employees of the shipyard firm. Songs and acts by shipyard's workers will be broadcast, with KGO using two orchestras—Al White's crew for the radio portion and Phil Bovero's to provide music for dancing.

All the money taken in at the show will be converted immediately into war bonds, which will be raffled off to the workers.

WJNO's Announcements

From May 30 to June 5, WJNO is running a series of announcements and programs to determine (1) the youngest father in Palm Beach County, (2) the oldest father in Palm Beach County, (3) the father in Palm Beach County with the greatest number of living children and (4) the father in Palm Beach County with the greatest number of children in the service.

Following the close of the contest, promotion announcements of Father's Day will continue, and in a special broadcast on Saturday, June 19, WJNO will award appropriate mementos to the four winners.

Blue Net Wins Award In Arbitrated Case

(Continued from Page 1)
mercial aspect and that the talent on the show should be paid commercial rates, instead of the sustaining scale.

Marking the first arbitrated case AFRA has lost, the award was unanimous in favor of the Blue. The three arbitrators were Roy Sarles Durstine, president of Roy S. Durstine, Inc., New York advertising agency, appointed by the Blue; Dr. Robert Lynd, professor of sociology at Columbia University, appointed by AFRA; and Dr. Willard L. Thorp, director of economic research of Dun & Bradstreet and editor of Dun's Review, selected by Dr. Lynd and Durstine.

either Hooper or CAB. Also stressed was the fact that Mutual has more "one-network" markets than any other: 120 cities where Mutual has the only network outlet. The other networks, identified as "A," "B," and "C," have 56, 45, 37 such markets, respectively.

Separate slides described Mutual's strength in each of the major fields of radio entertainment—news, sports, quiz shows, drama, and music—and the presentation closes with a cost comparison of full-network time at specific periods on Mutual and the same periods on other networks.

NBC "V" Posters

Fifteen hundred two-color posters calling attention to programs of NBC's Inter-American University of the Air, which are produced in cooperation with the Board of Superintendents of the City of New York, have been mailed to the city's elementary, junior high and senior high schools, the National Broadcasting Company has announced. The posters will be placed on school bulletin boards to remind teachers and students of the broadcast times of "Lands of the Free," the historical series, and "Music of the New World."

A covering letter sent to school principals by John E. Wade, superintendent of New York City schools, explains in detail the purpose of the posters.

"Lands of the Free" programs dramatizing stories of freedom and introducing famous actors and speakers of international renown, are broadcast Sundays from 4:30 to 4:55 p.m., EWT, "Music of the New World" played by the NBC Symphony Orchestra, directed by Joseph Stopak, and interspersed with significant stories of music in American life, goes on the air Thursday, 11:30 p.m. to midnight.

WMCA Plans Forum For WNYC's Benefit

(Continued from Page 1)
and Councilman Joseph E. Kinsley, one of the leading proponents advocating dropping the station from the City budget, will participate. Dr. Frank Kingdon will act as moderator.

Broadcast was arranged by WMCA as a result of the controversy in the City Council which cut the station's appropriation from the budget submitted last week. The Mayor has vetoed the budget which the Council will again take up in an attempt to override the veto. Last week WHOM, Jersey City, came to the defense of the City Station, also, writing to Mayor LaGuardia, and pointing out the usefulness of WNYC, not only to the community but to broadcasting. Public service contributions of WNYC warranted its continuation, was essence of letter signed by Joe Lang, general manager.

MBS Sets Norway Program

Wilhelm De Munthe Morgenstjerne, Norwegian Ambassador to the United States, will rededicate Norwegian war effort in the global war, when he speaks on the observance of Norway's Independence Day, over the Mutual network, Monday, June 7, from 3:45-4 p.m. The Norwegian-American Choral Ensemble, under the direction of Agnes Forde, will sing traditional native songs.

Announcing
THE APPOINTMENT OF
DOUGLAS F. STORER
Vice-President In Charge of Radio Sales

General AMUSEMENT CORPORATION
THOMAS G. ROCKWELL, President
NEW YORK · CHICAGO · HOLLYWOOD · CINCINNATI · LONDON

Los Angeles

By RALPH WILK

CHARLES RUGGLES, Martha Scott and Ann Rutherford have been signed for future "Stars Over Hollywood" broadcasts from KNX-CBS, according to Producer-Writer Paul Pierce. Ruggles does a repeat performance of "A Man's Best Friend" June 5, while Miss Scott appears June 12 and Miss Rutherford on June 19. Stories for the two latter shows are now being prepared by Pierce.

Our Pasting Show: Leo Carrillo, Wilbur Hatch, Manning Ostroff, Art Baker, Paul Reagan, Andy Kelly, Bill Moore, Bert Marx and Neal Reagan among the diners at Brittingham's.

Dinah Shore, during a recent "Command Performance," for the armed services, introduced "Yankee Doodle Girl," the official song of the WAAC, composed by Captain Meredith Willson, former NBC maestro.

Carlos Ramirez, singing star of the "Roma" show, has a masterly mike technique and a voice to match. Never seems to sleep, always busy, never walks slowly. Will sing a passionate love song in faultless tones—then accept the audience applause with a grin and the old American cheer-leading handshake.

Gene O'Donnell, who plays Allen McCrae on the "Those We Love" dramatic serial, made his final appearance on the show last week. He will be inducted into the Army today.

Manager Kenneth O. Tinkham of KMTR, has announced a series of programs featuring Karl Bonawitz, master of the pipe organ, at the console of the studio's giant organ. Bonawitz established his reputation at the console of the Wanamaker organ in Philadelphia. He is featured with Nell Darling at 6:15 Tuesday and Thursday evenings, but will be presented on coming "Hollywood Presents" programs several nights every week.

Our selection of the week for the most photogenic non-professional—Velve Lane of CBS-KNX.

Ken Higgins, KECA-KFI staff writer and producer, has reported for duty in the U. S. Navy at Camp Faragut, Idaho.

Beverly Barnes entertained one of the most energetic camp travellers of them all, when Al Jolson visited her "KNX Open House" party, recently, to relate some of his camp show experiences. The man with the grin has been taking his songs and comedy patter to U. S. service men stationed everywhere from Alaska to the Dutch East Indies, in recent months and estimates he has travelled some 75,000 miles thus far. Currently, the famous entertainer is managing to sandwich in a trip nearly every week-end to camps in the desert to continue entertaining the boys.

Kempinski NBC Staff Composer

Leo A. Kempinski, composer, conductor, and pianist, has joined NBC as a staff composer. Kempinski has conducted the "Carnation Contented Hour" and worked with "March of Time" and "Treasury Star Parade."



Reporter At Large. . . !

● ● ● Some time ago, we devoted a little space to lauding the fact that Nick Keesely, Exec at N. W. Ayer, was a prolific letterwriter to those of the radio fraternity who are serving in the armed forces. . . . two weeks ago, Nick was called for his own physical. . . . yesterday we dropped into his office to bid him farewell and found a most perplexed Keesely—who couldn't understand why he received a 4-F classification. . . . gifted or perhaps "plagued" by a most unusual memory, we reminded the four-letter that back in 1936, during rehearsal of a Walter O'Keefe program for Sealtest, there was some discussion about a certain gag and Nick said, "if that gag gets a laugh I'll eat it." O'Keefe pulled the gag that night and stopped the show. . . . the next day, surrounded by the entire staff, Keesely not only masticated the paper on which was typed the gag but swallowed it. . . . for the second time the gag became a "belly" laugh. . . . thus we wouldn't be in the least surprised if the rejection wasn't due to the peculiar diet of ink and pulp.



● ● ● Don Morrison, after serving seven months in the Army, has received a medical discharge and is now appearing on Latin-American short-wave programs. . . . New show, titled "Living Should Be Fun," will be Blue Networked starting June 14 and will feature the Vitamin authority Carlton Fredericks. . . . Announcer Ben Grauer has been given a 4-F rating by the Army medics. . . . Special Service Div. of the U. S. Army has just published and will send to armed forces all over the globe, a new book, containing gags and other material written by Mort Lewis. . . . George Sax, for more than a decade, an NBC talent departmentor, joins the Moe Gale office Monday. . . . Maxine Sullivan, whose swinging of "Loch Lomond" took the country by storm, has been signed to appear on the daily WHN "Gloom-Dodgers" show, beginning Monday. . . . Lever Bros. seem interested in the radio version of "You Can't Take It With You" . . . The Mark (Blue Net Prexy) Woods, are celebrating their 17th wedding anniversary. . . . Walter (White Cliffs of Dover) Kent's second baby born last week, celebrates the same birthday as Junior's big (two-year old) sister Carol Sue.



● ● ● WELI sports announcer Phil Buxbaum, boasts of a Connecticut license plate which instead of numerals has the letters PHIL. . . . Phyllis Parker, who scripted the radio program "Meet Miss Julia" has collabed with Mary Sheldon on a forthcoming Monogramovie titled "Sweethearts of the U. S. A." . . . Frank Dunne, announcer of the MBSwell "Better Half" show, has been signed as commentator for Paramount Newsreels. . . . Martha King's thrilling trilling at the Village Barn belongs on the networks. . . . On last Saturday's "Thanks to the Yanks" CBS show, Bob Hawk, found a quizzee from his home town of Creston, Iowa and for several minutes a real bit of "over the fence home-town gossip" was coast-to-coasted. . . . Carmen Cavallero's Band will open at the N. Y. Strand July 23. . . . On June 9, 1914 Eddie Cantor married Ida. . . . on next Wednesday's "Time To Smile," the Ipana'tives" will "roast" the comic from coast-to-coast. . . . Helen O'Connell, radioriote, may get the lead in the new Charlie Barnet-Harry Gourtain musical which they are preparing for a Broadway opening late this summer. . . . Cyril Armbrister, director of the Blue Network program, "The Sea Hound" can use a Portuguese Juvenile. . . . If you speak the language and are a member of AFRA, Contact Cyril. . . . Have a chuckle: Jimmy Durante says "A horse is man's best friend," and Garry Moore adds, "providing the horse comes in first."



—Remember Pearl Harbor—

Chicago

By FRANK BURKE

LUCILLE WHITAL, secretary for the past 16 years to Ralph L. Atlans, president of WJJD, is the station's latest war widow. Her husband has reported for duty in the Coast Artillery at Camp McQuade, California.

Jim Stirton, program director for the Blue in Chicago, is cooking up a tenth anniversary celebration for the "Breakfast Club" show.

Fred Stone, comedian of stage and screen, has cancelled his appearance as sepiac guest of the "Quiz Kids" show on Sunday, June 6.

Gene Autry originates his "Sergeant Gene Autry" show from the Army Air Force Technical Training Command at the Stevens Hotel in Chicago over WBBM-CBS on June 6.

After attending night school intermittently for 18 years, Arthur G. Pearson, purchasing agent for the NBC central division, will be awarded a BS degree in commerce by Northwestern University at graduation exercises June 16. He returned to Chicago the first of the week after attending annual convention of National Association of Purchasing Agents at New York.

Ruth Carlson, new to radio, has joined NBC as announcers' clerk, succeeding Nona Sonstery who resigned.

Vacationing this week are Frances Clark, press staff; Aiden Fitzpatrick, announcer, and Lillian Wack, local and spot sales secretary.

Godwin to Nashville

Earl Godwin, newscaster on the Blue Network's nightly "Watch the World Go By," will be heard on Monday from Nashville, Tenn., to which point he is traveling as a guest of the Second Army to observe airborne maneuvers and to study tactics in chemical warfare.

Wedding Bells

The engagement of Phyllis Whitehead, of the WCAU, Philadelphia, traffic department, to Lieutenant George Thomas, U.S.A., has been announced. Lieutenant Thomas, former WCAU announcer, joined the colors right after Pearl Harbor and was recently commissioned in the Tank Destroyer Corps, at Camp Hood, Texas.

Pittsburgh—Engagement of Lieut. Charles Steinhauser, son of Si Steinhauser, radio editor for the Pittsburgh Press, to Betty Loeb, of Columbus, Georgia, has just been announced.

Jeanette Murphy of the WINX, Washington, D. C., auditing department, will marry John Bartlett, announcer of WTOP, Saturday, June 19.

B Statement Today Re FCC's Web Rules

(Continued from Page 1)
small," Neville Miller, NAB president, stated. He then added: "They are here to analyze in detail and take back to their districts an expression of the full import of the Supreme Court decision of May 10, as respects free radio in America. This opinion is by common consent the most momentous in the history of radio. A full statement will be issued tomorrow."

24 Directors Attend
Only three directors of a total of 24 were unable to attend. Those present were Neville Miller, chairman, president; NAB; Dist. 1—Paul W. Morency, C, Hartford; Dist. 2—Kolin Hager, 7, Schenectady; Dist. 3—Roy Simpson, WFBG, Altoona; Dist. 4—Edward Shafto, WIS, Columbia, S. C.; Dist. 5—James W. Woodruff, Jr., ATL, Columbus, Ga.; Dist. 6—Hoyt Wooten, WREC, Memphis, Tenn.; Dist. 7—Nathan Lord, WAVE, Louisville, Ky.; Dist. 8—John E. Fetzer, WZO, Kalamazoo, Mich.; Dist. 9—George C. Johnson, WHBF, Rock Island, Ill.; Dist. 10—John J. Gillin Jr., W, Omaha, Nebs.; Dist. 11—E. L. Clark, KATE, Albert Lea, Minn.; Dist. 13—Hugh Half, WOAI, San Antonio, Texas; Dist. 14—Ed Yocum, ATL, Billings, Montana; Dist. 16—William J. Smith, KFAC, Los Angeles; Dist. 17—Harry R. Spence, KXRO, Aberdeen, Wash.

Directors at large: Large Stations—Charles N. Shouse, WLW, Cincinnati; D. Maland, WHO, Des Moines. **Medium Stations**—Barney Lavin, WYAY, Fargo, N. D.; Don S. Elias, WNC, Asheville, N. C. **Small Stations**—Herb Hollister, KANS, Wichita, Kan.; Network, Paul W. Kesten, CBS, New York; Frank M. Russell, NBC, New York.

NEW BUSINESS

FRC, San Francisco: Butay Co. ("Raindrops"), three anns. weekly, 13 weeks, through Glasser-Cailey. **Marlin Firearms Co.** (Marlin rifle blades), three anns. weekly, 13 weeks, through Craven & Henkle. **Standard Beverages** (soft drinks), weekly anns., 52 weeks, through Emil Reinhardt Agency. **Bank of America**, tri-weekly participation in Emily Barton program, through Charles R. Stuart Adv. Co. & Schuster Co., Inc. (Wendell McKie's "One World"), nine weekly scribbled five-minute programs, through Northwest Radio Adv. Co. **The Story Magazine**, weekly triband 5-minute program, 13 weeks, through Raymond Spector Co.; Assisted Dental Supply Co., renewal tri-weekly news by Boake Carter, 13 weeks, through McCann-Erickson. **Loma Linda Food Co.** (various products), two anns. weekly, 13 weeks, through Gerth-Pacific Adv. Agency.

☆ ☆ GUEST-ING ☆ ☆

ROY HENDRICKSON, deputy administrator of the War Food Administration, on Columbia's "Country Journal" program, tomorrow (WABC-CBS, 1 p.m.).

MRS. RACKHAM HOLT, author of "George Washington Carver," on "Of Men and Books," tomorrow (WABC-CBS, 3 p.m.).

LISA SERGIO, commentator and author of "What Can Italy Expect from Revolt?"; **HIRAM P. MOTHERWELL**, former correspondent in Rome and author of "The Peace We Fight For," and **CECIL BROWN**, CBS news analyst formerly stationed in Rome and Singapore, discussing "How Should the United Nations Deal with Italy," on the "People's Platform" program, tomorrow (WABC-CBS, 6:15 p.m.).

ORSON WELLES, as intermission speaker on the program of the New York Philharmonic-Symphony, Sunday (WABC-CBS, 3 p.m.).

DOOLEY WILSON, Negro pianist featured in the film "Casablanca," on the "Chamber Music Society of Lower Basin Street," Sunday (WJZ-Blue Network, 9:15 p.m.).

GARNETT CLUTTER, 14-year-old vocalist, on the "Musical Steelmakers" program, Sunday (WJZ-Blue Network, 5:30 p.m.).

EDWARD ARNOLD, on the "Free World Theater" program, Sunday (WJZ-Blue Network, 6:30 p.m.).

SEN. HARLAN J. BUSHFIELD, South Dakota Republican; **TOM LINDER**, president of the National Farm Committee and agricultural commissioner of Georgia; **RICHARD V. GILBERT**, economic adviser of the Office of Price Administration, and **J. DONALD MONTGOMERY**, consumer's counsel of the United Auto Workers, CIO, debating "Subsidizing Food Prices," on Theodore Granik's "American Forum of the Air," Sunday (WOR-Mutual, 8 p.m.).

ELIOT ELISOFON, photographer for "Life" just back from Africa, and **DAVID GOODLET**, pilot officer of the R.A.F. who was marooned for two weeks on a glacier, on "We the People," Sunday (WABC-CBS, 7:30 p.m.).

PIERRE MONTEUX, conducting the New York Philharmonic-Symphony, Sunday (WABC-CBS, 3 p.m.).

LT. COL. WILLIAM WALSH, U. S. Army chaplain, on "The Catholic Hour," Sunday (WEAF-NBC, 6 p.m.).

RICHARD CHARTON, Savannah newspaperman; **MRS. WILLIS WILDER**, mother of an aviation hero, and **MRS. GENEVIEVE MACHIO**, shipyard welder, on "Transatlantic Call: People to People," Sunday (WABC-CBS, 12:30 p.m.).

CULBERT L. OLSON, former governor of California, and **DR. ALFRED P. HAAKE**, educator and lecturer, discussing "The Place of Government Planning in Post-War Prosperity," on "Wake Up, America," Sunday (WJZ-Blue Network, 3:15 p.m.).

LARAINÉ DAY, **GEORGE MURPHY** and **CHARLES COBURN**, in an adaptation of "The Devil and Miss Jones," on the program of "The Screen Guild Players," Monday (WABC-CBS, 10 p.m.).

VIVIAN DELLA CHIESA, **FRANK MUNN** and **KATHLEEN NORRIS**, on the "Saturday Night Bondwagon," tomorrow (WOR-Mutual, 10:15 p.m.).

QUINCY WRIGHT, professor of international law at the University of Chicago; **CLIFTON UTLEY**, of the Chicago "Sun"; **S. WILLIAM HALPERIN**, professor of history at the University of Chicago, and **FRANKLIN D. SCOTT**, professor of history at Northwestern University, discussing "Political Warfare on the Second Front," on the "Reviewing Stand" program, tomorrow (WOR-Mutual, 10:15 p.m.).

SECRETARY OF STATE CORDELL HULL, speaking on the subject, "Underwriting Victory," on "For This We Fight," tomorrow (WEAF-NBC, 7 p.m.).

WILLIAM L. BATT, vice-chairman of the War Production Board, on "This Is Official," Sunday (WJZ-Blue Network, 1 p.m.).

VICKI VOLA and **FLORENCE WILLIAMS**, on "Nellie Revell Presents," tomorrow (WEAF-NBC, 10:30 a.m.).

TITO GUIZAR and the **DON COS-SACK CHORUS**, on the Coca-Cola program, Sunday (WABC-CBS, 4:30 p.m.).

DR. KING VIVION, pastor of the McKendree Methodist Church, Nashville, Tenn., on Columbia's "Church of the Air," Sunday (WABC-CBS, 10 a.m.).

LT. COL. FRANK MCKINLES and **MAJ. CHANEY STREETER**, superintending the induction of 50 girls into the U. S. Marine Corps during the broadcasting of the "Family Hour," Sunday (WABC-CBS, 5 p.m.).

Drama Shows In Lead Among N. Y. Listeners

(Continued from Page 1)
trend since Pearl Harbor, when they had a rating of 24.8 per cent. Until the present, they usually placed behind quiz shows in popularity.

Following dramas, at 33.8 per cent of the listeners, come the quiz programs. This compares with their rating of 30.1 per cent in the November-December survey of 1941.

Musical programs, which had been on the downgrade since this country's entrance into the war, have reversed that trend since September-October 1942 when they stood at 20.9 per cent and have been climbing consistently ever since. They now attract 24 per cent of the audience.

Another interesting item is the present standing of the women's participating programs. These were on a definite trend upwards after we entered the war, when they rose from 11.2 per cent to 11.8 per cent in November-December, 1941. They reached their peak during the summer of 1942 when they hit 20.7 per cent, then declined. They are on the upgrade once more and, as of March-April, 17.2 per cent of the listeners turn to these programs.

Clapper Resumes Reports From London On Monday

Raymond Clapper, who has been in Sweden for over a month, will return to his White Owl program over the Mutual network, Monday night, June 7 at 10:00 p.m. The program is heard Mondays and Thursdays at the same time.

After much delay, Clapper has finally made arrangements to get from Sweden to London, England, in time for the broadcast. Because broadcasting facilities were not available in Sweden, Paul Sullivan, well known radio newsman, has been pinch-hitting for Clapper during the past few weeks. Sullivan will "stand by" in the Mutual studios in New York, to go on the air should the London reception not prove favorable.

It is felt that Clapper may have for his coming programs some important information which, because of censorship restrictions in Sweden, could not be broadcast from that country.

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

With the Colors!

LEON DORAIS, director of trade press relations for the Columbia Pacific Network, has reported to Fort MacArthur and active Army duties.

—vvv—

EDWARD S. CROCKETT, of the sales staff of WAAB, Worcester, Mass., has been commissioned a Lieutenant Junior Grade in the Navy.

—vvv—

JOE FARRIS, WGKV, Charleston, West Virginia, continuity editor, leaves soon to join the Army Air Corps.

—vvv—

RICHARD LEACH, head of publicity in the concert division of NCAC, is now an ensign in the Navy. He is studying at the Indoctrination School at Harvard.

—vvv—

RUTH FARWELL, music librarian of WNAC, Boston, Mass., is leaving to join the Women's Division of the U. S. Marines.

—vvv—

MARK FINLEY, who is on a leave of absence as publicity director of Mutual-Don Lee Broadcasting System, and who has been stationed with the U. S. forces in Ireland for a year, has been promoted to the rank of captain. He entered service the day after the news of the attack on Pearl Harbor and has been serving as an Infantry officer.

—vvv—

BOB NELLIS, former WCAE, Pittsburgh, Pa., announcer is now a member of the U. S. Marine Corps.

—vvv—

BOB LACEY, WLW-WSAI, Cincinnati, announcer is soon to leave for the Army. Lacey, who has been with the stations for a year, has just passed his physical.

—vvv—

JOE DRWALL and WILLIAM KRACHE, KWNO, Winona, Minnesota, transmitter engineer and announcer, respectively, are now members of the U. S. Marine Corps.

Bunte Buys "World Today" On NBC Midwest Outlets

(Continued from Page 1)

since December 7, 1941, is a round-table discussion of each week's news highlights by station's foreign experts and a guest. Regular WLW commentators are Gregor Ziemer, author of "Education for Death," Arthur Reilly, news commentator, and Howard Chamberlain, assistant program director, who serves as moderator.

First to sign with NBC for sponsorship is Bunte Bros., Chicago firm, which has closed a 52-week contract for the program on 13 Midwest stations of the network.

Among guest observers who have participated on the show are: Dewitt Mackenzie, AP correspondent; Pierre J. Huss, INS correspondent; Clark Lee, author and INS correspondent; Martin Agronsky, Robert Bellaire, and many others.

Frederic Marquardt, assistant foreign editor and Far Eastern expert of the Chicago "Sun," will join the round table on Sunday, as a guest;

AAAA Meeting Takes Stock; Reviews Wartime Achievement

(Continued from Page 1)

of America which staged the conference, opened the meeting, and then turned the chairmanship over to Lawrence Tibbett, president of the American Federation of Radio Artists and the American Guild of Musical Artists. Representatives of all phases of the amusement industry, including networks, indie stations, unions, producers, writers, music publishers, motion picture producing companies, exhibitors, theater operators, welfare organizations with theatrical tie-ups, etc., filled the hall to capacity.

At this morning's session, the conference will turn into a discussion session to consider suggestions for greater unification of the industry's efforts to contribute to the war. At the afternoon wind-up, speakers for each branch of the amusement industry will crystallize in concrete form proposals for expansion of efforts.

Purposes of Meeting

Purposes of the conference include the following: to coordinate the united manpower of the entire entertainment industry in the United States, including stage, screen, radio, music and variety, both performers and employers, artists and craftsmen; to make that manpower available to existing war entertainment agencies; to aid them in the battle for victory through heightening soldier and civilian morale; to survey home and overseas entertainment needs, and create new plans for meeting them; to assist the government war program by educating civilian groups in war aims through entertainment media.

Outstanding in the lengthy and verbose session, were, the brief telegram from the President, and the eight point "Pledge for Peace" presented by Rex Stout on behalf of the Writers War Board. All the other reports enumerated in great detail everything the particular agency has accomplished from its inception. Most of this has already been in print as individual groups released data on themselves.

Text of the President's telegram follows: "It is a pleasure to send you this assurance of my heartfelt appreciation of all you are doing in the field of entertainment to support and

advance the war effort. Entertainment is always a national asset. Invaluable in time of Peace, it is indispensable in wartime. By coordinating the activities of all those who are working in the entertainment industry you are building and maintaining national morale both on the battle front and on the home front. You are doing a grand job and I trust you will not weary of this good work until our enemies are brought to their knees in unconditional surrender."

Cowles Gives Keynote

The program consisted of reports and talks as follows: Gardner Cowles Jr., Chief of the Domestic Division of the OWI, who warned that the industry would have to arouse and keep Americans stirred with enthusiasm continuously until the war is ended; Lt. Col. Marvin Young, Special Service Division, Army Service Forces; Rachel Crothers, president of the American Theater Wing; Lawrence Phillips, vice-president of USO Camp Shows Inc.; Francis S. Harmon, executive vice-chairman of the War Activities Committee for the motion picture industry; James Cagney, president of Screen Actors' Guild; Walt Dennis, chief of NAB's news bureau; James Sauter, executive director of the United Theatrical War Activities Committee.

Demonstrations were given by CBS which featured "The Man Behind the Gun"; the "Lunchtime Follies" a product of the American Theater Wing for distribution among war plants, and "Movies At War" by the motion picture industry. Some of original program listed had to be cut when the conference ran overtime.

In presenting the "Pledge for Peace" which advocated formation of an international police force, a world organization similar but more effective and broader in scope than the present United Nations, and complete dissolution of Axis notion of racial supremacy, etc., Rex Stout explained that it was a contribution from the Writers' board with the hope that by pursuing such a course, theatrical executives 20 years from today will not have to spend a whole two days repeating such a meeting.

Carnation To Honor Flag Day

Flag Day will be hailed on the "Carnation Contented" program Monday, June 14, over NBC, at 10:00 p.m. EWT, with two patriotic songs—the National Anthem and "You're a Grand Old Flag."

Lynn Gardiner On "Keep Ahead"

Lynn Gardiner, vocalist, joins the Jerry Cooper-Ray Bloch "Keep Ahead" variety show today at 7:30 p.m. over WOR-Mutual.

"World Front" will originate at WLW and, in addition, will be carried by WMAQ, WIRE, WTAM, WWJ, WSPD, WAVE, WDAF, WOW, WHO, WSAM, WGL and KSD.

Plant Opening On CBS

Official opening and inspection of the world's largest synthetic rubber plant, at Institute, W. Va., is to be broadcast over the Columbia network, Friday, June 11, from 5:15-5:30 p.m. EWT. The Institute plant, as it is officially known, is geared to produce 90,000 tons of synthetic rubber yearly, sufficient to make 16,000,000 passenger car tires.

Stork News

Sandy Stronach, director of the "March of Time," and Mrs. Stronach, announce the birth of a daughter, Judith Lee, at the New York Hospital.

AGENCIES

ADVERTISING FEDERATION OF AMERICA has named the following to membership: Endicott Johns Corp., Oliver Farm Equipment Co., Plaza Court Broadcasting Co., Howland H. Monk and Associates, American Fruit Grower and the Drackett Company.

A. HARRY ZOOG, who has long been associated with sales and management of radio stations in metropolitan cities, has entered the agency field, establishing an office in Trenton, New Jersey, under the name A. Harry Zoog Associates. He intends to concentrate on placing business on stations in the New Jersey, Pennsylvania areas.

ELWOOD WHITNEY, will join Foote, Cone & Belding as vice-president, effective July 1. He will see F. C. & B. in a major executive capacity. To accept this post, he resigned from the J. Walter Thomson Company, where he has been vice president and senior art director.

ASSOCIATION OF NATIONAL ADVERTISERS, INC., announced election to membership of Christ Feigenspan, Brewing Company, Newark; Great American Industries, Inc., Meriden, Conn.; Tubize Chatill Corp.; J. I. Case Co., Racine, W. Va.; Goodyear Tire & Rubber Co., Akron, Ohio; Bourjois, Inc., and Owens Corning Fiberglass Corp., Toledo.

THE ADVERTISING COUNCIL has decided to call itself henceforth the WAR ADVERTISING COUNCIL according to Chester LaRoche, chairman.

PETROLEUM ADVISERS, INC., announce that effective June 1, 1941, Tom DeBow was appointed manager of their advertising and news department. This department handles advertising of petroleum products marketed by the subsidiaries of Cities Service Company. DeBow, who has been connected with the organization for 17 years, formerly was in charge of the company's radio public relations activities.

JACK RHEINSTROM, head of Chicago office of Campbell-Mithun Inc., has been elected vice-president of the advertising agency. Rheinstrom, a Minneapolis man who attended the University of Minnesota, joined Campbell-Mithun, Inc. a year ago in Chicago. Previously he had wide experience in the mill, baking and commercial motion picture fields in various merchandising and supervisory capacities.

Frank L. Capps

Frank Capps, 75, pioneer in recording industry, died Wednesday in Memorial Hospital. He was the inventor of the spring motor used on phonographs. He was associated at various times with Edison, Emerson and Pathe.

By Popular Demand!

1940

1941

1942

1943

“SHOWS OF TOMORROW”

will be published on
MONDAY, JULY 12th



**Devoted Exclusively to Production, Talent,
Package Shows, Live and Transcribed.**



Coast-to-Coast



NEW additions to staff of KQW, San Francisco, are Fred Allison, announcer, and technician Bob Davis. As a prelude to the Summer Workshop sessions at Mills College for Women, in Oakland, the group met at KQW's Palace Hotel studios for an entertainment and commentary titled "Night in South America." KQW will broadcast the weekly summer series, featuring speakers, music.

Times Square Mission, non-sectarian charitable institution, begins a series of broadcasts over WBNX, Bronx, N. Y., June 8, at 8:15 to 8:30 p.m., EWT. Thrice weekly show is under direction of Harold D. Arenis, founder and director of the mission, and will feature Hildegard Junge, gospel singer.

Norman Black and his KFIL, Philadelphia, orchestra were selected to furnish music for the opening of the new Officer's Canteen at the Philadelphia Army Air Base last Saturday. Two new shows on WFIL are a series of newscasts sponsored by Irv Sachs, automobile dealer, and "House of Charm," transcribed series sponsored by Nevins Drug Co. for Bonne Bell Cosmetics.

WWL, New Orleans, La., has two new war programs. "The Red Cross Reports" every Friday at 4:15, presenting a chairman to discuss a different phase of Red Cross activity each week. "Canteen Capers" at 3:30 Fridays offers a quarter hour with New Orleans Army Base Band in a program of hot tunes and light narrative.

George Jessel, his latest book "So Help Me" just off the presses, was the guest speaker on WQXR, New York, "Books Are Bullets" program last Wednesday. He discussed "Amusement in Wartime" and was interviewed by Bennett Cerf.

Eleven men of the armed forces now serving in the Southwest Pacific recently sent their home-town station, WWNV, Watertown, N. Y., a request for certain numbers. Thomas E. Martin, station manager, went one better and had a half-hour dramatized show written including requested numbers. Program was aired, under Martin's direction, and a copy of the script was autographed by each member taking part and sent to the eleven men.

WCKY, Cincinnati, Ohio, added its first gold star to its servicemen's plaque when it was announced that Bus Barton, former member of WCKY's "Haymakers" unit, has been killed in action over Guadalcanal. Barton, whose real name was Clarence Goodwin, left the station two days after Pearl Harbor to join the Marine Corps.

KHUB, Watsonville, Calif., now has a complete new staff. Roger R. Hunt is general manager; Rex Bowen is program director; Harvey Degering is chief engineer; and Allen Berg is chief announcer. Station has had AP service since March 1st, and its entire program structure has been rearranged.

All army shows and activities from the Vincennes, Ind., USO center have not been heard over WAOV during the past 10 days, because the personnel from nearby George Field has been confined to their base because of flood conditions. Programs will be resumed as soon as possible. Newest sponsor on WAOV is the Duncan Recreation Co., who air daily results of major league baseball games.

KLZ, Denver CBS outlet, brought a variety show composed of its staff artists to the Service Club at Lowry Field this week for entertainment of soldiers stationed at the post. The show was headed by Pete Smythe, former orchestra leader who is now the station's production manager. The response of the program was so enthusiastic that repeat showings are being considered at Lowry as well as at the other posts in the Denver area.

Chief announcer Berton Bennett of KGO, San Francisco, formerly of Seattle radio stations, has begun an early morning disc show titled "Coffee Club." A hymn is featured daily, along with popular music, jokes, participating announcements, etc. Helen Morgan and Dick Tate are writing a new KGO program, "Remember," featuring Phil Bovero's band in old-time tunes. Stuart Hannon, freelance journalist, has been added to KGO's Blue Newsroom Review five days weekly as commentator.

Arden X. Pangborn, managing director of KGW-KEK, Portland, Ore., has announced the appointment of Frank Coffin to position of chief announcer. Coffin, who has been with the stations since last February, was formerly with KXRO, Aberdeen, Washington. He will be replaced by Price Burlingame.

Sanford Schlesinger has been added to the continuity department of KSO-KRNT, Des Moines, Iowa. He replaces Gene Shumate, KSO sports announcer, who has been doing part time writing. Other new staff additions are: Sam Mazza, engineering department; Meredith Case, news staff; William Kirschke, announcer; and Harold Storm, assistant promotion manager. Kirschke is replacing Jim Kelehen, who has been called to the Air Force.

Bill McHan has been placed in charge of the program and production department of WCBL, Columbus, Miss., after serving as chief announcer for over a year. He will handle network traffic, announcing department and libraries.

WHYN, Holyoke, Mass., has been pretty active, despite gas rationing, with complete coverage of the visit of the two-man Japanese submarine on May 25, and description of the Memorial Day parade.

"Greece Fights On" is the title of a new series of weekly programs on KEX, Portland, Ore. Unusual feature is that series is being sponsored by Union Cab Co. of Portland, one of the very few taxi firms that have ever purchased anything but spot announcements in the city. Idea is to dramatize heroic fight of Greece against the Axis powers and to bring out how the nation is continuing her battle.

Newest singer to join the WLW-WSAI, Cincinnati, staff is Doris Day, who will be featured on many programs. Once on the way to a successful dancing career, an accident prevented further efforts and she turned to singing. She has been a soloist with Bob Crosby and Les Brown.

Wendell Elliot, staff member of KSAL, Salina, Kansas, was elected to the office of City Commissioner in a recent election.

Historic vacation was spent by John Dowell, continuity writer at WTAG, Worcester, Mass., just back from a sightseeing tour of Boston's Revolutionary spots. Also on the vacation is Phil Jasen, WTAG news editor, who will visit New York. Summer addition to station's program department is Virginia Gaskell, Beaver College student, who will do script writing.

KWNO, Winona, Minnesota, has added three new members to its staff: Art Steffes is the new transmitter engineer, and Dick Nelson and Irving Tingley, former freelance producer, are the new announcers.

In conjunction with the 151st annual convention of the Connecticut State Medical Society last week, WELI, New Haven, presented a talk by Dr. Roy L. Leak, superintendent of the Connecticut State Hospital, and a round table discussion in which leading Connecticut physicians participated.

Special program to commemorate 61st anniversary of the Red Cross will be broadcast by WKNY, Kingston, N. Y., last Saturday. Music department arranged a special show, and Mrs. Charlotte Tappen, secretary of the Ulster County Branch of the R. C. was the speaker in the program.

The "Southernaires," on tour, will be heard from WGH, Newport News, Va., on June 6, and from WENR-WT Chicago, on June 13. During the week they will make several concert appearances in Virginia and Indiana.

Carl Coleman, WBEN, Buffalo, N. Y., is using "Thank God for the USA" as a theme for his "Victory Journal" in tribute to the late Vaughn DeLeath who composed the number.

Griffin Shoe Polish, through Bertram Ingham, Castleman, and Pierce, renewed with WLIB, Brooklyn, N. Y., for seven 1-minute spots weekly for a period of 13 weeks. Elway Food Products has purchased a participation on the "Uncle Arnold" Sunday children series in behalf of Vitamins, a health drink. Contract is for 13 weeks and was placed through H. A. Salzman Associates.

F. Russell Gilbert is the summer-relief announcer at WIP, Philadelphia, taking over the chores of vacationing staff announcers. First announcer to go vacationing from studio duties is Raymond Kay.

WDRC, Hartford, Conn., has begun a special three-week campaign to promote the \$5,000,000 building fund drive of the Hartford Hospital, now under way. Campaign consists mostly of barrage of spots throughout day and night schedule, and other features. In addition to time donated, station gave sizeable cash contribution to fund.

Radio City Synagogue will continue weekly broadcasts during the summer Sundays at 9:15 p.m. over WEVD, N. Y. Rabbi Max Felshin will give inspirational talks under the title "The Sages Speak."

New Hicks-Britain Series Starts June 15 Over Blue

A new series of weekly commentaries from London featuring George Hicks will be launched by the Blue Network June 15. The broadcast will be heard Tuesday from 7:05-7:30 p.m., EWT, with Hicks giving observations and impressions of wartime Great Britain and interviewing Britons who have stories to tell. The series will originate from "somewhere in Britain" and will be relayed to the Blue via facilities of the Blue and RCA Communications.

Hicks, special features reporter, currently heard twice-weekly in another Blue Network series from England, "Men of the Land, Sea and Air."

1943 BIRTHDAYS

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

June 4

- Jack Arnold
- Jack Hollister
- Marvin Kirsch
- Carlton E. Morse
- Cecil L. Sly
- Sidney Breese
- Betty Ito
- Ed Lindstrom
- Erno Rapee
- Charley Urquhart
- Irving Chlman

June 5

- Bernie Eisen
- Merle Pitt
- Charles A. Schenck, Jr.
- Herbert Petzey

June 6

- Dick Barrie
- Zac Freedman
- Mario Messina
- R. Earleton Rae
- Lorraine Scott
- Peter Donald
- Jimmie Lunceford
- R. G. Pratt
- William Rogow
- Charles Vanda



RADIO DAILY

The National Daily Newspaper of Commercial Radio and Television



OL. 23, NO. 47

NEW YORK, N. Y., MONDAY, JUNE 7, 1943

TEN CENTS

War Talent-Pool Plans

Fly Clarifies Points For Affiliate Group

Several important points in relation to procedure of the affiliate and the network as per new chain rules and regulations scheduled to go into effect soon, were clarified for a visiting affiliate committee late last week. FCC Chairman James Lawrence Fly's Committee declared that the chairman was most cordial and aspiring as to their future welfare. Trip to Washington was described as a "pilgrimage" by some of the affiliates who had never met Fly before. The group that called on Fly spoke with him for over an hour.

(Continued on Page 4)

NA Survey Of Public Finds U. S. Radio Tops

An overwhelming majority, 79 per cent to be exact, of urbanites who were questioned in a special survey, preferred the American method of radio sponsorship to that of the British and Canadian policies where the public pays a tax on radio sets and all commercials are absent on the air. Even per cent said it would be willing to pay for radio programs by a

(Continued on Page 3)

Congress Will Review OWI-CIAA Radio Setup

Washington Bureau, RADIO DAILY
Washington—Thorough examination of the domestic and overseas radio operations of the OWI and of the CIAA short-wave radio set up is promised by officials of the Joint Congressional Economy Committee headed by Senator Harry Flood Byrd, Vir-

(Continued on Page 2)

Re Recreation

According to Ted Bell, Compton exec, traveling sans porters these days anything can happen. On the recent "Truth Or Consequences" tour everyone took turns carrying a mysterious blue bag that no one seemed to own. So finally Bell looked into the matter. He found out why no one wanted to carry it. It contained two bowling balls and a sweatshirt.

Still Hitched

Eddie Cantor celebrates his 29th wedding anniversary and still finds "Time to Smile" on his NBC program Wednesday, when colleagues stage special celebration for the union that produced the only five daughters in the world possibly famous as the Dionnes. Swingstress Dinah Shore, Bert "Mad Russian" Gordon, Harry Von Zell and Cookie Fairchild will join in the kibitzing, as usual.

AFRA Salary Queries Defined By Treasury

Final clarification of the Salary Stabilization Act as it applies to radio talent was handed down late last week by the Treasury Department in a communication to AFRA based on conferences with AFRA execs. Dispositions favor the talent if contractual relations as specified by AFRA are maintained. Some of the issues which AFRA had sought for clarification

(Continued on Page 7)

Mutual May Billings Show Increase Of 44%

Mutual network gross billings for May, totalled \$1,080,797, the largest figure ever attained by Mutual for that month. This represents an increase of 44.3 per cent over May, 1942 when the figure of \$748,745 was reported. Cumulative billings for 1943 now total \$4,802,437, a 2.8 per cent

(Continued on Page 3)

All Branches Of Theatrical Industry Agreed On "Clearing House" Body To Distribute Resources

NBC-Blue Notification Of Contract Changes

Both NBC and the Blue Networks forwarded letters to their respective affiliates on Friday relative to the new FCC chain rules and regulations. In each case notice of modification and revisions in contracts between web and affiliate were taken up, and explained accordingly. The NBC letters, signed by William S. Hedges,

(Continued on Page 5)

DuMont's Stockholders Voted Stock Split-Up

Stockholders of Allen B. DuMont Laboratories, Inc., electronic and television company, meeting at the company's offices in Passaic, N. J., Friday approved a proposal to split up each share of Class A common stock into ten shares of Class A common stock and each share of Class B common

(Continued on Page 2)

FCC Probe, Pro And Con Pushed By Cox And Durr

Washington Bureau, RADIO DAILY
Washington—While Chairman E. E. Cox, of the Special House Committee investigating the FCC, said Friday

(Continued on Page 7)

By SYLVIA WEISS
RADIO DAILY Staff
Plans for the establishment of a pool of theatrical resources and a permanent administrative body to act as a clearing house for the distribution of such resources in behalf of the war effort climaxed the two-day congress of the National Conference of Entertainment Industry for War Activities held Thursday and Friday at the

(Continued on Page 6)

Wheeler Gives Views At NAB Board Meet

Washington Bureau, RADIO DAILY
Washington—"The worst thing that could happen to this country," Senator Burton K. Wheeler told the NAB directors Friday, would be "absolute government control of radio." Wheeler, chairman of the Interstate Commerce Committee of the Senate

(Continued on Page 4)

Broadcasters Enlarging Special Legislative Comm.

Washington Bureau, RADIO DAILY
Washington—Enlargement of the NAB's Special Legislative Committee, to handle the growing legislative problems, was voted Friday by the

(Continued on Page 2)

★ THE WEEK IN RADIO ★

... AFM Talks To Publishers
By PEGGY BYRNE

JAMES C. PETRILLO AFM president called a meeting with the music publishers last week. Petrillo asked them to withhold copyright licensing from companies violating the recording ban, and intimated that publishers not cooperating might be pulled into line by the blacklisting of their tunes by his bands. Eli Oberstein was mentioned as a violator. Publishers are expected to take a middle position so as not to alienate the AFM or become involved in pos-

sible conspiracy charges resulting from a blacklist agreement...MPPA board which does not have power to make commitment for its publisher members, has the matter under advisement.

FCC amended two sections of the chain broadcasting rules. Section 3.106 (network ownership of stations in the same locality) will be suspended indefinitely with respect to regional networks. Section 3.103 was

(Continued on Page 2)

Literary Anniversary

"Invitation to Learning," cultural series heard over the Columbia Network and designed to explore the great classics of the ages and the ideas they have advanced, has begun its fourth year on the air. The literary discussion program was developed by Columbia's program department with the assistance and counsel of the network's Board of Adult Education.

THE WEEK IN RADIO★

... AFM Talks To Publishers

(Continued from Page 1)

amended to extend from 120 days to six months the period prior to effective date of an affiliation contract during which contract can be drawn up... Amendments will go into effect with the rules on June 15, at 12:01 a.m., EWT... MBS and CBS were the first networks to send their affiliates instructions regarding the FCC rules.

Survey by Kenneth Davis of the U. S. Department of Commerce showed a rise in advertising this year, with radio in the lead. Upswing shows that advertisers benefited by lesson of last war, when many products withdrew from the market, but that small-town stations are suffering because firms not producing civilian goods now are using national, institutional campaigns rather than local sales efforts. Change-over to wartime advertising has been accomplished speedily and effectively through cooperation of government and business.

Reports that the House Judiciary Committee may ask Rep. E. E. Cox to resign either from Congress or FCC investigating committee were followed by a statement by Cox to the effect that certain newspapers and government officials were responsible for the investigation. He mentioned that public hearings would open shortly.

Members of the NAB Board of Directors attended a special meeting in Washington to discuss and analyze the Supreme Court decision upholding the FCC's chain rules... NAB announced the appointment, in the near

future, of a music committee. Group will study industry problems in the music field, and interpretations of Ascap contracts in particular. Announcement was released in a special bulletin containing NAB interpretation of recent Ascap circular letter. Ascap claim for exemption on participating programs only when musical portions are separated by 15-minute newscast was found unjustified by NAB.

Clear channel hearing for WHDH and WJW was set for June 30. NBC will be given further opportunity to present its case for KOA against granting of WHDH-WJW applications for night use of 850 band... FCC decided upon re-hearing of WNYC-WCCO case. WNYC had been granted extension of broadcast day, interfering with CBS-owned WCCO on 830 band... American Arbitration Association decided in favor of Blue Network and against AFRA in case of "My True Story." AFRA claimed that show, presented in cooperation with Macfadden Publications, was not sustaining and talent should be paid commercial rates... Associated Actors and Artistes of America held a conference in New York to coordinate and extend wartime entertainment. Group was greeted by telegram from the President, and reports by every branch were read, as well as talks by leaders in various fields... Announcement was made that NAB Code Compliance Committee will meet in N. Y. on June 16 and 17. Committee will discuss air censorship, with reference to labor.

COMING and GOING

MARK WOODS, president of the Blue Network, and EDGAR KOBAK, executive vice-president, back today from Skytop, Pa., where they attended a meeting of the Marketing Executives Society on Friday and Saturday.

BEN LUDY, general manager of WIBW, Columbia's affiliate in Topeka Kansas, was in town on Friday for conferences at network headquarters.

TED BELL, program supervisor for Compton Advertising, Inc., has returned from the West Coast where he handled the "Truth or Consequences" shows.

E. S. WHITLOCK, station manager of WRNL, Richmond, who spent a few days in New York last week conferring with the local representatives of the station, left for Virginia over the week-end.

JOHN WELLINGTON, Blue Network producer, will be in Madison, Wis., tomorrow, for the broadcasting of the "Spotlight Bands" show from the Army Air Field.

R. C. EMBRY is back at WITH, Baltimore, following a few days spent here last week on station business.

PARKS JOHNSON and WARREN HULL are in Topeka, Kan., for the broadcasting of tonight's "Vox Pop" program from the Army Air Force Supply Depot.

C. E. DENNY, general manager of WERC, Erie, returned over the week-end to the home offices.

Congress Will Review OWI-CIAA Radio Setup

(Continued from Page 1)

ginia Democrat. Issuing of a report on the matter, should there be one, has been delayed by the committee's order from Congress to investigate the FCC.

Full details on contracts entered into by both agencies for both transmission and recording facilities and for actual programming, etc., are now before the committee. A member of the committee staff told RADIO DAILY he feels quite certain the committee will find the matter worthy of a report to the public. The question to be determined, he said, is whether the public is getting its money's worth, insofar as aid to the war effort is concerned, from the expenditures of these agencies.

WGCM Joins NBC Web

Effective immediately, WGCM, Gulfport, Miss., joins the NBC network. WGCM operates on 1,240 kilocycles with 250-watts power.

DuMont's Stockholders Voted Stock Split-Up

(Continued from Page 1)

stock into ten shares of Class B common stock.

The stockholders authorized the directors of the company to offer Class A common stock in exchange for the outstanding shares of preferred stock and accumulated dividends, for the purpose of retiring the preferred stock. This authority is limited to an offer not to exceed one share of unissued Class A common stock for one share of outstanding preferred stock, or when the proposed split-up of the common stock becomes effective, to an offer not exceeding ten shares of Class A common stock for each share of outstanding preferred stock.

There are presently outstanding 1,200 shares of the preferred stock of the par value of twenty-five dollars a share, entitled to receive cumulative dividends at the rate of six per cent a year.

The stockholders elected incumbent directors to hold office until the next annual meeting of the stockholders. The directors are: Paul Raibourn, Bernard Goodwin, Arthur Israel, Jr., A. J. Richard, Allen B. DuMont, Thomas T. Goldsmith, Jr., Leonard F. Cramer and Bruce DuMont.

Officers were reelected as follows:

Broadcasters Enlarging Special Legislative Comm.

(Continued from Page 1)

NAB board of directors, concluding a two-day meet here. Authority to dispense funds and engage counsel was also voted the committee.

New members include James W. Woodruff, Jr., WRBL, Columbus, Ga.; Richard Shafton, WIS, Columbia, S. C.; Nathan Lord, WAVE, Louisville, Ky., and Ed Yocum, KGHL, Billings, Mont. NAB President Neville Miller serves as chairman of the committee which includes also Don S. Elias, WWNC, Asheville, N. C.; Clair B. McCullough, WGAL, Lancaster, Pa.; James D. Shouse, WLW, Cincinnati, Ohio; Frank M. Russell, NBC, Washington, and Joseph H. Ream, CBS, New York.

AP Adds Subscribers

Three stations have announced the acquisition of the AP radio news wire from Press Association, Inc. They are: WHDH, Boston; KOTN, Pine Bluff, Ark., and WEBR, Buffalo, New York.

Allen B. DuMont, president; Leonard F. Cramer, vice-president; Paul Raibourn, treasurer; Bernard Goodwin, secretary; Joseph J. Doughney, assistant treasurer, and Arthur Israel, Jr., assistant secretary.



Vol. 23, No. 47 Mon., June 7, 1943 Price 10 Cts.

JOHN W. ALICOATE : : : Publisher

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

Published daily except Saturdays, Sundays and Holidays at 1501 Broadway, New York, N. Y., by Radio Daily Corp. J. W. Alicoate, President and Publisher; Donald M. Mercereau, Treasurer and General Manager; Chester B. Bahn, Vice-President; Charles A. Alicoate, Secretary. Terms (Post free) United States outside of Greater New York, one year, \$10; foreign, year, \$15. Subscriber should remit with order. Address all communications to RADIO DAILY, 1501 Broadway, New York, N. Y. Phone Wisconsin 7-6336, 7-6337, 7-6338. Chicago, Ill.—Frank Burke, Suite 1800-A, Merchandise Mart, Phone Delaware 4950. Hollywood, Calif.—Ralph Wilk, 6425 Hollywood Blvd. Phone Granite 6607.

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

FINANCIAL

(June 4)

NEW YORK STOCK EXCHANGE

	High	Low	Close	Net Chg.
Am. Tel. & Tel.	155 7/8	155 1/4	155 5/8	+ 1/4
CBS A	22 3/4	22 1/2	22 1/2	+ 1/4
Crosley Corp.	21 7/8	21	21 1/2	+ 1/4
Gen. Electric	38	37 3/4	37 1/2	- 1/2
Philco	26 1/4	24 3/4	25	- 1/8
RCA Common	12	11 3/4	11 3/4	- 1/4
RCA First Pfd.	69 3/4	69 1/2	69 3/4	+ 1/4
Stewart-Warner	14 1/2	14 1/8	14 3/8	+ 1/8
Westinghouse	95 1/4	93 1/2	94	- 3/4

OVER THE COUNTER

	Bid	Asked
Farnsworth Tel. & Rad.	9 1/8	9 3/8
WCAO (Baltimore)	20	23
WJR (Detroit)	25	

Tomlinson Made Adviser In Inter-American Affairs

Edward Tomlinson, author, commentator and lecturer on inter-American affairs, has been appointed adviser and analyst on inter-American affairs to the Blue Network exclusively. The appointment was announced Friday by Mark Woods, president of the Blue.

Tomlinson, whose analyses of inter-American affairs are heard thrice-weekly over the Blue Network, will establish his permanent headquarters in Washington, D. C., on Saturday, June 12.

"The reported pro-Allied revolt in Argentina," Woods said in announcing the creation of the new post, "brings into sharper focus the vital role being played by the 'other Americas' in the United States and Allied war efforts. The war has brought our countries closer together and it is our purpose and aim to foster and encourage this healthy development through Mr. Tomlinson."

W M F F BLUE NETWORK
Plattsburg, N. Y.

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

5000 WATTS 1330 KILOCYCLES

WEVD NEW YORK'S STATION OF DISTINCTIVE FEATURES

ENGLISH • JEWISH • ITALIAN

The roster of advertisers using WEVD year after year reads like "Who's Who" in National Advertising. List on request.

HENRY GREENFIELD, MANAGING DIRECTOR
WEVD—117 W. 46th Street, New York, N. Y.

ANA Study Of Public Finds U. S. Radio Top

(Continued from Page 1)

on radio sets as is done in other countries. The remaining ten per cent are undecided.

These returns were part of a project which surveyed public sentiment toward wartime advertising. Survey was made for the Association of National Advertisers Inc. by The Psychological Corporation, and released Friday at the close of the three day war conference held by the ANA at the Waldorf-Astoria. Questionnaire consisted of one thousand interviews in 19 cities and towns throughout the country, covering a nation wide cross section of all economic groups.

Other phases of the survey, as released follow in the form of questions and replies:

"When you go shopping in grocery and drug stores, how often do you buy things by brand names? Always—24; Most of the time—42; Sometimes—16; Now and then—9; Never—4; Always ask for things by price—5.

Brand Requests Treated

"What does the brand name or trade-mark of an article mean to you? Ans.—All of the meanings can be resolved in one word—confidence.

"Do you think that the business people, the manufacturers, are doing a good job for the most part to help win the war?"

	Yes	No	D. K.
April, 1942	80	10	10
Oct., 1942	82	7	11
May, 1943	84	6	10

"Would you like to have them (meaning manufacturers) tell you, through their advertising, more about what they are doing to help win the war?"

	Yes	No	D. K.
April, 1942	59	32	9
Oct., 1942	68	25	7
May, 1943	63	27	10

"Do you think that during the war companies should give up their advertising entirely? April, 1942—10; October, 1942—8; May, 1943—7; or do you believe that they should keep on with at least some of their advertising? April, 1942—83; October, 1942—87; May, 1943—86; D.K.—April, 1942—7; October, 1942—5; May, 1943—7."

In reply to the questions on what kind of job advertising has done on telling how rationing works, or on selling war bonds, explaining what we are fighting for, planning victory gardens and making good meals despite food shortages, the public was overwhelmingly complimentary to advertising. Majority rated the efforts good, with the best praise being held out for the campaign on war bonds. There 82 per cent said the campaign was good; 9, fair; 1, poor; 8 undecided.

PROMOTION

KSTP Song Folio

KSTP, St. Paul, is distributing a song folio made up of numbers popular on the "Sunset Valley Barn Dance" program. The song book, containing 20 original compositions by Billy Fogler, "Louisiana's Boy Friend," is offered to listeners during the "Barn" and "Main Street" shows, and is reported moving at the rate of about 200 daily.

Being compiled for similar distribution, is a booklet featuring poetry read by Corinne Jordan, pianochatter artist, on her "Stardust" program.

Share Radios

WSKB, McComb, Miss., uses a novel promotion on its "Listening Post" program by inviting listeners to share their radios with others in the community. They encourage the use of window posters printed in two-color green which identifies a store, filling station, etc., as a WSKB Listening Post, and report that hundreds of these Listening Posts have been established in the WSKB service area.

KLZ News Brochure

The excellence of the newscasts over KLZ, Denver, is the subject of a brochure titled "News—Know How," being distributed to the trade. The piece is done in three colors, carries photographs of the news staff, mobile unit, election coverage, etc. Stressed is the fact that the excellence of the newscasts is due largely to the experience and ability of the department's personnel.

Michelson Transcription Hits Gross Rise Of 75%

During this first week of June, Charles Michelson, Transcriptions grossed in new business over \$85,000 which is a 75 per cent increase in billings over previous totals for the whole month of June. Lack of live replacement shows for the summer, and the growth of local advertisers who have substitutes for war priority products were listed as the main reasons for the business boom. The 15 new station contracts consummated last week follow:

"The Shadow"—WWNC, Asheville, N. C.; Ashville Power & Light Co.; WGAC, Augusta, Ga.; Jones Furniture Co.; KALB, Alexandria, La.; Nehi Corp. for Royal Crown Cola; KOL, Seattle, Wash.; local advertisers; WTOG, Savannah, Ga.; Derst Baking Co.

"Liberty Short Stories"—KGU, Honolulu; KTSP, Minneapolis; WSIX, Nashville, Tenn.

"My Prayer Was Answered"—WGBI, Scranton, Pa.; "Smilin' Ed McConnell"—WRAL, Raleigh, N. C.; KHQ, Spokane, Wash.; WDAF, Kansas City, Mo.; KVOO, Tulsa, Okla.; WWNC, Asheville, N. C.

"Life of May Sothern"—KGU, Honolulu.

Tobacco Net Prizes

Tobacco Network, consisting of WFNC, Fayetteville; WGBR, Goldsboro; WRAL, Raleigh; WGTC, Greenville and WGTM, Wilson, North Carolina, is offering prizes of six war bonds to listeners for suggested names for the network's new morning musical show.

Listeners are requested to send in permanent names for the program. Each station will award one bond to the best entry received and the network will give an additional bond to the entry which is selected as the permanent name of the program.

Program, which originates at WFNC, features Bob Machat at the Hammond Organ and Solovox with words by Sylvia and is heard Monday through Friday from 9:30 till 10:00.

Boston Orch. Letters

With many thousands of listeners responding to the musical quiz contest conducted during each Boston Pops Orchestra broadcast over the Blue Network, another phase has been added by inviting comments of twenty words or less. Most interesting letters will bring the writers recordings of the orchestra.

Mutual May Billings Show Increase Of 44%

(Continued from Page 1)

increase over a similar period in 1942, when the figure was \$4,669,731. This marks the first time in 1943 that Mutual billings are higher than they were for a corresponding period in 1942.

De Salisbury Appointed WEAf Promotion Manager

Edward de Salisbury, formerly in NBC's General Promotion division, has been appointed promotion manager of station WEAf. Before joining NBC in 1930 as advertising production manager, de Salisbury was active in the allied fields of graphic arts and advertising.

For five years, from 1934 to 1939, de Salisbury was sales promotion manager for the NBC Artists Service, now the National Concert Artists Corporation. He is a member of the Salmagundi Club.

Hoover On CBS

Former President Herbert Hoover discusses the food situation over CBS tomorrow from 9:30-10 p.m.

PERFORMANCE

DEPENDS UPON
ACCURATE
WORKMANSHIP

EACH OF OUR DEPARTMENTS IS TRAINED
TO BE ACCURATE

WEED
AND COMPANY

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

accurate

BALTIMORE'S BLUE NETWORK OUTLET

W C B M

National Representatives:
SPOT SALES, INC. - New York - Chicago - San Francisco

Fly Clarifies Points For Affiliate Group

(Continued from Page 1)

was headed by Harold V. Hough of Forth Worth, chairman of the Blue Network Affiliates Committee. This committee held a meeting in New York on Wednesday prior to the Washington trip.

Questions put to Fly follow:

No. 1: Is a station obliged to option time to more than one network? . . . The answer was NO.

No. 2: Can the affiliate take network shows outside of the allotted three-hour segments? . . . Answer is YES.

No. 3: If time cannot be cleared to take a network program, is the network obliged to offer or give it to another station (in the same town or area) even if the other station asks for it? . . . Answer is NO.

Question asked by H. Allen Campbell relative to the exclusivity angle brought out the point that the station can sell all of its optioned time to one network, but there must not be an exclusive contract. Campbell also asked about the status of availability as against a "firm order."

For the information of sales managers, Campbell asked a hypothetical question: Should a network or other request for availability of a one-hour segment be made and this was held in reserve for the potential buyer only to have a daily strip somewhere in the middle of this hour come through, did the station have a choice in its selection of account.

Fly stated that this was really a matter for lawyers and hinged on contractual law. The chairman said however that differentiation must be made between holding an availability and a firm order. If the availability was strung out and it appeared the time was being covered to keep it away from someone else just to kill another program, then it might be construed plainly as a violation of the new rules and regulations. There was a difference, he stressed, between a firm commitment and availability requests that merely hung fire.

Wants Stations "Free Agents"

The chairman further stated that he hoped availability requests would be limited to a reasonable time only. What he wanted was that the station be a free-agent to handle its own business to the best advantage of its economic self. Availability requests, Fly hoped would not be "sent out promiscuously."

Other points of the new rules were talked over, but the above questions appeared to be the highlights for the affiliates, who stated they felt the rules would eventually work out okay for all concerned and should be given a chance to operate. All went on record as being highly gratified with the way Fly received them and sought to aid their problem.

Regarding a program offered by the network, either commercial or sustaining, if it is a good public service



Memos Of An Innocent Bystander. . . !

● ● ● Columns of words of praise (and rightly so) have been written about the unselfishness on the part of people in every phase of show business, who, since the black day of Dec. 7, 1941, have given so generously of their time and talents to the war effort. . . . but for the most part, the public has been seeing and reading of those whose names are either "box office," theater marquee or radio headliners and often lesser lights of the grease paint fraternity, get their just due from the public and press for their generous and laudable personal appearances to boost the morale not only of the men in the armed services, but also the civilian population as well. . . . we repeat, therefore, that the acclaim is their just due but we wish to devote a few lines of recognition to the noble efforts on the part of a hard working group of theater folk, who behind the scenes, plan, build and constructively create. . . . without whose help the morale-building programs could not function with any degree of success. . . . for instance, Friday, during the hottest part of the day, when most of those present might have started out for an early week-end in the country or the seashore, the second day of the National Conference of Entertainment Industry for War Activities, was held at the Times Hall in New York, Friday, and among those present were James Cagney, Paul Dullzell, Francis S. Harmon, Walt Dennis, Bert Lytell, Ray Bolger, Harry Brandt, Irving Caesar, Sam Jaffe, Eduardo Racquello, Aline MacMahon, James Sauter, Lawrence Tibbett and Jean Hersholt.

★ ★ ★

● ● ● Charlie Cantor, who replaced Alan Reed as 'Solomon Levy' on the NBC comic strip "Abie's Irish Rose" is heard over a filter, which makes him sound more like Reed. . . . Stuart Sherman of Sherman-Marquette leaves for the coast Thursday to prepare the launching of the "Judy Canova" replacement show for the Jolson-Woolley spot. . . . Judy will have about 40 additional stations or just about the entire CBS network. . . . Bill Connolly, ad. mgr. for Johnson's Wax was in town for Junior's Commencement exercises at Kent School in Conn.

★ ★ ★

● ● ● Bob Trout, CBS announcer and emcee, will arrive from England this week to inaugurate a new weekly series titled, "This Is America". . . . Jimmy Savo, the Bowery Brummel, has been held over at Cafe Society Uptown. . . . Rita Hayworth, Jack Benny and Jimmie Gleason will appear on the CBS Screen Guild Theater show, "Love Is News" June 14. . . . Mary Margaret McBride may do a noon-day news program a la Kate Smith. . . . Eddie Fisher, announcer of the "R. U. Listenin'" program, heard over WMAN, received a request for a song from Dorothy McQuillen, in braille. . . . the deciphered original copy has reached this desk and will be filed with our collection of interesting 'disa and data'. . . . The following is one item you don't have to believe. . . . in fact we say "don't believe it". . . . but it just goes to show to what lengths praise agents will go in order to crack a column. . . . ergo, the item: Paramount Theater manager Bob Weitman has supplied his ushers with spirits of ammonia to accommodate swooning fem patrons.

★ ★ ★

— Remember Pearl Harbor —

or other important type of show, and the affiliate in question is unable to take it or, under the rules, elects to refuse it, Fly stated that while the network need not offer or give the program to another station he hoped that no important show in the public interest, whether commercial or sustaining, would be withheld from any community.

Fly reiterated that any station could

refuse a program from any network, regional or national.

Members of the affiliates committee which called on Fly included, in addition to Hough, Henry Johnston, WSGN, Birmingham; Earl May, KMA, Shenandoah, Ia.; William "Riple, WTRY, Troy, N. Y.; H. Allen Campbell, WXYZ, Detroit; Duncan Pyle, KVOD, Denver, and William B. Stult, KJR, Seattle.

Wheeler Gives Views At NAB Board Meet

(Continued from Page 1)

and co-sponsor of the White-Wheeler bill to curb FCC powers, which now pends before the Interstate Commerce Committee, told the broadcasters present, "I will give serious and careful consideration to your problem."

The broadcasters in attendance at the meeting left the Statler Hotel Friday to confer with Senators White and Wheeler in the Senate Office Building. Following these conferences, the board of directors issued a resolution concerning the May 10 decision of the U. S. Supreme Court, which they say "gravely jeopardize the maintenance of a free radio in America."

"Sensitive to Public Wishes"

The success of any broadcasting station, declared the NAB directors, "has depended upon the degree to which it served the will and wishes of its listening public in the character and content of its programs. Management has therefore been extremely sensitive to the expressed wishes of its public.

"The Supreme Court decision says, 'it (the law) puts upon the Commission the burden of determining the composition of that traffic.' Thus the determination of the character and content of programs is transferred to a single federal-appointed agency, remote from the people. This power to determine what shall be the character and content of radio programs, by its mere existence and not necessarily by its exercise, constitutes an abridgement of the right of free speech guaranteed under the first amendment."

Broadcasters appeared to have been encouraged after emerging from their meeting with Senator Wheeler. He is believed to have assured them that the White-Wheeler bill is next in the order of business for the Interstate Commerce Committee, which would mean the beginning of hearings by the end of this month, at any rate.



Food Sales gain 16% in 1942

State gain totals 9%
A MUST Market in MASSACHUSETTS

WTAG WORCESTER

ABC and Blue Notify Affiliates Of Waivers In Current Contracts

(Continued from Page 1)

vice-president in charge of stations, as follows:

"We hereby release you of any obligation you may now have to broadcast any network commercial program which may offer you if the program offered by us occurs at a time coming within the time for which you are committed to broadcast a program of another network or if the program offered by us is offered on less than 56 days notice to you or if the program offered by us does not occur within the following hours: List of hours varies with time of station addressed).

The aforementioned waiver with respect to your obligations to broadcast our network commercial programs is made, however, with the understanding that you will continue to broadcast each of our network commercial programs which you are already obligated to broadcast in periods of time outside the hours mentioned above, but in no event beyond the period for which we are presently committed to the respective sponsors thereof to deliver your program.

Rights Waived

We furthermore waive any rights which we may have under said contract which may be inconsistent with provisions of Section 3.105 of said regulations.

We assume you will desire to waive any rights which you may have under said contract which may be in conflict with Section 3.102. In that event we hereby grant you the right of first refusal, good for seventy-two hours, in your primary service as upon our network programs; provided, however, we shall have the right to permit any of our programs to be broadcast by any station now regularly broadcasting our programs by any station which may be substituted therefor by us as an affiliate of the same community of any such station.

Each of the foregoing waivers shall become individually effective at such time as the corresponding regulation pursuant to which the waiver is made becomes effective and shall continue

in effect for so long as that regulation is in effect.

"As you recall, we have previously waived all rights under said contract which may have been inconsistent with Section 3.101 and 3.108 of the regulations.

"With respect to Section 3.103, we will assume unless we hear from you to the contrary that our contract shall expire two years after the effective date of this Section with the understanding that should this Section be subsequently modified or be made ineffective within a period of two years from the effective date thereof so as to make licensees having network contracts extending for a duration longer than two years eligible for a renewal of their license, it is agreed our contract shall expire on the date presently specified or on the latest day permissible under any such modification, whichever date shall earlier occur. The foregoing change in expiration dates shall not affect of course any earlier rights of termination of either party which may now be contained in said contract."

Blue Affiliate Meet

Concluding a two-day series of conferences in New York and Washington, the Blue Network on Friday mailed to each of its affiliates a letter containing modifications of the current station contracts in order that they conform with the regulations recently issued by the Federal Communications Commission.

The modifications of current contracts were drawn up after a conference on Wednesday with members of the station advisory committee at Blue headquarters in New York, and a second meeting in Washington, D. C., on Thursday, when the proposed changes were discussed with James L. Fly, chairman of the FCC, who indicated that they were in conformity with the new rules.

Throughout the coming week, a series of regional meetings, called by members of the station advisory committee, will be held to give officials of Blue affiliates an opportunity for full discussion of the new network rules and their effects on station operation. Officials of the Blue have been invited to attend the various meetings to answer questions that may arise.

The station advisory committee consists of seven members representing seven regions into which the United States has been divided for broadcasting purposes. Meetings for the various regions will be held as follows:

Region No. 4, represented on the committee by Henry Johnston, WSGN, Birmingham—tomorrow, in Atlanta, with John H. Norton, Jr., Blue station relations manager, attending.

Region No. 3, represented by Earl May KMA, Shenandoah, Ia.—tomorrow in Chicago, with Keith Kiggins,

vice-president in charge of stations, representing the Blue.

Region No. 5, represented by Harold Hough, KGKO, Fort Worth—Thursday, June 10, in Fort Worth, with Norton representing the Blue.

Regions 1 and 2, represented by William Riple, WTRY, Troy, and Allen Campbell, WXYZ, Detroit, respectively—June 10, in New York, with Mark Woods, president, representing the Blue.

Since meetings of Regions 6 and 7 cannot be arranged before June 15, the effective date of the new regulations, telephone conferences with stations have been scheduled by committeemen in these regions to report on their recent meetings. In all probability, meetings will be held in these regions in the near future. Duncan Pyle, KQOD, Denver, represents Region No. 6, and William B. Stubb, KJR, Seattle, Region No. 7, on the committee.

Copy of the Blue Network letter containing modifications of individual station contracts follows:

Blue Letter

Letter to Blue Network affiliates is as follows:

"This letter supplements our agreement for network affiliation with you dated—

"1. We are pleased to extend to your station the first call in its community upon Blue Network program service as permitted under Section 3.102 of the Regulations of the Federal Communications Commission and accordingly the first paragraph of Section I of our aforesaid agreement entitled, Network Affiliation and Program Service is hereby modified to read as follows:

"In order that your station may continue to serve the public interest, convenience and necessity by broadcasting programs of a quality and

(Continued on Page 7)

GUEST-ING

BOB SHERWOOD, band leader, and GWEN DAVIS, vocalist, on Coca-Cola's Victory Parade of Spotlight Bands," tonight (WJZ-Blue Network, 9:30 p.m.).

RODDY McDOWALL, RITA JOHNSON and GEORGE BRENT, in an adaptation of "My Friend Flicka," today (WABC-CBS, 9 p.m.).

KATHERINE BARD, RUTH WESTON, ETHEL OWEN, JEAN BELLOWS and HONEY MCKENZIE, all actresses, and PHILLIP OBER, ALEXANDER KIRKLAND, BURTON BOYER, BILLIE REDFIELD, JAMES ELLIOTT and JACK DAVIS, on "True or False," today (WJZ-Blue Network, 8:30 p.m.).

RUTH BRYAN OWEN, former U. S. Minister to Denmark; DR. JOHN HAYNES HOLMES, minister of the New York Community Church, and AUSTIN H. McCORMICK, president of the American Adult Education Assn., on A. L. Alexander's "Mediation Board," today (WOR-Mutual, 9:30 p.m.).

DO YOU KNOW THE ANSWER?

A radio feature developed and produced by The W. E. Long Co., is already an established success in radio... and now...

PSYCHO-ENTRANA

Copyright 1943, THE W. E. LONG CO., Chicago

A New

W. E. LONG CO. RADIO FEATURE

FULL INFORMATION SUPPLIED JUNE 15, 1943, BY

THE W. E. LONG CO.

155 NORTH CLARK STREET CHICAGO, ILLINOIS

WDRC

CONNECTICUT'S PIONEER BROADCASTER

Which "Hartford" Are You Selling?

The Hartford Trading Area's 1942 Retail Sales were \$475,739,000 (SM's est.). Of this total, the city of Hartford only had \$185,500,000. Moral: reach the entire trading area by using WDRC. Basic CBS for Connecticut.



W THE PROOF IS IN THE LISTENING

P

E

N

Philadelphia

5000 WATTS • 950 ON THE DIAL

Affiliated Station of the Atlantic Coast Network

War Talent-Pool Plans

Continuations Unit To Push Action Meets Tonite

(Continued from Page 1)

New York Times Hall. A Continuations Committee to set these plans in motion was appointed by the representatives of the industry attending the final session of the conference. Aim of the pool of resources and the clearing house is mobilization of all branches of the industry for a more efficient and fuller participation in war activities. So that the project can be inaugurated pronto, the first meeting of the Continuations Committee will be held tonight, 8:30 p.m. at the offices of the United Theatrical War Activities Committee.

Radio's Part

Representing the radio part of the project on the CC are the following: William Fricke, secretary of the Radio Committee of the Advertising Agencies; Neville Miller, president of NAB; George Heller, associate executive secretary, of AFRA; Anita Grannis, editor of AFRA's house organ; Virginia Payne, president of the Chicago local of AFRA. Other members of the committee, some of whom have radio affiliations also, are as follows:

Sidney Fleisher, attorney for the Author's League; James Cagney, president of Screen Actors' Guild; Bert Lytell, president of Actors' Equity Association; Lawrence Tibbett, president of AFRA and AGMA; Elmer Rice, president of the Dramatists' Guild; Adrian McCalman of the Artists' Managers Association; Abe Lastfogel, president of Camp Shows, Inc.; John Anderson, dramatic editor of the Journal-American; Harry Brandt, president of the Brandt Theaters; Kermit Blumgarten of Lunch Time Follies, Inc.; Philip Loeb, member of Actors' Equity Council; Robert Rossen of the Hollywood Writers' Mobilization Committee; James Sauter, executive director of UTWAC; Frank Wilson, president of the Negro Actors' Guild; Howard Bay, president of the United Scenic Artists Union; Solly Pernick, agent for Local 1 of the IATSE; William Feinberg, executive secretary of Local 802 of the AFM; James Reilly, executive secretary of the League of New York Theaters; Barclay Leatham of the National Theater Conference; George Schaefer, chairman of the War Activities Committee of the Motion Picture Industry; Kenneth Thomson, executive secretary of SAG; Paul N. Turner, attorney for Actors' Equity; Peggy Wood, member of Equity; Claude Lee, director of public relations of Paramount Theater Corp.

Committee's Purposes

It will be the purpose of this Continuations Committee to keep the spirit of the Congress alive, and to communicate with all organizations

represented at the conference for organizing the ultimate Conference Board or administrative clearing house.

The Conference Board, when finally composed, will have among its members representatives of the following existing war agencies operating within the amusement industry: USO Camp Shows; American Theater Wing; UTWAC; Hollywood Victory Committee; War Activities Committee of the Motion Picture Industry; Writers' War Board; Hollywood Writers Mobilization; Associated Actors and Artistes of America; Little Theater Conference; Ascap, BMI, all the craft unions and creative guilds.

Small Salaried Staff Set

Proposal for the Conference Board was enunciated by Fredric March, actor, toward the close of the Congress, crystalizing the discussions which had preceded in the morning and on Thursday. Its personnel would number between 40 and 50 persons all of whom would serve voluntarily. A small salaried staff for purposes of clerical administration, etc., would be maintained.

The pool of resources, offered by Ilka Chase who also was summing up the opinion of majority of the conferees, would be established "by means of voluntary enlistments, whereby all members of the industry agree regardless of their medium, and subject to their contractual obligations, to hold themselves in readiness to be drafted for a limited period of time, specified by themselves, into any kind of participation in the war effort, asked for by an authorized entertainment agency. It is believed that the enlisting personnel should include employers, authors, lyric writers, musicians, producers, directors, artists representatives, scenic designers and the combined backstage crafts—stagehands, electricians, cameramen, engineers, etc. It is our feeling that such men and women by, so to speak, militarizing their skill, can contribute the maximum to their country in war time.

Re Certain Payments

"It is intended that those performing these services would be paid by the existing war entertainment agencies according to standards mutually established by the agencies and trade unions, but it is felt that services that are now given on a voluntary basis, through the Hollywood Victory Committee and the United Theatrical War Activities, should continue on that basis. Of course in the event that any of the big names enlisting prefer to forego the aforementioned stipends, such stipends will not be forced down their throats.

"If the enlisted member of the industry so desires, it is possible that within his specified time he will be liable to overseas duty if requested to serve by the War Department through USO Camp Shows. The participating members of the pool would also continuously be kept in-

formed of the people available for their projects and of the length of time they could count on them. For that is the primary purpose of the resource pool which cannot be too strongly stressed; it is to give service to the already existing war agencies, who, by having a guaranteed fund of talent to draw on, will be in a position to contribute even more fully to building the morale of wartime America."

Jimmy Cagney Chairman

James Cagney, president of SAG, chaired the afternoon meeting which started off with addresses by Tibbett and John Anderson. The latter urged that the conference maintain a long term point of view which will promote the theater as an art and educational medium. Tibbett gave a resume of the scope of the conference. James Reilly, executive secretary of the League of New York Theaters reported on the contributions that organization has been making to the war effort. Reports were originally scheduled on Thursday's program, but business ran overtime then. Similarly, the Hollywood Writers' Mobilization Committee report was presented belatedly and in abbreviated form. Elmer Rice, president of the Dramatists' Guild, suggested that the conference keep in mind, too, post-war developments, and to plan now for perpetuation of the theater as an art, through communal support. "Until we have public support of the theater we can never hope to realize the theater's full potentialities." Olin Downes, music critic of the New York Times declared that the armed services were in great need of musical instruments and records which were in good useable condition. Larry Adler, representing the performer group, declared that at present there was too much emphasis on quantity and not enough on quality of the product being distributed to the boys in the services.

Radio Expansion

Suggestions for expansion of radio's effort in the war were presented by Jean Hersholt, v.-p. of AFRA. He reported, too, that the industry was already setting up a conference committee to explore radio's possibilities even further as a weapon of war. He proposed that radio provide a series of command performance productions for domestic broadcast as is now limited to short wave broadcasts; and that via a Radio Academy of Arts (suggested by Norman Corwin) radio select for repeat broadcasts, the best shows of the week, and that a full-hour, simultaneously, be contributed to the government by all broadcasters every week.

Despite the repeated assurance of the steering committee of the conference, and the speakers that the conference was not out to supersede any of the existing agencies nor to reduce their power or interfere with their autonomy, there was a mild demonstration of temperament from

Conference Group To Study Radio's Possibilities

some of those attending. The outbursts were primarily the outgrowth of misconceptions and misunderstandings which Phil Loeb brought under control readily.

Sherwood's Appreciation

Robert E. Sherwood, head of OWI's overseas branch, in a communication to the conference, pressed great appreciation for the work of the industry "in waging the war of words and ideas against our enemies." He declared further "Actors, musicians, writers and other creative workers in the entertainment field have always been among the first to rally to the service of their country in times of national emergency. This war is no exception. Your contributions have been generous and unselfish and incalculably valuable. In much of the work that you have done for you have sought and received publicity and no remuneration. I hope that you realize that you have been reaching audiences all over the world, you have been bringing messages of hope and of liberation to sorely oppressed people who had nothing to live on except hope. I am certain that your cooperation will continue as wholeheartedly as the duration of this war as it ever since Pearl Harbor and indeed before Pearl Harbor. We of the agency will continue to be grateful for your cheerful and talented contributions to the work that we have been called upon to do."

Aims and Purposes Clarified

James Reilly presided at the formal discussion held in the Friday morning period. Discussions were primarily a clarification of aims and purposes, and though there was some disagreement over minor issues, there was unity in enthusiasm and the desire to turn over to the war effort complete facilities of the industry. Claude Lee, director of publicity Paramount Pictures, Inc., helped untangle much of the cross-purposes comments, and proposed that the conference start out by setting up administration organization very much as was later proposed by Fredric March. Discussion of financing of the project brought forth several ideas, most important of which was the plan to confer with the centralized War Relief Fund for purposes of becoming recognized that body and therefore eligible for receipt of a share of its moneys.

Stork News

Bill Jefferay, announcer of WOL in Washington, D. C., is the father of a six-and-one-half pound girl, named Susanne, little Miss Jefferay was born at the Flower Fifth Avenue Hospital.

AFRA Pay Stabilizing Queries Answered By Treasury Dept.

(Continued from Page 1)

were nullified by recent Congressional enactments.

For subjects in the interpretation of the status of persons in package productions, periodic increases, salary rate schedules. Treasury officials tend to give talent a wider margin capacity.

Following are direct quotes from communications between AFRA and Treasury:

AFRA—'Periodic Increases. It is our understanding that the following salary increases in the radio broadcasting industry have your approval under authorization—to wit: periodic salary rates pursuant to individual contracts of agreement in the radio industry which are from a salary rate of over \$5,000 per annum pursuant to a contract in effect on October 3, 1942, or from a salary rate of \$5,000 pursuant to a contract in effect on October 27, 1942."

Sanctioned Items

Treasury sanctioned these as follows: Periodic salary increases pursuant to individual contracts of employment of radio in the radio industry which are made a salary rate of over \$5,000 per annum, pursuant to a contract in effect on October 2, or from a salary rate of under \$5,000 per annum, pursuant to a contract in effect on October 27, 1942, will not require approval of this office provided the increases are reasonable in amount."

On the matter of salary rate schedules AFRA had declared: "It is our understanding the producers in the broadcasting industry are permitted to pay salary increases to radio artists, and to make salary payments to such artists, within the limits of the producers' salary rate ranges which were in existence as of October 3, 1942. The radio producer may (or may not) file salary rate schedules with your Regional offices for approval by them. Such salary rate schedules should cover such radio programs or programs being produced to be produced and should con-

A salary rate range for lead-roles, supporting roles, free-lance spot artists (including bit players, and guest stars.

If the producer has or intends to establish a policy of regularly increased salary payments to employees, a salary policy should be reduced writing and submitted with the salary rate schedule. Such policy should state the frequency with which increases are customarily made, for example, at the end of each week, 26 week or 52 week cycle, should further state whether or the amount of increase at the end of the option period is standardized if so, in what amounts.

Artists' Names Not Required
We understand that it will not be necessary to set forth the names of artists in the salary rate schedule, as they change every day, nor will it be necessary to break down the rate schedule to apply to each individual position or role, as these also vary every day.

If the above ruling is granted it is

our understanding that employers in the radio industry will be permitted to make payments to artists within the salary rate ranges established by such employer's schedules."

Treasury's Reply

Reply by the Treasury follows: "With regard to the question of salary rate schedules, it is the position of this office that producers may pay salary increases which are reasonable in amount to radio artists and to make salary payments to such artists within the limits of the producer's salary rate ranges which were in existence as of October 3, 1942. It should be noted that the highest salary paid on October 3, 1942, for any job classification is the limit beyond which salaries may not be increased without approval. A radio producer may file salary rate schedules which were in existence prior to October 3, 1942, but must file salary rate schedules established thereafter, with Regional Offices for approval. Such salary rate schedules should cover each radio program or programs being produced or to be produced, and should contain (repeat (a) and (b) of the AFRA letter)."

Continued the Treasury explanation:

"The nature of the radio industry is such that each individual position or role held by radio performers cannot be classified in a salary rate schedule. Radio programs generally call for the services of certain performers in leading roles with other performers acting in roles in support thereof. Still other performers will be engaged as free-lance and spot artists, for so-called 'bit' parts. The cast of characters in such performances must, of necessity, vary with the plot. The limitations imposed upon the performers by the nature of the medium used, the spoken word, also permits them to play as many characters as they can alter or vary the quality of their voices to, and to appear in as many different programs as they can secure employment for.

"These considerations urge the conclusions reached above, and further that it will not be necessary to set forth the names of the artists in the salary rate schedule as they may change from time to time; nor will it be necessary to break down the rate range to apply to each individual position or role as they also may vary in the same manner."

The \$25,000 net salary ceiling has since been removed by Congress, and because of this the Treasury informed AFRA that any salary heretofore withheld because of such limitations may be paid.

Package Producer Status

Before the Act was amended, AFRA had sought independent contractor status for package show producers so that the rigid salary limitations would not apply as they would have on employee categories. Treasury would "not make any statement on that point," because amplification was no longer necessary in view of Congressional enactments in April.

These rulings will be sent to all AFRA members today. AFRA has been working on these amplifications

ever since the law's enactment. Emily Holt, executive secretary, George Heller, associate executive secretary, and Henry Jaffe, counsel, have made several trips to Washington to confer with Treasury officials on these matters. For the most part, agencies and employers have been operating along the lines outlined in the Treasury's final reply, because early in the conferences, the Treasury had given sympathetic attention to the standardization proposed by AFRA. AFRA had assured agencies and broadcasters that the union would support them in case any difficulties arose for their having operated under these terms. Agencies were willing to cooperate with the union on these scores.

FCC Probe, Pro And Con Pushed By Cox And Durr

(Continued from Page 1)

that hearings on one phase, of the investigation will be held within two weeks, Clifford J. Durr, of the FCC, petitioned members of the House Judiciary Committee for an opportunity to present witnesses and evidence to support his petition of last month that Cox be disqualified as head of the committee investigating the FCC. Durr's earlier petition had been referred to the Judiciary Committee by Sam Rayburn, Speaker of the House, who appointed Cox to head the committee.

Hearings on one phase of the investigation will be held within two weeks, Cox said. He refused to say just what the subject for these hearings would be but insisted that they would be limited in scope.

Committee Counsel Eugene L. Garey was less definite about the imminence of hearings. And this is apparently only another instance of dissension within the committee itself.

WMCA Case Revived

An instance of disagreement between Cox and Garey was reported to have taken place Wednesday during the examination behind closed doors of a witness whose testimony concerned the sale in 1940 of WMCA, New York, from Donald Flamm to Edward J. Noble. Flamm, who is reported anxious to recover WMCA, is said to have talked freely with the Cox committee staff. Cox is reported to have overruled Garey on a point of procedure and a special meeting of the full committee was held Thursday morning to review this point among other things.

The full committee is reported to have met Thursday—for the second time since it was named in January. Rep. Warren G. Magnuson, Washington Democrat, admitted that he had attended only one other meeting—that within a week or so after the committee was named.

NBC-Blue Notification Of Contract Changes

(Continued from Page 5)

character generally beyond the reach of individual stations, Blue will, at its own expense, extend its program transmission lines to your control board at your main studios and offer your station the first call in the community in which those studios are located upon all Blue Network programs scheduled to be broadcast by a station in that community. Such programs will be of wide variety, including musical, educational, religious, sports, public affairs, international and special events programs.

Sustainers Only

"The network sustaining programs which we will offer to furnish are for sustaining use only and may not be sold by your station for commercial sponsorship or used for any other purpose, without our prior written consent.

"2. Paragraph (2) of Section III of our aforesaid agreement is hereby modified to read as follows:

"III Network Optional Time

"(a-1) Insofar as Section 3.104 of the Regulations of the Federal Communications Commission as amended October 11, 1941 will permit, you hereby option to us the hours designated below as network optional time, for the broadcasting of the network commercial programs which we furnish to you.

"Network optional time will be as follows: (New York City Time), 9:30 a.m. to 12:00 p.m.; 12:30 p.m. to 1:00 p.m.; 3:00 p.m. to 6:00 p.m.; 7:00 p.m. to 7:30 p.m. and 8:00-10:30 p.m.

"(a-2) Because of your public responsibility your station may reject any network program which you reasonably believe to be unsatisfactory or unsuitable or the broadcasting of which would in your opinion not be in the public interest or be less in the public interest than a program of outstanding national or local importance which you wish to substitute therefor, all in accordance with the provisions of Section 3.105 of the Regulations of the Federal Communications Commission.

Effective Simultaneously

"3. Each of the foregoing modifications shall become effective simultaneously with the effective time of the particular regulation of the Federal Communications Commission to which such modification pertains and shall continue in effect for such time as that particular regulation remains in effect.

"If the modifications herein proposed are satisfactory to you, will you kindly so indicate on the copy of this letter enclosed for that purpose and return that copy to us."

New Algiers Transmitter

Washington—BBC reported Friday, according to the FCC, that a powerful new transmitter of American make is now being installed for use by Radio France (Algiers) in beaming messages into France. OWI probably will cooperate in its use.



Coast-to-Coast



CHIEF engineer Jefferson Davis Bloom, Jr., of WWL, New Orleans, La., has acquired two new control operators for his staff... Louis A. Scott and Ernest Griffin.

John E. Dickerson, former patrolman and radio field engineer with the Signal Corps, has been added to the technical staff of WCKY, Cincinnati, Ohio, as control engineer... WCKY has inaugurated a "Tackle for Troops" movement for the purpose of collecting fishing equipment for the American fighting forces in Alaska and the Aleutian Islands. Tackle stores are being set up as collection depots and an appeal is being made via the station and metropolitan dailies for fishermen to share their tackle with the armed forces.

Frank Stubbs, manager of KFNF, Shenandoah, Iowa, has announced expansion of station's news coverage through acquisition of the special AP Radio News Wire from Press Association, Inc. AP dispatches will be featured on the station's many newscasts.

Charlie Paddock, one time "world's fastest human," now a Captain in the Marines, is aiding KJBS in special shows to raise knives, books games, etc. for Marines fighting overseas.

Blue Network's "Mystery Chef" has been sold for local sponsorship by station KEX in Portland, Oregon. Show was purchased by the Portland Gas & Coke Company. Length of contract was worded "until further notice."

One object of plan to pool four Philadelphia FM stations was to save critical materials. After FCC gave its permission, each station furnished the others with a complete inventory of spare equipment. Value of plan was proved last week when W53PH, operated by WFIL, blew a power tube in its transmitter. Station was kept on the air when W69PH, operated by WCAU, immediately rushed over a spare tube.

Jack Steck, WFIL, Philadelphia, director of public relations, has been named "Entertainment Counsellor" for "Fun Spot," war workers' canteen. Junta, Philadelphia adult education group, is sponsoring the enterprise.

1943											
BIRTHDAYS											
17	18	19	20	21	22	23	24	25	26	27	28
29	30	31									

June 7

Glen Gray	Alois Havrilla
Mann Holiner	Leonard Kapner
Hyla Kiczales	Tom Slater
Reed Snyder	Hope Summers

WIP, Philadelphia, is broadcasting today a part of the annual Gimbel Circus Party, given for some 10,000 children. Broadcast will feature interviews with clowns, ringmaster, aerial artists, description of the event, and music by the Ringling Brothers, Barnum and Bailey Circus Band.

WDRG, Hartford, Conn., is acting as one of the local clearing-houses for persons who want to sell their typewriters to the government. Station is running a daily series of spots asking citizens to call up the studio if they have a typewriter for sale, and leave their names, addresses and telephone numbers. Information is then turned over to typewriter committee people, one of whose members is educational director Sterling V. Couch of WDRG.

Appearance of Bob "Thanks to the Yanks" Hawk on WTAG, Worcester, Mass., "Stars in the Spotlight" May 31 marked his seventeenth anniversary on the airwaves. Roles were reversed when Hawk, famed for his ad lib quizzing, answered 15 minutes of posers presented by WTAG interviewer Bob Rissling.

WLW, Cincinnati, broadcast a special events program last Friday night of the commencement address of former American envoy to Japan, Ambassador Joseph C. Grew. Grew was feature speaker at U. of Kentucky commencement exercises. Half-hour show was entitled "Ambassador Joseph C. Grew." Ed C. Hanford has joined the WLW-WSAI publicity department. He will handle publicity for local papers and the WLW clip-sheet service.

KFXJ, Grand Junction, Colorado, was instrumental in locating a barrage balloon which broke loose from its moorings in California and came down in Colorado. Descending balloon was sighted by rancher who phoned the station. Rex Howell, managing director, flew to the spot indicated and, after several hours of searching, located balloon. One announcement over KFXJ served to organize a search party, which was given portable short-wave equipment to maintain contact with the station, which in turn relayed information by telephone to military authorities.

Winning radio script in the Moss Hart dramatic tournament of the Newark Y.M.H.A. was enacted over WAAT last Sunday. Judges were Norman Tokar (Henry Aldrich) and Lee Stewart, WAAT assistant program director... Beginning this Friday night WAAT will present a series of weekly band concerts from Newark's outdoor Victory Theater, under the auspices of the Department of Parks and Public Property.

Richard Kollmar will be guest on "The Devil's Henchmen" show next Thursday over WMEX, Boston. Original radio play, "A Grave a Day" has been written especially for him by Milton Yakus.

WCBI, Columbus, Miss. has received its re-calibrated Frequency Monitor and engineers are making the change-over from 1400 kc. to 1340 kc., thereby giving the station a lower frequency and eliminating some interference. Tests will be made early this month, with station changing to the new frequency as soon as equipment adjustments can be made.

K. T. Stevens, Columbia Picture starlet, was guest of Adrienne Ames over WHN, N. Y., last week.

Gerald Patterson who has been acting as assistant treasurer for the Iowa Broadcasting Company, has been elected to that post by the board of directors. Patterson joined the staff in 1940, after four years with the U. S. Treasury offices in Des Moines.

"Consumer Time," Department of Agriculture show which will celebrate a tenth anniversary on NBC, June 12, has just been added to two more stations—KYW, Philadelphia, and WBZ, Boston.

Charles Shortridge, former production manager for General Records Co., N. Y., has joined the announcing staff of KROW, Oakland, Calif.... Donn Random is another new KROW announcer. Random was formerly special events announcer for WJW, Akron, Ohio.

Wilhelm De Munthe Morgenstjerne, Norwegian Ambassador to the United States will rededicate Norwegian war effort in the global war today, Norway's Independence Day. Show is over WOR-Mutual from 3:45-4 p.m. Norwegian-American Choral Ensemble, under direction of Agnes Forde, will sing traditional native songs.

Announcement of the appointment of John D. Maloy as assistant production manager and special events director for WEEI, Boston, has been made by Raymond G. Girardin, production manager and assistant program director for the station. Maloy comes to WEEI from WLAW, Lawrence, Mass., where he has been program director for three years.

Ed Shave, out-door editor for the "Minneapolis Morning Tribune," has joined WDGY, Minneapolis, to assist sports editor Stu Mann with "Fish for Food and Fun" show... Barbara Flanagan is the newest addition to the WDGY continuity staff... Minneapolis Brewing Co. has renewed 13-week contract with WDGY for a three-hour record show, "Friendly Time," on Saturday afternoons. Gregg Donovan is m.c.

Doug Arthur, WIBG, Philadelphia, has discovered one way to keep his announcing staff up to quota. He has added Ted Huston to the night staff. Huston, one-time announcer for WGY, Schenectady, N. Y., is now working in a Philadelphia war plant by day, and doing WIBG announcing by night.

Barbara Madison has resigned the radio division of NCAC.

Edward Frech, recently of WKYC, Cincinnati, has joined the announcing staff of WMAN, Mansfield, Ohio.

Commissioner of Hospitals of the City of New York, Dr. Edward M. Bernice, will be heard on WMCA, N. Y., Thursday, June 10th, from 4:35 to 5:35 p.m., as the guest of Lilian Okun on "Civilian Defense News" show. Subject for the interview has been entitled "Use of Volunteers in the City Hospital."

W. M. Angle, president of the Stromberg-Carlson Company, will participate in the panel discussion in the National Association of Manufacturers Conference on Public Relations in Cleveland, Ohio, yesterday.

Newest addition to WHIO, Dayton, Ohio, staff is Travers Bayly. Bayly joined the announcing staff after working as chief announcer for KDAL, Duluth, Minn. He will be featured on new broadcasts.

Joe Leonard, formerly an instructor in the English departments of Colorado State A&M and South Dakota State College has joined the announcing staff of KLZ, Denver.

In cooperation with New York City CDVO campaign, the following program took place last week-end: Saturday, "Thanks to the Yanks," CBS, interview of Mrs. P. Senetry, who recruits for the Fire Department; Sunday, 12:15-12:30 p.m., WEAJ, speakers Dean James Landis, Grover Whelan, and Mrs. Sid Borg were heard from the Women's Military Service Club (same speakers were heard later in the afternoon on WNYC from Rockefeller Center, at CDVO ceremonies); Sunday evening, 7:30-8:00 p.m., WJLA, Doverdale and James G. Yu, Chinese consul, spoke from the Central Park Mall at the CDVO International.

Zenith Radio Appoints Export Representative

Appointment of American Steel Export Co., Inc. as exclusive export representative to handle future export market development and distribution of Zenith radios was announced in a joint statement issued by Commander E. F. McDonald, Jr., president of Zenith Radio Corporation, of Chicago, and H. W. McAtee, president of American Steel Export Company, of New York.

At the same time, H. W. McAtee, president of American Steel Export Co., Inc., announced his resignation from the Board of Directors of Philo International Corporation.

Previous to outbreak of the war Zenith's export activities covered 80 countries. New arrangement is effective immediately, and according to McDonald, marks the first step in an aggressive post-war expansion of export business planned by Zenith.



RADIO DAILY

The National Daily Newspaper of Commercial Radio and Television



VOL. 23, NO. 48

NEW YORK, N. Y., TUESDAY, JUNE 8, 1943

TEN CENTS

Fly-NAB Subsidy Accord

Radio News Analysts Adopt Six-Point Code

Association of Radio News Analysts has adopted a new Code of Ethics by a unanimous vote of its members. The organization Code Committee included H. V. Kaltenborn, chairman; John W. Vandercook and Waverley Root, and it is emphasized that most of the provisions of its Code correspond to the established practices of the National Association of Broadcasters and the leading advertising sponsors.

According to its official spokesman, the Association, aware of the necessity of maintaining the independence and prestige of the profession, and of improving the standards of analysis.

(Continued on Page 7)

UP Starts New Series For Femme Commentators

In a special tie-up between the Department of Agriculture's Food Distribution Administration and the UP, the news service has started a new five-minute feature for women radio commentators. Broadcast material, which is so designed that the commentators can insert it in their regular programs, consists of three minutes of general background stuff.

(Continued on Page 2)

Two Blue Net Sponsors Increase Station Lineup

Two Blue Network sponsors have scheduled additions to the networks now carrying their programs. Effective June 20, Ironized Yeast Company will add 10 stations, making a total of 76, to the network for "Good Will."

(Continued on Page 2)

Free News

Edgar Kobak, executive vice-president of the Blue Network, and Felix A. Coste, vice-president of the Coca-Cola Company, yesterday placed in operation an animated news strip on the Trans-Lux Building at 42nd Street and Seventh Ave. The Coca-Cola promotion includes 840 electric lights surmounted by a billboard with 10,000 square feet of advertising space.

Discovered!

When a sudden disruption of trans-continental telephone lines snapped the Eddie Cantor program off the air last Wednesday, into the breach jumped Leo Rusotto and his piano. Leo played for 16 minutes, offering everything from classics to swing. At the close of the program NBC was swamped with telephone inquiries concerning the identity of the pianist. "I was flattered," said Leo.

Three NAB Committees To Convene This Week

Washington Bureau, *RADIO DAILY*

Washington—Two NAB committees and the broadcasters sub-committee of the NAB advisory committee on government questionnaires will meet in Washington this week.

The research and the small stations problems steering committees of the NAB will meet tomorrow, the former at the Statler and the latter at the

(Continued on Page 5)

Signal Oil's New Show On CBS Pacific Network

West Coast Bureau, *RADIO DAILY*

Los Angeles—To further public comprehension of war news, the Signal Oil Co. has joined forces with stations of the Columbia Pacific Network (and Arizona) for a series of round-table discussions by John B. Hughes, Dr. Wallace Sterling and Harry W.

(Continued on Page 2)

NBC Asks FCC Delay Hearings Anent WJW-WHDH On 850 kc

R. & R. Opens Cinn. Office With J. L. Magro in Charge

Cincinnati office of Ruthrauff & Ryan, Inc. has been opened with John L. Magro in charge. Agency, one of the largest in the country, has offices in New York, Chicago, Detroit, St. Louis, Houston, Hollywood, San Francisco and Seattle.

Previous to joining Ruthrauff & Ryan

(Continued on Page 2)

FCC Head Opposes Payments By Gov't But Insists Radio And Newspapers Be Considered On Same Basis

AFA Ad Club Confab To Stress War Angles

All-day conference of the local Advertising Clubs, members of the Advertising Federation of America, will comprise one of the major features of the three-day war conference which the AFA will conduct here, at the Waldorf-Astoria, June 28-30. Discussion of the war activities of the locals will fill the agenda for

(Continued on Page 7)

Hooper Listener Figures In Specific Breakdown

Breakdown according to the number of men, women and children listening to particular programs, along with continuous ratings on nationally sponsored programs broadcast after 10:30 p.m., and, if scheduled, before

(Continued on Page 2)

Omega Summer Schedule Starts With KMBC Spot

Spot campaign for Omega Oil started yesterday on KMBC, Kansas City, and will be placed on stations in major cities later in the week, as part of a special summer schedule

(Continued on Page 2)

Washington Bureau, *RADIO DAILY*

Washington—FCC Chairman James Lawrence Fly declared himself in substantial agreement yesterday with a resolution of the NAB Board of Directors regarding government subsidy for radio. Although opposed to subsidy, the NAB resolved that if subsidy is decided upon for newspapers, radio should receive like treatment.

"I agree with that as long as they are perfectly clear they are keeping the secondary position on it in a fully secondary light," he said. "I can understand their taking the at-

(Continued on Page 6)

4 Treasury Concerts By Toscanini On NBC

Arturo Toscanini will conduct four U. S. Treasury Dept. Concerts of the NBC Summer Symphony Orchestra, the dates being June 20, July 18, July 25 and Sept. 19. Programs designed to boost the sale of War Bonds, will be heard at the regular NBC Sunday symphony time, 5-6 p.m., EWT.

The four Toscanini concerts will

(Continued on Page 2)

"Memo For Tomorrow" For Conti On MBS Web

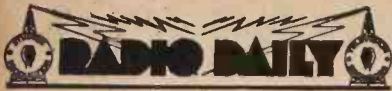
"Memo For Tomorrow," a news commentary series conducted by Charles Hodges, War Editor of Trans-radio Press, will be sponsored by

(Continued on Page 2)

Four Networks

Washington—During the recent NAB board of directors' meeting held here and which was concerned principally with discussion of the Supreme Court network decision, a cat crawled into the basement at NAB headquarters and had four kittens. Their names? MBS, CBS, NBC and BLUE. "Blue" is not blue, he's gray, and none of them has wire whiskers.

(Continued on Page 6)



Vol. 23, No. 48 Tues., June 8, 1943 Price 10 Cts.

JOHN W. ALICOATE : : : Publisher

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

Published daily except Saturdays, Sundays and Holidays at 1501 Broadway, New York, N. Y., by Radio Daily Corp. J. W. Alicoate, President and Publisher; Donald M. Merse...

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

FINANCIAL

(Monday, June 7)

NEW YORK STOCK EXCHANGE

Table with columns: Bid, Asked, High, Low, Close, Net Chg. Lists various stocks like Am. Tel. & Tel., CBS A, CBS B, etc.

OVER THE COUNTER

Table with columns: Bid, Asked. Lists Farnsworth Tel. & Rad., Stromberg-Carlson.

UP Starts New Series For Femme Commentators

(Continued from Page 1) prepared by the Washington, D. C. staff of FDA, and two minutes of pointed, regional data which is prepared by the New York office of the FDA under the supervision of Don Lerch.

NBC Plays Host Tonight To N. Y. Teachers Assn.

NBC will play host to the next General Membership Meeting of the N. Y. City Association of Teachers in English today, at 8:30 p.m., EWT.

The speaker who has been selected is Sterling Fisher, assistant to Dr. James Rowland Angell, NBC Public Service Counselor.

The broadcast will be either one from the University series or a special one arranged for the meeting.

Hooper Listener Figures In Specific Breakdown

(Continued from Page 1) 8 a.m. will be added to the regular national ratings reports prepared by C. E. Hooper Inc. effective July 1.

Exec commented, also, on his plan to establish a uniform station coverage audit, as he described several weeks ago to an industry clinic preceding the NAB war conference in Chicago.

Two Blue Net Sponsors Increase Station Lineup

(Continued from Page 1) Hour," heard Sunday from 10 to 11 p.m., EWT. Ruthrauff & Ryan, New York, is the agency.

Effective Sept. 13, Sweets Company of America will add seven stations, making a total of 37, to the network for "Dick Tracy," heard Monday, Wednesday and Friday from 5:15 to 5:30 p.m., EWT.

Omega Summer Schedule Starts With KMBC Spot

(Continued from Page 1) which the sponsor is observing for the first time in many years. Cecil & Presbrey, Inc., servicing the account, explained that the copy would contain two messages; use of the liniment for sore muscles after a strenuous week-end, and use of the liniment by war workers unused to manual labor.

Signal Oil's New Show On CBS Pacific Network

(Continued from Page 1) Flannery. Entitled "Signal's Question of the Week," half-hour show starts next Sunday, June 13, from 4:30 to 5 p.m., PWT, with Otto Kruger as moderator.

52-week contract was placed by Barton A. Stebbins Agency.

Now Maj. Jack Harris

Washington—The Army announced yesterday the promotion of Capt. Jack Harris to the rank of Major. Major Harris, now with the Radio Branch of the Bureau of Public Relations, was a sports announcer and later director of news and special events for WSM, Nashville.

4 Treasury Concerts By Toscanini On NBC

(Continued from Page 1) originate in Studio 8-H at Radio City before audiences comprising all branches of Uncle Sam's uniformed services. At the maestro's request, invitations have been extended to nearby posts of the Army, Navy, Marines, Coast Guard and Maritime Service.

This is not Toscanini's first musical assist to the Treasury Department's bond drives. During the 1941-1942 season, the maestro conducted the NBC Symphony in a series of five special bond concerts. However, no studio audiences were admitted to that group of broadcast.

Toscanini offered his services to the Treasury Department for the four Summer concerts and his invitation to members of the uniformed services to attend the concerts was promptly accepted and every seat for the four concerts already has been allotted.

The June 20 broadcast will be a colorful spectacle, with the big studio filled with WAVES, members of the WAAC, SPARS, women Marines, Army and Navy nurses, even a delegation of British WRENS. The two July programs will be attended by Army, Navy, Marine and Coast Guard enlisted men and officers.

With the exception of the four Treasury concerts, the NBC Summer Symphony series remains under the baton of Dr. Frank Black. Personnel of the orchestra will be unchanged for the Toscanini programs.

"Memo For Tomorrow" For Conti On MBS Web

(Continued from Page 1) Conti products, each Sunday over the Mutual network, beginning Sunday, June 13, 10:45-11 a.m., EWT., as a summer replacement for Conti's singing series, "Treasure of Song," which will return in the Fall.

"Memo For Tomorrow" will combine a prophecy of battle strategy based on the news and answers to listeners' queries. The program was first introduced over Mutual by Hodges on April 11. Hodges, Professor of International Politics at New York University, will be assisted by announcer, Alois Havrilla.

"Memo For Tomorrow" will be sponsored on WOR, New York; WGN, Chicago; WIP, Philadelphia; CKLW, Detroit-Windsor; WHK, Cleveland; WFBR, Baltimore; WOL, Washington; KHJ, Los Angeles, and KFRG, San Francisco. The program will be made available to the rest of the network on a sustaining basis.

COMING and GOING

GASTON W. GRIGNON, general manager of WISN, Milwaukee, is in town from Wisconsin for conferences with the New York representatives of the station.

RALPH ELVIN, managing director of WLOM, Lima, Ohio, here for a few days on station and network business.

MAMIE JOLLY, daughter of Robert A. Jolly, president of WMRC, Blue Network outlet in Greenville, S. C., having just completed her junior year at Randolph-Macon College in Lynchburg, is seeing New York before returning to her home in Greenville.

WILLIAM C. RAMBEAU, head of the station rep firm bearing his name, has returned to Chicago after conferring with station and agency men in New York.

ENRIC MADRIGUERA is due this week for an engagement at the Roxy starting June 19.

MARCEL OUIMET, editor-in-chief of the CBC news staff in Montreal, will leave for Europe shortly to head CBC's French-speaking correspondents who will be appointed to the active battle zone. He will be accompanied by BENOIT LAFLEUR and PAUL BARRETTE.

HARRY PACKARD, program director of KFQQ, St. Joseph, Mo., is on a short business trip to New York.

TED GRIZZARD, station director of WLAP, Lexington, Ky., is back at his desk following a week spent in New York.

C. P. JAEGER, head of the commercial division of the Blue Network's program department, is spending two more weeks on the West Coast for talks with network and station executives in that area.

ED YOKUM, station manager of KGHL, Billings, Mont., a caller yesterday at the offices of the station's local reps.

STEVE SLESINGER left yesterday for the West Coast on agency business.

JOHN DUNLOP, of the CBC commercial department in Toronto, a visitor yesterday at the headquarters of the Blue Network. He leaves tonight for the home offices.

E. Y. FLANIGAN, managing director of WSPD, Toledo, Ohio, in town for conferences with the station's local representatives.

BEATRICE KAY, vocalist, leaves this week for Washington, D. C., where she is scheduled for a week at the Capitol Theater, starting June 10.

R. & R. Opens Cinn. Office With J. L. Magro in Charge

(Continued from Page 1) Ryan, Magro was manager of the Cincinnati office of the Roy S. Durstine advertising agency. He is a graduate of Harvard University and has had ten years' experience in varied fields of advertising. The Ruthrauff & Ryan Cincinnati offices are located in the Carew Tower.

THIS LITTLE BUDGET WENT TO WORL BOSTON MASS. Image of a piggy bank.



September 1941 had been our biggest month . . . up until this April 1943. Read why smart advertisers turn to Baltimore's pioneer station for low-cost sales.

★ When you hit the 6th largest city in the country, with WFBR's concentrated force, something happens to sales.

WFBR doesn't try to cover Virginia, Pennsylvania, New Jersey, Delaware or West Virginia. Our job is Baltimore. We use the electrical power that does just that. WFBR believes that those scattered states have local

radio stations right in their own backyards with their own loyal listeners.

In Baltimore . . . it all adds up to this: In Baltimore . . . WFBR gives a magnificently clear signal DAY and NIGHT. Baltimore people enjoy the station. Advertisers save money by buying coverage . . . and not just power that's costlier and too often wasteful.

WFBR
RADIO STATION **WFBR** BALTIMORE
NATIONAL REPRESENTATIVE: JOHN BLAIR & CO.

Los Angeles

By RALPH WILK

DOROTHY BROWN, of the Pacific Blue, is very popular at the Red Cross blood bank, having made six donations. Nell Cleary, Syd Dorais and Cliff Anderson, also of the Blue, have each made five trips to the bank.

Sidney N. Strotz, Jennings Pierce, H. J. Saz, A. H. Saxton, R. D. Ferguson, M. O. Smith, J. A. Thorbury, C. E. Twiss, C. L. Pickett, J. F. Morris, A. S. Robb, Misses A. G. Tyler, Jane Burns, I. Menden, Mrs. K. B. Hardesty, Max Bauman, F. V. Dellett, L. S. Frost, K. F. Hicks, E. C. Miller, P. B. Gale, A. C. Love, E. J. Ludes, S. C. Hobart, H. C. Maas, A. H. Korb and D. A. De Wolf, who have been with the National Broadcasting Co., for ten years or more attended a meeting, at which they were presented with certificates of enrollment as charter members of the "Ten Year Club" and a gold pin with an NBC microphone. W. F. Andrews, R. F. Schuetz and Marvin Young, who are in the armed services, were unable to attend.

Nan Grey, who recently gave birth to a baby girl, returned to the starring role in "Those We Love" recently after a six-weeks' absence. Nan and her jockey husband, Jackie Westrope, have christened the new arrival Pamela Ann.

Jack Benny will appear on the Screen Guild show on July 14. This will make the fifth appearance of the radio comedian on this show for which all salaries are donated to a charitable organization.

Leonard Erickson, newly-appointed General Sales Manager of CBS, is a Hollywood visitor this week for conferences with Southern California agency representatives and KNX-CBS executives D. W. Thornburgh, J. Arch Morton and Harry W. Witt. It marks Erickson's first trip to the coast since his recent appointment to the CBS national executive group by President William S. Paley.

Bill Lawrence, producer of the Al Jolson show, recently introduced "preview" night on Mondays for the Jolson show to get studio audience reaction to the material for the Tuesday shows. The public response was so great that Lawrence announces Monday previews will continue for the remainder of the Jolson program series.

George Riley and Helene Heller are scheduled to entertain service men stationed at Camp Roberts on June 27. Riley, comedy star of the "Gilmore Furlough Fun" radio show and screen comedian, has played more than 150 camp shows since Pearl Harbor.

Have You Met the Voices
of
GILBERT MACK
?

LEX. 2-1100



A Reporter's Report Card. . . !

● ● ● **WALTER BRENNAN**: Blue Network producer and scripter. Cottonseed Clark, has been granted a leave of absence... he will leave for the coast within a fortnight with an original radio script called "Law West of the Pecos"... story is based on the famous character, "Judge Bean" and is a "natural" for you... **JACK RYAN**: In this pillar of Thursday April 29, last, we ran the item about Lieutenant Tom Gootee and his former connection with WENR... we can't believe that you're not reading "Main Street" for RYAN out loud... **STEVE MUDGE**: Did you like the Coca-Cola idea Bob (WNEW) Lewis brought you?... **ELEANOR ROOSEVELT**: Nola Luxford, NBC news commentator, who will preside at the dedication Thursday of the Anzac Garden atop the British Empire Building, is the "Sweet-heart of visiting Anzacs"... she includes messages to their families on her short wave broadcasts to our allies "down under"... **ANDRE KOSTELANETZ**: Your outdoor summer concert tour, which starts June 24 will find you filling the air with music at the Robin Hood Dell in Philadelphia... between then and July 15, you'll serenade the Quakertowners five times... **GRACE MOORE**: When you and Conrad Thibault present a concert for the Boys at Fort Dix next Thursday, Conrad will lend voice to his original composition "A Soldier of Fighting France," the royalties of which he donates to the Fighting Free French Fund.

★ ★ ★

● ● ● **NELSON ROCKEFELLER**: Enric Madriguera, who twelve years ago started the vogue in New York of rhumbas and tangos, is back in town from a Latin-American Good-will Conference with Vice-President Wallace and plans a series of NBCoast-to-coasters featuring the favorite Congas, Rhumbas, Sambas and Tangoes of the twenty-one South American Republics... **MOE GALE**: Last Friday, while Lulu Bates was filling the Blue Net ether with thrilling trilling, this thought occurred to us... not only does Bluelu sound like a Kate Smith-Sophie Tucker combo-in-one but she actually looks like a composite photo of those two stars... **BILL KELSO**: When you were at KFVD in Los Angeles, you had a late program in which you sought to put insomniacs to sleep... your W(NEW) show, "Start the Day Right" wakes people up... **FRED ALLEN**: Walt Dennis, NAB press chief, was in ye scribe's cubby hole Friday with a bit of chit-chat about the dear old "vodeville" days... thought you might get a kick out of being reminded about the days in Chicago with the "Prima Donna," "The Racketeer's Daughter," "The Sage" and Gene Morgan's "Hit or Miss" crowd.

★ ★ ★

● ● ● **VIVIAN DELLA CHIESA**: You will do the first of a series of USO-Camp shows appearances, June 18, with sopra'notes' to boys stationed at the Army Air Base in Pawling, N. Y... **BILL BURTON**: Box office records were broken at the Roxy (N. Y.) recently, when Jimmy Dorsey's band and Tyrone Power's "Crash Dive" were the co-attractions, but several trade ads (in motion picture trade journals) credited the biz to the picture... last week at the Earle in Philly, J. D. again broke existing records but this time they can't credit it to the picture that played the bill with him... "Cowboy from Manhattan," which the public knows 'from nottin'... **HUGH HERBERT**: When you guesstar on Bill Stern's Sports Newsreel NBCast June 18, you might inject the interesting item that you went to Hollywood originally as a writer rather than as a comedian... **MADELEINE CARROLL**: If you've lost count, this is to remind you that when you star, next Monday on the NBCavalcade of America, it will be your tenth time on that show... **CAB CALLOWAY**: June 17th is the 12th birthday of the 'best gal you've ever had,' "Minnie The Mocher"... don't forget to thank the composer Clarence Gaskill.

★ ★ ★

— Remember Pearl Harbor —

Chicago

By FRANK BURKE

THE Navy has launched a campaign to collect old receivers, tubes, and parts with the cooperation of school children in Chicago and Cook County for use in the Navy's radio and Radar training program. Lieut. Command William C. Eddy, officer in charge of this training program, said that 500 sets have already been collected and this equipment is invaluable to the training program.

A new series of programs entitled "Central 5300" was introduced on WCFL yesterday. This is the telephone number of the Central Information Service, a wartime women's volunteer service through which questions relating to the war and its problems are answered.

Jack Baker, tenor on the Blue "Breakfast Club," returns from a two-weeks vacation on Saturday and will fill in as emcee for Don McNeely's show's star, who will take a short fishing trip in the Ozarks of Missouri.

Cause of local radio stations going off the air last Friday night for more than an hour has been traced to the explosion of a gasoline truck and the crippling of telegraph lines.

Forty-eight NBCites are enrolled victory gardeners, according to a survey conducted by Jack Ryan, public relations director for the central division. Twenty-three of the group live in Chicago, 21 are suburbanites and four live in the country.

Les Brown and his orchestra make an appearance on WGN's "Bondwagon" for the Treasury Department on June 9, and Griff Williams orchestra on Friday, June 11. Bobbe Arns is mistress of ceremonies and Lee Benne announcer.

Announcer Marvin Mueller has been replaced by Don Gordon on NBC's "Lonely Women" while Mueller is vacationing in Colorado.

Tiny Hill, Midwest band leader who has been one-nighting around here for years, gets his first big radio break when he joins the "Your All-Time Hit Parade" on NBC next Friday.

On Tuesday, June 8, "Our Block" WBBM's weekly OCD show will dramatize an appeal for 20,000 civilian aides to assist in sending out radio books.

Raymond Jeffers, public relations for Russel M. Seeds agency, off on a 10-day trip to Washington and New York. In New York he will entertain the press at the premiere of Hildegarde's "Beat the Band" show.

"Forty Chicagoans," CBS' popular new musical show, will feature vocal by Fran Allison and Russ Brown on their program of Wednesday, June 9, 11:15-11:30 p.m.

Harry Wines Joins Zenith

Harry J. Wines has been appointed to the sales executive staff of Zenith Radio Corp., it has been announced by J. J. Nance, vice-president, who stated that Wines will assist in the development of Zenith's post-war plans. Wines formerly was general sales manager of the New York branch of Frigidaire.

GUEST-ING

EAR ADMIRAL STANLEY V. ARKER, Coast Guard District Officer of the Third Naval District and Captain of the Port of New York, on the "Salute to Youth" show, today (WEAF-NBC, 7:30 p.m.).

VINCENT PRICE, ONA MUNSON and OSA MASSON, on the "Susanne" program today (WABC-CBS, 8 p.m.).

PAULA STONE, MILDRED NATICK, PATRICIA COLLINGE, HENRY YOUNGMAN, EDDIE MAYHOFF and JERRY LESTER, on "The Battle of the Sexes," today (WEAF-NBC, 8 p.m.).

PAUL CLARKE, Jersey City Coast Guardsmen who won the Navy Cross, in the "Salute to Youth," today (WEAF-NBC, 7:30 p.m.).

ADOLPHE MENJOU, at "Duffy's," today (WJZ-Blue Network, 8:30 p.m.).

BERNICE WARNER, expert on worms; ARMADA RUFFNER, expert on spiders; RANDOLPH WALTON, 13-year-old physical culture enthusiast, and BILLY SMITH, Ohio State University swimming star, on Horace Heidt's "Treasure Chest" program, today (WEAF-NBC, 8:30 p.m.).

GEORGE JESSEL, on the Sammy Kaye program, tomorrow (WABC-CBS, 8 p.m.).

JOEL McCRAE, GRACE MacDONALD and RAY MacDonald, on "Soldiers with Wings," tomorrow (WOR-Mutual, 9:30 p.m.).

IGOR GORIN, baritone, and MARY JANE WALSH, on the "Cresta Blanca Carnival," tomorrow (WABC-CBS, 10:30 p.m.).

GEORGE BURNS and GRACIE ALLEN, on Eddie Cantor's "Time to Smile," tomorrow (WEAF-NBC, 9 p.m.).

DR. BENJAMIN SPOCK, pediatrician and instructor in pediatrics at Cornell Medical College, discussing "The Going Home Blues," on the "Baby Institute," tomorrow (WJZ-Blue Network, 10:30 a.m.).

GEORGE MURPHY, on the "Kraft Music Hall," Thursday (WEAF-NBC, 9 p.m.).

HENRY TAYLOR, author of "Time Runs Out," on "This Is Our Enemy," Thursday (WOR-Mutual, 8:30 p.m.).

WATR Joins Blue

WATR, Waterbury, Conn., has become affiliated with the Blue Network as a basic supplementary station, bringing the total number of Blue affiliates to 156. WATR operates full time with a power of 1,000 watts on a frequency of 1,320 kilocycles.

WAR-PROGRAM IDEAS

Sharing Soldier Letters

Typical American mother's desire to share her soldier son's inspirational letters with the mothers of many other boys in the service is the reason behind the "Our Boy in the Army," new series being broadcast over WIP, Philadelphia. Mother is Mrs. Florence W. Kane of Merion, Penn., and her letter-writing soldier son is Ward T. Kane now a private in the U. S. Army stationed at Camp Howzie, Texas. It is Mrs. Kane's design to broadcast to every mother news of what a mother wants to know about her soldier son's life. To share with all mothers the new life and order of things her son experiences from the time he reports at the

Three NAB Committees To Convene This Week

(Continued from Page 1)
Mayflower. The broadcasters subcommittee will meet today at the Statler.

Agenda for the questionnaires subcommittee meeting include reports by Neville Miller, NAB president; Russell Schneider, ACGQ secretary, and David Cohn, U. S. Budget Bureau representative. Several questionnaires, such as the FCC forms, will be discussed and plans made for future recommendations concerning "Questionnaires."

The small stations committee will go into the business of ways and means, government programs and possible government paid advertising. The broadcasters retail promotion plan also is listed. Chairman James Lawrence Fly of the FCC will confer with the broadcasters tomorrow afternoon.

Research Problems On Agenda

Projects of research and problems of assembling information for the coming year will be discussed by research committeemen. The research committee members include: J. Harold Ryan, WSPD, Toledo, chairman; Roger W. Clipp, WFIL, Philadelphia; Edward F. Evans, WJZ, New York; G. Bennett Larson, WWDC, Washington; John C. McCormack, KTBS-KWKH, Shreveport; Barry T. Rumble, NBC; Frank N. Stanton, CBS; Jack Williams, WAYX, Waycross, Ga., and Paul Peter, NAB secretary.

Personnel of the broadcasters' subcommittee of ACGQ is the same as the research committee, with the addition of Herbert Pettey, WHN, New York, and Theodore C. Streibert, WOR, New York. A chairman for this committee will be named at today's meeting.

Marshall H. Pendra, KRNR, Roseburg, Ore., heads the small stations' committee, which also includes: Robert T. Mason, WMRN, Marion, Ohio; William B. Smullen, KIEM, Eureka, Calif.; James R. Curtis,

Conservation Series

KSTP, Minneapolis-St. Paul, Minn., now waxing series of 39 dramatic shows to be aired next fall for state department of conservation. Series, called "Land Alive," will explain use and conservation of Minnesota's natural resources and the role they play in helping to rehabilitate the war-torn world. One of Minnesota's conservation heads will appear briefly on each program.

Scripts are by Mrs. Jerry Vessels, radio director of state department, with Ben Leighton, KSTP staffer, narrating and producing.

reception center through his training in the Army and onward.

Simpson Made Press Head For KPO-NBC In Frisco

San Francisco—Stanley Simpson, special events and sports director, and salesman, at KTKC, Visalia, for the past six years, has been named press relations manager for KPO-NBC here, according to manager John W. Elwood. Prior to entering radio, Simpson worked on a number of San Joaquin Valley newspapers.

He will be assisted in his new job by Leila Gillis, formerly of WCCO, CBS station in Minneapolis, and Noel Francis, former player in RKO films. Simpson succeeds Louise Landis, who has taken a press assignment with Standard Oil Company of California.

Radio Popular In Iceland

Washington—Continual use of radio by United States servicemen stationed in Iceland was reported over the week-end to the War Department by Chaplain (Captain) Peter E. Cullom, who just returned here after two years on duty with the troops in Iceland.

"Many of our soldiers have radio sets capable of short-wave reception," said Capt. Cullom, "they get the short-wave programs from here. In addition there are three hours during the day at which the Army runs its own broadcast for soldiers, over the big station at Reykjavik. During the long winter night, when outdoor activity is greatly restricted, the radios are turned on most of the time."

Riley Joins RKO

Elaine Riley, secretary to Cecil H. Hackett, managing director of WINS, has just signed a contract with RKO Radio Pictures, and will leave for Hollywood this week. She will make her screen debut in "Higher and Higher" starring Frank Sinatra and Michele Morgan.

KFRO, Longview, Texas; Fred Schilplin, KFAM, St. Cloud, Minn., and James W. Woodruff, Jr., WRBL, Columbus, Ga.

AGENCIES

GEORGE E. SOKOLSKY, feature writer on the New York "Sun," will be the guest speaker at the Advertising Club of New York's final War Activities Luncheon of the 1942-1943 season which will be held tomorrow at the clubhouse. He will use as his subject the title of his daily newspaper article, "These Days." He will be introduced by Gilbert T. Hodges, chairman of the board of the "Sun" and past president of the Club.

C. H. COTTINGTON, radio director for McCann-Erickson, Inc., has returned from a business trip to Cincinnati. LAWSON PAYNTER, of the agency's radio department, is putting in two weeks on jury duty.

"OLD TIMERS ASSOCIATION," Benton & Bowles club comprising employees who have been with the agency more than 10 years, announces the addition of four more to its roster. They are: William R. Baker, Jr., executive vice-president; Lucy Perry, Helen Strauss and Betty Buckler, the latter of the firm's Hollywood office.

FOREIGN ADVERTISING AND SERVICE BUREAU, INC., has been named to handle the export advertising of Continental Radio and Television Co.

Williams Succeeds Crotty As NBC Tele Director

A. Burke Crotty, program director of NBC's television department, will enter the armed forces on Friday and will be succeeded in the post by John T. Williams of the Radio-Recording Division. Crotty joined NBC in 1930 and was assigned to the television department in 1939 as producer in charge of the television mobile unit.

Prior to his transfer to the Radio-Recording Division, Williams was associated with the network's research department.

KFI-CIAA Confer

Los Angeles—Bill Ryan, manager of KFI-KECA, is conferring with Jack Runyon, who is with the office of Coordinator of Inter-American Affairs, on a series of programs to further Pan-America relations.

Hitz Replacing Johnson

Elsie Hitz will replace Honey Johnson as aid to Wally Butterworth on Mutual's "Take-A-Card" quiz program, starting Wednesday, June 9. Lehn & Fink Products Co. sponsor the program.

WGAR
THE FRIENDLY STATION

Fly, NAB In Accord Re Subsidized Radio

(Continued from Page 1)

titude that they do not want their competition subsidized and in that I think they are perfectly sound and, if I understand the principle as they see it, they don't want radio subsidized. They don't want that independently of the newspapers, and they don't want to take that with the newspapers. . . . I have the feeling that almost everybody around here is in complete agreement with that view. . . . I don't think the ultimate good of the radio industry can lie in government subsidy. It's got to be free from government control and government influence over its program content and it must not be in a position where it can be said that it is not free."

Durr, Fly And Walker Not Called By Probers

Washington Bureau, RADIO DAILY

Washington—Although dozens of witnesses have been called into "closed-door" hearings by the Cox committee investigating the FCC, not one of the "usual majority" of the Commission has yet been asked to appear. Commissioners Craven and Payne have appeared at least once in secret session, and Commissioner Case twice, but no call has yet been issued for Chairman Fly or Commissioners Durr, Walker and Wakefield. The three who have been called comprise the most frequent dissenting minority when Commission actions are decided upon by divided vote.

Observers here are making no charges against any of the trio, but suspect that the committee is purposely refusing to call any of the other four members of the Commission in order to preclude the possibility that they might release information regarding the inquiry which the committee does not want to get out. It is remembered also that it was Payne who, in 1938, promised evidence of undue influence upon members of the Commission by broadcasters, then failed to substantiate his charges before the House Rules Committee. The occasion then was the committee's consideration of the Connery bill to "inquire into and investigate the allegations and charges that a monopoly or monopolies exist in radio broadcasting."

Criticized "Broadcast Lobby"

Payne declared before an open session of the committee that the public interest suffered from the desire of broadcasters for huge profits and scored what he called the "broadcast lobby" and the lawyers practicing before the Commission. He added that the Commission itself "has been susceptible to this outside pressure."

This statement brought forth a flood of questions from committee members, led by Rep. Cox, who now heads the Investigating committee. Cox asked Payne to name the Com-

PROGRAM REVIEWS

"Million Dollar Band"

Colgate-Palmolive-Peet has resurrected the diamond ring giveaway in return for letters requesting a certain song and why the writer wants it played. If the song requested is played the rock from Tiffany is shipped forthwith. Of course to get around the Censorship Code, songs concerned are not played the Saturday following the request nor is any specified time set. This possibly may account for the utterly impossible letters that have won out so far.

Barry Wood does the emcee job and sings well as usual. The orchestra which has guest conductors had Jerry Wald last Saturday on NBC 10-10:30 p.m., EWT. Band is well above the average and the Double Daters mixed quartet also does a neat job. Plugs for Palmolive soap are plentiful but this might be expected wherein women hoping to win a diamond ring are concerned. (Wish they'd mention the carats—some delinquent letter writers might think it was only a chip).

Offhand it seemed that the content of the letters didn't count so much as a good geographical distribution. Last Saturday's rings went to women in Detroit, Elizabeth, Penn.; San Francisco; Schenectady, N. Y. and Billings, Mont. It didn't seem that a single writer gave a sound logical reason, one that was convincing to the listener at least. None of the expected true story romance, or terrific sentiment cropped up; they wanted a ring, picked a song and there's the ring. Possibly when the femme audience gets so it believes the rings are really given away, it may rouse some real letters and give the rest of the audience a little look-in on the romance around the country.

From the purely entertainment angle, Wood and the orchestra are swell, but make it interesting enough

missioners and the lobbyists involved, saying, "If you make a charge, you ought to be able to specify. Are you the only honest man on the Commission?" Payne insisted that he "specify" in executive session. Cox strove to have the session at which Payne was to specify declared open to the press and public.

At the conclusion of the closed session where Payne was to present his evidence, Rep. Sabath, now chairman of the committee and one of the two who voted against the Cox resolution to investigate the FCC this January, said he saw "no use for any more hearings with that sort of testimony."

Cox said, "Payne made a very unfavorable and poor impression on the committee. He fluked out altogether. There was nothing to what he had to say."

On the House floor, Payne was described by Rep. Lindsay Warren, now comptroller-general, as "a disgruntled Republican smart-aleck on the FCC." The description drew applause from the Congressmen. Cox

"Paul Whiteman Presents"

As a summer replacement for Bergen and McCarthy et al, Chase & Sanborn made an excellent choice in Whiteman and Dinah Shore. A vocal group and of course guests and a Whiteman alumni each week complete the lineup. With Eddie Cantor on the first program along with Henry Busse who flew down from 'Frisco to be on hand, it was nothing short of "old home week" and a very desirable one to say the least. Continuity was light and carried plenty of laughs; Cantor was particularly good, consistently so was the music and songs.

Whiteman was heard as he should be and once again the maestro proves an eye-opener. The entire layout worked as smoothly as though it had been together for many weeks and had nothing of the usual stiff over-rehearsed quality usually associated with premieres. It built up beautifully and when Busse joined Pops' orchestra in the arrangement of "When Day Is Done," this listener positively broke out in goose-pimples. Other of the Whiteman alumni scheduled to appear including Bing Crosby, will no doubt do the same for much of the audience on Sunday nights to come. This is not the first time Whiteman has worked for the J. Walter Thompson agency; considerable credit is due the agency which apparently hasn't a short memory on a good thing. With the eventual return of Bergen and McCarthy to the 8-8:30 p.m., EWT Sunday period, the client undoubtedly will find he has an unimpaired if not greatly improved audience ready to pick up. Shows even half as refreshing as last Sunday's can't miss.

so that the males don't reach over in time to grab Groucho Marx nearby and change the better half's listening habits to suit himself.

followed Warren with another attack upon Payne, observing that the Connery resolution "is not for the purpose of investigating a radio monopoly, but to take members of the FCC for a ride."

Somewhat similar charges have frequently been made about the current investigation. Cox said, after hearing Payne, "I haven't heard any evidence of wrongdoing on the part of the Commission or any member of the Commission." He said yesterday that Payne, Craven and Case had been interviewed, but that he was not aware of what their testimony had consisted. He declared that he has not been "sitting in" on closed sessions, as has been published, but has been on hand only for the examination last month of Dr. Robert Leigh, chief of the FCC's Foreign Broadcast Intelligence Service, and then at Leigh's insistence, and last Thursday for examination of Stewart Guthrie on matters concerning the sale in 1940 of WMCA, New York. The full committee sat in on that examination, said Cox.

NBC Asks FCC Delay WJW-WHDH Hearings

(Continued from Page 1)

in the applications of the respective stations.

In support of its petition, NBC says: "1. On May 10, 1943, the United States Supreme Court in NBC v. CBS vs. FCC, Nos. 554 and 555, held that the Commission had authority to promulgate the chain broadcasting regulations. NBC is both a network company and the licensee of individual stations. The effect of the decision in Nos. 554 and 555 is to place NBC in an equivocal position at all times with respect to further proceedings in the KOA case, to wit:

Situation Described

WJW is an applicant for the use of 850 kc at Cleveland. NBC is the licensee of station WTAM at Cleveland. Under Section 3.106 of the Commission's regulations, Cleveland, which now has only three full time stations, may be considered a "local market" where the existing standard broadcast stations are so few" as to justify the Commission in refusing to issue further licenses for WTAM unless an additional station is assigned to the Cleveland area. It thus appears that though NBC's interests in the Detroit station would be adversely affected by a grant of the WJW application, NBC's interests in its Cleveland station would be protected by the same grant. NBC is further placed in an equivocal position by the fact that both WHDH and WJW will be affiliated with the Blue Network, which like NBC, is a subsidiary of RCA.

Transmitter Construction Set

"2. Both WHDH and WJW have been constructed or are in the process of constructing transmitter and antenna systems which make use of vital materials. The Commission's Memorandum Opinion of April 27, 1942, dealing with the necessity for conservation of such strategic materials, during the war. Were transmitters and antennas freely available the issues in the cases might be quite different. NBC does not wish to be put in the position of causing strategic construction to lie idle during wartime while it litigates the broad and continuing question of national service from clear channel stations.

Cites Post-War Expansion

"3. Important technical developments will occur in broadcasting when the war is over. These developments, in the opinion of NBC, offer the people of Boston and Cleveland additional service without the necessity of depriving and rural listeners service from KOA. By the same token under peacetime conditions the clear channel of 850 kc may be used to bring to rural listeners improved service through the use of higher power. Neither the Boston-Cleveland need for service now nor present wartime restrictions upon the full development of KOA's potentialities should be allowed to work a permanent distortion in the broadcasting allocation structure."

A Ad Club Confab Stress War Angles

(Continued from Page 1)

entire Tuesday June 29 session. Speakers' list, thus far includes William B. Lewis, Assistant Director Domestic Operations for Program Coordination and Production of the War Advertising Council; Paul Bolton, chief of the campaign section of the Office of Defense Transportation. Tentatively set are Frank Papp, general manager of the Gannett Newspapers and chairman of the Bureau of Advertising, American Newspaper Publishers Association, as representative of the newly organized Allied Newspaper Council; Edwin A. Sheridan, special adviser to James M. Landis, director of the Office of Civilian Defense, and a member of the National War Advertising Committee; Ralph Allum, assistant director of the War Advertising Council in charge of its local community plan.

Government Ties Sought

Inasmuch as the theme for the conference is "increase the effectiveness and extent of advertising's contribution to the war effort," the aim of the discussions on the locals will be to seek means of expansion and tie-in with government campaigns. The "A War Message in Every Ad" campaign being promulgated by the War Advertising Council will be put into operation largely through the locals which, also, will form the backbone of the Council's "interland" plan announced some time ago. Willard Egolf, AFA vice-president, and assistant to the president of NAB, will serve as program chairman for the local clubs' conference. Egolf is also chairman of the Federation's Committee on Awards Club Achievement.

Remainder of the AFA agenda will be announced at a later date, by Willard T. Chevalier, publisher Business Week, and chairman of the program committee for the AFA Conference.

To Describe Awards

Details of the program being planned out for the local club sessions include, for the morning session, review of this year's war advertising activities. The representatives of the clubs which have won the Club Achievement Awards this year will present in detail the programs on which these awards were based.

The four awards made were based on the work done by clubs through their War Advertising Committees promoting the war effort. First and second awards to clubs in cities with more than 300,000 population, and first and second awards to clubs in cities smaller than 300,000 population. The award-winning entries themselves, will be on display at the conference, also. Eric Zimmerman of Greensburg, Pa., secretary of the International Affiliation of Sales and Advertising Clubs, and vice-chairman of the joint War Advertising Committee of the Federation and the Affiliation, will give the high-

★ PROMOTION ★

"Household Forum"

KSTP, Minneapolis-St. Paul, Minnesota, has issued a new folder on its woman's show "Household Forum." Entitled "Reservation! For a Revolving Door?", the front cover is a two color line sketch of a group of executives walking to, and going through, a revolving door. The door itself is a cut-out which actually revolves, with one man going in as another comes out.

The inside two-page spread bears the headline "Yes! If you want to swing into Sales in KSTP's Woman's Market..." above the inside of the revolving door. Below the head are the executives surveying an outline map of the state with the sales story rolled across it by a housewife with a rolling pin. The legend is to the effect that though sponsors of a participating program such as the "Household Forum," like people in a revolving door, usually come and go, and there's generally room for one more, "Household Forum" has been sold out; and reservations must be made well in advance for summer and fall campaign.

The bottom of the spread contains a list of the sponsors of the program as of April 26.

Gaynor Replaces Astor On CBS Coast Program

West Coast Bureau, RADIO DAILY

Los Angeles—Janet Gaynor has been signed as mistress-of-ceremonies for "Hollywood Showcase," succeeding Mary Astor, who has joined the "Roma" show. Miss Gaynor makes her first appearance on "Showcase" June 11. The program is heard over Columbia-Pacific Fridays, from 6:00 to 6:30 p.m., PWT and is sponsored by Ben-Hur Coffee. Barton A. Stebbins is the agency.

Cleveland Concerts on MBS

"Pop" concerts of the Cleveland Summer Orchestra, directed by Rudolph Ringwall, will be heard over the Mutual network when portions of the summer series from the Cleveland Public Auditorium will be broadcast each Saturday, 8:30 to 9 p.m., EWT from June 19 through July 10.

Leslie F. Biebl of WHK, Cleveland, will act as commentator.

lights of the Affiliation's clubs' work.

The afternoon session will look to the future, with informal discussions led by leaders from various government agencies in Washington. New projects will be outlined and new approaches to current campaigns developed. There will be also, a special discussion of the extension of the War Advertising Committee idea into communities without advertising clubs. Club Councils' chairmen are Beatrice Adams and Forbes McKay. Helen A. Holby is director of the club contact department of the AFA.

WJR Agency Service

Owen F. Uridge, advertising director and assistant general manager of WJR, Detroit, has announced the inauguration of a standard monthly report to advertising agencies on promotional activities of the station.

Report is the station's answer to apparently growing demands on the part of the agencies for detailed and complicated reports on merchandising and program promotions. In the future station will decline to fill in questionnaires submitted by the agencies, many of which are long and request much detail, as mounting manpower shortages are making it impossible to meet the agencies' demands.

In the report, station will indicate the number of courtesy announcements extended to each client, number of mentions in syndicated news and gossip columns, number of mentions in a radio gossip column in two Detroit Sunday newspapers, both of which are paid for by the station, and the number of calls made on retailers, jobbers and wholesalers in behalf of the product advertised. No attempt will be made to indicate when air announcements are made plugging a particular show. Nor will tear sheets or other visual proof be made.

OWI Men Confer In N. Y. On "Uncle Sam" Revision

Washington Bureau, RADIO DAILY

Washington—Don Stauffer, George Zachary and William Spire, chief, production head and campaign head, respectively, of the OWI radio bureau, were in New York over the week-end conferring with the New York officials of the bureau and representatives of the advertising council on the transcribed series, "Uncle Sam," which is to be presented in 15-minute discs with guest stars after July.

No sponsorship will be permitted for these discs.

Stauffer and Philip Cohen, assistant bureau chief, returned last week from a trip to Hollywood, where they discussed the appearance on these programs of a number of well known motion picture stars.

President Eduard Benes of Czechoslovakia will be interviewed by Raymond Gram Swing as a part of the OWI "Uncle Sam" series, it was revealed yesterday over an estimated 840 stations. Dr. Benes will discuss the post-war aims of central European peoples, and various other aspects of post-war political conditions and hopes.

Mrs. Rose Starr

Mrs. Rose Starr, mother of Herman Starr, vice-president of Warner Bros. and president of Music Publisher's Holding Corp., died yesterday morning at her home in Brooklyn. Funeral services will be held today at 2:00 p.m., at the Midwood Memorial Chapel, Coney Island Ave., and Ave M, Brooklyn.

Radio News Analysts Adopt Six-Point Code

(Continued from Page 1)

tical news broadcasting, particularly in time of war, has adopted the following Code of Ethical Practice:

1. The Association expects and requires of the radio news analyst painstaking accuracy in his public statements, recognizing the difficulties attendant upon the dissemination of news during war time.

2. The Association expects and requires of the radio news analyst the exercise of sound judgment and good taste, and the avoidance of sensationalism in both the substance of his broadcast material and the manner of its presentation.

3. The Association believes that the inclusion in any radio news analysis of commercial, or 'institutional' advertising material in the guise of news or personal opinion is undesirable from every point of view.

4. The Association believes the reading of commercial announcements by radio news analysts is against the best interests of broadcasting. It requires its own members to refrain from this practice. The Association deprecates the interruption of a news analysis by commercial announcements.

5. The Association endorses the standards of the National Association of Broadcasters restricting the time allotted to commercial announcements in connection with news broadcasts.

6. The Association opposes all censorship of broadcast material, except insofar as duly required by governmental authorities in the interest of public safety during a national emergency.

Talent-Pool Subcommittee Set By Continuation Unit

A preliminary setup looking toward the establishment of a permanent conference board to mobilize and coordinate the united war activities of the entertainment industry in the United States was formulated yesterday at a meeting of the Continuation Committee of the United Theaters War Industries.

A temporary sub-committee was set up to work out a statement to be submitted to the organizations involved in regard to their participation in the conference board. Members of this committee are George J. Schaefer, chairman; Paul Turner, counsel of the AAAA; Walt Dennis, chief of the news bureau of the NAB; James F. Reilly, executive secretary of the League of New York Theaters; Solly Pernick, business agent of Local No. 1, IATSE; Kenneth Bloomgarden, of the American Theater Wing; William A. Fricke, assistant secretary of the American Assn. of Advertising Agencies; and Miss Anita Grannis, editor of Stand By, the publication of the New York Local of AFRA, secretary. This sub-committee will report back Thursday night at 8:30.



Coast-to-Coast



NEWCOMERS at KSTP, Minneapolis-St. Paul, Minn., Alice Smith and Sylvia McCracken, sales department; Margaret Baldwin in sales promotion department; Henry Van Leur, Francis Campion and Rae Wright in newsroom. . . Northwestern Bell Telephone Co., through BBD&O, Minn., KSTP and Northwest network with 52-week contract for nighttime station-breaks.

Paul M. Breining, chief announcer and former program director of WRAK, Williamsport, Pa., has joined the staff of WMRP, Lewistown, Pa., in the capacity of program manager. He replaces Preston R. Rittenhouse, now with NBC.

Martha Deane, WOR women's commentator, will interview the following guests on her program this week: Charlotte Adams, author of new cook book "You'll Eat It Up"; George Matthew Adams, founder and head of syndicate by that name; Frank Case, author; Madame Hulda Gran, former Norwegian radio commentator, and Auxiliary Harriett Bender of the WAAC.

WNYC, New York, came to the rescue of the Brooklyn Red Cross last week, when oppressive heat made blood donors too lethargic to come to the center. Full staff was on hand, but no blood donors, and thirty were needed to fill the Brooklyn quota. Red Cross phoned WNYC and asked them to broadcast an appeal. Station broadcast five, and within two hours of the first announcement the Brooklyn Red Cross reported it had arranged for sixty blood donations.

Pappy Howard and the New England Hillbillies, WNBC, Hartford, troupe have completed arrangements to broadcast coast-to-coast on the Blue Network daily, Monday through Friday from 1:30 to 1:45 p.m., EWT. Organized six years ago, the Hillbillies performed on WBRY, Waterbury, Conn., for one year and then went to WNBC. Show, which goes network next Monday, will be the second coast-to-coast program to originate in studios of WNBC.

Mahlon Aldridge, former announcer in Jefferson City, Mo., has joined the staff at KXOK, St. Louis. Aldridge is working the summer vacation shift temporarily

Joe Brennan, KXOK staff announcer, who soon expects to be called to active duty with the Marines, is the first KXOK announcer to take his vacation.

WJPR, Greenville, Miss., recently came to the aid of a soldier who had travelled more than 2,000 miles to see his wife. Paratrooper came to Greenville, but, having lost the address, could not locate his wife through any agency. One announcement on WJPR sufficed. Her home was located after the first call which came in within 30 seconds after announcement.

Indications of how midwest farmers are reacting to agriculture department goals is reflected in the signing of Iowa Master Breeders and Lincoln Hatcheries by WNAX, Yankton-Sioux City, for full 52-week period. Both hatcheries have aired consistently for past 14 years, but never above a 26-week period.

WHK-WCLE, Cleveland, lost some of its staff last week; Hal Cupps, engineer, left for the Fisher Bomber Plant; Tom Fletcher, announcer, went to Florida, where he enlisted for duty in the Communication Division of the Army Air Corps; and Lee, Linda and Sharon Barrie, trio, left for Chicago to join the WGN staff. . . Promising newcomer is Joe Black, announcer now heard regularly over WHK-WCLE.

Elburn Parr, in charge of local sales for CKBI, Prince Albert, Sask., has gone into war work with M & C Aviation Co. . . Lyle Pope, transmitter engineer, marched up the aisle recently, and has accepted a position on the West Coast.

Todd Williams, formerly of Minneapolis, has resigned as program director of WSPD, Toledo, Ohio, and is returning to Minneapolis to join the advertising staff of the International Milling Co. His successor at WSPD has not yet been selected.

KRBC, Abilene, Texas, and KSLM, Salem, Oregon, have acquired AP wires from Press Association, Inc.

Frank Eschen, special events director of KSD, St. Louis, broadcast an eye witness account of the worst flood in nearly a hundred years in the St. Louis area on the NBC "News of the World" program. Broadcast combined his eye witness word picture with facts revealed by Capt. Stephen S. Yeandle, District Coast Guard Officer, and Col. Lawrence B. Feagin, Chief Army District Engineer, both of whom were supervising flood control and relief in the St. Louis area.

Frances M. Morrissey, Seaman Second Class of the SPARS, will be heard in a brief interview on the "You and the War" program over WEAF, Friday, June 11, at 12:25 p.m., EWT.

Four additional northern California stations have been added to the

Gardner Nursery Company schedule of spot programs, according to Northwest Radio Advertising Company. Five-minute periods will be six and 12 times weekly over KSFO, San Francisco; KARM and KMJ, Fresno; and KHSL, Chico.

"In Old New York" is the title of new WBYN, Brooklyn, N. Y., show featuring Johnny Kane, Broadway oldtimer. He will be presented by Walter Frammer Monday through Saturday nights at 11:30 p.m., and Kane, making his debut on the air and in the post of raconteur, will be interviewed by Frammer. On each broadcast Kane will review new shows at the night clubs, suggest where to go, and present interesting and little known facts about stars of the night club circuits.

Wise-Smith's Department Store of Hartford has started a week-long spot drive on WDRC, Hartford, Conn., to plug its Department Manager's Sale drive extending from June 4 to 11 and 17 spots have been placed in the "Shopper's Special," "Ad-Liner" and other programs. Account was handled by Salesman J. Eric Williams for WDRC.

Eleven personal appearances were made in San Francisco in two days by Sam Hayes, veteran NBC-KPO newscaster for Sperry's waffle and pancake flour, on his two-week West Coast flight for the U. S. Army Air Forces Fourth Fighter Command. Hayes, accompanied by NBC's western division press chief, Hal Bock, is recruiting volunteers to man filter centers for the Fighter Command. Woman volunteers are particularly sought.

Terry Rowan has been named secretary to Roger Rambeau, promotion manager of KLZ, Denver, Colorado. . . Pete Smythe, KLZ production manager, is vacationing on a Wyoming ranch.

All night baseball games played by the Cincinnati Reds which are allowed to be broadcast by the ball club are being transcribed by WHIO, Dayton, Ohio. This is necessary because of network commercials. Last five innings of each night game are played back by transcription after 11 p.m. Three of the Reds' players have called the station to say that they get quite a kick out of hearing what they did at bat or in the field.

Address by James A. Farley before the Worcester, Mass., Rotary Club, June 3, was recorded and broadcast by WTAG. . . First bulletin of a general alarm fire which swept \$125,000 Brockelman's Market was a WTAG scoop. All off-duty firemen were called to scene with special announcements, and station then broadcast eyewitness account, staying on the air after usual 12:05 a.m. signoff.

Martin Agronsky has been sold across the board to the Elder & Johnston Company of Dayton, Ronald B. Woodyard, general manager of WING, Dayton, Ohio, announced recently.

WKNY, Kingston, New York, broadcast the two principal events of the annual Lions' Club convention. Last Sunday the opening ceremonies were aired, with a feature address by Mayor William J. Edelmuth. Yesterday address by Frederick Snyder was broadcast.

Youngers, Iowa department store, has 11 months of sponsorship of a six-a-day 9:15 p.m. news on KSO, Des Moines, added a seventh period on Sundays, which is handled direct. Stanley Dixon, commentator originating in Des Moines, handles the Youngers news.

Philadelphia Phillies, baseball team, is sponsoring a daily morning broadcast beginning next Monday. Larry Miller of KYW, will beat the baseball drums for the local National League representatives. Program will be designed to keep fans at their desks sent fever pitch of interest and will be heard Mondays through Saturdays from 7 to 7:10 a.m.

Columbus Enterprises, local promotion group, will use WCBI, Columbus, Ohio, extensively in the promotion of a series of "Radio Jamborees," which will be staged in the Victory Arena on the City Auditorium. WCBI is contributing several local acts on each show. Station will make pickups direct from show on Auditorium each Saturday. Bob McCrea, WCBI general manager, and one of the owners of Columbus Enterprises, will act as emcee for the broadcasts.

Full Radio Co-Op Seen Between CBC, Jamaica

Montreal—Canada is expected to offer valuable help to Jamaica in the matter of broadcasting, not only suggesting methods of control and organization but also in the practical side of engineering and programming, is the hope and expectation reported by Dr. Augustin Frigon on his return to Canada last week. Dr. Frigon, assistant general manager of CBC, has been in Jamaica at the invitation of the Jamaican Government to assist in the forming of a government radio system on the island possession of Great Britain.

There are only about 10,000 receivers on the island and they depend almost entirely on short-wave transmission from other countries. Frigon said, and there is only one hour a day at which local broadcasting is heard, this being handled by a low-power short-wave station owned by the Jamaican Government. It gives news and local entertainments.

Jamaicans, Dr. Frigon stated, look forward to the time when they can listen to the new Canadian high power short-wave centre, now being constructed by CBC for the Canadian Government. This eagerness, he points out, is also shared by the English-speaking inhabitants of a number of the South American countries.

1943													
BIRTHDAYS													
17	18	19	20	21	22	23	24	25	26	27	28	29	30
June 8													
Ruth Bailey						Sylvia Carr							
Don Gordon						Jack W. Lavin							
June Meredith						James F. Nutt							
Wayne Van Kyne													



RADIO DAILY

The National Daily Newspaper of Commercial Radio and Television



VOL. 23, NO. 49

NEW YORK, N. Y., WEDNESDAY, JUNE 9, 1943

TEN CENTS

Radio War-Drive Model

FCC Refuses To Delay WJW-WHDH Hearing

Washington Bureau, RADIO DAILY

Washington—The FCC yesterday denied the petition of KOA-NBC, Denver, for postponement of the hearing called upon application of WHDH, Boston, for night use of the 60 kc band until the end of the war. At the same time, the motion of WJW, Akron, for dismissal of the petition or rehearing was also denied.

KOA had sought to put off the hearing ordered 10 days ago by the commission, thereby signifying its willingness to have WHDH continue

(Continued on Page 5)

Wm. S. Paley Decorated By Cuban Government

The Carlos Manuel de Cespedes National Order of Merit, highest civilian decoration of the Cuban government, has been conferred by President Fulgencio Batista of Cuba upon William S. Paley, president of CBS, and Edmund A. Chester, CBS Director of Short-Wave Broadcasting and Latin American Relations.

The awards are in recognition of their achievements "in furthering continental solidarity through the

(Continued on Page 7)

Republic Pix Campaign To Promote Its Stars

Introducing an advertising campaign which will promote a star rather than a picture, Republic Pictures Corp. will embark upon its first coordinated national spot radio campaign June 15. Thus far 59 stations have been lined up, and the firm reports that the list is only half

(Continued on Page 2)

Fathers' Day Disks

National Council for Promotion of Fathers' Day has commissioned the WOR Recording Studios to supply every station in the United States with a disk containing announcements to promote the sale of War Bonds in connection with Fathers' Day, June 20. Walter Huston, featured player of the stage and screen, is featured in the transcribed messages.

Versatile Pete

Washington—Talking about government control, and we seem to have heard quite a bit about it lately, the Vichy Radio, in a broadcast heard here Sunday, announced a new decree placing all French broadcasting directly under the Minister of Information. And guess who the Minister of Information is? That's right, Pierre Laval!

OWI Package Shows Include Chain Breaks

Washington Bureau, RADIO DAILY

Washington—Answering the request of war program managers for chain break announcements in the OWI National Package, Don Stauffer, OWI domestic radio chief, has announced that chain breaks will be included starting the week of June 21.

At that time two groups of stations will be supplied with chain break announcements on the subject "Safe-

(Continued on Page 2)

Two Gen. Foods Programs Renew Time On NBC Nets

"The Aldrich Family" and "Maxwell House Coffee Time," two high ranking NBC shows, have been renewed by General Foods Corporation. "The Aldrich Family" contract, placed by Young & Rubicam, Inc., runs for 52 weeks beginning July 1, and includes the full NBC network.

Benton & Bowles handled the "Maxwell House Coffee Time" contract,

(Continued on Page 2)

CBS Explains New Web Rules To Agencies And Advertisers

Yandell Back To Blue From Red Cross Work

Lunsford P. Yandell has returned to his post as a vice-president of the Blue Network after completing an assignment for the American Red Cross in England. He has been in London on leave of absence since

(Continued on Page 2)

Industry Allocation Devices Recognized By Advertising Council As Ideal Plan In Campaign Set By Other Media

Five Daytime Serials Go Full CBS Network

Five daytime serials under sponsorship of General Foods and American Home Products yesterday scheduled the full CBS network for their respective programs, making it the first time the across-the-board shows are to be broadcast on such a basis.

General Foods places all three of its Monday through Friday CBS day-

(Continued on Page 7)

Philco-Temple 'U' Tieup To Train Young Women

To build up a supply of technical talent for its radio and electronics productions, Philco Corporation, in conjunction with Temple University, is inaugurating a subsidized program for girls between the ages of 17 and

(Continued on Page 8)

Allis-Chalmers To Sponsor Special Baseball Games

Chicago—Allis-Chalmers Mfg. Co., Milwaukee, has contracted for time on the Blue Network to broadcast two baseball games from the United States Naval Training Station at Great Lakes, Ill.

The first game, between the New

(Continued on Page 2)

Campaign which will unify and organize newspapers, magazines, advertisers and agencies in a manner to function as efficiently and readily as the allocation devices do in radio, is being undertaken by the War Advertising Council Inc immediately. Announcement was made yesterday by Chester La Roche, chairman.

Project will consist of two phases. One will try to get national advertisers to contribute at least part of their whole advertising schedules to spon-

(Continued on Page 5)

Stations-Webs Sked Flag Day Programs

To commemorate United Nations Flag Day, as stipulated by President Roosevelt for June 14, networks and Indie stations are scheduling special programs starting Saturday, June 12. CBS, between 2:30 and 3 p.m., that day, will present a program of war workers representing about a dozen of the Allied nations. Pic-up from

(Continued on Page 7)

Denver Outlets Agree To Support Radio Council

Denver—The five commercial stations here—KFEL (MBS), KLZ (CBS), KMYR (Ind.), KOA (NBC), KVOD (Blue)—have agreed to contribute to the financial support of the Rocky Mountain Radio Council. The arrangement, worked out in a series

(Continued on Page 2)

Request Absenteeism

Uncle Sam has requested his crooning Good-Will Ambassador, Bing Crosby, to take another week off from Kraft Music Hall to continue his War Bond drive appearances in the East—so Bing won't be able to keep his scheduled return date tomorrow over NBC network. The latest from the 'Groaner' is that he will be back on the air, but definitely, June 17.

For the edification of advertisers and ad agencies, CBS has issued a "bulletin" in brochure form concerning the new FCC Network Rules which become effective June 15. Set up in question and answer style and distributed by William C. Gittinger, vice-president in charge of sales, the information seeks to state frankly a number of questions raised by the

(Continued on Page 5)



Vol. 23, No. 49 Wed., June 9, 1943 Price 10 Cts.

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

Published daily except Saturdays, Sundays and Holidays at 1501 Broadway, New York, N. Y., by Radio Daily Corp. J. W. Alicoate, President and Publisher; Donald M. Mercereau, Treasurer and General Manager; Chester B. Bahn, Vice-President; Charles A. Alicoate, Secretary. Terms (Post free) United States outside of Greater New York, one year, \$10; foreign, year, \$15. Subscriber should remit with order. Address all communications to RADIO DAILY, 1501 Broadway, New York, N. Y. Phone Wisconsin 7-6336, 7-6337, 7-6338. Chicago, Ill.—Frank Burke, Suite 1800-A, Merchandise Mart, Phone Delaware 4950. Hollywood, Calif.—Ralph Wilk, 6425 Hollywood Blvd. Phone Granite 6607.

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

FINANCIAL

(Tuesday, June 8)

NEW YORK STOCK EXCHANGE

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

NEW YORK CURB EXCHANGE

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

OVER THE COUNTER

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

Republic Pix Spot Drive To Promote Its Stars

(Continued from Page 1)

complete. Spots will be live, and will continue for approximately a month alongside of the special campaign being planned for billboard promotion. As things stand now, Republic will spend at least \$20,000 on this drive in radio.

In the past, Republic participated in radio advertising only in cooperation with local exhibitors, but never as a project from the home office. In planning this advertising campaign around the star of feature pictures, Republic now is trying out a new merchandising policy. Explained that the long lapses of time between showings among first, second and third runs often bring pictures to towns long after the effect of advertising has been dissipated with result that the plugging had gone for naught. Inasmuch as Roy Rogers averages eight pictures a year for Republic, sponsor reasoned that at least one would be in the environs of the advertising so that there would be less waste of effort and more returns on investments. Donahue & Coe service the account.

Allis-Chalmers To Sponsor Special Baseball Games

(Continued from Page 1)

York Yankees and the Great Lakes Bluejackets, will be aired on Friday, July 9, and the second, between the Brooklyn Dodgers and the Bluejackets, will be broadcast on Tuesday, July 27. Both games, with Harry Wismer, Blue sports announcer, at the microphone, will begin at 2:15 p.m., CWT.

The contract, placed through Bert S. Gittins Advertising, Milwaukee, calls for 177 stations. The broadcasts also will be short-waved overseas and will be head by American soldiers in England at 9:15 p.m., London time, and in Melbourne at 5:15 a.m., the following day.

The games will pit the famous Great Lakes nine, champions of the United States armed forces last season, against the Yankee and Dodgers, before an audience made up entirely of sailors in training at Great Lakes. The Blue jackets are led by Lieut. Gordon S. (Mickey) Cochrane.

The Allis-Chalmers Mfg. Co., the agency and the Blue Network are planning an extensive promotion campaign for the games, with particular emphasis on publicizing the contests among men in the armed forces throughout the world.

Including Chain Breaks In OWI Package Shows

(Continued from Page 1)

guard Your Social Security Card." There has been unprecedented demand for social security cards, not only by new workers in war industries but to replace cards lost or destroyed. These announcements will urge everyone to take care of his social security card.

Another two groups of stations will participate in the new plan starting the week of June 28. OWI regional offices will continue to provide chain break copy whenever a subject calls for such material.

Denver Stations Agree To Support Radio Council

(Continued from Page 1)

of conferences between officers of the Radio Council and the managers of the stations, is based on the national card rates of the stations. This out-of-pocket support—an important precedent in itself—is in addition to desirable "air time" which these stations make available for Council-produced programs in whatever amounts required. Other support for the Radio Council comes from the member educational institutions and agencies, and from the Rockefeller Foundation, the Payne Fund, and the Boettcher Foundation of Colorado.

In four short years the Rocky Mountain Radio Council has demonstrated that the "program producing" type of cooperative radio council may well become an integral part of the American System of radio just as truly as has the advertising agency. What advertising agencies do via radio for the commercial community radio councils can do for the educational and civic community. While the objectives of the two types of programs may differ, the services performed by the agency for its "commercial" account and by the radio council for its "educational" account are similar in many respects.

Yandell Back To Blue From Red Cross Work

(Continued from Page 1)

August, 1942. Yandell will take a brief vacation before resuming active duty with the network.

Yandell's duties in England were in connection with the establishment of facilities for the service of the United States armed forces in association with Harvey D. Gibson, Red Cross Commissioner to Great Britain. His services were loaned by the Blue Network following a direct request from Norman H. Davis, chairman of the Red Cross.

Two Gen. Foods Programs Renew Time On NBC Nets

(Continued from Page 1)

effective July 8 for 52 weeks, also over the complete network. Both programs will take a summer vacation. "The Aldrich Family" will omit the broadcasts from July 8 through July 29. "Maxwell House" will be off the air from June 24 to August 26 inclusive.

Stork News

The CBStork has delivered a baby cowboy (sans chaps and guitar) to the Shorty Thompsons. The "Little Buckaroo" tips the beam at 8½ lbs. Shorty is the foreman of the "Rocky Mountain Music" program emanating at KLZ for the CBS network. Mrs. Thompson (Sue of the same program) will rejoin the cast soon.

COMING and GOING

JOHN W. BOLER, president and general manager of North Central Broadcasting System, Inc. has arrived from St. Paul on a short business trip.

HAROLD E. FELLOWS, station manager WEEL, Columbia's OGO outlet in Boston, and KINGSLEY HORTON, sales manager of the station, are spending a few days in New York.

ARCH SHAWD, vice-president and general manager of WTOL, Blue Network's Toledo affiliate, is in town on station and network business.

CHARLES WOOSTER, CBS farm editor, is en route to New York to conduct Columbia's "Country Journal" on Saturday from the studios.

JAMES PARKER, program director of WAT Waterbury, Conn., new outlet of the Blue Network, visiting yesterday at Rockefeller Center.

GEORGE D. COLEMAN, commercial manager and station director of WGBJ, Scranton, Pa., in town for conferences at the headquarters CBS. He is accompanied by RALPH GOTTLIN, a member of the station's staff.

CHARLIE BARNET and the members of his band travel tonight from Boston to Weymouth, Mass., where they will do a "Spotlight Band" program for the entertainment of the servicemen at the Naval Training Station.

PHIL LALONDE, general manager of CKM Montreal, is in New York. Called yesterday the offices of CBS.

LIN MASON, production manager of WKRC Cincinnati, is in Ft. Ogelthorpe, Ga., where he will produce a full-hour program from the Th WAC Training Center tomorrow night. Participants will send greetings to their friends in the Ohio area.

I. R. LOUNSBERRY, executive vice-president of WKBW, Columbia's affiliate in Buffalo, here for a few days on business.

STELLE SLAVIN and the members of her girl orchestra have returned to Philadelphia to continue their engagement at the 20th Century Club, which includes several broadcasts weekly.

ROBERT L. KENNETT, program director of WHAS, Louisville outlet of CBS, has joined executive contingent currently in New York.

HAROLD F. OXLEY, manager of Jimmie Luncheon, is back in New York after having served a month with the Coast Guard Auxiliary of Cape Cod. The band is in Southgate, Cal., where they have just opened an engagement of several weeks.

RAY SCHULTZ, of the radio sales department of CBS, off this week on a business trip.

VAN ALEXANDER and his band are back in town following completion of a ballroom tour through New England.

MICHAEL BARKWAY, special BBC news correspondent here, has returned from striking coal mine regions where he made direct broadcasts to England, doing five since last Thursday. WJAF Morgantown originated some of the pickups.

TOM SLATER, director of special events of Mutual, left for Washington, D. C., earlier this week, and will head for a tour of synthetic rubber plants with Rubber Czar Jeffrey. He will broadcast exclusively over Mutual Friday June 11 from Charleston, W. Va. The plant are located in Institute, W. Va.

Schwartz Gets OWI Post

Washington—Mrs. Lavinia Schwartz, who has been director of public service programs for the CBS midwestern division, has been named assistant deputy chief of the OWI Domestic Radio Bureau, with headquarters in Chicago. Her position will correspond to those of Merritt Barnum in New York and Nat Wolfe in Hollywood. It was created because of the trend to originating more shows from the Windy City.

Advertisement for Philadelphia Story in Radio on WPEN. Features '5000 WATTS' and '950 on the Dial'.

Advertisement for WHAM radio station. Slogan: 'Your Western New York Salesman'.

50,000 Watt... Clear Channel... 1180 on Dial... Affiliated with the National Broadcasting Company and The Blue Network, Inc. ROCHESTER, N. Y.

National Sales Representative: GEORGE P. HOLLINGERY CO. 'The Stromberg-Carlson Station'



Bread... and the Philadelphia Market

A loaf of bread? ... the Liberty Bell? ... the Philadelphia Market? ... What have they to do with each other? Simply this...

The people of America know that bread is essential ... Without it the Nation's dinner pail could be as bare as Mother Hubbard's legendary cupboard!

And the business men of America know equally well that advertising is essential ... that advertising in *the right markets* is *doubly essential*—particularly now—or back they could go to the days of cracker barrels and oil lamps!

Philadelphia is one of those right markets ... and KYW the *essential* station ... because KYW, like scrapple, is to the

Philadelphian's taste ... its directed coverage saturates the market from the Appalachians to the sea. As one of the fastest growing victory centers in America, with an 80% increase in effective buying income in three years and a 21% increase in retail sales, the Philadelphia market of 5,500,000 people is yours with KYW.

KYW ... PHILADELPHIA

One of Eleven Stations in
Eleven Essential Markets
Represented by NBC Spot Sales

Eleven stations which reach out to 55% of the radio families in the United States (primary areas only) ... eleven essential

markets where the buying power is 34.2% greater than the country's average.

Yes, eleven stations and markets as essential to American business for the maintenance of war and peacetime sales as bread and liberty are essential to Americans for the maintenance of life,

KYW • PHILADELPHIA

WEAF • New York	KOA • Denver
WRC • Washington	KPO • San Francisco
WMAQ • Chicago	WBZ-A • Boston-Springfield
KDKA • Pittsburgh	WGY • Schenectady
WTAM • Cleveland	WOWO-WGL • Fort Wayne

NBC SPOT SALES

Los Angeles

By RALPH WILK

THE USO is outlining a tour of service camps for George Burns and Gracie Allen, which the comedy team will start shortly after their current radio season ends, June 29.

Milt Samuel, Pacific Blue's publicity chief, spent Memorial Day meeting Karen Maria Samuel, who was born at 10:40 a.m. on the holiday, at the Hollywood Hospital. She weighed seven pounds, eight ounces and is the Samuel's second child.

Terry O'Sullivan, formerly with KFVB, is a new Pacific Blue announcer, filling post vacated by Hank Weaver. Val Browne has been engaged as a summer replacement announcer on the Blue, while Coleman Willson will take over between-rounds commentary on the fight broadcasts Friday nights from the American Legion stadium.

Our Passing Show: Vick Knight, Corporal Abe Meyer, Privates Lester Linsk, George Rosenberg and Tom Wright, Kathryn Keys, Art Baker and Manning Ostroff lunching at Brittingham's.

George Gruskin, radio head of the local William Morris office, is in New York on business. He made the trip by plane.

Funny how when an actor or actress plays a role in Hollywood they get typed and people forget that they can do other things. Sara Berner has been doing such a great job on the comedy shows that no one thought of trying her in a dramatic spot. Producer, Paul Pierce of "Stars Over Hollywood" put Sara in the lead opposite Kent Smith last Saturday and caused many lifted eyebrows. Sara vindicated his judgment when she turned in one of the best dramatic jobs of the season.

Walter G. Samuels and Saul Chaplin have been signed to an exclusive song writing contract by Walton Goldman, Inc., music publishers. Deal also gives Goldman "Take the Door to the Left," their latest number. Samuels and Chaplin wrote such hits as "Boots and Saddles" and "Please Be Kind."

Jack Benny, Mary Livingstone, Phil Harris and Dennis Day will appear on the Columbia network's "Camel Comedy Caravan" program, June 11. Bob Hope and his radio comedy troupe took over the "Comedy Caravan" microphones for the June 4 broadcast over CBS.

Current top selling on the Carmichael list is "You Could Hear a Pin Drop," by Lew Pollock and Charles Newman, from the Republic picture, "Tahiti Honeymoon."

Farm Interviews On WEFB

Louis Bromfield, author and farmer, will be among the food experts to be heard in a discussion by rural and city agriculturists attending the First Food Forum at the Hotel New York on Wednesday, June 16. Mert Emmert, farm director of WEFB, will conduct the interviews, which will touch all phases of the food problem and will be broadcast over WEFB at 12:30 p.m.



Notes From A Ringside Seat. . . !

● ● ● Is the Ruthrauff & Ryan agency preparing an hour show for RCA to include Ronald Colman, Dinah Shore, a "name" orchestra and Bob Hope with cut-in spots to emanate from various parts of the fighting globe? We hear a breakfast food company wants to build a big show around Romo Vincent. if they want it completely "around" Rotund Romo, the show will have to be plenty "big" The lean, limpid lark of love lyrics, scintillating singer to sentimental souls, the Jehovah of juvenile jitterbugdom (any resemblance to Frank Sinatra is purely intentional) will guestrill next Sunday on Paul Lavalle's "Basin Street" program over the Blue Net. Composer-conductor Morton Gould gets the coveted assignment to direct the Philharmonic at the Lewisohn Stadium over the July 4 week-end. then a two week booking on the stage of the Capitol theater Due to lack of space, Bob Emory's "Archie Andrews" new show is housed at one of the studios of RCA Recordings on E. 24th Street. Ed Murrow, CBS Foreign Correspondent, just returned from London (he'll swap news posts temporarily with Bill Shirer who leaves for England this week) predicts at least 18 more months of hard fighting before the war ends. Karole Singer, vocalovely with Vincent Lopez' Band and heard on the WHN "Gloom Dodgers" varieties, gets an MGMovie screen test June 15.



● ● ● When Kate Smith appeared before the "This Is the Army" cameras on the Warner lot, she wore a gown designed especially for her by Orry-Kelly. La Smith liked the creation so much that the producers gave it to her "for keeps" Most of the big name band leaders and conductors go from radio to pictures. but in the case of David Broekman, the reverse applies. Broekman, for many years, served as musical director on the Universal pictures lot, in charge of the music scored and "sunked" in over 200 flickers. Frank Tours and Harold Levey, now radio batoneers, were formerly with Paramount and Warner Bros. respectively. In 1941 when the CBSeries, "Calling America" started, the band, featured on the program consisted of six men with Victor Bay, the leader. beginning Sunday the show will feature Bay's new 30-piece orchestra augmented by a 14-voice chorus and Walter Cassel. Morton Downey's voice will soon be heard over 700 stations, selling war bonds and stamps for the Treasury Department. Alen Leslie's "A Date With Judy," comedy-drama, will be the summer replacement for the Eddie NBCantor "Time To Smile" program, beginning Wednesday, June 30.



● ● ● Ginny Simms has signed to co-star with George Murphy and "Rochester" in the MGM musical "Along Broadway" which goes before the cameras this week. Max Marcin leaves for the Coast this week to write more cinema versions of "Crime Doctor" for Columbia pictures. N. W. Ayer is peddling a new show titled "Guess Who," with Peter Donald emcee. format involves the playing of phonograph recordings and contestants must identify the singer, speaker, or artist heard on the record. Director Allen Ducovny of Superman, Inc., has enlisted the services of Police Chief Jack Levy of Babylon, L. I. as technical adviser on the MBSerial "Highway Patrol" Josephine Houston, not only sings, composes music and portrays dramatic roles, but is currently engaged in the scripting of a legit production which she hopes to star in this Fall. Bob Wilson, who started this week on the WOR publicity staff, scored an ace after one hour on the job. he planted a "big league" tie-up with the National fan mag "Tune In" to feature a story based on Uncle Don's 16 years with that station. Vick Knight, producer of the new Jack Carson program, turned down an offer to produce-direct for a major film studio.



Remember Pearl Harbor

Chicago

By FRANK BURKE

JAMES LAWRENCE FLY, chairman of FCC, speaking on "Some War and Post-War Problems," is scheduled to address a wartime production conference of the Radio Manufacturers Association at the Palmer House tomorrow. Other Washington speakers expected here for the conference are Frank H. McIntosh, WPB Radio and Radar Division; Kenneth Campbell, trade relations advisor of the Board of Economic Warfare, and Ralph Camp, in charge of radio and Radio export of WPB.

"National Barn Dance" goes Chanut Field, Ill., on Saturday, June 12, to entertain the Air Force men.

Josh Higgins' station at Waterloo, Iowa, will celebrate its first anniversary on July 15.

Cellist Dave Filerman returns Percy Faith's "Contented" show on NBC this week after having nursed a broken vertebra for past six months.

Eddie Firestone, Jr., who has portrayed the role of Joey Brewster since the first performance of "The Brewster Boy" on WBBM-CBS a year ago, will make his last appearance as "Joey" on Friday, June 12. Firestone joins the U. S. Marine Arnold Stang, featured juvenile on both radio and screen, will replace Eddie in the part of Joey Brewster on the next broadcast.

Nikkie Kaye, actress heard on the WBBM "Soundo" show, has written an article, "Getting a Job in Radio" which is published in a national magazine this month.

Winners on WGN's "Wheel of Fortune" show last night gave the \$850 in radio prize money to the American Red Cross.

A Texas youngster who is the high scorer in a contest with the "Quit Kids" at Houston, Texas, June 9, will return to Chicago with the youthful braintrust and will be featured on their Blue Network broadcast from here Sunday, June 13.

Edgar Bergen, minus Charlie McCarthy, visited Northwestern University this week and presented 10 students in the N. U. School of Speech with Edgar Bergen scholarships in the field of dramatic arts. Bergen is an alumnus of the school.

Dispute over the management contract on the Buddy Franklin Band currently heard over WGN from the Aragon, is being carried to the national AFM organization by Ber Gervis, the band's manager, who claims MCA made unlawful contract commitments for Franklin.

Sanroma On "Sounding Board"

Jesus Maria Sanroma, Porto Rican pianist and official pianist for the Boston Symphony, will guest on Ted Cott's "Sounding Board" over WEFB on Thursday, June 17 at 6:45 p.m. EWT. Cott's "Sounding Board" guest on Thursday of this week will be bandmaster Edwin Franko Goldman, who conducts concerts in Central and Prospect Parks during the summer months.

CBS Issues Bulletin on New Network Rules

(Continued from Page 1)
 FCC rules—and to answer them as frankly."
 First procedure of its kind by a network, the bulletin begins with a woman's summary of the rule and then answers 12 important questions growing out of the rules in question. According to Gittinger, it hoped the bulletin will serve as a reference not only for time buyers but also for management executives interested in radio and its future.
 CBS points out that of the eight network regulations set up, three are of little interest to advertisers. Five are listed as binding on network or affiliate. In at least one instance, CBS states that this rule is substantially a restatement of the present practice between CBS and its stations.

Questions Outlined
 Proceeding further, CBS asks: Will the FCC rules jeopardize your present network program or programs. Answer is No.

Do the FCC rules "cut loose" network stations from their network affiliation? The answer is No, although stations may now give non-exclusive options to networks other than their original affiliation.

Other questions in which the advertiser is assured include: How does "net call" by each CBS station on CBS programs affect your buying network time? What nine hours between 8 a.m. and 11 p.m. has CBS under option with its affiliate outlets? (Hours are fully listed).

What was the basis for this particular option of option hours? Explanation follows. What is the real difference between option time and non-option time under the new rules? Will you place your order for a new network time period 56 days in advance of the starting date of the program? Answer here is Yes and No, in that the buyer can choose as to whether he wants to clinch certain hookups or take his chances later on.

"Private Networks" Treated
 Can the advertisers create their own "private" networks under the FCC rules by picking and choosing the most powerful stations of all networks? Theoretically, says CBS, it is possible, but doubts just how good this would eventually turn out for both advertiser and station?

Other questions put forth and answered are: Can an advertiser buy guaranteed time on affiliated stations for a recorded or local program, thus blocking the use of that time for a live commercial network program? Answer is, not in the network's option time etc. . . . Are there any

NEW PROGRAMS—IDEAS

New Community Industry

Country's first government approved and community owned alcohol plant swung into action in Yankton, South Dakota, recently. WNAX, Yankton, covered full activities, entertaining visitors from 11 states. As climax to day's festivities Art Smith, WNAX program director, conducted a round table headed by South Dakota's governor, M. Q. Sharpe; Nebraska University's research director, Leo M. Christensen, and Robert Terrell, Department of Foods, Washington, D. C. The WNAX farm audience has been watching activities of the alcohol plant closely with WNAX carrying reports regularly through Chris Mack, WNAX farm director.

WLW's "Aunt Mary"

WLW, Cincinnati, is presenting a 13-week program series known as "Aunt Mary." Series deals with the problems peculiar to wartime that confront mothers... particularly mothers of adolescents.

"Aunt Mary" was carried on WLW about five years ago in a series of talks for mothers dealing with children's problems generally.

Theme of the new wartime series will deal with the necessity for good parental supervision when wartime migration, population shifts and

Mutual's "Prayers" Sked For Book Form

Mutual's "A Minute of Prayer," a collection of prayers delivered by religious leaders and laymen daily at 6 p.m. since January 30, 1942, will be published in book form by the Garden City Publishing Company. Publication, which will contain 365 prayers, a prayer for every day, is being compiled by Elsie Dick, director of Religious Broadcasts for Mutual, and Christopher Cross, of Mutual's publicity department.

circumstances under which you can add to your CBS hookup stations that are not CBS affiliates? Only under special and unusual circumstances. As a matter of fact the network asks what for?; its 128 outlets can be heard by 98 per cent of all the radio homes in the country. Will the shortened two-year contracts between networks and stations cause widespread and frequent changes in station affiliations? CBS sees no change in common interests via the shorter contract. Final question and seemingly superfluous is, will CBS continue its broad over-all public service program operations in the fields of news, entertainment, education, religion, public discussion and war morale broadcasts and—does CBS intend to maintain its network service to advertisers in the field of program promotion, sales promotion, psychological research, audience research, merchandising and marketing and publicity? Naturally there is an emphatic Yes.

All of the above questions are answered in sufficient detail.

WSAI "Playhouse"

"The WSAI Summer Playhouse—The Little Theater on Crosley Square" is the title of a new WSAI, Cincinnati, series. Consisting of a half-hour show, each week's broadcast will feature a drama written and produced by the members of the WSAI continuity and producing staffs.

Getting an opportunity to act in the series will be members of several Cincinnati little theater groups and other local actors. Shows will give local actors opportunity not only to develop their talent under optimal conditions, but also to follow their favorites either on the air or by attending the studio. Fans of little theater groups can also follow their favorites throughout the series, as invitations are being sent to all local theater groups.

Initial broadcast next Tuesday will feature play entitled "Cherchez La Femme," written by Bill Meredith, of the continuity staff, and produced by Charles Lammers. Cast will include former Actors' Guild players.

boom-time conditions have their effect on young people.

Katherine Fox, coordinator, of war activities and public service director for WLW, is in charge of the new series.

FCC Refuses To Delay WJW-WHDH Hearing

(Continued from Page 1)
 to operate on the 850 band at least until the end of the war. Hearing was ordered by the Commission as a result of the Supreme Court decision last month, granting KOA the right to be a party to the WHDH application, which had been refused when the Commission granted the Boston station the right to use the frequency.

Now the Commission is insisting that KOA become a party to the WHDH application even though, with the Supreme Court victory under its belt, KOA is willing to wait before actually "cashing in" on its recent victory.

Basch Productions Signs Admiral Yates Stirling

Basch Radio Productions have signed Admiral Yates Stirling, Jr., of the U.S.N. retired, to a long term contract for radio work as a news analyst and commentator.

Admiral Stirling was in command of the Atlantic Fleet during World War I and was Commander of Pearl Harbor several years before the Japanese sneak attack. He is no new-comer to radio, having been heard on several round table programs. At present he is writing for the United Press; his articles syndicated in 1400 out-of-town newspapers, and for several New York Dailies. He is one of the country's outstanding naval analysts.

War Newspaper Drive Modeled After Radio

(Continued from Page 1)
 soring necessary government war messages. The other phase, "A War Message in Every Ad," will try to get every advertiser to insert a war message in every ad.

In explaining the aims and details of this project, La Roche paid repeated tribute to the cooperation which has been manifest by the networks, independent stations and radio advertisers in getting messages to the public.

"We are more than satisfied with what they are doing in radio," La Roche said, adding that if the newspaper and magazine advertising could be as well organized and run, the Council would have little to worry about.

Council is planning to approach, as a starter, national advertisers who spent at least \$100,000 on advertising last year. Council, through direct mail, will make known to the managements the needs of the several government agencies handling such problems as inflation, women power, absenteeism, nutrition, etc., and will then, via pamphlets show how the advertisers and publications can serve. Council will provide suggestions for copy and layout for full ads as well as supply block inserts for ads.

Support of such a program by advertisers, La Roche explained, was the safeguard against the government's having to set up its own advertising appropriation which would readily become a political football.

Ostroff Joins Cantor

Los Angeles—Manning Ostroff, who has been production manager of KFVB for past six years, has resigned, and will join Eddie Cantor as producer and writer June 20.

Wedding Bells

Allan Ward, staff announcer for WQXR, was married June 3, 1943, to Marre Kahler, Los Angeles designer. They now are living in New York.

WENR

Blue Points

WENR reaches more families at lower cost per thousand than any other major Chicago station!

WENR is Chicago's Basic Blue Network Station. 50,000 watts on a clear channel, 890 k.c. Represented nationally by Blue Spot Sales.

WANTED

Experienced draft deferred announcer familiar with control operation. Write or write W. C. Ewing, manager, Station WFNC, Fayetteville, No. Carolina.

GUEST-ING

TALLULAH BANKHEAD, IGOR GORIN, baritone, and WILLIE HOWARD, comedian, at the "Stage Door Canteen," tomorrow (WABC-CBS, 9:30 p.m.).

MAJ. GEN. CHU SHIH MING, of the Chinese Army; BRIG. GEN. B. M. BRYAN, U. S. A., and HAL HORAN, correspondent for "Time," on the "March of Time," tomorrow (WEAF-NBC, 10:30 p.m.).

MARGARET DURNEL, television transmitter operator at W9XBK, Chicago, on Geraldine Kay's "The New Eve," tomorrow (WJZ-Blue Network, 7:30 p.m.).

DR. VIRGINIA MOORE, psychiatrist, of the Children's Court of New York City, on "The Baby Institute" program, Friday (WJZ-Blue Network, 10:30 a.m.).

PAULETTE GODDARD, in an adaptation of "You Belong to Me," on the "Phillip Morris Playhouse," Friday (WABC-CBS, 9 p.m.).

JACK BENNY, MARY LIVINGSTONE, EDDIE "ROCHESTER" ANDERSON, DENNIS DAY and PHIL HARRIS, on the "Camel Comedy Caravan," Friday (WABC-CBS, 10:15 p.m.).

HILDEGARDE, on Bill Stern's "Colgate Sports Newsreel," Friday (WEAF-NBC, 10:30 p.m.).

PHIL BAKER, on Groucho Marx's "Blue Ribbon Town," Saturday (WABC-CBS, 10:15 p.m.).

DR. GEORGE C. RUHLAND, health officer for the District of Columbia, discussing "Keeping Well in Crowded Cities," on "Adventures in Science," Saturday (WABC-CBS, 1:30 p.m.).

Joins NBC Announcers

Charles F. McCarthy has joined NBC's staff of announcers, according to Patrick J. Kelly, supervisor of announcers. He entered radio in 1935 as an actor, but when the varied work of special events broadcasts appealed to him he decided to drop thespian roles and become an announcer. In succeeding years he was chief announcer at WIOD, Miami, Florida; news and special events announcer at KSD, St. Louis, and a combined announcer-commentator at WHN, New York.

For the past five months, while acting as a free lance actor and announcer, he has played opposite such well known stars as Madeleine Carroll, Ronald Colman and Paul Muni.

"Snow Village" Renewed

Procter & Gamble has renewed "Snow Village," William Ford Manley's rural New England serial five mornings a week on NBC, for another 13 weeks. Harold McGee produces and directs. Agency is Compton Advertising, Inc.

WORDS AND MUSIC

By HERMAN PINCUS

CREDIT BILL STERN, NBChamp Sports Newsreeler, for digging up the following interesting and timely item... Back in 1915, the varsity ball team up at West Point, was invincible and today every member of the team is a full fledged General in the U.S. Army, still battling on the same team and more invincible than ever... the line-up: Catcher, (General) Ike Eisenhower; Pitcher, (General) I. F. Miller; First Base, (General) Jake Devers; Second Base, (General) Charles Milliken; Third Base, (General) Charles Gerhardt; Shortstop, (General) Vernon Pritchard; Left Field, (General) Hugh Mitchell; Center Field, (General) Omar Bradley; Right Field, (General) Leland Hobbs... No wonder the Nazis look like bushers against this all-star team.

★ ★ ★

Joan Blaine, CBStar of the "Valiant Lady" serial, received a fan letter from a Detroit listener, Mrs. Agatha Korran, who related the first literary efforts of her young son... writes Mrs. Korran, "he sat at his dad's typewriter for an hour and then retired exhausted... the extent of the hour's effort included the tome's title, 'A Birthday Party,' a by-line (the author's name) and the precautionary line 'any person living or dead is purely coincidental'."

★ ★ ★

Orchestra leader Charlie Spivak was being interviewed by a fan magazine writer when suddenly the lady's questions changed from the light, impersonal stage and became most personal and embarrassing... the maestro, somewhat taken aback by the nature of the interrogation, flatly refused, not only to answer the questions but to continue the interview... "You must remember," said the writer, "that all you performers live in glass houses as far as the public is concerned." "I know that" answered Spivak, "but I just want to make sure that I'm not providing you with any stones."

★ ★ ★

Dr. Avenir de Mondred, NBConcert organist, who escaped from Paris, the day the Ratzis marched in, felt impelled to compose a song, which might, in a small measure, help arouse the spirits of his despondent countrymen... he had just completed the melody at the NBC studios, when a veteran of World War I, songwriter Harry S. Miller, dropped in to see him, just prior to his enlistment to help finish the job which Harry and two million other Yanks thought was finished back in 1918... Dr. de Mondred played the tune for Harry who reached into his pocket, brought forth a set of lyrics titled "France Will Rise Again" and said, "I was about to ask you to set these words to music and it looks as though that has already been done"... the song, with a French lyric by the French Author, Louis Verneuil, called "Jour de Gloire," may be the official song of the invasion forces and is now in the hands of General Giraud.

★ ★ ★

Radiology: Hal McIntyre and his vocalist Helen Ward, may be teamed in a film musical as the romantic leads... Before joining the Glenn Miller Band as vocalist, Marian Hutton was a pre-medical student at Cass Institute... due to transportation problems, Sammy Kaye's band may spend the entire summer season at the Steel Pier in Atlantic City... Thanksgiving day is "just nothing else but" to Liza Morrow, NBCAnary... while employed in the publicity department of Universal Pictures, she attended a "Thanksgiving party" and met Irene Winston, radio actress, who heard Liza's voice and suggested she set an audition at NBC... two years ago, on the "Roosevelt-proclaimed holiday" she met her boy-friend and the following week, when "Thanksgiving" was celebrated in the "Republican" states, she started her radio career... incidentally Liza was born Thanksgiving day.

★ ★ ★

—Be A Rational National—

NEW BUSINESS

WBBM, Chicago; Messcher & Sons, Inc. (Beverage), through Goldman Gross Advertising Agency, Chicago, contract for "John Harrington and News," 15-minute Saturday program for 52 weeks; Charles A. Steven, Chicago, through Frances H. Advertising Agency, Chicago, 52-week sponsorship of "Clifton Utley, Football Affairs," 15-minute Sunday program; Pillsbury Flour Company, Minneapolis, through McCann-Erickson, Minneapolis, renewal of sponsorship for "Meet the Missus," 15-minute program, Monday, Wednesday and Friday; Double Mix, Inc., Kansas City, Mo., through Jerome G. Galvin Advertising Agency, Kansas City, renewal of sponsorship of "Meet the Missus," Tuesday and Thursday; Penn Tobacco Co., through H. M. Kiesewetter Advertising Agency, Y. C., renewal for sponsorship of "Alvin J. Steinkopf and the News," 15-minute Sunday program.

KHJ, Los Angeles: Southern California Telephone Company, through the Mayers Company, Los Angeles, 35 and 100-word anns., 15-second and one-minute ET's, at times to be selected; Noxzema Chemical Company, through Ruthrauff & Ryan, N. Y. C., four half-hour programs "Quiz of Two Cities," Tuesdays; Products Inc., (Oil and Shampoo) through Hillman-Shane-Breyer, 52 editions of "Bulldog Drummond," half-hour adventure show; Seaboard Finance Company, through Smithey Bull Advertising Agency, Los Angeles, 365 15-second ET's, at times to be selected; 42 Products, Inc. (Oil and Shampoo), through Hillman-Shane-Breyer, Inc., 15, 30 and 60-second ET's, also 35 and 100-word anns., 365 in all, at times to be selected; Sunset Magazine, through Brisacher, Davis & Staff, San Francisco, 13 one-minute anns.

Settlement Again Delayed In Watson-Dodd Pay Roll

Washington Bureau, RADIO DAILY
Washington—The House yesterday refused to concur in the Senate action striking from the Urgent Deficiencies Bill the Kerr rider barring payment of federal salaries of top FCC employees, Drs. Goodwin Watson and William E. Dodd, Jr., and Robert Morse Lovett, governor of the Virgin Islands. The measure now goes back to the Senate despite the efforts to reach a compromise made by the conference committee.

"Canteen" Radio Tieups

United Artists, Inc., is plugging its forthcoming production, "Stage Door Canteen," via tie-ups with coast-to-coast programs. Besides using network shows with talent who also appear in the picture, several coast-to-coast network programs have already given the movie favorable mention.

Nations-Webs Sked Flag Day Programs

(Continued from Page 1)

adon during the program will add ee from the occupied countries. e of the presentation will be ited Nations Flag Day on the Home nt. On Sunday CBS's "Transatlantic (1)" program "The Pause That Freshes on the Air" sponsored by ca Cola will be devoted entirely to the celebration. A 10-minute drama the subject, written by Merrill nison, will be featured on "The mily Hour" over CBS Sunday also. Mutual's "Answering You" on Sun- will be angled for the tribute to es of the United Nations. Len ger's special United Nation's Flag tribute will be included during "Stars the Blue" on the Blue Network, 30 p.m. Sunday.

Benet Poem to Be Read

WMCA is grooming its "Headlines Parade" for the occasion. High-ht will be Stephen Vincent Benet's em, "United Nations Prayer for ag Day." For a whole week, every ght, the station will present a one- minute tribute to the allies during its 30 p.m. news broadcast.

Over 800 Indie stations carrying the ncle Sam" series will present the ecial wherein President Eduard nes of Czechoslovakia speaks to aymond Gram Swing. The Blue etwork will present a special show at day between 1:45 and 2:15 p.m., th a possible pick-up from Oswego, Y., where the town is putting on United Nation's Week celebration.

Vm. S. Paley Decorated By Cuban Government

(Continued from Page 1)

reation and operation of the CBS etwork of the Americas." This chain t 97 stations, linking all of the 20 atin American republics, completed s first year of full-scale operations ay 19, last.

Actual presentation of the decora- ons is to be made today in the CBS uilding by Roberto Hernandez, Con- il General of Cuba in the United tates.

A comprehensive survey of Latin merica by Paley in the Fall of 1940 d to the formation of Columbia's atin-American network. He enlisted he aid of government officials, station wners and newspaper publishers uth of the border in selecting affil- les for the first radio chain to join e United States with its neighbor epublics.

Created as an instrument of friend- hip and understanding among the eoples of the Western Hemisphere, he network was formally dedicated n May, 1942. Since that time, under he direction of Chester, daily trans- missions in Spanish and Portuguese ave brought to the vast Latin Amer- can audiences over 3,500 hours of ews, musical and dramatic features. Carlos Manuel de Cespedes, in whose name the honor is conferred,

★ PROMOTION ★

"The Ghost Walks"

"The Ghost Walks," popular phrase for pay-day, is the theme of a new KSTP, Minneapolis-St. Paul, brochure, and also the title on the envelope in which it is enclosed.

Promoting the program, "Saturday Smorgasbord," the front cover shows a picture of a trap with an ear as bait. Title is: "We Set a Trap for the Ghost." Inside, on a two-page spread: "... And Caught it!" underneath picture of closed trap with upper jaw cut out and a tiny check inserted, made out to the order of Northwest Wage Earners from North-west Employers.

Friday is pay-day and Saturday is spending day, says the sales story. In order to reach listeners before they spend their money, use a trap to catch the "ghost." Trap is "Saturday Smorgasbord," 10 a.m. participating variety show, with talented cast as bait.

Folder, printed in black and red, is clear-cut, simple, and catches the eye. Story is to be point, giving facts straight-forwardly and very readably.

Manhattan Soap Brochure

How the successful sales achieve- ment of one WEAFF program led the sponsor to extend his campaign to include two other WEAFF programs is the story told in a brochure issued recently by the station's promotion department.

Promotion piece explains how the Franklin Bruck Advertising Agency, handling the Sweetheart Soap account for Manhattan Soap Co., first chose Don Goddard's newscasts to promote the product. Following the success-

WCKY's Symp Promotion

Extensive program of promotion in connection with the New York Phil- harmonic concert series is being car- ried on by Margaret Dotson, promo- tion manager of WCKY, Cincinnati. Twelve-hundred bulletins have been sent to key officers of the Parent- Teachers Associations in 229 Greater Cincinnati schools. Contacts have been made with 73 selected history, English, music and drama professors at the University of Cincinnati. One hundred brochures have been mailed. Cooperation of the Cincinnati Sym- phony Association has been obtained.

Engraved announcements have been sent to 700 supporters of the "Friends of the Cincinnati Symphony Orches- tra." School boards in the Greater Cincinnati area have been enlisted in the plan of cooperation.

In addition to window displays and newspaper publicity, a tie-up has been effected with the Cincinnati Public Library. Book stores are being contacted for displays featuring Carl Van Doren, who is the series commentator.

New York Philharmonic Orchestra pictures are being sent with captions for use in WCKY display easels in Greater Cincinnati theater lobbies, radio stores and retail outlets.

ful tryout of this program of this show, as the brochure emphasizes, Manhattan added three more Goddard periods, and finally the sponsor, elated with the results he had ob- tained decided to balance its WEAFF schedule by buying participation time on Mary Margaret McBride's show, five days a week.

NAB Chain Rule Statement "More Of Same" To Fly

Washington Bureau, RADIO DAILY

Washington—"More of the same," said FCC Chairman James Lawrence Fly yesterday when questioned about the NAB statement of Friday regarding the danger inherent in the May 10 Supreme Court decision. "That's all the same stuff," he said, "just a rehash of what the big net- works have been putting out for two or three years."

Fly admitted that the NAB direc- tors seem unimpressed by his recent statement that the "whole hullabaloo" is "just a lot of hooey."

"My statements don't influence them much," he admitted.

Novik In Capital For WNYC

Washington—Morris Novik, WNYC manager, was in Washington this week conferring with FCC officials regarding the forthcoming hearing on WNYC night operation.

was one of the great Cuban patriots of the late 19th century. A vigorous champion of freedom, he paved the way for complete independence of Cuba, which was ultimately achieved in 1902.

FCC "On The Sidelines" Re Post-War Radio Plans

Washington Bureau, RADIO DAILY

Washington—The FCC is "sitting on the sidelines" waiting for various industry groups to get together on the matter of post-war planning. Chairman James Lawrence Fly said on Monday. "As far as we here in the Commission are concerned," he added, "we will cooperate on any feasible plan in undertaking the studies for post-war service." He made it plain that the planning must be done by the industry, however, and not by the FCC.

Fly will speak on post-war plan- ning at the Chicago meeting of the Radio Manufacturers Assn., which will be held tomorrow.

"Double Or Nothing" Renewed Over Mutual

Pharmaco Co. has renewed its "Double Or Nothing" quiz program which airs on Mutual Friday eve- nings 9:30-10 p.m., for the 12th con- secutive 13-week cycle, starting June 25, insuring a run of 156 consecutive weeks. Having completed its salute to the services theme, program will now salute the war workers.

Five Daytime Serials Go Full CBS Network

(Continued from Page 1)

time serials on the full network ef- fective July 15. "Joyce Jordan, M.D.," increases from a 78-station hookup; "Young Dr. Malone" from an 88 out- let chain, and "We Love and Learn" goes up from a 91-station network. In addition to these, beginning July 15, the client has taken the full CBS network for its news and comment fifteen-minute noon-day five-times-a- week "Kate Smith Speaks" program. The show was formerly heard on 73 CBS outlets. For La France, Satina and Post's Raisin Bran, "Joyce Jordan, M.D." is heard from 2:15-2:30 p.m., EWT; "Young Dr. Malone" goes on at 2 until 2:15 p.m., EWT for Post Toasties and Post Bran Flakes while "We Love and Learn," broadcast from 2:30-2:45 p.m., EWT, is for Grape Nuts Flakes and Wheatmeal. "Kate Smith Speaks" is sponsored by General Foods for Swansdown Cake Flour and Calumet Baking Powder. With this announcement all General Foods CBS programs are heard on the full network with the exception of "William L. Shirer." Benton & Bowles, Inc. is the agency for "Young Dr. Malone"—Young & Rubicam, Inc., handles the other three.

"Trent" Stations Doubled

Through Blackett - Sample - Hum- mert, American Home Products Corp. has more than doubled the "Romance of Helen Trent" network by placing it on the full CBS chain of stations effective July 6. The program, heard Monday through Friday from 12:30-12:45 p.m., EWT is broadcast for Bisodol on Wednesdays, Thursdays and Friday. The Monday and Tues- day shows are for Benefax Vitamins.

The fifth of the CBS daytime seri- als to take the full network is "Our Gal Sunday" which advertises Anacin. At present the program is heard over 58 stations and takes the full network July 6. "Our Gal Sun- day" is broadcast Monday through Friday from 12:45-1 p.m., EWT. Blackett - Sample - Hummert handles the account.

Two other five-day-a-week CBS programs are heard on the full net- work—Owens-Illinois Glass Compa- ny's variety show, "Your Home Front Reporter," and William Wrig- ley, Jr., Company's musical, "Keep the Home Fires Burning."

FTC Cites Book Firm Using W. K. Radio Title

Federal Trade Commission has or- dered the Paear Co., Inc., and Alan F. Pater, principal stockholder of the company, to "desist from certain mis- representations in connection with the sale of books, including a so- called year book of public opinion called 'We, the People,' a title known to the public as the name of a radio program sponsored by national ad- vertisers." Paear Co. it is alleged has been using extravagant terms, describing book as "the authoritative voice of the people."

Los Angeles

By RALPH WILK

THE USO is outlining a tour of service camps for George Burns and Gracie Allen, which the comedy team will start shortly after their current radio season ends, June 29.

Milt Samuel, Pacific Blue's publicity chief, spent Memorial Day meeting Karen Maria Samuel, who was born at 10:40 a.m. on the holiday, at the Hollywood Hospital. She weighed seven pounds, eight ounces and is the Samuel's second child.

Terry O'Sullivan, formerly with KFVB, is a new Pacific Blue announcer, filling post vacated by Hank Weaver. Val Browne has been engaged as a summer replacement announcer on the Blue, while Coleman Willson will take over between-rounds commentary on the fight broadcasts Friday nights from the American Legion stadium.

Our Passing Show: Vick Knight, Corporal Abe Meyer, Privates Lester Linsk, George Rosenberg and Tom Wright, Kathryn Keys, Art Baker and Manning Ostroff lunching at Brittingham's.

George Gruskin, radio head of the local William Morris office, is in New York on business. He made the trip by plane.

Funny how when an actor or actress plays a role in Hollywood they get typed and people forget that they can do other things. Sara Berner has been doing such a great job on the comedy shows that no one thought of trying her in a dramatic spot. Producer, Paul Pierce of "Stars Over Hollywood" put Sara in the lead opposite Kent Smith last Saturday and caused many lifted eyebrows. Sara vindicated his judgment when she turned in one of the best dramatic jobs of the season.

Walter G. Samuels and Saul Chaplin have been signed to an exclusive song writing contract by Walton Goldman, Inc., music publishers. Deal also gives Goldman "Take the Door to the Left," their latest number. Samuels and Chaplin wrote such hits as "Boots and Saddles" and "Please Be Kind."

Jack Benny, Mary Livingstone, Phil Harris and Dennis Day will appear on the Columbia network's "Camel Comedy Caravan" program, June 11. Bob Hope and his radio comedy troupe took over the "Comedy Caravan" microphones for the June 4 broadcast over CBS.

Current top selling on the Carmichael list is "You Could Hear a Pin Drop," by Lew Pollock and Charles Newman, from the Republic picture, "Tahiti Honeymoon."

Farm Interviews On WEFB

Louis Bromfield, author and farmer, will be among the food experts to be heard in a discussion by rural and city agriculturists attending the First Food Forum at the Hotel New York on Wednesday, June 16. Mert Emmert, farm director of WEFB, will conduct the interviews, which will touch all phases of the food problem and will be broadcast over WEFB at 12:30 p.m.



Notes From A Ringside Seat. . . !

● ● ● Is the Ruthrauff & Ryan agency preparing an hour show for RCA to include Ronald Colman, Dinah Shore, a "name" orchestra and Bob Hope with cut-in spots to emanate from various parts of the fighting globe? We hear a breakfast food company wants to build a big show around Romo Vincent if they want it completely "around" Rotund Romo, the show will have to be plenty "big" The lean, limpid lark of love lyrics, scintillating singer to sentimental souls, the Jehovah of juvenile jittersbugdom (any resemblance to Frank Sinatra is purely intentional) will questrill next Sunday on Paul Lavalle's "Basin Street" program over the Blue Net Composer-conductor Morton Gould gets the coveted assignment to direct the Philharmonic at the Lewisohn Stadium over the July 4 week-end then a two week booking on the stage of the Capitol theater Due to lack of space, Bob Emory's "Archie Andrews" new show is housed at one of the studios of RCA Recordings on E. 24th Street Ed Murrow, CBS Foreign Correspondent, just returned from London (he'll swap news posts temporarily with Bill Shirer who leaves for England this week) predicts at least 18 more months of hard fighting before the war ends Karole Singer, vocalovely with Vincent Lopez' Band and heard on the WHN "Gloom Dodgers" varieties, gets an MGM movie screen test June 15.



● ● ● When Kate Smith appeared before the "This Is the Army" cameras on the Warner lot, she wore a gown designed especially for her by Orry-Kelly La Smith liked the creation so much that the producers gave it to her "for keeps" Most of the big name band leaders and conductors go from radio to pictures but in the case of David Broekman, the reverse applies Broekman, for many years, served as musical director on the Universal pictures lot, in charge of the music scored and "sunked" in over 200 flickers Frank Tours and Harold Levey, now radio batoneers, were formerly with Paramount and Warner Bros. respectively In 1941 when the CBSeries, "Calling America" started, the band, featured on the program consisted of six men with Victor Bay, the leader beginning Sunday the show will feature Bay's new 30-piece orchestra augmented by a 14-voice chorus and Walter Cassel Morton Downey's voice will soon be heard over 700 stations, selling war bonds and stamps for the Treasury Department Alen Leslie's "A Date With Judy," comedy-drama, will be the summer replacement for the Eddie NBCantor "Time To Smile" program, beginning Wednesday, June 30.



● ● ● Ginny Simms has signed to co-star with George Murphy and "Rochester" in the MGM musical "Along Broadway" which goes before the cameras this week Max Marcin leaves for the Coast this week to write more cinema versions of "Crime Doctor" for Columbia pictures N. W. Ayer is peddling a new show titled "Guess Who," with Peter Donald emcee format involves the playing of phonograph recordings and contestants must identify the singer, speaker, or artist heard on the record Director Allen Duconvy of Superman, Inc., has enlisted the services of Police Chief Jack Levy of Babylon, L. I. as technical adviser on the MBSerial "Highway Patrol" Josephine Houston, not only sings, composes music and portrays dramatic roles, but is currently engaged in the scripting of a legit production which she hopes to star in this Fall Bob Wilson, who started this week on the WOR publicity staff, scored an ace after one hour on the job he planted a "big league" tie-up with the National fan mag "Tune In" to feature a story based on Uncle Don's 16 years with that station Vick Knight, producer of the new Jack Carson program, turned down an offer to produce-direct for a major film studio.



Remember Pearl Harbor

Chicago

By FRANK BURKE

JAMES LAWRENCE FLY, chairman of FCC, speaking on "Some War and Post-War Problems," is scheduled to address a wartime production conference of the Radio Manufacturers Association at the Palmer House tomorrow. Other Washington speakers expected here for the conference are Frank H. McIntosh, WPB Radio and Radar Division; Kenneth Campbell, trade relations advisor of the Board of Economic Warfare, and Ralph Camp, in charge of radio and Radar export of WPB.

"National Barn Dance" goes Chanute Field, Ill., on Saturday, June 12, to entertain the Air Force men.

Josh Higgins' station at Waterloo, Iowa, will celebrate its first anniversary on July 15.

Cellist Dave Filerman returns Percy Faith's "Contented" show on NBC this week after having nursed a broken vertebra for past six months.

Eddie Firestone, Jr., who has portrayed the role of Joey Brewster since the first performance of "The Brewster Boy" on WBBM-CBS a year ago, will make his last appearance as "Joey" on Friday, June 11. Firestone joins the U. S. Marine Arnold Stang, featured juvenile on both radio and screen, will replace Eddie in the part of Joey Brewster on the next broadcast.

Nikkie Kaye, actress heard on the WBBM "Soundo" show, has written an article, "Getting a Job in Radio," which is published in a national magazine this month.

Winners on WGN's "Wheel of Fortune" show last night gave the \$850 in radio prize money to the American Red Cross.

A Texas youngster who is the high scorer in a contest with the "Quick Kids" at Houston, Texas, June 9, will return to Chicago with the youthful braintrust and will be featured on their Blue Network broadcast from here Sunday, June 13.

Edgar Bergen, minus Charlie McCarthy, visited Northwestern University this week and presented 10 students in the N. U. School of Speech with Edgar Bergen scholarships in the field of dramatic arts. Bergen is an alumnus of the school.

Dispute over the management contract on the Buddy Franklin band currently heard over WGN from the Aragon, is being carried to the national AFM organization by Bert Gervis, the band's manager, who claims MCA made unlawful contract commitments for Franklin.

Sanroma On "Sounding Board"

Jesus Maria Sanroma, Porto Rican pianist and official pianist for the Boston Symphony, will guest on Ted Cott's "Sounding Board" over WEFB on Thursday, June 17 at 6:45 p.m., EWT. Cott's "Sounding Board" guest on Thursday of this week will be bandmaster Edwin Franko Goldman, who conducts concerts in Central and Prospect Parks during the summer months.

CBS Issues Bulletin on New Network Rules

(Continued from Page 1)

W FCC rules—and to answer them as frankly.”
 First procedure of its kind by a network, the bulletin begins with a spokesman's summary of the rule and asks and answers 12 important questions growing out of the rules in question. According to Gittinger, it is hoped the bulletin will serve as a reference not only for time buyers but also for management executives interested in radio and its future.
 CBS points out that of the eight network regulations set up, three are of little interest to advertisers. Five are listed as binding on network or affiliate. In at least one instance, CBS states that this rule is substantially a restatement of the present practice between CBS and its stations.

Questions Outlined

Proceeding further, CBS asks: Will the FCC rules jeopardize your present network program or programs. Answer is No.

Do the FCC rules “cut loose” network stations from their network affiliation? The answer is No, although stations may now give non-exclusive options to networks other than their original affiliation.

Other questions in which the advertiser is assured include: How does the “first call” by each CBS station on all CBS programs affect your buying of network time? What nine hours between 8 a.m. and 11 p.m. has CBS put under option with its affiliate outlets? (Hours are fully listed).
 What was the basis for this particular selection of option hours? Explanation follows. What is the real difference between option time and non-option time under the new rules? Will you place your order for a new network time period 56 days in advance of the starting date of the program? Answer here is Yes and No, in that the buyer can choose as to whether he wants to clinch certain hookups or make his chances later on.

“Private Networks” Treated

Can the advertisers create their own “private” networks under the FCC rules by picking and choosing the most powerful stations of all networks? Theoretically, says CBS, it is possible, but doubts just how good this would eventually turn out for both advertiser and station?

Other questions put forth and answered are: Can an advertiser buy guaranteed time on affiliated stations for a recorded or local program, thus blocking the use of that time for a live commercial network program? Answer is, not in the network's option time etc. . . . Are there any

WANTED

Experienced draft deferred announcer familiar with control operation. Wire or write W. C. Ewing, manager, Station WFNC, Fayetteville, No. Carolina.

NEW PROGRAMS—IDEAS

New Community Industry

Country's first government approved and community owned alcohol plant swung into action in Yankton, South Dakota, recently. WNAX, Yankton, covered full activities, entertaining visitors from 11 states. As climax to day's festivities Art Smith, WNAX program director, conducted a round table headed by South Dakota's governor, M. Q. Sharpe; Nebraska University's research director, Leo M. Christensen, and Robert Terrell, Department of Foods, Washington, D. C. The WNAX farm audience has been watching activities of the alcohol plant closely with WNAX carrying reports regularly through Chris Mack, WNAX farm director.

WLW's “Aunt Mary”

WLW, Cincinnati, is presenting a 13-week program series known as “Aunt Mary.” Series deals with the problems peculiar to wartime that confront mothers... particularly mothers of adolescents.

“Aunt Mary” was carried on WLW about five years ago in a series of talks for mothers dealing with children's problems generally.

Theme of the new wartime series will deal with the necessity for good parental supervision when wartime migration, population shifts and

Mutual's “Prayers” Sked For Book Form

Mutual's “A Minute of Prayer,” a collection of prayers delivered by religious leaders and laymen daily at 6 p.m. since January 30, 1942, will be published in book form by the Garden City Publishing Company. Publication, which will contain 365 prayers, a prayer for every day, is being compiled by Elsie Dick, director of Religious Broadcasts for Mutual, and Christopher Cross, of Mutual's publicity department.

circumstances under which you can add to your CBS hookup stations that are not CBS affiliates? Only under special and unusual circumstances. As a matter of fact the network asks what for?; its 128 outlets can be heard by 98 per cent of all the radio homes in the country. Will the shortened two-year contracts between networks and stations cause widespread and frequent changes in station affiliations? CBS sees no change in common interests via the shorter contract. Final question and seemingly superfluous is, will CBS continue its broad over-all public service program operations in the fields of news, entertainment, education, religion, public discussion and war morale broadcasts and—does CBS intend to maintain its network service to advertisers in the field of program promotion, sales promotion, psychological research, audience research, merchandising and marketing and publicity? Naturally there is an emphatic Yes.

All of the above questions are answered in sufficient detail.

WSAI “Playhouse”

“The WSAI Summer Playhouse—The Little Theater on Crosley Square” is the title of a new WSAI, Cincinnati, series. Consisting of a half-hour show, each week's broadcast will feature a drama written and produced by the members of the WSAI continuity and producing staffs.

Getting an opportunity to act in the series will be members of several Cincinnati little theater groups and other local actors. Shows will give local actors opportunity not only to develop their talent under optimal conditions, but also to follow their favorites either on the air or by attending the studio. Fans of little theater groups can also follow their favorites throughout the series, as invitations are being sent to all local theater groups.

Initial broadcast next Tuesday will feature play entitled “Cherchez La Femme,” written by Bill Meredith, of the continuity staff, and produced by Charles Lammers. Cast will include former Actors' Guild players.

boom-time conditions have their effect on young people.

Katherine Fox, coordinator, of war activities and public service director for WLW, is in charge of the new series.

FCC Refuses To Delay WJW-WHDH Hearing

(Continued from Page 1)

to operate on the 850 band at least until the end of the war. Hearing was ordered by the Commission as a result of the Supreme Court decision last month, granting KOA the right to be a party to the WHDH application, which had been refused when the Commission granted the Boston station the right to use the frequency.

Now the Commission is insisting that KOA become a party to the WHDH application even though, with the Supreme Court victory under its belt, KOA is willing to wait before actually “cashing in” on its recent victory.

Basch Productions Signs Admiral Yates Stirling

Basch Radio Productions have signed Admiral Yates Stirling, Jr., of the U.S.N. retired, to a long term contract for radio work as a news analyst and commentator.

Admiral Stirling was in command of the Atlantic Fleet during World War I and was Commander of Pearl Harbor several years before the Jap sneak attack. He is no new-comer to radio, having been heard on several round table programs. At present he is writing for the United Press; his articles syndicated in 1400 out-of-town newspapers, and for several New York Dailies. He is one of the country's outstanding naval analysts.

War Newspaper Drive Modeled After Radio

(Continued from Page 1)

soring necessary government war messages. The other phase, “A War Message in Every Ad,” will try to get every advertiser to insert a war message in every ad.

In explaining the aims and details of this project, La Roche paid repeated tribute to the cooperation which has been manifest by the networks, independent stations and radio advertisers in getting messages to the public.

“We are more than satisfied with what they are doing in radio,” La Roche said, adding that if the newspaper and magazine advertising could be as well organized and run, the Council would have little to worry about.

Council is planning to approach, as a starter, national advertisers who spent at least \$100,000 on advertising last year. Council, through direct mail, will make known to the managements the needs of the several government agencies handling such problems as inflation, women power, absenteeism, nutrition, etc., and will then, via pamphlets show how the advertisers and publications can serve. Council will provide suggestions for copy and layout for full ads as well as supply block inserts for ads.

Support of such a program by advertisers, La Roche explained, was the safeguard against the government's having to set up its own advertising appropriation which would readily become a political football.

Ostroff Joins Cantor

Los Angeles—Manning Ostroff, who has been production manager of KFVB for past six years, has resigned, and will join Eddie Cantor as producer and writer June 20.

Wedding Bells

Allan Ward, staff announcer for WQXR, was married June 3, 1943, to Marre Kahler, Los Angeles designer. They now are living in New York.

WENR
Blue Points

WENR reaches more families at lower cost per thousand than any other major Chicago station!

WENR is Chicago's Basic Blue Network Station. 50,000 watts on a clear channel, 890 k. c. Represented nationally by Blue Spot Sales.

GUEST-ING

TALLULAH BANKHEAD, IGOR GORIN, baritone, and WILLIE HOWARD, comedian, at the "Stage Door Canteen," tomorrow (WABC-CBS, 9:30 p.m.).

MAJ. GEN. CHU SHIH MING, of the Chinese Army; BRIG. GEN. B. M. BRYAN, U. S. A., and HAL HORAN, correspondent for "Time," on the "March of Time," tomorrow (WEAF-NBC, 10:30 p.m.).

MARGARET DURNEL, television transmitter operator at W9XBK, Chicago, on Geraldine Kay's "The New Eve," tomorrow (WJZ-Blue Network, 7:30 p.m.).

DR. VIRGINIA MOORE, psychiatrist, of the Children's Court of New York City, on "The Baby Institute" program, Friday (WJZ-Blue Network, 10:30 a.m.).

PAULETTE GODDARD, in an adaptation of "You Belong to Me," on the "Phillip Morris Playhouse," Friday (WABC-CBS, 9 p.m.).

JACK BENNY, MARY LIVINGSTONE, EDDIE "ROCHESTER" ANDERSON, DENNIS DAY and PHIL HARRIS, on the "Camel Comedy Caravan," Friday (WABC-CBS, 10:15 p.m.).

HILDEGARDE, on Bill Stern's "Colgate Sports Newsreel," Friday (WEAF-NBC, 10:30 p.m.).

PHIL BAKER, on Groucho Marx's "Blue Ribbon Town," Saturday (WABC-CBS, 10:15 p.m.).

DR. GEORGE C. RUHLAND, health officer for the District of Columbia, discussing "Keeping Well in Crowded Cities," on "Adventures in Science," Saturday (WABC-CBS, 1:30 p.m.).

Joins NBC Announcers

Charles F. McCarthy has joined NBC's staff of announcers, according to Patrick J. Kelly, supervisor of announcers. He entered radio in 1935 as an actor, but when the varied work of special events broadcasts appealed to him he decided to drop thespian roles and become an announcer. In succeeding years he was chief announcer at WIOD, Miami, Florida; news and special events announcer at KSD, St. Louis, and a combined announcer-commentator at WHN, New York.

For the past five months, while acting as a free lance actor and announcer, he has played opposite such well known stars as Madeleine Carroll, Ronald Colman and Paul Muni.

"Snow Village" Renewed

Procter & Gamble has renewed "Snow Village," William Ford Manley's rural New England serial five mornings a week on NBC, for another 13 weeks. Harold McGee produces and directs. Agency is Compton Advertising, Inc.

WORDS AND MUSIC

By HERMAN PINCUS

CREDIT BILL STERN, NBChamp Sports Newsreeler, for digging up the following interesting and timely item... Back in 1915, the varsity ball team up at West Point, was invincible and today every member of the team is a full fledged General in the U.S. Army, still battling on the same team and more invincible than ever... the line-up: Catcher, (General) Ike Eisenhower; Pitcher, (General) J. F. Miller; First Base, (General) Jake Devers; Second Base, (General) Charles Milliken; Third Base, (General) Charles Gerhardt; Shortstop, (General) Vernon Pritchard; Left Field, (General) Hugh Mitchell; Center Field, (General) Omar Bradley; Right Field, (General) Leland Hobbs... No wonder the Nazis look like bushers against this all-star team.

★ ★ ★

Joan Blaine, CBStar of the "Valiant Lady" serial, received a fan letter from a Detroit listener, Mrs. Agatha Korran, who related the first literary efforts of her young son... writes Mrs. Korran, "he sat at his dad's typewriter for an hour and then retired exhausted... the extent of the hour's effort included the tome's title, 'A Birthday Party,' a by-line (the author's name) and the precautionary line 'any person living or dead is purely coincidental'."

★ ★ ★

Orchestra leader Charlie Spivak was being interviewed by a fan magazine writer when suddenly the lady's questions changed from the light, impersonal stage and became most personal and embarrassing... the maestro, somewhat taken aback by the nature of the interrogation, flatly refused, not only to answer the questions but to continue the interview... "You must remember," said the writer, "that all you performers live in glass houses as far as the public is concerned." "I know that" answered Spivak, "but I just want to make sure that I'm not providing you with any stones."

★ ★ ★

Dr. Avenir de Mondred, NBConcert organist, who escaped from Paris, the day the Ratzis marched in, felt impelled to compose a song, which might, in a small measure, help arouse the spirits of his despondent countrymen... he had just completed the melody at the NBC studios, when a veteran of World War I, songwriter Harry S. Miller, dropped in to see him, just prior to his enlistment to help finish the job which Harry and two million other Yanks thought was finished back in 1918... Dr. de Mondred played the tune for Harry who reached into his pocket, brought forth a set of lyrics titled "France Will Rise Again" and said, "I was about to ask you to set these words to music and it looks as though that has already been done"... the song, with a French lyric by the French Author, Louis Verneuil, called "Jour de Gloire," may be the official song of the invasion forces and is now in the hands of General Giraud.

★ ★ ★

Radiology: Hal McIntyre and his vocalist Helen Ward, may be teamed in a film musical as the romantic leads... Before joining the Glenn Miller Band as vocalist, Marian Hutton was a pre-medical student at Cass Institute... due to transportation problems, Sammy Kaye's band may spend the entire summer season at the Steel Pier in Atlantic City... Thanksgiving day is "just nothing else but" to Liza Morrow, NBCanary... while employed in the publicity department of Universal Pictures, she attended a "Thanksgiving party" and met Irene Winston, radio actress, who heard Liza's voice and suggested she set an audition at NBC... two years ago, on the "Roosevelt-proclaimed holiday" she met her boy-friend and the following week, when "Thanksgiving" was celebrated in the "Republican" states, she started her radio career... incidentally Liza was born Thanksgiving day.

★ ★ ★

—Be A Rational National—

NEW BUSINESS

WBBM, Chicago: Messcher & Gross Advertising Agency, Chicago, contract for "John Harrington at the News," 15-minute Saturday program for 52 weeks; Charles A. Steven, Chicago, through Frances H. Advertising Agency, Chicago, 52-week sponsorship of "Clifton Utley, Foreign Affairs," 15-minute Sunday program; Pillsbury Flour Company, Minneapolis, through McCann-Erickson, Minneapolis, renewal of sponsorship for "Meet the Missus," 15-minute program, Monday, Wednesday and Friday; Double Mix, Inc., Kansas City, Mo., through Jerome G. Galvin Advertising Agency, Kansas City, renewal of sponsorship of "Meet the Missus," Tuesday and Thursday; Penn Tobacco Co., through H. M. Kiesewetter Advertising Agency, N. Y. C., renewal for sponsorship of "Alvin J. Steinkopf and the News," 15-minute Sunday program.

KHJ, Los Angeles: Southern California Telephone Company, through the Mayers Company, Los Angeles, 35 and 100-word anns., 15-second and one-minute ET's, at times to be selected; Nozema Chemical Company, through Ruthrauff & Ryan, N. Y. C., four half-hour programs "Quiz of Two Cities," Tuesdays; Products Inc., (Oil and Shampoo), through Hillman-Shane-Breyer, 52 editions of "Bulldog Drummond," half-hour adventure show; Seaboard Finance Company, through Smit Bull Advertising Agency, Los Angeles, 365 15-second ET's, at times to be selected; 42 Products, Inc. (Oil and Shampoo), through Hillman-Shane-Breyer, Inc., 15, 30 and 60-second ET's, also 35 and 100-word anns., 365 in all, at times to be selected; Sunset Magazine, through Brisacher, Davis & Staff, San Francisco, 13 one-minute anns.

Settlement Again Delayed In Watson-Dodd Pay Rev

Washington Bureau, RADIO DAILY
Washington—The House yesterday refused to concur in the Senate action striking from the Urgent Deficiencies Bill the Kerr rider regarding payment of federal salaries of 100 FCC employes, Drs. Goodwin Watson and William E. Dodd, Jr., and Robert Morse Lovett, governor of the Virgin Islands. The measure now goes back to the Senate despite the efforts to reach a compromise made by the conference committee.

"Canteen" Radio Tieups

United Artists, Inc., is plugging its forthcoming production, "Stage Door Canteen," via tie-ups with coast-to-coast programs. Besides using network shows with talent who also appear in the picture, several coast-to-coast network programs have a ready given the movie favorable mention.

Nations-Webs Sked Flag Day Programs

(Continued from Page 1)

London during the program will add to the presentation will be devoted to the United Nations Flag Day on the Home front.

On Sunday CBS's "Transatlantic Link" program "The Pause That Refreshes on the Air" sponsored by Coca Cola will be devoted entirely to the celebration. A 10-minute drama on the subject, written by Merrill Lyndon, will be featured on "The Family Hour" over CBS Sunday also. Mutual's "Answering You" on Sunday will be angled for the tribute to the United Nations. Leninger's special United Nations Flag Day tribute will be included during "Stars and the Blue" on the Blue Network, 30 p.m. Sunday.

Benet Poem to Be Read

WMCA is grooming its "Headlines Parade" for the occasion. Highlight will be Stephen Vincent Benet's poem, "United Nations Prayer for Flag Day." For a whole week, every night, the station will present a one-minute tribute to the allies during its 3:30 p.m. news broadcast.

Over 800 Indie stations carrying the "Uncle Sam" series will present the special wherein President Eduard Benes of Czechoslovakia speaks to Raymond Gram Swing. The Blue Network will present a special show at day between 1:45 and 2:15 p.m., with a possible pick-up from Oswego, N.Y., where the town is putting on United Nation's Week celebration.

Wm. S. Paley Decorated By Cuban Government

(Continued from Page 1)

creation and operation of the CBS network of the Americas." This chain of 97 stations, linking all of the 20 Latin American republics, completed its first year of full-scale operations May 19, last.

Actual presentation of the decorations is to be made today in the CBS building by Roberto Hernandez, Consul General of Cuba in the United States.

A comprehensive survey of Latin America by Paley in the Fall of 1940 led to the formation of Columbia's Latin-American network. He enlisted the aid of government officials, station owners and newspaper publishers south of the border in selecting affiliates for the first radio chain to join the United States with its neighbor republics.

Created as an instrument of friendship and understanding among the peoples of the Western Hemisphere, the network was formally dedicated in May, 1942. Since that time, under the direction of Chester, daily transmissions in Spanish and Portuguese have brought to the vast Latin American audiences over 3,500 hours of news, musical and dramatic features.

Carlos Manuel de Cespedes, in whose name the honor is conferred,

PROMOTION

"The Ghost Walks"

"The Ghost Walks," popular phrase for pay-day, is the theme of a new KSTP, Minneapolis-St. Paul, brochure, and also the title on the envelope in which it is enclosed.

Promoting the program, "Saturday Smorgasbord," the front cover shows a picture of a trap with an ear as bait. Title is: "We Set a Trap for the Ghost." Inside, on a two-page spread: "... And Caught it!" underneath picture of closed trap with upper jaw cut out and a tiny check inserted, made out to the order of Northwest Wage Earners from Northwest Employers.

Friday is pay-day and Saturday is spending day, says the sales story. In order to reach listeners before they spend their money, use a trap to catch the "ghost." Trap is "Saturday Smorgasbord," 10 a.m. participating variety show, with talented cast as bait.

Folder, printed in black and red, is clear-cut, simple, and catches the eye. Story is to be point, giving facts straight-forwardly and very readably.

Manhattan Soap Brochure

How the successful sales achievement of one WEAF program led the sponsor to extend his campaign to include two other WEAF programs is the story told in a brochure issued recently by the station's promotion department.

Promotion piece explains how the Franklin Bruck Advertising Agency, handling the Sweetheart Soap account for Manhattan Soap Co., first chose Don Goddard's newscasts to promote the product. Following the success-

WCKY's Symp Promotion

Extensive program of promotion in connection with the New York Philharmonic concert series is being carried on by Margaret Dotson, promotion manager of WCKY, Cincinnati. Twelve-hundred bulletins have been sent to key officers of the Parent-Teachers Associations in 229 Greater Cincinnati schools. Contacts have been made with 73 selected history, English, music and drama professors at the University of Cincinnati. One hundred brochures have been mailed. Cooperation of the Cincinnati Symphony Association has been obtained.

Engraved announcements have been sent to 700 supporters of the "Friends of the Cincinnati Symphony Orchestra" School boards in the Greater Cincinnati area have been enlisted in the plan of cooperation.

In addition to window displays and newspaper publicity, a tie-up has been effected with the Cincinnati Public Library. Book stores are being contacted for displays featuring Carl Van Doren, who is the series commentator.

New York Philharmonic Orchestra pictures are being sent with captions for use in WCKY display easels in Greater Cincinnati theater lobbies, radio stores and retail outlets.

ful tryout of this program of this show, as the brochure emphasizes, Manhattan added three more Goddard periods, and finally the sponsor, elated with the results he had obtained decided to balance its WEAF schedule by buying participation time on Mary Margaret McBride's show, five days a week.

NAB Chain Rule Statement "More Of Same" To Fly

Washington Bureau, RADIO DAILY

Washington—"More of the same," said FCC Chairman James Lawrence Fly yesterday when questioned about the NAB statement of Friday regarding the danger inherent in the May 10 Supreme Court decision. "That's all the same stuff," he said, "just a rehash of what the big networks have been putting out for two or three years."

Fly admitted that the NAB directors seem unimpressed by his recent statement that the "whole hullabaloo" is "just a lot of hooey."

"My statements don't influence them much," he admitted.

Novik In Capital For WNYC

Washington—Morris Novik, WNYC manager, was in Washington this week conferring with FCC officials regarding the forthcoming hearing on WNYC night operation.

was one of the great Cuban patriots of the late 19th century. A vigorous champion of freedom, he paved the way for complete independence of Cuba, which was ultimately achieved in 1902.

FCC "On The Sidelines" Re Post-War Radio Plans

Washington Bureau, RADIO DAILY

Washington—The FCC is "sitting on the sidelines" waiting for various industry groups to get together on the matter of post-war planning. Chairman James Lawrence Fly said on Monday. "As far as we here in the Commission are concerned," he added, "we will cooperate on any feasible plan in undertaking the studies for post-war service." He made it plain that the planning must be done by the industry, however, and not by the FCC.

Fly will speak on post-war planning at the Chicago meeting of the Radio Manufacturers Assn., which will be held tomorrow.

"Double Or Nothing" Renewed Over Mutual

Pharmaco Co. has renewed its "Double Or Nothing" quiz program which airs on Mutual Friday evenings 9:30-10 p.m., for the 12th consecutive 13-week cycle, starting June 25, insuring a run of 156 consecutive weeks. Having completed its salute to the services theme, program will now salute the war workers.

Five Daytime Serials Go Full CBS Network

(Continued from Page 1)

time serials on the full network effective July 15. "Joyce Jordan, M.D.," increases from a 78-station hookup; "Young Dr. Malone" from an 88 outlet chain, and "We Love and Learn" goes up from a 91-station network. In addition to these, beginning July 15, the client has taken the full CBS network for its news and comment fifteen-minute noon-day five-times-a-week "Kate Smith Speaks" program. The show was formerly heard on 73 CBS outlets. For La France, Satina and Post's Raisin Bran, "Joyce Jordan, M.D." is heard from 2:15-2:30 p.m., EWT; "Young Dr. Malone" goes on at 2 until 2:15 p.m., EWT for Post Toasties and Post Bran Flakes while "We Love and Learn," broadcast from 2:30-2:45 p.m., EWT, is for Grape Nuts Flakes and Wheatmeal. "Kate Smith Speaks" is sponsored by General Foods for Swansdown Cake Flour and Calumet Baking Powder. With this announcement all General Foods CBS programs are heard on the full network with the exception of "William L. Shirer." Benton & Bowles, Inc. is the agency for "Young Dr. Malone"—Young & Rubicam, Inc., handles the other three.

"Trent" Stations Doubled

Through Blackett-Sample-Hummert, American Home Products Corp. has more than doubled the "Romance of Helen Trent" network by placing it on the full CBS chain of stations effective July 6. The program, heard Monday through Friday from 12:30-12:45 p.m., EWT is broadcast for Bisodol on Wednesdays, Thursdays and Friday. The Monday and Tuesday shows are for Benefax Vitamins.

The fifth of the CBS daytime serials to take the full network is "Our Gal Sunday" which advertises Anacin. At present the program is heard over 58 stations and takes the full network July 6. "Our Gal Sunday" is broadcast Monday through Friday from 12:45-1 p.m., EWT. Blackett-Sample-Hummert handles the account.

Two other five-day-a-week CBS programs are heard on the full network—Owens-Illinois Glass Company's variety show, "Your Home Front Reporter," and William Wrigley, Jr., Company's musical, "Keep the Home Fires Burning."

FTC Cites Book Firm Using W. K. Radio Title

Federal Trade Commission has ordered the Paear Co., Inc. and Alan F. Pater, principal stockholder of the company, to "desist from certain misrepresentations in connection with the sale of books, including a so-called year book of public opinion called 'We, the People,' a title known to the public as the name of a radio program sponsored by national advertisers." Paear Co. it is alleged has been using extravagant terms, describing book as "the authoritative voice of the people."



Coast-to-Coast



APPEAL broadcast over WNLC, New London, Conn., saved the life of a 21-month old baby recently. Child was victim of Celiac, disease which requires diet consisting solely of ripe bananas. City-wide search and house-to-house canvass failed to produce any results. Finally station broadcast appeal, which brought in sufficient amount of fruit to last till more could be flown from southern markets.

King Harmon, KUTA, Salt Lake City, program director and music consultant has returned from the BMI convention in New York, and a short vacation in Wisconsin. Account executive Mike Cassidy is now instructing semaphore code classes of the Navy Pre-Flight School at the University of Utah.

Columbia pictures has contracted for two spots each Sunday for the next three weeks to plug its forthcoming picture, "Crime Doctor," over WDRC, Hartford, Conn. Columbia recently concluded a publicity campaign on WDRC for "The More the Merrier," which is now at a local house.

Sales staff of WAYS, Charlotte, N. C., went out to sell a new newscast each on station's daily schedule. Everyone scored, leading with Bill Smith signing the Pettit Motor Co. for five three-minute bulletins a week. Other new business on WAYS: Charlotte Transfer & Storage Co., five-minute newscast Mondays through Fridays; Longine Watch Co., 15-minute show five times a week; Charlotte Laundry, five-minute show five times weekly.

Rival stars from competing Baltimore, Md., stations proved they could work together recently. Responding to an appeal for help from the Treasury Department's Women's Division, who organized a War Bond Rally, Bob Ellis of WCAO, Baltimore, rounded-up entertainment from local stations and acted as emcee for the rally. Those participating were: street singer Arthur Tracy; WBAL's "Happy Johnny"; WFBR's Martha Ross Temple of the "Women's Hour"; Bettie McCall, WCAO's "Friendly Neighbor"; and WITB's Grouchy Gus.

Two sponsors now sharing "Overseas Special," all-night program aired seven

nights weekly by KSTP, Minneapolis-St. Paul, are the Bulova Watch Company and Fisher Nut & Chocolate Company, latter of St. Paul. Each uses six announcements nightly.

Already sponsoring four programs over WSPD, Toledo, Ohio, Lasalle & Koch Co., large local department store, is so satisfied with radio as an advertising medium that it has added a fifth show, this latest over WTOL, other local station. Program features Roy Porter, Blue Network newscaster, and Dorothy Coon, head of Home-maker's Center at Lasalles, who broadcasts home front tips on war-time living, shopping and conserving, Mondays through Fridays at 10:15 to 10:30 a.m.

Ralph Kisch, former OWI and W75NY announcer, whose duties are now those of an M. P. for Uncle Sam, rang the bell recently by capturing a murder suspect just one hour after the alarm had been sent out. Kisch is now on maneuvers in Tennessee.

Rivoli theater's "Poetry and Music" show over WINS, New York, is being donated this Sunday to the Good Neighbors Center of New York. They will present their own program, "Songs of America."

In conjunction with the New York CDVO campaign, WNYC is featuring "CDVO Dramas" every evening at 8:30. Shows, done by the Radio Division of the Drama Workshop of the New School for Social Research, are directed by Nathan Rudich. Henry J. Taylor, famous war correspondent, and Mayor LaGuardia spoke over WNYC at the opening of the Pershing Square Information Center, "Warfair," last Monday.

Felix Adler, "King of the Clowns," and Virginia Peine, stage and screen star and wife of Quentin Reynolds, were guests of Powers Gouraud on his WCAU, Philadelphia, show "95 Minutes from Broadway" last Monday night.

Broadcast direct from the projection room of the Twentieth Century Fox Co. in New York was heard over WINS recently. Occasion was the press preview of the production "Coney Island." Betty Grable, star of the picture, and other celebrities appeared at the WINS mike. Other broadcasts from projection rooms carried by station were press previews of "The Moon Is Down" and "My Friend Flicka."

Newscasters are forging to the front these days but WNAX, Yankton, South Dakota, claims the first newscaster to become a college president. William C. Lang, who reports the breakfast edition of the news for Wheaties, has been named president of Yankton College. Lang's replacement is not yet released.

WCKY, Cincinnati, the "Cincinnati Post" and the Cincinnati Rotary Club have joined in the sponsorship of a USO center for servicemen and women visiting the Cincinnati Zoological Gardens. Series of programs featuring interviews and telephone calls to and from servicemen and women and their parents will be broadcast daily from the "Cage Door." Shows will be handled by Jerry Belcher, WCKY public events director, and will be arranged by Robert M. Fleming, production and program manager.

Vic Lund, manager of WAOV, Vincennes, Indiana, has had a new honor conferred upon him. He has been appointed director of publicity for the local OPA.

KMOX, St. Louis, Mo., has inaugurated a new 45-minute musical variety program called "The Open House," starring Nick Stuart, emcee, Frances Casement, woman commentator, and the Ben Feld orchestra. Visiting and local notables will be interviewed from time to time. Show is heard each Monday through Friday at 4 p.m., CWT.

"Entertainment to help the morale in nearby army camps" is the slogan of the KLZ, Denver, Colo., entertainment unit organized by Pete Smythe, production manager. Talent in unit is composed mainly of KLZ staff artists with added entertainment recruited from local orchestras and night clubs. Smythe emcees the shows, which play on the average of three times a week.

John Randall has joined the announcing staff of WTMJ-W55M. Previously, he was with the news staff of the Iowa Broadcasting Company and WNAX, Sioux City-Yankton. Lorraine Gollisch, guide, is also new at Milwaukee's Radio City.

John McKnight has joined the announcing staff of WTOP, Washington, coming from WGAR, Cleveland. Nancy Collins and Connie Hall are new pages.

New sales promotion director of WOWO-WGL, Fort Wayne, Indiana, is Bill Malone, succeeding Jack O'Mara, sales promotion director for the past three years. Malone has been with WOWO-WGL for the past year and a half as assistant to O'Mara.

WEIM, Fitchburg, Massachusetts, has delivered about fifty radios to Fort Devens for use of the soldiers and WAAC's stationed at the Fort. These radios were given to the station for his purpose by listeners to the station as a result of an appeal by Bob Reynolds on his Breakfast Program.

"Tools for War," a program of on-the-spot stories telling of outstanding jobs being done by smaller industries in the war effort, was heard over WLW, Cincinnati, last Saturday. Work in progress at three war plants was

described. Included were the Laboratories, Dayton; Tedford Laboratories, Cheviot, and the Forge & Foundry Co. James Case WLW-WSAI special events director and his assistant, Gordon Gram handled the show.

Betty Grable and Harry James will guest June 11 and 17, respectively. Paula Stone's program over WNEW, New York.

Peggy Murray, continuity editor of WOL, Washington, D. C., has resigned to accept a position as private secretary to Thomas Carroll, Chief Liaison Officer of the Foreign Outpost Division of OWI. Elaine Squibb, who has been Miss Murray's assistant for the past year will replace her as continuity editor.

Philco-Temple 'V' Tieup To Train Young Women

(Continued from Page 1)
25. Project, as announced this week by David Grimes, vice-president in charge of engineering, provides full scholarships with pay to 60 high school and parochial school graduates from the Philadelphia area. Upon completion of the course, the students will be known as "radaret" and will serve as assistants to junior and senior engineers of Philco Co. The first group which will receive the scholarships and be paid while learning will start classes June 1. Course will run for 50 weeks, 10 hours a week, covering mathematics, elementary electricity, radio, television, radio laboratory technique, electrical drafting, industrial orientation and production processes. At graduation, the trainees will receive college credit for courses in science and mathematics. Training program will continue regardless of the outcome of the war, and even if peace comes before the course is completed, trainees will be given an opportunity to complete their studies.

"The Changing Tide" Set By Hair Oil Sponsor

West Coast Bureau, RADIO DAILY
Los Angeles—42 Products, Inc., Los Angeles will sponsor "The Changing Tide" which will feature narrations by Ian Keith of stage and screen. He will recount novel human interest stories and deliver commercials on behalf of 42 Hair Oil. Initial program will be aired June 14, 10:15-10:30 p.m., PWT, over KNX.
Hillman-Shane-Breyer, Inc., placed the 26-week contract and has placed a 52-week contract with KNX for 42 Products, Inc., which will sponsor Al Jarvis' "Record Performances" Sundays 11:00 to 11:30 a.m., PWT. The first two "Record Performances," June 3 and 10, will be on a sustaining basis, with the sponsored show starting June 17.

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

June 9

George Bryan Cole Porter
Ralph Rose Sylvan Taplinger
Fred Waring Charles Webster
Paul W. White



RADIO DAILY

The National Daily Newspaper of Commercial Radio and Television



VOL. 23, NO. 50

NEW YORK, N. Y., THURSDAY, JUNE 10, 1943

TEN CENTS

House Hears FCC Attack

P&G Top '42 Spender in 4-Media Advertising

Procter & Gamble led the "top ten" in total advertising expenditures in combined network radio, newspapers, magazines and farm journals during 1942, it was revealed yesterday by the Bureau of Advertising, ANPA, in its fourth annual edition of "Expenditures of National Advertisers in Newspapers, Magazines, Farm Journals and Chain Radio."

Following Procter & Gamble, the leading four-media spenders were, in (Continued on Page 3)

Blue Affiliates' Chi. Meet Discuss New Regulations

Chicago—Twenty-six Blue Network station representatives from the central division gathered yesterday with Keith Kiggins, vice-president in charge of stations, and Ed Borroff, vice-president in charge of the central division, at the Drake hotel to discuss the FCC regulations regarding network broadcasting.

Kiggins returned to New York following the confab for a similar meeting which will be held this week-end.

Lew Avery To Preside At Two AFA Sessions

Radio phase of advertising will occupy the Wednesday morning, June 30 session of the War-Time Conference of the Advertising Federation of America at the Waldorf-Astoria, under the sponsorship of the NAB. Lewis H. Avery, head of the NAB's department of Broadcast Advertising (Continued on Page 2)

Close-Up View

William L. Shirer, CBS news analyst, author and newspaper columnist, is now in London gathering background material for broadcasts. He will resume his regular Sunday night program over the Columbia network on June 13. The commentator is conferring in Great Britain with high-ranking officials and is making close inspection of pre-invasion activities.

Labor Men On Air

William Green, president of the AFL will make an exclusive address over CBS Saturday via a talk before the American Labor Conference on International Affairs in N. Y. at 2:05-2:30 p.m., EWT. Harry Bridges, labor leader from the Coast will be heard on the NBC program "Labor for Victory," with others Sunday at 1:15 p.m., EWT.

Summer Campaign Set By Quaker Oat Product

Though in previous years the Quaker Oats Company took a summer layoff in advertising its Aunt Jemima Pancake flour, war and rationing this year has modified the policy, and the product will be plugged as a summer-time meal replacement for meat in the major markets. Complete station line-up, comprising at least 25 of the (Continued on Page 3)

All Webs Schedule FDR For Late-Afternoon Talk

All networks are expected to carry President Roosevelt's speech today scheduled to be heard 5-5:30 p.m., EWT. The address to the nation is the occasion of transfer of ships to the Greek Navy under Lend Lease agreement. This will be the second time within a week that the Chief Executive has been on the air. Many unaffiliated outlets in New York and elsewhere will also carry the President's address.

"Disks For Our Fighting Men" Starts New Campaign In July

Ted Husing Sports Series Starts Over CBS June 17

"Sports News—with Ted Husing" is the title of a series of Thursday night programs in which Ted Husing, Columbia's sports caster and authority, will review and preview the latest in sports. The program will be heard (Continued on Page 2)

Rep. Herbert Of La. Hits Chain Rules Along With Supreme Court Decision; Sees Blow At Free Speech

165 Stations Outside Of AFM Jurisdictions

Total of 165 stations are located in areas not covered by AFM locals according to a survey just completed by the union, itself. Check-up was undertaken after the NAB, in the early days of the dispute between the trade and the AFM over the recording ban, accused the union of seeking staff appointments for musi- (Continued on Page 2)

WLSL Files New Plea To 1240 Kc. Petition

Washington Bureau, RADIO DAILY Washington—WLSL, Roanoke, Va. which has requested a frequency shift from 1490 to 1230 kc., has altered its application, the FCC revealed yesterday, to provide for authority to broadcast on 1240 kc. rather than on the 1230 band.

Two One-Year Contracts Among WOR New Pacts

Three renewals, among which two are for a full year, and a one time shot contract were consummated early this week by WOR. Ma or deal is the Kirkman & Sons renewal for 52 (Continued on Page 2)

Washington Bureau, RADIO DAILY Washington—Freedom of speech is threatened "on every radio station in this country," Rep. F. Edward Herbert of Louisiana told the House of Representatives yesterday in an attack upon the Supreme Court ruling of May 10 upholding the FCC's network rules and delineating the scope of the Commission's authority. Herbert, a close political ally of former New Orleans Governor James A. Noe, declared that the decision makes the federal government a third party to all financial and program (Continued on Page 6)

Small-Outlet Group Has Meeting With Fly

Washington Bureau, RADIO DAILY Washington—Members of the NAB Small Station Committee, meeting here yesterday and today, spent some time yesterday reviewing the small station question with FCC Chairman J. L. Fly. No details of the discussion were made public yesterday, but it is (Continued on Page 2)

90% Of FM Applicants Request Reinstatement

Approximately 90 per cent of pre-war applications for FM station construction permits have applied for reinstatements under the liberalized (Continued on Page 2)

5 Years For Hawk

R. J. Reynolds Tobacco Co. has through its agency, William Esty Co., extended its contract with Bob Hawk, five years, reserving his services, thus, through June 25, 1949. Hawk, who conducts the sponsor's "Thanks to the Yanks" program, was signed up originally on a two-year term, expiring May 27, 1944. Same program however, is not necessarily involved.

(Continued on Page 3)



Vol. 23, No. 50 Thurs., June 10, 1943 Price 10 Cts.

JOHN W. ALICOATE : : : Publisher

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

Published daily except Saturdays, Sundays and Holidays at 1501 Broadway, New York, N. Y., by Radio Daily Corp. J. W. Alicoate, President and Publisher; Donald M. Mersereau, Treasurer and General Manager; Chester B. Balin, Vice-President; Charles A. Alicoate, Secretary. Terms (Post free) United States outside of Greater New York, one year, \$10; foreign, year, \$15. Subscriber should remit with order. Address all communications to RADIO DAILY, 1501 Broadway, New York, N. Y. Phone Wisconsin 7-6336, 7-6337, 7-6338. Chicago, Ill.—Frank Burke, Suite 1800-A, Merchandise Mart, Phone Delaware 4950. Hollywood, Calif.—Ralph Wilk, 6425 Hollywood Blvd. Phone Granite 6607.

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

FINANCIAL

(Wednesday, June 9)

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. values.

OVER THE COUNTER

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

Small-Station Group Has Meeting With Fly

(Continued from Page 1) expected that a statement will be given out today.

Chairman Fly has already gone on record as being in favor of aiding the small stations who were hard hit as a result of the war and contributing factors.

KFWB Buys Reuters

Los Angeles—KFWB has distinction of being first West Coast station to broadcast news from the Reuter Service. "Dispatch From Reuters" is being sponsored by "Sweldom," Los Angeles ladies ready-to-wear store, and went on the air at 8 p.m., PWT, June 7 and will be heard Mondays through Fridays, 8-8:15 p.m. Edward G. Robinson, who was starred in Warner Bros. picture, "Dispatch From Reuters," introduced the initial program. In addition to Reuters, KFWB also uses A.P., U.P., and INS.

Renewals Prove Results

WTBO

820 Kc. Cumberland, Md.

165 Stations Outside Of AFM Jurisdictions

(Continued from Page 1)

cians on stations beyond the union's jurisdictions. Union has held, in public statements, that it seeks more employment for members on stations, and the NAB has held that outside of the large centers such as New York and Los Angeles and others, there is not an adequate supply of professional musicians to go around, and to further the point, held that the union didn't even have locals in those areas.

This survey was mullied at the AFM board meeting in Chicago early this week. Likely that James C. Petrillo, president, will assign the uncovered territories to nearest locals. On paper, then, every station area will be within the AFM jurisdiction.

Of the 165 stations, 46 are indies while 119 have some network affiliation, whether it be regional or national. Survey, a comprehensive check-up, was compiled by station, city and state, researchers showing, also, number of local in the jurisdiction or the nearest local and the number of miles distant. In making assignments to cover the unclaimed areas, now, Petrillo will have to bridge gaps as broad as 300 miles in some cases. The 200, 250 mile distances from the nearest locals prevail in the New Mexico and Texas set-ups. Texas has the largest number of stations which are not within AFM jurisdiction. Figure, there, is 26.

Ted Husing Sports Series Starts Over CBS June 17

(Continued from Page 1)

over WABC and the network from 10:45-11 p.m.

Husing will be assisted by Jimmy Dolan who, through the years, has been his right-hand-man at practically every event reported. Dolan will narrate special sports stories.

Low Avery To Preside At Two AFA Sessions

(Continued from Page 1)

will chairman the session which will include the two following panel discussions: "What FCC Regulations Mean to Advertising," and "The Wartime Radio Audience."

Elks Salute On Blue

A salute to the national organization of the Benevolent and Protective Order of Elks, will be paid by "Wake Up, America," during the broadcast to be heard from Los Angeles on Sunday, June 13, at 3:15 p.m., EWT, over the Blue Network.

Berns Named Now Producer

Larry Berns, formerly a director in the program department of the Columbia Broadcasting System, has been named a producer, Douglas Coulter, CBS Director of Broadcasts, has announced. Berns joined CBS as an assistant director in April of last year and was named a director four months later. Prior to that he was doing freelance writing.

"Dr. Christian" Contest Announces Prize Winners

Winners of the "Dr. Christian" script contest which was conducted between January 1 and March 31 by the Chesebrough Manufacturing Co., sponsors of the dramatic program, were announced last evening on the regular "Dr. Christian" broadcast, 9 p.m. over CBS. Contest, already in its second year, offered cash prizes for material suitable for dramatization on the series.

First prize of \$2,000 went to Nelson Bond, Roanoke, Va., who had been a press agent for the Province of Nova Scotia before he turned freelance writer. His winning script was called "The Ring." It will be aired on the June 16 broadcast. Bond's wife received a \$250 award for her entry. Nine other scripts were selected as runners-up, and will be used in future broadcasts. Panel of judges consisted of Dorothy Fields, playwright; Bennett Cerf, president of Random House; Dr. Milton Smith, professor of Theater Arts, Columbia University; Dorothy McCann, producer of the "Dr. Christian" show; Jean Hersholt, star of the series, ex-officio.

In all some 8,078 scripts were submitted in this season's contest.

Two One-Year Contracts Among WOR New Pacts

(Continued from Page 1)

weeks of "Can You Top This?" Comedy half hour, aired Wednesdays 7:30-8 p.m., is thus being assured a two and a half year run at least, on the station. This marks the second full year renewal following a 26 week original pact. Renewal will go into effect July 7, and was handled through Newell-Emmett Co., Inc.

A second 52-week renewal was signed by Potter Drug & Chemical Corp., to retain its one a day, six days a week, minute transcriptions plugging cuticura soap and products. Deal is effective July 5. Humphreys' Homeopathic Medicine Co., took an 11-week renewal participating on "Peggy Prefers" Tuesday, Thursday, and Saturday, starting June 12. Atherton & Currier handled both the Potter Drug and Humphreys' accounts.

The new business on WOR is an hour's airing, June 16, by the General Cable Corp., marking the awarding of an "M" award to one of its plants by the U. S. Maritime Commission.

Borax Co. Renews CBS

The Pacific Coast Borax Co. has renewed "Death Valley Days" on CBS network effective Thursday, July 1. The client, whose debut on CBS was in 1941, is starting the third consecutive year on the network. For 20 Mule Team Borax, Boraxo, and 20 Mule Team Borax Flakes, the program is carried on 60 CBS stations Thursdays from 8:30-8:55 p.m., EWT, with a rebroadcast at 11:30 p.m., EWT.

Stories of the old West, with the "Old Ranger" as narrator, are dramatized on the program.

COMING and GOING

W. L. COULSON, executive manager of WColumbia affiliate in Louisville, Ky., and EATON, commercial manager of the station are here on a short business trip.

S. BERNARD BERK, president and station manager of WAKR, Akron, has arrived from conferences at the headquarters of the Blue Network.

CREIGHTON E. GATCHELL, general manager of WGAN, Portland, Me., a visitor yesterday at the stations department of CBS.

HORACE HEIDT is in Canton, Ohio, for an appearance of the "Spotlight Bands" program which will be broadcast for the entertainment of the servicemen at the Naval Ordnance plant.

GEORGE F. BISSELL, president and station manager of WMFF, Plattsburg, N. Y., out of the Blue, is spending a few days in New York.

A. D. WILLARD, JR., station manager of WBT, the OGO station of CBS in Charlotte, C., a caller yesterday at the Radio Sales division of the network.

NEAL SMITH, general manager of WColumbus, is in town from Columbus, Ohio talks at the offices of the Blue Network.

J. KELLY SMITH, commercial manager of WBBM, is in town from Chicago. Called yesterday at the headquarters of CBS.

90% Of FM Applicants Request Reinstatement

(Continued from Page 1)

FCC announcement last February, according to a report from FM Broadcasters Inc. On file at the time the FCC freeze about 14 months ago were 50 applications. Construction permit authorizations which are still outstanding, for the stations are not yet on the air, plugs the requests for reinstatements bring the total applications on file now up to 48. Among them are applications for FM licenses filed by Edwin H. Armstrong and Westinghouse Radio Stations, Inc., use the equipment formerly licensed to high frequency experimental broadcast stations W2XMN and W1XSN respectively, requesting the call letters W31NY for the former and W81SP for the latter.

AP News On KSTP

Stanley E. Hubbard, president and general manager of KSTP, St. Paul, announced that the station has expanded its news coverage through acquisition of the special AP radio news wire from Press Association, Inc.

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

'Fighting Men Disks' In New Drive July 3

(Continued from Page 1)

purchase newly issued discs at lowest factory prices for distribution to the armed services. Current drive has been endorsed by The President's War Relief Control Board.

A similar drive made last summer by Records for Our Fighting Men, Inc., and the Legion groups, made it possible to provide more than 300,000 new records to the armed forces to date.

In approving this second campaign, Charles P. Taft, acting chairman of the War Relief Control Board, declared in a letter to ROFM: "The board has taken into consideration not only the need of salvaging as much scrap material as possible but also the undoubted need and desire of the armed forces for additional phonograph records for the welfare of the personnel of the services. It is hoped that for these reasons your campaign will be widely and generously supported by the public."

Records for Our Fighting Men, Inc., issued an appeal also to prospective donors of old records not to wait for a representative from The American Legion or Legion Auxiliary to call after the collection drive opens on July 3. Bob Hope, president of the records organization, urged owners of old records to take their gifts to their local American Legion posts, or to inform the Legion where and when to call for them. This, Hope said, would cut through some of the problems posed by the present manpower and transportation shortages.

Records for Our Fighting Men, Inc., is a not-for-profit organization of the country's top music and recording artists. Bob Hope, the movie and radio star is president. Among the 100 sponsors of Records for Our Fighting Men, Inc., are: Marian Anderson, John Barbirolli, Xavier Cugat, Nelson Eddy, Mischa Elman, Benny Goodman, Vladimir Horowitz, Harry James, Andre Kostelanetz, Serge Koussevitzky, Oscar Levant, Yehudi Menuhin, Glenn Miller, Jan Peerce, Lily Pons, Paul Robeson, Albert Spalding, Charlie Spivak, Leopold Stokowski, Gladys Swarthout, Arturo Toscanini, and Bruno Walter.

Wedding Bells

The engagement of Kay Felt of WFIL, Philadelphia, to Wendell Knopf of RCA, Camden, New Jersey, has been announced. Kay, a member of the station's Business Staff, will vacation from July 12 to July 24.

THIS LITTLE BUDGET WENT TO WORL BOSTON MASS.



★ PROMOTION ★

Radio Aids Flood Areas

Radio recently played an important part in warning the persons in flooded areas to beware the menace of epidemics as the flood waters receded, according to the Lennen & Mitchell agency.

When the floods got serious, Dorothy Cocks, advertising director of Lehn & Fink Products Corporation, met with Reginald T. Townsend and Travis Wells of the Lennen & Mitchell agency and planned a course of radio strategy. With a huge map in front of them and with hourly bulletins from the flood centers, they contacted stations in the devastated areas, ordering 100-word announcements to be put on the air at frequent intervals. Warning dealt with the fact that as the flood waters receded they left in their wake mud and filth in which germs breed rapidly. These warnings also pointed out the fact that every township and householder should act immediately to destroy the bacteria.

Announcements were placed on stations WMBD, Peoria, Ill.; KFPW, Fort Smith, Ark.; WKMO, Kokomo, Ind.; WBOW, Terre Haute, Ind.; WOWO, Fort Wayne, Ind.; KMOX, St. Louis; KFVS, Cape Girardeau, Mo.; KWRO, Cairo, Ill.; KVOO,

Commentator Plug

WJZ has sent out a promotion letter to advertisers extolling the accomplishments of Henry J. Taylor, author, commentator and correspondent who, in the month of May, had a book published, an article published, and started a five-evening-a-week news analysis. Letter points out that with all the publicity and reviews Taylor has been getting he is really hot for advertisers—and his program is for sale.

New twist is the P.S. saying that the program has just been sold and inviting advertisers to listen in.

Re Future Broadcasts

Newest promotional activity of WING, Dayton, Ohio, is the writing of a five-minute show, "Behind the Mike," for a rapid-fire reporting on coming broadcasts, inside stories, etc. Special features are the "Microphone Miniature" of the day, describing some radio personality, and "One-Minute Quiz" on programs.

Tulsa, Okla.; and KLRA, Little Rock, Ark.

In addition the Lysol salesmen in the territory were busy distributing handbills warning of epidemics and seeing that local retailers were well supplied with Lysol disinfectant.

Summer Campaign Set By Quaker Oat Product

(Continued from Page 1)

higher-watt outlets, will be readied this week.

In New York the campaign has already begun on WABC with a five-minute transcribed variety show, featuring homey philosophies by Aunt Jemima and old time songs by a vocal group. At least one more New York outlet will get the business also. The WABC deal represents the sixth campaign for the sponsor on this station. It is the fourth for this particular pancake flour. Sherman K. Ellis services the account.

Ray A. Mowers

Albany—Ray A. Mowers, one of the district's veteran newscasters and at time of his death the area's OPA director of information, was found dead in his Rensselaer home June 7.

Father of Robert D. Mowers, an announcer at WTRY, Troy, he was a veteran newspaperman who first did the Knickerbocker Press news round-up on WOKO and WABY 15 years ago. Mowers later on handled radio broadcasts for the Unemployment Department, State of New York and recently had been doing weekly OPA broadcasts. He is being buried today in Fairview Cemetery Schenectady.

P&G Top '42 Spender In 4-Media Advertising

(Continued from Page 1)

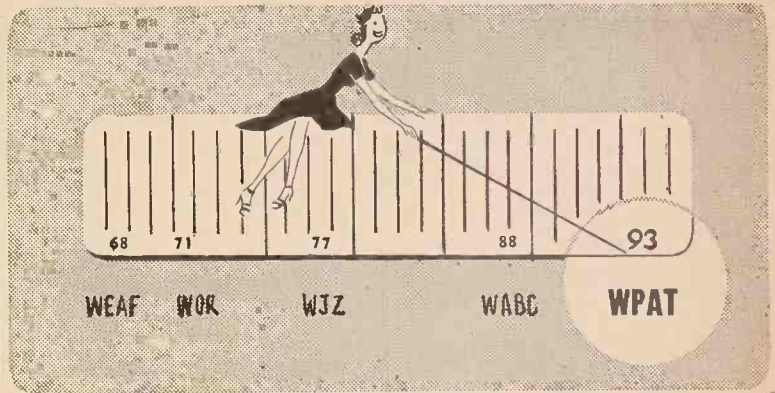
order, Lever Brothers, General Foods, R. J. Reynolds Tobacco Co., Sterling Drug, General Motors, Colgate-Palmolive-Peet, General Mills, Liggett & Myers and Philip Morris.

Thomas Anni. Tomorrow

Lowell Thomas, Blue Network's news commentator, observes the eleventh anniversary of his current Monday through Friday newscasts tomorrow, at 6:45 p.m. The event marks one of the longest talent-sponsor-agency associations in radio, an association begun in 1932 when the Sun Oil Company, through the Roche, Williams & Cunnyngham, assumed sponsorship of the five-a-week air journals. Thomas had occupied that period for almost two years previous, under the aegis of the since defunct Literary Digest.

Stork News

Three additions to the KGW-KEX "family" have been recorded in the files of the Portland, Oregon city hall. Don Kneass, chief news editor, announced the arrival of a baby daughter, leading off the parade. Sammy Taylor was next to pass cigars and candy. His wife presented him with a son. Taylor is on the announcing staff. Production Manager Gordon Bambrick was third in line, also announcing the birth of a son.



Up and Up!

STRICTLY ON THE

WPAT billing, January to May, 1943, up 29.3% over same period last year—AND STILL CLIMBING!

NEW YORK OFFICE: Sidney J. Flamm, Paramount Bldg., 1501 Broadway, New York PE. 6-2945

Studios: Paterson, New Jersey

Los Angeles

By RALPH WILK

GARY BRECKNER, of Radio Productions of OWI, with headquarters in Washington, is here on a brief business trip. He has flown 22,000 miles since joining OWI. He was CBS-KNX staff announcer before going to Washington.

Bob Mitchell, staff organist of KFI-KECA, entered the Navy on June 4, and Bill Davidson, special events director, reported for induction on the same day, joining the Corps of Engineers of the U. S. Army.

Bill Erickson, engineer of KFI-KECA, was married to Jerry Foster, who was secretary to Bill Davidson, until Davidson went into the Army.

Gene Burdette is celebrating his 21st year in radio. He started with WEAF in New York, and is now on the writing staff of NBC.

Carleton Kadell, Al Jolson speiler, won the announcing berth on the new Jack Carson show which teed off last week.

Agnes Moorehead has received several hundreds of requests to do a repeat on the skit she clicked in on the "Suspense" program several weeks ago.

Ken Bennett, formerly a writer and producer on the staff of Mutual Don Lee, and previous to that, with an advertising agency in San Francisco, is now a newscaster and announcer at KFI—and doing very well.

John Elliotte, now on the writing staff at NBC, is well known for his cartoons in "Esquire," the "Saturday Evening Post," "Liberty" and other important national magazines. He spent five years as an animator at Disney's before joining NBC.

Maestro Felix Mills' Summer assignment to handle music on the "Date with Judy" program gives the leader the assignment he likes: writing original music, Felix has three popular numbers to his credit.

Kay Kyser, recently rejected by the Army for physical reasons, visited a Kingman, Arizona Army camp and found the soldiers had prepared a real welcome for him. A huge placard hung over the entrance to the camp. It read: "Kay Kyser—The Man the Army Doesn't Want, but the Army Camps Do."

Medicine And The War Subject Of MBS Show

MBS has arranged a special round-table discussion on "War Surgery and Rehabilitation" in which prominent doctors from Russia, Great Britain and the United States will participate, Monday, June 14, 10:45-11 p.m. Program will be heard directly from the Fourth International Assembly of the International College of Surgeons.

2 New Canada-Victor Officers

Montreal—E. C. Grimley, president of the RCA-Victor Company, Ltd., has announced appointments of J. L. McMurray, Montreal, as vice-president, and F. W. Radcliffe, Toronto, as vice-president in charge of sales and public relations.



Radio Is My Beat. . . !

● ● ● Jimmy Appel has under contract James W. Gerard, World War I Ambassador to Berlin'grates', who seeks a network spot to do a series of news commentaries. . . Gerard is willing to donate his salary to the sponsor's pet charity or to any other War Fund. . . Henry Morgan, formerly the WOR "Here's Morgan" clown, has written a laugh-tome about Radiolites. . . book, an autobiog. compiled by Morgan while in the C.A.A. will be published in November by G. P. Putnam's Sons. . . Bob Howard, colored comic of the "Early To Bed" musical will inaugurate his own WHNonsensical program next Thursday, the same day the show opens on Broadway. . . WINS has added the title of Promotion Director to the publicity and news chores of Bill Carley. . . Bob Stevens of the Tom Fiddale office will forget his superlatives for the next two weeks. . . The Stork is hovering over the home of Elton Britt, who was inducted into the Army the day his record of "There's A Star Bangled Banner Waving Somewhere" reached his million-disc mark. . . Ina Ray Hutton, heard six times on the Coca-Cola Spotlight Bands show, will soon make that number rhyme with 'heaven'. . . Judy Canova will guestar June 29th on Jolson's last program on his CBSHow, before taking it over the following week. . . The CBScreen Guild Players will do Saroyan's "Human Comedy" July 12. . . Metropolitan Opera Star Walter Cassel, paid for his singing lessons with money earned while playing a hot trumpet in a swing band. . . Openings today: Perry Como at the Copacabana and Joe E. Howard, "Gay Nineties" star and hit songwriter, will strut for the cash customers at Loew's State. . . Metropolitan air waves, this week, carried the 'easy-on-the-ears' voice of Irene Beasley 82 times via "Savarin Coffee" transcriptions. . . Contrary to a report in a contemporary column, Jackson Beck, does not report today for induction into the Army. . . Is Universal Pictures interested in Lulu Bates for a Filmusical this Fall? . . Now that the WOR version of "Can You Top This?" emanates from the stage of the Theater Guild, would you say the funsters, Joe Laurie, Jr., Harry Hershfield and 'Senator' Ford are 'Guiding the silly?' (wonder if it's the heat).

★ ★ ★

● ● ● Tomorrow on his new WJZ quiz, "History Is Fun," Ted Malone will seek information on Famous American Women. . . and the contestants are all male. . . but a woman will have the last word at that. . . the Judge will be Madame Mero-Irion of the Women's National Radio Committee. . . We hear Dick Powell may be starred on an Airevue come August. . . A new sustainer, "Perpetual Emotion," starring Binnie Barnes and Otto Kruger will be NBCoast-to-coasted, starting July 3. . . Bob Shepard, WOR announcer, has been signed to do narrations for Paramount Newsreels. . . Since the news leaked out that she was slated to be starred as the NBChanteuse on the "Beat the Band" program, Hildegard has had to change her phone number twice to keep the song-pluggers away. . . Most of the young visitors to the Moylan Sisters Sunday programs via the Blue Net are repeaters, so "Ma" Moylan now brings along biscuits, cookies and goodies which she distributes among the youngsters in the audience. . . Bob Landry CBStar director will lecture on 'Radio' at New York University this Summer. . . Frank Sinatra is accompanied by Raymond Scott (Harry Warnow) when he vocalizes over CBS and when NBChanting, he's backed up by the music of Mark Warnow. . . the only star to sing with the bands of two brothers. . . Charlie Nobles will emcee the new WJZ program which starts Monday, in place of Gilbert Martyn who is recovering from an operation in Denver. . . Leatrice Joy Gilbert and Dorothy Mackaill share the spotlight on Paula Stone's "Hollywood Digest" program today over WNEW.

★ ★ ★

—Remember Pearl Harbor—

Chicago

By FRANK BURKE

MILES LABORATORIES, INC., will expand its lineup of Blue spots for its "Quiz Kids" program beginning Sunday, June 20. Thirty-six stations will be added, giving the quiz show a total of 103.

WLS reports the distributing 50,000 ration book holders during the past two weeks. Listeners were asked to send a three-cent stamp or three cents in coins.

Thom McAn (shoes) will sponsor Chuck Acree on WLS Monday, Wednesday and Friday from 7:30-7:45 a.m. Contract is for 52 weeks and was placed through Neff-Rogge, New York.

"This is the Underground," written by Arthur Sergel and Sullivan Powl and produced by James Jewell in the WBBM studios will be heard on WBBM Sunday, June 13, 10:30-11 p.m., CWT. Dramatization is based on a true story of Dutch patriots.

Percy Faith, conductor of the "Contented Hour" on NBC, will sponsor a program of Gilbert and Sullivan melodies during the show's broadcast of Monday, June 21, 9 p.m., CWT.

M. W. Fodor, columnist and writer on foreign affairs for the Chicago "Sun," will be cited "for distinctive service" on the WGN program that name to be broadcast from 9:30-9:45 p.m., CWT, today. Sounds a bit unusual, with Chicago "Tribune" and Chicago "Sun" at odds in the editorial columns.

Purity Baking Corp., Chicago, will sponsor a 15-minute portion of WGN early morning program, "Reveille," effective Monday, June 15, for 13 weeks. The program will be heard Mondays through Saturdays from 7:45-8 a.m.

Irving Pflaum, foreign editor of the Chicago "Times," will be a guest observer when a board of expert discusses war problems on the "Work Front" program Sunday, June 13, 11 a.m., CWT.

John E. Pearson, station rep, and a party of friends, including Doc McNeill, radio emcee, are leaving on a week-end fishing trip to the Missouri Ozarks Saturday.

Tommy Smythe is now the active head of the Chicago radio department of the William Morris Agency with Wally Gordon making monthly visits from the New York office.

**DON'T
OVERLOOK P. R.**

Nearly 2,000,000 fellow
Americans offer a rich
market. Most of them
keep tuned to



WIAC

"FIRST ON ALL PUERTO RICAN DIALS"

GUEST-ING

ALBERT S. GOSS, president of the National Grange; RALPH W. SMITH, master of the Iowa State Grange, and RUF ALTON, official of the AAA, discussing "Should the Government subsidize the Farmer," on "America's Own Meeting of the Air," today (WJZ-Blue Network, 8:30 p.m.).

FRANK MULLEN, vice-president and general manager of NBC; HESTER C. DAVIS, War Food Administrator; MRS. JOHN L. WHITEHURST, president of the General Federation of Women's Clubs, and MORSE SALISBURY, deputy administrator of the WFA, on "Consumer Home," Saturday (WEAF-NBC, 12 noon).

BRIG. GEN. FRED W. RANKIN, U. S. Army Medical Corps, on "Doctors of Tomorrow," Saturday (WEAF-NBC, 5 p.m.).

ROBERT P. TRISTAM COFFIN, author of "American Primer," on "Open and Books," Saturday (WABC-CBS, 3 p.m.).

MRS. GENEVIEVE J. MUSCI, MRS. ANNA M. SMITH, DOROTHY M. WILFORD, of New York, and ALLEN STILE, CHARLES B. SIMS and WILLIAM A. McCAFFREY, of Philadelphia, on the Crumit-Sanderson quiz program, Saturday (WABC-CBS, 3 p.m.).

JOAN TETZEL and HELEN AREW, on "Armstrong's Theater of Today," Saturday (WABC-CBS, 12 noon).

SANFORD LOWE, short-wave operator who relays news of war prisoners to their families; JACK CORWORTH, song writer and collector of miniature ships, and RICHARD RADVON, 12-year-old New Yorker who talks backwards, on the "Hobby Lobby" show, Saturday (WABC-CBS, 8:30 p.m.).

MAJ. GEN. PAUL B. MALONE, U. S. A., retired news commentator and authority on the Far East; "Singapore Joe" Fisher, lecturer and former member of the Singapore Defense Council, and MAJOR ALEXANDER de SEVERSKY, author, discussing "Is Time on Japan's Side," on "Wake Up, America," Sunday (WJZ-Blue Network, 3:15 p.m.).

FRANK SINATRA, on the "Chamber Music Society of Lower Basin Street," Sunday (WJZ-Blue Network, 15 p.m.).

NEW PROGRAMS-IDEAS

"Here's Your Answer"

OWI and WWSW, Pittsburgh, Pa., are producing a new show entitled "Here's Your Answer." As every Government Agency has from time to time indicated that they have been swamped with questions from the public, this program is to serve as an outlet for such information. All questions pertaining to Federal Government Agencies will be considered fit for the broadcast and will be answered as long as they do not deal with information which would give aid and comfort to the enemy.

Each department head and every member of every office has been asked to participate. Notations and records are being kept of questions asked, and are being submitted to Harry Kodinsky, of the OWI and Walter Sickles, war program manager of WWSW, who are writing the scripts. Each agency is required to supply the answers to its particular questions.

Show will be broadcast Mondays

"Can You Take It?"

A new feature added to Art Linkletter's daily audience show for women, on KPO, San Francisco, is "What's Doin', Ladies?" Entitled "Can You Take It?" the stunt is conducted by Dorothy Farrier, operator of a beauty school for photographic models. Each Monday afternoon Miss Farrier selects a volunteer from the audience and gives her a complete going-over, from shoes to hat. As a reward for standing up and listening to the barrage of advice and selections, the woman selected receives a one-hour lesson in makeup at the Farrier School.

First woman volunteering was a hefty specimen, and Miss Farrier offered the special "bargain" of guaranteeing to take off 25 pounds in three months. The woman accepted.

at 6:30 p.m. over WWSW and affiliate branches of its Victory Network which covers Western Pennsylvania.

"Church of the Air" To Mull Future Plans

The Board of Consultants of the CBS "Church of the Air" will discuss future program plans at a luncheon meeting to be held at CBS today, at 12:30 p.m. Representatives of the various religious denominations and several CBS executives will attend.

The past season of "Church of the Air" also will be reviewed at the meeting. Broadcasts have been key-noted to the war effort, a number of programs coming from Army chapels.

Representatives of the following religious groups will be present: Catholic, Christian Scientist, Jewish, Lutheran, Episcopal, Baptist, Presbyterian, Methodist, Congregational and Disciples of Christ.

Representing CBS will be: Douglas Coulter, Director of Broadcasts; Lyman Bryson, Director of Education; George Crandall, Director of Press Information; Leon Levine, Assistant Director of Education; Davidson Taylor, Assistant Director of Broadcasts; and Miss Elinor Inman, Director of Religious Broadcasts.

KPO-Stanford "U" Course

San Francisco—Tying in with the war effort, KPO has arranged with Stanford University to provide practical radio training to 100 selected students. Courses in radio writing, producing, acting, announcing, public service and control room operation will be taught in an eight-week session, using the KPO studios and Stanford campus as classrooms. Series starts June 17. Other KPO events of war interest include a special audience show of "Hawthorne House," drama sponsored by Wesson Oil, with high-ranking Army and Navy officers present; special interview of Richard Tregaskis, author of "Guadalcanal

WLB Denies Pay Raise To Farnsworth Workers

Washington Bureau, RADIO DAILY

Washington—Holding that the increase would have been in conflict with the President's "Hold the Line" order or April, the War Labor Board has refused to grant a general three-percents-per-hour wage increase recommended by a board referee for employees of the Farnsworth Television and Radio Corporation, Fort Wayne, Ind. Labor members of the board dissented.

The three-cent increase was recommended to reduce inter-plant inequalities after an original request by the United Electrical Radio and Machine Workers, CIO, for a ten-cent general increase. The board found that the proposed increase would bring Farnsworth rates to the middle rather than the minimum of the wage brackets for the radio equipment industry in the Fort Wayne area.

The referees' commendation to increase women assembler maximum hourly rates from 60 to 65 cents per hour, with the starting rate up from 47 to 50 cents was approved by the board. This change is retroactive to November 17, 1942, and brings these rates to the minimum of the bracket women assemblers in the area.

"Bond Wagon" Scriptor

William S. Rainey, Treasury Department radio executive in charge of "The Saturday Night Bond Wagon," heard on Mutual, announced yesterday the appointment of Shirley Burke as script editor for the show. Miss Burke was formerly employed in the same capacity on the "Treasury Star Parade." The "Bond Wagon" is heard every Saturday night, 10:15-10:45 p.m. over WOR-Mutual.

Diary"; and a new weekly series from the Treasure Island Navy base, with all-Navy talent.

AGENCIES

PARAMOUNT PICTURES is including radio in a large group of media which will publicize its forthcoming film adaptation of "For Whom the Bell Tolls."

PUBLICITY CLUB OF NEW YORK will elect officers and directors at a meeting to be held today in the Belmont-Plaza Hotel.

CARL BROWN has been elected vice-president of Sherman & Marquette, Inc., in charge of the New York office. He formerly was associated with Blackett-Sample-Hummert as account executive.

DONALD M. NELSON, chairman of the War Production Board, will deliver the principal address at the meeting of the Market Research Council which will be held June 17 at the Hotel Roosevelt.

I. R. RILL has joined Erland Advertising Agency as account executive in charge of new business. The agency is now located in its new quarters on 40th Street.

DUNNIE SHEWELL, formerly associated with Blackett-Sample and Hummert and with Batten, Barton, Durstine & Osborne, has been elected executive vice-president of Beacon Chemical Company, Philadelphia organization whose "Zero" is advertised over the air as well as in other media. The company's account is handled by Charles G. Lamb Co., of Philadelphia.

DOUGLAS CHANDLER has joined the production staff of Erwin, Wasey & Co.

Wedding Bells

Winifred Corkill, control board operator of WKBN, Youngstown, Ohio, has been married in Indianapolis to Corp. Clifford C. Carney, who is stationed at Camp Atterbury, Inc.

FACTS YOU SHOULD KNOW

North Central Broadcasting System is a WIRED network! (22 stations)

Programs can be originated from any station on the Network located throughout Minn., No. or So. Dakota, Iowa, Wis., or Mich., Penn.

Phone us for rates or further details

North Central Broadcasting System, Inc.

JOHN W. BOLER, Pres.

In New York—Chicago—St. Paul
Lex. 2-6892—State 4214—Dale 6595

WJR ★ DETROIT ★
MICHIGAN'S GREATEST
ADVERTISING MEDIUM

House Member In Extended Attack On FCC And New Web Regulations

(Continued from Page 1)

arrangements between networks and individual stations.

Noe, a candidate for governor of Louisiana again and former close ally of the late Huey Long, is owner of WNOE, Mutual affiliate in New Orleans.

The Court decision, said Herbert, "went far beyond the regulation of frequencies and very definitely inserted the government as a third party in the financial and program arrangements between stations and networks."

First Statement in Congress

In the first Congressional utterance on the matter, Herbert, a former newspaperman, declared that the Court "not only upheld the right of the Commission to put these rules into effect, but went so much further in outlining the Commission's power that the question of the rules themselves has become a very minor matter, and instead today the entire right of freedom of speech is threatened on every radio station in this country."

Calling upon Congress to "rewrite the Radio Act in such definite terms that it cannot be seized upon by the party in power, no matter what it may be, for the chief purpose of directing its propaganda and maintaining itself in office," Herbert declared his support for the Holmes bill in the House, "a re-submission of the Sanders Bill which died last session," and the White-Wheeler Bill in the Senate, both of which would prescribe the authority of the FCC. Herbert's address, in greater part, follows:

Text of Address

"It seems to me that when we entered this war, one of the major rights for which we were fighting was freedom of speech. Can it be that we are winning the war on foreign fronts but losing right here at home? On May 10, 1942, the United States Supreme Court handed down a decision which seriously threatens the Constitutional rights of freedom of speech in the United States. That decision, with the majority opinion written by Justice Frankfurter, gave the Federal Communications Commission absolute authority to tell any radio station in the United States what it may and may not put on the air. From now on the Federal Communications Commission holds a power over the broadcasting stations of the United States equal to that of any totalitarian government.

"No Bureau in Washington has ever been given such unlimited powers as prescribed in this decision. From now on the licensee of any broadcasting station, whether he operates a 100-watt or a 50,000-watt, had better make sure that the Commission can find nothing

about his operation, his personal life, or possibly, even his wife's hat that they might criticize.

"In 1934, Congress enacted laws providing for the federal licensing of radio stations. The purpose of the law, according to those who were instrumental in writing it, was to provide traffic regulations in the field of radio and nothing else. In order that a standard of regulation might be established, Congress provided that licenses should be issued on the basis of 'public interest, convenience and necessity.' In 1941 the Federal Communications Commission issued a set of rules generally known as 'chain broadcasting regulations.' These rules went far beyond the regulation of frequencies and very definitely inserted the government as a third party in the financial and program arrangements between stations and networks.

Quotes Decision

"Two of the networks asked for injunctions and the matter was argued in the lower courts and then taken to the Supreme Court. On May 10 the Supreme Court, by a 5 to 2 decision with Justice Frankfurter writing the majority decision, not only upheld the right of the Commission to put these rules into effect, but went so much further in outlining the Commission's power that the question of the rules themselves has become a very minor matter. Instead, today the entire right of freedom of speech is threatened on every radio station in this country, whether or not it is affiliated with any network.

"In the decision Justice Frankfurter said: 'But the Act does not restrict the Commission merely to supervision of the traffic. It puts upon the Commission the burden of determining the composition of that traffic.' In other words, the Administration, through the Commission, can tell any radio station what its programs shall or shall not be.

Powers "Expansive"

"Further, in his opinion, Justice Frankfurter stated in discussing the argument that the Commission is empowered to deal only with the technical and engineering impediments of radio: 'We cannot find in the Act any such restriction of the Commission's authority' and he added further: 'In the control of the developing problems to which it was directed, the Act gave the Commission, not niggardly but expansive powers.' One editorial states that the Supreme Court accepts Webster's unabridged dictionary as an authority on the definition of words, and in Webster the word 'expansive' is defined as 'un-restrained.'

"I leave it to you, gentlemen, if this is not the most startling, shocking definition of the rights of our government to dictate to private industry and private life that has ever been granted in the history of this nation. Leading members of the bar who have studied

the decision of the Supreme Court declare it one of the most dangerous precedents ever established in this country.

"As I said before, the great controversy for the past two years has been whether or not the so-called chain broadcasting regulations were wise. But today as broadcasters throughout the country study the decision of the Supreme Court, they are horror-stricken. The chain rules are forgotten. Today it is a question as to whether or not the government shall dictate what kind of program we shall have, who shall speak and on what subjects he shall speak, over the broadcasting stations of the United States.

Criticizes Fly

Chairman Fly of the FCC, in a recent press conference, reacted to the anxiety of the radio broadcasting industry much as any other totalitarian leader would. He says that their fears are groundless and brings up the customary cry of the monopolies. He says that any suggestion that the government now controls radio is 'hokey.' He asserts that he aims to 'free' radio stations to conduct their business in a manner in which he, Mr. Fly, thinks best for them. If the stations accept Mr. Fly's 'protection,' if, in other words, they are good children, he assures them that 'stations certainly have nothing to be afraid of.' Isn't there a very broad hint there that if they don't play his game there may be something to fear? It is strange that stations owners have never sought this freedom that Mr. Fly insists on their accepting and that they have in the past thrived and improved on their own simple brand of free enterprise.

Asks New Radio Act

"I hope that every member of this body will study this decision of the Supreme Court and reflect seriously upon its possibilities. I think that you will agree with me that there is only one way to prevent this serious threat to the freedom of speech and our way of living—that is for Congress to rewrite the Radio Act in such definite terms that it cannot be seized upon by the party in power, no matter what it may be, for the chief purpose of directing its propaganda and maintaining itself in office.

"A year ago the Interstate Commerce Committee of this body studied a new radio act known as the Sanders Bill. No action was taken but when the new Congress assembled last January the bill was re-submitted in practically the same form by Representative Holmes. To date, further hearings have not been held. In the Senate, the White-Wheeler Bill, a revision of the 1934 Radio Act, has been introduced by Senator Wallace White of Maine and Senator Burton K. Wheeler of Montana. Hearings on this bill are scheduled to start in the very near future. The bill is of such a nature that it would definitely prescribe the powers of the FCC and

NEW BUSINESS

WFIL, Philadelphia; Gruen Watch Co., Cincinnati, Ohio (Gruen Watches) 20 announcements weekly for 52 weeks, through McCann-Ericksen, Inc., N. Y. C.; Nesbitt Fruit Products, Inc., Los Angeles, California. T. spot announcements weekly for 52 weeks, through M. H. Kelso Co., Los Angeles, California; Allied Mills, Inc., Chicago, Ill. (Wayne Feeds) two spot announcements weekly for 52 weeks, through Louis E. Wade, Inc., Ft. Wayne, Ind.; American Oil Company, Baltimore, Md. Blanket contract spot announcements covering period of 52 weeks, through Joseph K. Company, Baltimore, Md.; Procter & Gamble Co., Cincinnati, Ohio (Ive Flakes) six announcements weekly for four weeks and two days, through Compton Advg. Agency, N. Y. Ex-Lax, Inc., Brooklyn N. Y. (Ex-Lax) five announcements weekly for 19 weeks, through Joseph Katz Company, N. Y. C.; John Middleton Inc., Philadelphia (tobacco) one announcement per week for 13 weeks, through Gray & Rogers, Philadelphia, Pa. Nevins Drug Company, Philadelphia (Cosmetics) three 15-minute transcribed programs weekly for 52 weeks, through Philip Klein Advg. Agency, Philadelphia, Pa.; Philadelphia Transportation Company, Philadelphia, two announcements per day for 2 days, through Ivey & Ellington, Philadelphia; Philadelphia Inquirer, Philadelphia (newspaper) two announcements per week for three weeks, direct; Plough, Inc., Memphis, Tenn. (varied) 15 announcements weekly for 52 weeks, through Lak Spiro-Shurman, Inc., Memphis, Tenn. Borough of Seaside Heights, Seaside N. J., two announcements weekly for 12 weeks, through J. C. Williams Agency, Asbury Park, N. J.; Cavalca of Thrills, Philadelphia, Pa., 15 announcements weekly for one week, direct; Square Deal Furniture Company, Philadelphia, 10 announcements weekly for 13 weeks, through Harv Feigenbaum Advg. Agency, Philadelphia, Pa.; American School, Philadelphia, one announcement per week for 13 weeks, through Vernik Advertising Agency.

Joan Whitney Commissioned

Joan Whitney, formerly member of the sales-service department of the Blue Network and now at the First WAAC Training Center in Des Moines, Ia., has been commissioned an officer in the women's organization of the U. S. Army.

free the industry of this life-and-death threat from the government which now hangs over it. I feel that this is a matter in which Congress should act upon at once. We would be derelict in our duty if we continued to let any bureau of the government assume the powers of Congress-in-fact, not only the powers of Congress, but a supreme dictatorship in a matter which so closely affects the lives of every man, woman, and child in this country."

1943 RADIO ANNUAL

CONTAINS AN
INTERNATIONAL
SECTION CONSISTING
OF:

•
BROADCAST STATIONS

•
FCC INTERNATIONAL
REGULATIONS

•
CBS-NBC
LATIN-AMERICAN
NETWORKS

•
CUBA

•
MEXICO

•
SOUTH AMERICA

•
CENTRAL AMERICA

•
PAGES 989-1024



✓MORE THAN 1000 PAGES

✓HARD COVER CLOTH BOUND

✓COVERS RADIO COMPLETELY

2 YOUR check for \$10 will bring you a copy of the 1943 RADIO ANNUAL
plus the next 260 issues of RADIO DAILY (full year's subscription).



Coast-to-Coast



WOMAN who asked on Forrest Willis' Myers Department Store musical clock program on WOKO, Albany, New York, this week for work caring for children was deluged with a dozen offers within 15 minutes of her interview. Selection was so good she was able to pick her job and name the salary.

Francis (Jake) Higgins, formerly manager of WDAN, Danville, Ill., has joined the staff of KOY, Phoenix, Arizona, as chief engineer, replacing Bob Thompson, resigned, who is now with Western Electric in New York City. KOY's new chief will assume direct supervision over both studio and transmitter equipment, with Blair Austin in charge of studio maintenance, and Hugh Mosher in charge of transmitter maintenance.

Highlights of WEVD, New York, today are: Carl Carmer, president of Authors League, interviewed by Stanley M. Rinehart, Jr. on the "Mightier Than the Sword" program, on the subject "The War of Words"; speakers Copal Mintz, of the American Labor Party, and Jack Altman, business manager of the Greater N. Y. Joint Council, United Retail-Wholesale Department Store Employees Union, on the "Political Forum of the Air," on the subject "Congress vs. Post War Planning and Labor."

Speaking before an audience of over 300 volunteers in the Minnesota State Salvage-For-Victory drive in Minneapolis, Lt. Darrell Brady's address, broadcast by WTCN, Minn., was deemed so vital to station staff that complete recording was made. Next day, War Production Board officials, apprised of recording, ordered dubs of E. T. made for all stations in area, including Minnesota, North and South Dakota. Speaking entirely ad lib, Brady's talk was so forceful it drew big ovation from audience and response from air listeners. Transcription was re-broadcast by other stations at WPB request because of its scrap-collection appeal.

KLZ, Denver, Colorado, has signed RKO Radio Pictures, Inc. to a one year, radio advertising contract for broadcast promotion of several outstanding films. Lucrative contract came to KLZ as result of job station did in successful promotion of movie "Hitler's Children."

New program director at WSAZ, Huntington, West Virginia, is William O. Aldridge, who was formerly with WPAY, Portsmouth, Ohio, and previously with WOSU, Columbus, Ohio. He is replacing former director, Al Rauch. Other recent additions to the WSAZ staff include Bert Shimp, news and sports announcer, replacing Bob Drexler, and Betty Jane Long, new traffic manager.

With two of its announcers now in the midst of six-month deferments, WMAZ, Macon, Georgia, has taken on a school teacher, Marvlyn Tippett, to train as mikewoman. Second replacement will probably be Gordon Price, 17 years old, who has been working as junior announcer and has another year of high school before reaching draft status.

"Let's Learn Spanish" will begin Tuesday, June 22, over WFIL, Philadelphia. Series will be heard Tuesdays, Thursdays and Saturdays, 7:15 to 7:30 p.m., under the sponsorship of Lit Brothers Department Store. Patricia Bickford, newcomer to radio, takes over the continuity desk at WFIL this Saturday. She graduates from college Friday and starts Saturday morning, under the tutelage of Ed Obrist, program director.

On Monday, June 14, B'nai Brith will join the New Haven Advertising Club in presenting over WELI, New Haven, Conn., a United Nations panel of the following speakers: A. H. Feller, General Counsel, OWI; Hilary St. George Saunders, author of book "Combined Operations," and Sergei Osmena, vice-president of the Philippines.

William F. "Bill" Carley, director of promotion and news at WINS, New York, has been placed in charge of station's press and public relations department, in addition to his regular duties. His new title is: Director of Publicity, Promotion and News. Carley, who has had 16 years experience in promotion, publicity and radio, joined WINS three months ago, coming from WMCA, New York, where he was promotion director.

Special promotion drive has been started by WDRC, Hartford, Conn., for the "big name" Friday night "Caravan" shows on CBS. "Big Name" series will extend for several weeks, and all day Friday WDRC is devoting all its spare spots to plugging the names of the guests on the network program.

Patients in the Naval Hospital, Philadelphia, benefit by WP's purchase of a two-keyboard Hammond Electric organ. Instrument will be placed in the recreation auditorium of the hospital for the Monday broadcasts of "Dollars to Dognuts," sponsored by Sun Shipbuilding & Drydock Co. of Chester, Pa.

Doris Neubauer, former assistant advertising manager of the Lindner Coy, of Cleveland, is taking over the duties of publicity director for the

United Broadcasting Company, Cleveland. Latest addition to the WHK-WCLE, Cleveland, regular staff of engineers is Bert Berg, of Chicago.

Guests on Mary Hammon's "Frankly Feminine" program over WEFW at 9:30 a.m., EWT, during the week of June 14 will be: William Gargan, M-G-M star, recently returned from army camp tour; Louise Huston, fashion lecturer; Fannie Engle, food expert for MacFadden Publications; Pearl Buck, distinguished American writer, and Mert Emmert, WEFW farm director.

Radio Council of Toledo, sponsored by the Junior League, was recently organized and elected Harry Lamb, of the Toledo Board of Education, as president. E. Y. Flanigan, manager of WSPD, and Arch Shawd, manager of WTOL, were elected vice-presidents.

New shows appearing on CKBI, Prince Albert, Sask., at present are "In His Steps," Sunday afternoon at 5:30; "Treasury Star Parade," Sunday afternoon at 3:45, and "Five Minutes at Franks," Friday at 7:45 a.m.
Gratis time on CKBI in the year ending June 1, 1943 amounted to \$43,571.20.

Delivery of over \$100 worth of flowers by WEIM, Fitchburg, Mass., chief announcer Bob Reynolds, made Memorial Day a little more pleasant for injured veterans in the two service hospitals at Fort Devens. Flowers were purchased by listeners to Bob's "Breakfast Music" program. Money was pledged after one appeal.

Maxine Keith is introducing a new session on her WOR "Sophisticated Lady" show. Each Friday will feature a "Glamor Gab Fest," and listeners will receive timely advice right before the week-end. In addition to emphasizing charm, Maxine plans to have as her guest some top-notch "glamor" queen, who keeps herself as busy in war work as she does in being beautiful. First gab fest will take place tomorrow from 2:45 to 3 p.m., EWT.

Esther Dill, hostess on WSFA, Montgomery, Alabama, "Welcome Neighbor" show, sponsored by Young Ice Cream Co., has established some kind of record. Expecting a bundle from heaven, she wished to take a leave of absence from the show, but sales department said No. So they placed a mike in her home, and had her make 12 E.T.'s for use during period when it would be impossible for her to make any kind of radio appearance. Event is over, and she is broadcasting daily from her bed.

KECA, Blue Network affiliate in Los Angeles, on June 13 will be the originating point for "Wake Up, America," the Blue's forum program. "Is Time On Japan's Side?" will be the subject, and the program will be presided over, as usual, by Fred G. Clark, general chairman of the American Economic Foundation.

Speakers will be Major General Pe Malone, international authority on the East and Blue news commentator in San Francisco; "Singapore Joe" Far Eastern lecturer and former member of the Singapore Defense Council; Major Alexander P. de Seversky, author of "Victory Through Air Power."

Industrial Relations Division of Consolidated Mining and Smelting Co. of Trail, British Columbia, has started a series over CJAT entitled "Kootenay Family Almanac" program, designed to develop pride in the city, esprit de corps among company's employees, and good will for the company, is full of family affairs, births, deaths and accomplishments of all the people who make the Kootenays. Show is broadcast thrice weekly from 4:30-5 p.m.

New promotion sheets have been prepared by KXOK, St. Louis, Mo., to run the "St. Louis Star-Times." Full page plays of KXOK and Blue Network personalities is ready for publication. Station plans to run them several times a month.

For the first time since the founding of WOWO-WGL, Fort Wayne, Indiana, a member of the feminine sex has become a full time announcer. Her name, Rosemary Stanger. In 1937 she started as receptionist. Two years later took over the "Women in the News" show. Later she was given complete charge of the Westinghouse FM station, W49W. Now she is scheduled for full time announcing, as well as her regular feature programs.

George Riley, comedy star of the "More Furlough Fun" show over KFLC, day nights, has returned to Hollywood after a three-day tour of army camps in the desert around China and San Diego. His wife, Helene Heller, vaudeville headliner, worked with him.

Canada Army Radio Men Dissatisfied, Is Charged

Montreal — Dissatisfaction among highly educated men in the Royal Canadian Air Force handling second radio equipment was referred to the Canadian Parliament by Hon. Charles Power, Air Minister, who said these men, who had been selected all over the world, felt their chances of promotion were not as good as other branches of the service. Conditions had improved, however, said, more commissions having been granted, trade pay provided as there was less dissatisfaction as result.

He quoted Prime Minister Churchill as saying that radio mechanics and radio locators were largely responsible for the British victory over the massed German air fleets in 1940. The United Kingdom allotted the highest priority to them, he declared.

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

June 10

Mario Bragiotti Stan Carey
Norman Brokenshire Al Dubin
Gertrude Forster Judy Garland
Elmore Vincent



RADIO DAILY

The National Daily Newspaper of Commercial Radio and Television



VOL. 23, NO. 51

NEW YORK, N. Y., FRIDAY, JUNE 11, 1943

TEN CENTS

RMA Future Bright—Fly

Looking On ... AND LISTENING IN

RELATIVE to the new FCC chain rules and regulations which go into effect June 15, there is of course nothing for either the networks or the affiliates to do but carry out the regulations as prescribed, and to the best of their ability. As to its customers, whether dealing with agency or client direct, the by-word is "business as usual." In fact there is no good reason why anything much should be said about it to either of these. The situation will be virtually status quo, even as of June 15.

Fundamentally, nothing in the regulations is supposed to hinder the business of broadcasting. Radio in its short history has never known a retreat, not even during the darkest days of the depression. Now, as then, the trend is, forward. Neither network nor affiliate can afford to create in the mind of the advertiser, something that does not exist i.e. that he cannot continue to use network time as he has been accustomed, or that sufficient spot time is not readily available as in the past.

There are undoubtedly certain principles involved in the new rules and regulations. Something that America has always stood for—probably one of the Four Freedoms, to stretch a point. And yet, it is still not for the industry itself to maintain an issue so much as it is the business of the trade association, the man in the street or the free-speech-minded Congressman. For the broadcaster's motives will be misunderstood, even though he fights a battle that concerns not only himself but other industries as well. There being no alternative, the thing to do about the new rules is not only carry them out but also "forget them," paradoxical as it may sound, and hope that some champion of freedom via Congress will bring another day.

Precedent

Setting what is believed to be a precedent for programs of its type, Theodore Granik's "American Forum of the Air" will have as guest speaker on Sunday, Justice Owen J. Roberts of the U. S. Supreme Court, who will participate in a discussion on the subject, "Can We Organize Peace on Federal Union Lines"? Show is heard on MBS Sundays, 8 p.m.

Citation

Members of NBC have been cited by the New York War Savings Staff of the United States Treasury Department for their purchases of War Savings Bonds. The citation was awarded the network's personnel "in recognition of their having provided the following fighting equipment: three Flying Fortresses and one Medium Bomber through purchases of War Bonds.

War Ad Council Opens "Message" Campaign

Initial round in its campaign to get "A War Message in Every Ad," was sent out yesterday in a letter by the War Advertising Council, Inc. to advertisers, agencies and media. Communication explains the need for the campaign, and how the co-operation of the advertiser can service the war needs of the nation. Goal is to have every national ad.

(Continued on Page 3)

Bristol-Myers Renews Shows On Full NBC Net

Bristol-Myers, Inc., has renewed its two NBC program periods for 52 weeks beginning June 30. Contract for the dramatic show, "Mr. District Attorney," broadcast Wednesdays at 9:30 over the full network, was placed by Pedlar and Ryan, Inc., for Vitalis. Young & Rubicam, Inc., handled the

(Continued on Page 3)

Ryan Heads Sub-Committee On Government Questionnaires

Talent-Pool's Committee To Get NAB Co-Operation

The NAB was the first organization to pledge its cooperation with the National Conference of the Entertainment Industry, it was revealed last night at a meeting of the Continuation Committee appointed to expedite action in the forming of a talent pool

(Continued on Page 2)

Chairman Informs Manufacturers Boom Is Inevitable If Post-War Plans Are Properly Carried Out

Commons Unit Reports On Short-Wave Setup

Montreal—Authority to purchase apparatus for the Canadian Broadcasting Corporation's proposed short-wave broadcasting station has been obtained but it is not expected the station can be in operation in less than 14 months, the House of Commons radio committee was informed yesterday.

The Committee heard statements

(Continued on Page 5)

BMI Program Managers Hold Eighth Meeting

Eighth meeting of program managers of stations licensed by BMI was held this week at the offices of the company. Ike Lounsberry, executive vice-president and general manager of WGR, Buffalo, and Doug Coulter, vice-president in charge of

(Continued on Page 2)

Revise Conductor List For Philharmonic Series

A revised list of conductors and soloists for the Summer season of the New York Philharmonic-Symphony in its 52-week series of Sunday after-

(Continued on Page 3)

A post-war public "enthusiastically receptive to the refinements in the art" of radio will insure the maintenance of the radio manufacturing industry on the scale to which it has expanded during the war period, provided the radio manufacturers exercise the proper vision in planning for the post-war period, FCC Chairman James Lawrence Fly told the Radio

(Continued on Page 6)

White-Wheeler Bill Possibly Up In Fall

Washington Bureau, RADIO DAILY
Washington—No hearings will be held on the White-Wheeler Bill to reorganize the FCC before Fall, at the earliest, it was learned yesterday. Senator Burton K. Wheeler, Chairman of the Senate Interstate Commerce Committee, which is handling the bill, and one of the sponsors, in-

(Continued on Page 6)

Classic Mystery Stories Readied By NBC ET Div.

Syndicated feature of 26 half-hour dramatic programs adapted from classic mysteries, one of the most elaborate production series undertaken by the Radio-Record Division

(Continued on Page 2)

Temperament

Ted Huston was signing off his "Dance, Philadelphia, Dance!" show on WIBG with Harry James' record of "The Devil Sat Down and Cried"—and as usual faded the music to bring in the standard cue "Your Dial Is Set At 990." Then he brought up the music just in time for Helen Forrest's voice to yodel "in a heck of a spot." He broke the platter.



Vol. 23, No. 51 Fri June 11, 1943 Price 10 Cts.

JOHN W. ALICOATE : : : Publisher

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

Published daily except Saturdays, Sundays and Holidays at 1501 Broadway, New York, N. Y., by Radio Daily Corp. J. W. Alicoate, President and Publisher; Donald M. Mercereau, Treasurer and General Manager; Chester B. Bahn, Vice-President; Charles A. Alicoate, Secretary. Terms (Post free) United States outside of Greater New York, one year, \$10; foreign, year, \$15. Subscriber should remit with order. Address all communications to RADIO DAILY, 1501 Broadway, New York, N. Y. Phone Wisconsin 7-6336, 7-6337, 7-6338. Chicago, Ill.—Frank Burke, Suite 1800-A, Merchandise Mart, Phone Delaware 4950. Hollywood, Calif.—Ralph Wilk, 6425 Hollywood Blvd. Phone Granite 6607.

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

FINANCIAL

(Thursday, June 10)

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 Prd., Stewart-Warner, Westinghouse, Zenith Radio.

NEW YORK CURB EXCHANGE

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

Talent-Pool's Committee To Get NAB Co-Operation

(Continued from Page 1)

of the theatrical resources and a permanent administrative body to act as a clearing house for the distribution of such resources in behalf of the war effort.

NAB has appointed Walt Dennis, chief of its news bureau, to act as its official representative.

George J. Shafer, chairman of the War Activities Committee of the Motion Picture Industry, was named temporary chairman of the continuation committee.

Leonard Callahan, general counsel for Sesac was added to the continuation committee as the representative of the musical transcriptions group. James Sauter, executive director of the United Theatrical War Activities Committee, was commissioned to prepare a factual survey of what has been done by the war activity agencies up-to-date for presentation to the conference board.

The committee reviewed a statement to be sent with the invitations to amusement organizations throughout the country.

Coming and Going

FRED WEBER, general manager of Mutual, and PAUL JONAS, the network's assistant director of special features and sports, in Cleveland for the Bivins-Marshall bout broadcast over MBS. ED WILHELM, for the Maxon agency, also on the battle ground.

TOM HARKER, of the Blue Network sales staff, and FRANK LOTT, of the D'Arcy Advertising Company, left yesterday for Chicago, for conferences with executives of Coca-Cola Bottlers. They plan to return on Monday.

CARL BURKLAND, general manager of WTOP, Columbia's O & O station in Washington, D. C., in town this week on network business.

STEVEN FRY, traffic manager of BBC, left yesterday on a survey of regional networks that will keep him on the road until June 21. He will make stops at Chicago, Detroit, Ft. Worth and Dallas.

J. R. POPPELE, chief engineer of WOR, in Chicago for the Radio Manufacturers Convention at the Palmer House. He's expected back about the beginning of next week.

QUINCY A. BRACKETT, president and station manager of WSPR, Springfield, Mass., is here for talks with the local reps.

KEN CHURCH, manager of WKRC, Cincinnati, is in New York.

HY M. STEED, station manager of WLAV, Blue Network outlet in Grand Rapids, Mich., a caller yesterday at Rockefeller Center.

ROBERT E. DUNVILLE, Crosley vice-president and assistant general manager of the broadcasting division, spending a few days in New York this week.

BOB HOWARD, featured in the musical comedy, "Early to Bed" and who next week will start his own program on WHN, has returned from Boston and will appear Sunday at the National Community Hospital Ball which will be held at the Waldorf-Astoria.

DOROTHY VANSTON, vice-president of General Sound Corp., is expected back today from a business trip to Washington, D. C.

JOHN C. McCORMACK, general manager of KWKH, Shreveport, La., a visitor yesterday at the stations department of CBS.

FLAY McPHERSON is here from WSGN, Birmingham, Ala., on a short trip. Looked in yesterday at the offices of the Blue Network.

BILL O'NEIL, president and station manager of WJW, Akron, Ohio, on a short business trip this week to Washington, D. C.

LORETTA YOUNG leaving town for Hollywood where, on Monday, she will make a guest appearance on the "Lux Radio Theater" over CBS.

GERRY IRWIN, program director of KTKC, Blue Network affiliate in Visalia, Cal., has joined the out-of-town executive contingent currently in New York.

S. A. VETTER, general manager of WFTL, Ft. Lauderdale, Fla., is on a 10-day trip to Chicago.

L. M. SEPAUGH, manager of WSLI, Jackson, Miss., in Shreveport, La., before going on to Ft. Worth for the Blue Network district meeting.

ROBERT MAGEE sales manager of WEEU, has arrived from Reading, Pa., for confabs with the station's New York representatives.

G. G. WHITE, commercial manager of WFMD, is in town from Frederick, Md., on station and network business.

RUSS LONG, program director of WCSC, Columbia affiliate in Charleston, S. C., was a visitor yesterday at the stations department of the network.

JOHN WELLINGTON, Blue Network producer, is in Cheyenne, Wyo., to handle the "Spotlight Bands" program which tonight will originate at Ft. Frances E. Warren.

VITA KANE, traffic manager of WNEW, leaves tomorrow on a three-weeks vacation at Lake Placid.

H. A. GIESEL, general manager of WBCM, Bay City, has arrived from Michigan for conferences with the New York representatives of the station.

Classic Mystery Series Readied By NBC ET Div.

(Continued from Page 1)

of NBC, has just been completed, and will be released immediately along with promotion and publicity material compiled by NBC. The first in the series, Edgar Allen Poe's "The Fall of the House of Usher," was presented in preview here yesterday, to the trade press inasmuch as the productions of this type are sold and aired usually outside of New York.

Other noted works which will be included in the series are Edw. George Bulwer-Lytton's "The House and the Brain"; Victor Hugo's "The Last Days of a Condemned Man"; "Declared Insane" from Honore de Balzac's "Interdiction"; Wilkie Collins' "A Terribly Strange Bed"; Poe's "Narrative of Arthur Gordon Pym." The whole series is known as "The Weird Circle." Production of the series is under the supervision of Oscar C. Turner. Peggy L. Maver adapted the script for radio, and Morris W. Hamilton, together with Miss Mayer, directed. Name dramatic talent is sprinkled throughout the cast.

Dwyer Stakes On Mutual

The Dwyer Stakes, which will be run at the Acqueduct Race Course on Long Island Saturday, June 19, will be broadcast on the Mutual network from 4:15-4:30 p.m.

Move To Stop Deferment Of All Draftees Under 25

Washington Bureau, RADIO DAILY

Washington—Issuance of an order to eliminate occupational deferments for all men under 25 within the next week or two is a real possibility, a Selective Service official declared yesterday. The plan being considered would cancel job deferments for all radio men, for instance, who are under 25, but would not affect dependency deferment.

No actual decision has yet been reached on the matter, but a memo outlining the plan is reported to have been sent to State Selective Service directors in order to get their reactions.

This plan, if adopted, would probably put off for a time the wholesale drafting of fathers, and perhaps reduce materially the number of fathers who will eventually find themselves in uniform. The present ban on drafting of fathers is expected, under present regulations, to be lifted in mid-summer.

In the meantime, an Associated Press study released yesterday estimated that the chance of draft-age fathers being inducted into the armed forces before the end of this year is about 17 out of 100. The ratio for 1944, barring unexpectedly heavy casualties, is not expected to differ greatly.

BMI Program Mgrs. Hold Eighth Meeting

(Continued from Page 1)

programs of CBS were in attendance during the session apart from BMI officials and the following program managers:

KTUC, Wayne Sanders; WHAS, Robert L. Kennett; WDAE, Kenneth Skelton; WEEI, Kingsley F. Horton WSJS, Clay Daniel; KGLO, Merritt Milligan; KVOO, Allan Page and WTAR, Henry Whitehead, Bailey Barco.

Also WIS, Warren Hites; WFAA, Ralph Nimmons; WIOD, Robert L. Fidler; WORL, Robert Sanford KTKC, Gerry Erwin; WISH, Felix Adams; KFEQ, Harry Packard WSPR, Wayne Henry Latham; WFCI, George Sutherland; WICC, Miss Florence Ballou; WBBB, Paul Huddleston; WKRC, Ken Church; WMFR, Stan Conrad; WEMP, Conrad Rice and KMTR, Lyman Smith.

WHN Flag Day Program To Go International

International flavor will be added to the WHN Flag Day program, next Monday, 4:30-5:00 p.m., EWT. As part of the program an exclusive cable from Wladyslaw Sikorski, Premier of Poland, will be read by Baron Stephen de Ropp, Polish Consul.

In addition to Sikorski's cable a special message to the station from President Benes of Czechoslovakia, will be read by Jan Papnek, Minister of the Czech nation.

Also participating on the WHN program will be the Norwegian Consul Reidar Solum, Count Herve de Leyrot, member of the French Chamber of Deputies from Brittany and Manuel Prado Y Garland, son of Manuel Prado of Peru. The ceremonies will also include the pledging of allegiance to the American Flag by a group of 22 International Girl Scouts.

Advertisement for CKLW Detroit Area, featuring 'NEW HIGH' and '5,000 WATTS DAY and NIGHT 800 Kc. MUTUAL SYSTEM'.

War Ad Council Opens "Message" Campaign

(Continued from Page 1)

vertiser in newspapers and periodicals devote the entire space of some of his advertisements to war messages, and see to it that every ad devotes some space to a war message.

Message sets forth the need for getting information to the public so that the public will respond to anti-inflation, labor recruitment and other government drives. Persuasive presentation points out to the advertisers that to cooperate in this campaign is good business because:

Advantages Outlined

"1. Readership studies show that up to five times as many people read an ad containing a genuine war message as read the average 'business as usual' ad.

"2. Successful business leadership properly concerns itself with the problems of its customers. What Washington calls 'brag' advertising touts the company, ignores the customers. Switch to spreading war messages—to throwing light on the problems of those who will again buy your goods when peace comes—and watch your fan mail!

"3. Leadership, reputation, prestige, cannot be divorced from service in the public interest. Does your printed advertising now serve the public interest?

"4. Advertising is the voice of business. It is the only way the public has of judging what business thinks. Business, by cooperating wholeheartedly in the spreading of war messages, has a chance to again prove itself alert, unselfish, deeply concerned with the winning of the war."

Recommendations Listed

Under the heading, "What to Do About It," the Council recommended the following:

"The first action needed is a resolve that from this point on every ad over your Company name will contain a war message.

"The second suggested action is that you actively sponsor one of the many government campaigns. If you are buying twelve pages in a weekly magazine, you might promote an official campaign in six of them. You can obtain full information on government campaigns either from the Office of Program Coordination, Office of War Information, Washington, D. C., or from the War Advertising Council. From this information, your advertising agency can prepare the ads for your approval.

"The third suggested action is that you, as a minimum, insert in your regular product advertising one of the government-approved war messages.

"Ad Within an Ad"

"These inserts are in effect an ad within an ad. Hundreds of them appearing in magazine and newspaper advertising will quickly demonstrate to government and the public that business is going all-out to cooperate.

"Pick out any of the messages you wish. Change their shape or size

Revise Conductor List For Philharmonic Series

(Continued from Page 1)

noon broadcasts on the Columbia network includes the names of Eugene Ormandy, Fritz Reiner, Dimitri Mitropoulos, Josef Hofmann, Artur Rubinstein, and Howard Barlow. The program will be heard from 3:00-4:30 p.m., EWT.

Other conductors who will preside over the orchestra are Georg Szell, Jose Iturbi, Wilhelm Steinberg, and Vladimir Golschmann.

The complete roster of soloists consists of Artur Rubinstein, Jose Iturbi, Eugene List, Josef Hofman, Claudio Arrau, and Robert Casadesu, pianists; Fritz Busch, John Corigliano, and Nathan Milstein, violinists, and Joseph Schuster, cellist.

Reiner, conductor of the Pittsburgh Symphony, and Mitropoulos, conductor of the Minneapolis Symphony, are to direct three concerts apiece. The others, with the exception of Steinberg and Iturbi who are scheduled for one concert each, are assigned two Sunday concerts apiece.

Bristol-Myers Renews Shows On Full NBC Net

(Continued from Page 1)

contract for the 9:00 to 9:30 period on Wednesday nights now occupied by Eddie Cantor and his "Time to Smile" program. The Cantor show will be replaced for 13 weeks beginning June 30, by "A Date With Judy." The new series will advertise Ipana and Sal Hepatica over the complete NBC network.

New Income-Tax Blanks Going Out To Employers

Washington Bureau, RADIO DAILY

Washington—Blanks were being sent yesterday to all employers by the Bureau of Internal Revenue to be used for recording the amounts withheld from payroll after July 1, when the new tax bill, signed yesterday by the President, takes effect. In addition to "forgiving" 75 per cent of the current tax, the bill provides for a 20 per cent withholding tax on all wages and salaries.

Employers withholding more than \$100 monthly must pay the amounts withheld to a depository authorized by the Treasury.

AFM Exec. Committee Meets

Chicago—James C. Petrillo, president of the American Federation of Musicians, and 12 members of the executive committee of the AFM met here yesterday at the Palmer House but took no action with respect to the recording ban.

if you want, but stick closely to the messages so that the information the public is given will be uniform."

In mailing these appeals to advertisers, the Council will attach a folder containing several dozen inserts dealing with important current campaigns suitable for immediate inclusion in any product copy. Drive addressed to advertisers agencies and media.

Several New Pacts Set For WEAf Spot Accounts

Several new contracts for the use of WEAf's facilities were announced yesterday by W. O. Tilenius, assistant manager, NBC's Spot Sales department. S. A. Schonbrunn & Co., are promoting Savarin coffee through a schedule of one-minute transcribed announcements on Bob Stanton's "Rhyme and Rhythm" program, Mondays through Fridays, 12:15 to 12:25 p.m., and also on "Family Time," emceed by Jack Arthur, Mondays through Fridays, 6:00 to 6:15 p.m. Both schedules were placed by Ruthrauff & Ryan, and became effective Tuesday, June 8.

Empire Gold Buying Service, currently has a new series of 312 one-minute announcements on Ralph Dumke's "Two-Minute Man" programs, to be presented Mondays, Tuesdays and Saturdays, 8:15 to 8:30 a.m., and on "Rhyme and Rhythm," Wednesdays, Thursdays and Fridays. Carl Calman, Inc. is the agency placing the business.

Rum & Maple Tobacco Corp., has contracted for one-minute announcements in the Pat Barnes' "Morning in Manhattan" program, Monday through Saturday, 7:15 to 7:25 a.m., beginning June 28. Raymond Spector Co., Inc., placed the account for the sponsor's Three Squire and Rum and Maple Tobaccos.

Beginning June 14, Kranks Shaving Kreem will use one-minute announcements, three times a week, on Pat Barnes' "Morning in Manhattan." The account was placed by the Arthur Meyerhoff agency, Chicago.

Another account for the Barnes' morning show is Macfadden Publications, Inc., which has signed a WEAf contract for participation periods, through Raymond Spector Co., Inc. to promote True Story magazine.

"Spangles," the new Ringling Brothers' continental circus which opens in Madison Square Garden, June 16, will also use participation spots in Pat Barnes' program beginning June 28. Caples Co., handled the Ringling account.

CBC "Of Things To Come" Ends With Sunday Show

Toronto—"Of Things to Come," the CBC's series of post-war inquiries, will conclude its present series with a special broadcast from Toronto on Sunday, 5:03 p.m., EDT, over the network. Morley Callaghan, who has acted as the "people's counsel" throughout the series has asked many penetrating questions of various experts on phases of Canadian life in the future. He will present the report of the series based on listeners' letters sent in to him. Raymond Tanghe, secretary of the separate French inquiry, will outline reaction to the similar program on the CBC French network.

R. E. G. Davis, of the National Council, YMCA, and vice-chairman of the CBC post-war committee, will preside; Evan Gray, K. C., prominent Toronto lawyer and convener of the CBC post-war resident advisory committee, will also take part in the special broadcast.

Ryan Heads Committee To Sift Questionnaires

(Continued from Page 1)

developments which led to the formation of the broadcasters' sub-committee. Joseph Miller, NAB labor chief, spoke of the industry's need for labor statistics developed from the employee forms as filled in for the FCC.

Current questionnaires and forms of the FCC were discussed and the engineering form approved as recommended by the NAB engineering executive committee. Specific recommendations for changes in the FCC license renewal form were made and an executive committee named to discuss this and other matters with the Commission.

The executive committee is composed of Ryan, G. Bennett Larson, WWDC, Washington; Herbert Pettey, WHN, New York, and Paul Peter, NAB research director and secretary of the sub-committee.

Attending the meeting in addition to those named were: committee members Roger W. Clipp, WFIL, Philadelphia; Edward F. Evans, WJZ, New York; John C. McCormack, KTBS-KWKH, Shreveport; Barry T. Rumble, NBC; Jack Williams, WAYX, Waycross, Ga., and John Churchill, CBS, representing Frank Stanton, Newbold C. Going, of Pittsburgh, secretary of another ACGQ sub-committee also attended.

Okay Market Data Book

Final page proofs of the NAB "Market Data Handbook for Broadcast Stations" were approved by the NAB research committee meeting here yesterday at the Statler. Mailing is scheduled for on or about July 15. Paul Peter, NAB research director, reported. Research plans for the coming year were discussed and the NAB recommendation "how to determine station coverage" was reviewed and plans made for discussion with the American Association of Advertising Agencies to obtain their final approval.

Committee members attending were: J. Harold Ryan, WSPD, Toledo, chairman; Edward F. Evans, WJZ, New York; G. Bennett Larson, WWDC, Washington; John C. McCormack, KTBS-KWKH, Shreveport; Barry T. Rumble, NBC; Frank N. Stanton, CBS; Jack Williams, WAYX, Waycross, Ga., and Paul Peter, secretary.

W P E N

Philadelphia

5000 WATTS • 950 ON THE DIAL

Affiliated Station of the
Atlantic Coast Network

Los Angeles

By RALPH WILK

TOMMY RIGGS was so enthused about taking possession of his new San Fernando Valley (Calif.) home, "Off Hand Manor," last week that he insisted on giving the movers a helping hand. As a result Tommy was so stiff the next day that the trek to the microphone during the broadcast of the "Tommy Riggs and Betty Lou" show was a major accomplishment.

Harry Von Zell, announcer, actor on the Eddie Cantor "Time to Smile" radio show, returns to New York on the 26 of June for the summer season.

As a surprise gift to Gracie Allen, Paul Whiteman is having the tiny piano which Gracie played her "Concerto for Index Finger" in Carnegie Hall, New York, re-conditioned and re-decorated. When the midget instrument arrives at Gracie's house it will be painted with fancy scrolls and inscribed with each date she has played her concerto in public.

Bert Lahr, perennial guest on the Rudy Vallee program is one of the calmest workers in the business. While waiting his turn at the mike he sits in his chair doing cross-word puzzles!

Groucho Marx, star of radio's "Blue Ribbon Town," may be back in pictures this fall with Brothers Chico and Harpo. Discussions are already under way. Groucho earlier had announced he would make no more films.

Gregory Mather, son of the Tommy Riggs' show announcer, Jack Mather, announced to his parents that he and Stephanie Pierce, daughter of producer Sam Pierce, are engaged. Both youngsters have reached the ripe old age of 3½.

Vincent Price, Ona Munson and Osa Massen were heard in the Columbia network's "Suspense" presentation of John Dickson Carr's story "Five Canaries in the Room," Tuesday (8th). The program is produced by William Spier.

"Thirty for One," co-starring Joseph Schildkraut and Peter Lorre, was presented on "Treasury Star Parade" Monday, June 7, over KECA. David Broekman's orchestra played a special musical score.

Bill Wright, who plays "Mayor" Lionel Barrymore's police staff in "Mayor of the Town," this week went to work in Judy Canova's new Republic picture, "Sleepy Lagoon"—as a mayor!

WSM Adds Personnel

Nashville—Dean Upson, former radio sales executive, and C. Lester Barnard, until recently reporter and copy reader on the "Nashville Tennessean," have joined the staff of WSM. Upson is WSM's new commercial manager, and Barnard is publicity director.

In recent years Upson has been a radio station commercial representative in Schenectady, N. Y., Peoria, Ill., and Louisville. Prior to Barnard's newspaper work, he wrote radio news copy for Mark Hawley, then on WOR, and was a writer in the shortwave news department of CBS.



Reporter At Large. . . !

● ● ● Not only is it considerate but also sensible... we mean the decision of the "Here's To Romance" sponsors (heard Sundays over the Blue Net) to discontinue studio audiences during the hot months so that artists and musicians, on the program, might feel free to open their collars, roll up their sleeves, wear slacks and otherwise make themselves comfortable while broadcasting... the format of many shows preclude the elimination of the studio visitor, but we think, producers of those programs, which do not of necessity require audiences, would do well, were they to bear in mind that a comfortable and relaxed performer can be depended upon to give a better show... After listening to auditions of 55 girls for the "Jezebel" role sequence for the NBC program "Light of the World," Axel Gruenberg has selected Ann Sterrett for the part... War Writer's Board is anxious to receive old Minstrel and Burlesque scripts to be sent to entertain boys in the armed forces at home or abroad... that type of script is most easily learned by the lads themselves when putting on their own shows... Joe Laurie, Jr. one of the "Can You Top This" trio, has authored a radio script based on anecdotes and little known facts on well known people... Nick Keesely is peddling the show titled, "I remember."



● ● ● Yesterday we listened to a fifteen-minute recording of a new idea. written by and starring Irene Beasley, titled, "At Home With Irene"... never knew so much humor, philosophy, household hints, friendly advice, songs, comedy and chatter could be packed into a quarter-hour show... Last week while dining at the Troika Night Club in Washington, D. C., Newscaster Fulton Lewis, Jr. suddenly got an idea for his next program... he jotted the phrases down on the table cloth and upon leaving, took the cloth with him, assuring the astounded waiter "same would be returned, laundered after the program"... Five years ago, "Dee" Englebach, busiest producer on the Blue Network, was an NBC page boy... got his first real break from Goody Ace on the "Easy Aces" show... Captain Glenn Miller's Service Orchestra may soon be heard on a coast-to-coast hook-up, emanating from the Army Air Base at Yale University... Mel Powell, swing pianist and Ray McKinley, ace drummer, will be featured instrumentalists with the band... Film retakes on the coast will prevent Comic Hugh Herbert from guesting on Bill Stern's Sport Newsreel, next Friday... Yankee boss Joe McCarthy will be the pinch-hitter... Marilyn Duke, Vaughn Monroe's vocal lovely, plans to join the WAAC's... Photographer 2nd Class U.S.N. Ray Levitt, former Broadway and Radio Folk "look at the birdie" man, in town on shore leave.



● ● ● On October 14, Jack (Shine on Harvest Moon) Norworth, called an express company and asked them to pick up his trunk in Brooklyn and deliver it to his hotel in New York... Yesterday, Norworth received a note from the company saying that his 'long-lost' trunk had been located in Los Angeles... Jack seemed mystified at the route traversed by his wardrobe, but over a cup of coffee at the Lambs Club, we reminded the songwriter-actor, that mental telepathy is a wonderful science and that it is doubtless, the expressman, way back in October, knew that Warner Brothers were going to call Norworth to play himself in the forthcoming flicker based on the life of the Late Nora Bayes, to whom Jack, at one time, was married and with whom he trouped on the 'big time'... Leon (CBS short wave engineer) Wecker's dad is in the wicker business... the firm is called Wecker Wicker Works... sounds like a Raymond Scott song title.



—Remember Pearl Harbor—

Chicago

By FRANK BURKE

CONTINUING his missionary work for "Truth in Commercials" Colonel B. J. Palmer, WOC, Davenport and WHO, Des Moines, addressed local radio executives at a meeting yesterday at the Morrison Hotel and admonished them to "omit sly misrepresentation, adhere strictly to truth and always be mindful of the danger of censorship." Ronald Woodyard, general manager of WING, Dayton, invited Colonel Palmer to conduct meeting there in the near future.

"Hot Air," a new half-hour comedy show produced at WBBM was auditioned for the press and a beer account yesterday. Show features Eddie Dunn as emcee and WBBM staff artists. Script has Caesar Petrillo musical director, reading comedy lines.

Chicago's newest FM station is W75C, operated by the Moody Bible Institute which has been conducting test programs for past 10 days and will begin its regular schedule Sunday. During June and July W75C will be on the air from 11 a.m., to 9:30 p.m., CWT. This makes the fifth FM station license granted in Chicago. Others are W59C, W51C, W67C and WBEZ.

Dates of summer session of the Comprehensive Radio Workshop sponsored and staffed by the Radio Council of Chicago Public Schools have been set for June 28 to August 6, George Jennings, acting director, announced yesterday. A special feature of the radio workshop will be seminars staffed by consular representatives of Pan-American countries and Latin American educators.

Russ Morgan, band leader current at Edgewater Beach Hotel, will make an appearance on the Blue Network's "Soldiers of Production" show on Sunday, June 13, at 10 a.m., CWT.

Bonnie Ather (Mrs. Bob) is taking over "Smilin' Bob's" programs on WJJD with Bob in the Army. Her theme song is "I'm lending you to Uncle Sam."

Norman Kraeft has left the WJJD announcing staff to go with the Blue in Chicago. Lee Gillette, for the past three years with WAAF, succeeds Kraeft at WJJD.

Atlas Brewing Company, through Arthur Meyerhoff & Company, has renewed its contract for weekly station breaks on WENR for 52 weeks.

Cott Book Due In Fall

Among the new books due in the Fall is Ted Cott's "Victor Book of Musical Fun," to be published by Simon and Schuster. Cott, who conducts the "Sounding Board" program over WEAF each Thursday at 6:45 p.m., EWT, reports that his forthcoming volume, with illustrations by Leo Garell, will feature "So You Think You Know Music?" quizzes, anecdotes, musical cross word puzzles and numerous other features.

The "Victor Book of Musical Fun" will be a companion book to the "Victor Book of the Opera" and the "Victor Book of the Symphony."

War-Program Ideas

Farm-Labor Roundup

Starting Monday, June 21, Mert Emmert, WEAF's farm director, and conductor of the "Modern Farmer" program over WEAF at 6:30 a.m.

Mondays through Saturdays, present a farm labor roundup program. This is an effort on Emmert's part to make a weekly report on labor conditions and the situation in general—what the needs are, where labor is available, etc., in New Jersey, New York, Pennsylvania and Connecticut, for any particular week.

In this project Emmert will have the cooperation of the heads of various state college agricultural schools as well as officials connected with the State Extension Services, the U. S. Employment Service and the Volunteer Land Corps.



War "Fronts"

"Home Front and Battle Front," a series correlating news of the war at home and the fighting forces, being presented at 11 p.m. nightly on WBNX, New York, in cooperation with the Office of War Information.

Conceived by WBNX program staff, the program opens with five minutes of news on rationing, civilian defense and all domestic phases of war, and then turns to 10 minutes of news on war fronts. OWI is considering the program as model for use by other stations through country.

Commons Group Reports On Short-Wave Setup

(Continued from Page 1)

The War Services Minister LaFleche and Rene Morin, chairman of the CBC Board of Governors. Morin, as soon as the station was authorized by order-in-council the CBC conducted tenders on equipment and accepted the lowest tender.

Priority difficulties were encountered in connection with equipment which had to be obtained in the United States but after considerable negotiation authority had been obtained to get the material. "Orders have been placed and we hope to have the apparatus as soon as possible," he said, "it would be premature to make any precise commitment as to when we may expect to have this station in operation but we hope that delay will not be too long."

When committee members asked if it could be a year or more, Augustin Morin, assistant general manager, said it would be at least 14 months.

In military terms radio is a war machine and a war weapon," said LaFleche, whose statement opened the proceedings. It is essential that radio be used to its full capacity in order to bring about the downfall of the enemy, he declared.

The CBC, said Gen. LaFleche, is not a department of government, but a separate corporation owned by the

☆ ☆ GUEST-ING ☆ ☆

JACKIE MILES, night-club comedian, and GLENN AND JENKINS, vaudeville team, on Jerry Cooper's "Keep Ahead" variety program, today (WOR-Mutual, 7:30 p.m.).

DAVID SARNOFF, president of RCA; Isaiah Bowman, president of Johns Hopkins University, and HARLOW SHAPLEY, director of the Harvard Observatory, discussing "Science Shapes Our Future," on "For This We Fight," tomorrow (WEAF-NBC, 7 p.m.).

W. W. CHAPLIN, news commentator on NBC, on "Nellie Revell Presents," tomorrow (WEAF-NBC, 10:30 a.m.).

MORTON DOWNEY, in the "Brazilian Parade," tomorrow (WOR-Mutual, 4:30 p.m.).

XAVIER CUGAT, on the "Million Dollar Band" program, tomorrow (WEAF-NBC, 10 p.m.).

PAUL WHITEMAN and DINAH SHORE, on the Burns and Allen program, Sunday (WEAF-NBC, 8 p.m.).

GEORGE BURNS and GRACIE ALLEN, on the Paul Whiteman program, Sunday (WEAF-NBC, 8 p.m.).

JUSTICE OWEN J. ROBERTS, of the U. S. Supreme Court; CLARENCE K. STREIT, author of "Union Now"; SEN. GUY M. GILLETTE, Iowa Democrat, and REP. BARTEL J. JONKMAN, member of the House Foreign Affairs Committee, discussing "Can We Organize Peace on Federal Union Lines," on Theodore Granik's "American Forum of the Air," Sunday (WOR-Mutual, 8 p.m.).

LIEUT. COL. HERBERT MORGAN, U. S. Air Force, who served in China, and RICHARD G. MASSOCK, former head of the Associated Press Bureau in Rome and author of "Italy from Within," on "We, the People," Sunday (WABC-CBS, 7:30 p.m.).

SAMUEL GRAFTON, columnist on the New York "Post," on the "Answering You" show, Sunday (WOR-Mutual-NBC, 5 p.m.).

people, operated by the Board of Governors and reporting through a minister and the government to Parliament and its real owners, the people. With a few exceptions, such as the requirements of a report to the Minister and the necessity of obtaining government approval of larger expenditures, it is an independent body, he said.

D. G. Ross (Prog. Con., Toronto-St. Paul's) asked if the CBC was an independent corporation, why it does not pay taxes and why its employees are not permitted to organize. Gen. LaFleche said he had suggested to the board that the question of employees' organization be gone into again and thought now that an experienced labor executive, Howard B.

MARJORIE LAWRENCE, Metropolitan Opera soprano, and TITO GUIZAR, tenor on the Coca-Cola show, Sunday (WABC-CBS, 4:30 p.m.).

REGINA COLBERT, vocalist, on the "Musical Steelmakers" program, Sunday (WJZ-Blue Network, 5:30 p.m.).

EDGAR GUEST, on Phil Spitalny's "Hour of Charm," Sunday (WEAF-NBC, 10 p.m.).

CAPT. THOMAS A. SHANAHAN, U. S. Army chaplain speaking from the Southwest Pacific, on the "Catholic Hour," Sunday (WEAF-NBC, 6 p.m.).

PROF. F. D. MOON, principal of Douglas High School, Oklahoma City, on "Wings Over Jordan," Sunday (WABC-CBS, 10:30 a.m.).

JANE COWL, as speaker during the intermission of the program of the Philharmonic Symphony, Sunday (WABC-CBS, 3 p.m.).

ARTHUR MEEKER, Jr., newspaperman and author of "The Ivory Mischief," and ALBERT O. SPECTOR-SKY, editor of the Sunday supplement of the Chicago "Sun," on "Invitation to Learning," Sunday (WABC-CBS, 11:30 a.m.).

RABBI MORRIS A. GUTSTEIN, of the Congregation Jeshuat Israel, Newport, R. I., discussing "What Are We Fighting For," on Columbia's "Church of the Air," Sunday (WABC-CBS, 1 p.m.).

HELEN TRAUBEL, soprano, and FREDERICK JAGEL, tenor, both of the Metropolitan Opera Company, on the Great Artists Series of the "Telephone Hour," Monday (WEAF-NBC, 9 p.m.).

MAJ. GEN. ROY S. GEIGER, director of aviation for the U. S. Marine Corps, and CAPT. THOMAS F. MOORE, JR., Marine pilot wounded at Guadalcanal, on the "Salute to Youth" program, Tuesday (WEAF-NBC, 7:30 p.m.).

Chase, of Montreal, was on the board, his advice would be useful. The question of taxes has not come up since he became minister, he added.

Morin in his statement referred to a ruling of the Justice Department that the CBC had no authority to enter an agreement with its employees which had been obtained in 1941. He declared:

"The corporation neither in theory nor in practice is opposed to making collective arrangements with its employees. Since it is non-profit-making there could be no conflict of interest between the corporation and its employees. The only conflict of interest could be between the public interest and the interest of the employees."

Wartime Promotion

Library of Congress Requests

Press Association, Inc., has received notification from the Library of Congress acknowledging "with cordial appreciation" one copy of each program in the electrically transcribed war news program "Eye Witness News." The letter adds "Eye Witness News" is a welcome addition to the collection of the Library of Congress. Transcriptions are written and produced by Frederic W. Ziv, Inc., based on exclusive reports of Associated Press. Programs are produced on a one quarter-hour per week basis, dramatizing the most important news story of the week.

Particular programs in the "Eye Witness News" series which were acknowledged by the Librarian were "Sunrise On Guadalcanal," "Verdun On The Volga," "Prelude To Victory," "Six For The Boise," "Yanks Down Under," "Tale Of The Jungle," "Cargo For Freedom." Series is currently sponsored on 150 stations.



Re "For This We Fight"

Portfolio of publicity and promotional material designed to aid stations in calling listeners' attention to NBC's new public service feature, "For This We Fight," is now being distributed to network affiliates.

Folder contains photographs of some of the principal speakers together with numerous suggestions for placement of publicity material in local newspapers and other media. Spotlight advertisements are supplied both in mat form and proof sheets. Folder is heavily scored so that the illustrated cover may be removed for use in displays or as a poster.

Complete roster of membership in the Twentieth Century Fund, which, together with the Commission to Study the Organization of Peace, is joining with NBC in production of the programs, is included.

Emmert To Discuss Milk

The milk situation from both the producer's and the consumer's standpoint will be discussed on the "Modern Farmer" program over WEAF during the week of June 14. Mert Emmert, WEAF's farm director and conductor of the "Modern Farmer" program, will discuss this situation with experts from various farming sections of the eastern states.

THIS LITTLE BUDGET WENT TO



WORL BOSTON MASS.

Fly Informs RMA Future Is Bright; Says Present Expansion Can Hold

(Continued from Page 1)

Manufacturers Association yesterday at its annual luncheon meeting in Chicago.

"Thanks to the clear thinking of the industry and government," said Fly, "the problems brought on by the industry's shift to war work were solved satisfactorily, with promptness and efficiency. Cooperating with the War Production Board, the radio manufacturing industry has made the switch-over from civilian to war production with a minimum of waste or industrial dislocation. Today this industry is turning out for the armed forces precision radio and communications equipment in quantities which dwarf the peak years of peacetime radio production.

Wants Broadcasting Continued

"Although the war work is of primary importance, every effort should be made to keep existing broadcast transmitters on the air, present receivers operating, and public radio communication circuits in operation, for after all the job of mass communication carried on by the broadcasting industry is one of the most significant of all essential services rendered on the home front.

"Since its inception, radio has fascinated the public in the same degree that it has captured the imagination of yourselves. The speed with which this war is carried on and the completeness of the reporting of it, the greater need for relaxation in a harried world—to use the well worn phrase—the plain 'morale-building' function of radio have all made it a 'must' in the civilian's life today. The initial fascination may be gone; but, in its place we have stable demand and acceptance. At the conclusion of this war my hunch is that the American people will be radio-hungry. The public has become dependent upon radio for news, amusement, and information, upon which they may base intelligent thinking on national and world issues. It will be enthusiastically receptive to refinements in the art.

Treats War-Peace Transition

"Before plunging into a post-war period we ought to pledge ourselves to ask the same questions we did when entering this present emergency period. The terms of peace and war are merely reversed in the query. Sooner or later we must again ask ourselves, 'Can the radio industry survive the transition from war to peace? Can our post-war economy keep this vastly expanded industry, with its additional plants and its increased payroll, busy in the years to come? Can it meet the great potential public demand in a manner which will result in optimum benefits to the public? and, can the transitional period be bridged without undue dislocation?'

"For the answers, I think we must turn to the facts with respect to post-war radio as they now appear. First

of all, there is the simple fact that, at the moment when radio manufacturing was converted to war production, a great transformation was taking place within the industry. Frequency Modulation was a practical reality, some 500,000 receivers were FM-equipped and a ready market for millions of additional FM receivers was opening faster than you could supply them. Second, television, an art probably more fascinating to the public than the first loud speaker had been, was given the green light, and there was, and is, good reason to expect tremendous growth in this field. Third, facsimile and other special radio services were already more than laboratory curiosities. Finally, international radio communications, aviation services, police mobile units, and other communications services were occupying an increasingly important role in the radio spectrum and in manufacturers' production schedules.

Sees No Opportunities Lost

"In the American home, then, radio will progress. In addition to the ordinary reception with which we have long been familiar, there will be FM to bring us living music without distortion or interference; television, to make us eye-witnesses as well as auditors of important events and dramatic presentations, and perhaps facsimile, so that reproductions on paper of news, photos, or other printed matter may be readily available for civilians.

"None of the opportunities existing in all these fields has been lost simply because your efforts have been diverted to war production. The opportunities remain, and what is more, there is dammed-up purchasing power there, too. Our only hope should be that we have the power to open the flood gates carefully so that we will have an orderly flow of post-war civilian goods.

"Since production schedules will surpass anything we have ever known before, judicious restraint must be exercised lest the flood sweep us before it."

The FCC chairman spoke of the important new developments in radio brought on by the war, dwelling humorously on the controversial question of who is responsible for Radar. He quoted from the New York "Times": "There are two ways of starting an argument. Ask someone, 'What will the new FCC rules mean?' If that doesn't do it, ask, 'Who invented Radar?'"

Scoffs at "Mechanized Life"

Fly objected to what he termed "the idea that from now people are going to live in a 'Buck Rogers' world composed of living-rooms resembling the radio control room of a battleship. All these developments must take careful planning. They just cannot be assembled in one 'Martian' mechanism that forgets the listeners and viewers or requires an engineer

to adjust the complex gadgets. The public must be served with the best and widest possible service, but this does not mean a series of contrivances such as Gene McDonald's 'crystal gazer's post-war dreams.'

"The spot announcement-dimmer, the soprano-chaser, hot and cold running water, and the kitchen sink can be eliminated, and must be avoided if we are not to be like the Stephen Leacock hero who mounted his horse and galloped off in all directions. At the same time, radio services that can be unified must be unified. The public will not tolerate the idea of a heavy investment in several forms of radio service or of a living room full of radio boxes. Surely, whatever radio has to offer should be in an efficient, unified service and concentrated in one corner of the living room.

Tele-Facsimile Readying

"The industry stands today upon a vantage ground provided by a series of important but somewhat fortuitous events. Frequency Modulation, television and facsimile operation are all ready to move ahead on the present green light; great public interest has been stimulated in these developments; any tendency of the various competing manufacturing interests or services to move out on divergent lines—thus drawing the public into the well of heavy and irretrievable investment—has been halted; vast progress is actually being made along important lines of research and development, which provide the means for the improvement and expansion of these and other services; opportunity is now given to bring together the best heads of the engineering industry and to appraise the developments which have come and are continuing to come from current research, and to formulate the general plans by which these can be placed into actual operation with optimum benefits to the public and to the industry itself. Not only the public, but also the industry will suffer from a series of expensive and divergent false starts.

Emphasizes "Serious Challenge"

"No group of producers and engineers have ever had placed upon them a more serious challenge. We must not plan anything that will fall outside the realm of sound engineering and good judgment. But, if we can tell during the next year what general lines radio services should and will follow five or even ten years from now, we should be derelict in our greatest duty to ourselves and to the public were we to fail to plan now. This is an opportunity unparalleled in the history of the radio industry and paralleled in very few industries at any time. We have the most significant sort of opportunity and our duty can only be deemed comparable thereto.

"All I say here does not mean that I have lost sight of the fact that

White-Wheeler Bill Possibly Up In Fall

(Continued from Page 1)

formed the NAB yesterday that hearings before September 1 are extremely unlikely.

The pressure of current radio rate hearings and the impending congressional recess were given as reasons for the delay. It has been suspected for sometime, however, that interest in the bill on the part of committee members, other than its authors, was slight, and many observers predicted as long ago as two months that the bill would not reach the hearing stage before the end of the summer, if then.

there is a war to be won. It would indeed be shameful for any engineer to delay for a single hour the development of any combat equipment just in order to do a bit of post-war planning. No one is suggesting that has ever suggested, that anyone should now to design post-war models. On the contrary, I am suggesting that we start now to devise long-range proposals which will have the effect of improving all post-war matters when the time comes to design them.

"Bulwark" Against Unemployment

"Radio planning is linked to more general post-war problems. When peace comes, for example, a large number of men now in the armed forces will be demobilized and among them will be many skilled radio technicians. That means, from the industry's point of view, that technical skills will not be a bottleneck. From a more general point of view, it means that the expansion of the radio industry will be an important bulwark against post-war unemployment.

"Again, the so-called scarce materials which are now so hard to come by are nevertheless being produced in hitherto unprecedented quantities. When peace comes, there will not only be sufficiency of such materials but quite probably an excess of pre-war production. That means plenty of materials for post-war radio, and it also means that radio will be an important factor in preventing a glut in the post-war materials market.

Cites Production Increase

"Much depends upon how sound plans are laid, as a few figures will indicate. On the eve of the defense program, this was not yet a half-billion-dollar industry, in terms of annual production. Today it is a two or three-billion dollar industry and it may be bigger still by foresight and planning. It can remain a two or three-billion dollar industry and as a result the radio public will be that much better served. I therefore urge upon you the importance of careful, thorough, long-range planning for the future expansion and progress of radio service. This planning will take industrial statemanship of a high order. I am confident that such statemanship will be forthcoming."



presenting

"SHOWS OF TOMORROW"

*CONTAINING EVERY
CONCEIVABLE TYPE OF
SHOW THAT WILL BE
AVAILABLE TO THE AGENCY
EXECUTIVE AND SPONSOR
FOR THE 1943-1944 SEASON*

PUBLICATION DATE MONDAY, JULY 12, 1943



Coast-to-Coast



WITHIN five days last week, the same number of celebrities were brought into the studios of WSB, Atlanta, Georgia, for interviews. They were Bob Hope, Bing Crosby, H. V. Kaltenborn, Fernando Carbajal (International president of the Rotary Club, from Lima, Peru, and Colonel Hans Christian Adamson of the U. S. Army who was one of the eight men aboard the Rickenbacker raft.... WSB commercial manager John M. Outler and Beth Barnes, director of production, have left on their vacations.

Growing weekly in popularity is WKNY, Kingston, New York, new "Children's Hour," conducted by Sophie Miller, with Shirley Weldon accompanying. At the end of two broadcasts, Saturday morning feature boasted five participating sponsors.

Second in series of programs on WMCA, New York, presented in cooperation with the Auxiliary Aircraft Warning Service to be heard Monday, June 14, will feature Pat Peardon and Lenore Lonergan in a scene from current Broadway play "Junior Miss." Show will also include musical numbers by the Barry Sisters and Jerry Sears and his orchestra. Program is from 9:45 to 10 p.m.

New to WOWO-WGL, Fort Wayne, Indiana, are Harold Clark, continuity writer and Art Louis, announcer. Clark came to Fort Wayne after two and a half years with KGFV, Kearney, Nebr., where he was a continuity writer, news announcer and program director. Louis was formerly with WKZO, Kalamazoo, Mich., and WCLS, Joliet, Ill.

Glen Law, news editor at KRNT, Des Moines, Iowa, is teaching his cocker spaniel to carry news dispatches, hoping eventually to help solve the manpower shortage... so far the dog has not been given any re-write assignments.

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

June 11

Douglas Craig	Florence Folsom
Fred Gropper	Dorothy Haas
Robert Parman	Hazel Scott
Gene Stafford	Bill Sutherland

June 12

Al Donahue	Roger Forster
Priscilla Lane	Glenn Synder
	Donald Weeks

June 13

Bob Bailey	Don Dixon
Ralph Edwards	Arthur L. Forrest
Jack Fulton	Mary Kendel
	Lyell Ludwig

Highlighting the 13th annual convention of the Rutgers College Labor Institute, held at Newark's Essex House last Wednesday was a transcribed address by Sir William Beveridge, which was heard by the group in attendance, over WAAT, Jersey City, N. J. Sir William was originally scheduled to appear at the session in person, but when, at the last moment this was found impossible, WAAT used the recorded method of bringing the noted English labor leader's message to the meeting.

New employees at WELI, New Haven, Conn., are George Thompson, replacing Dick Edmondson, engineer, recently inducted into the Navy and Paul Doring of New York City, announcer formerly of WMFJ, Daytona Beach, Fla., and WGOV, Valdosta, Ga.... Recent visitor to WELI was station's former announcer and night news editor Richard Carlson, now a purser in the Merchant Marine. He has seen action in the European theater of war.

"Top Tune Time," featuring Paul Kain and his orchestra five times weekly over WTOP, Washington, D. C. will have Beatrice Kay as guest today.... Betty Grove has joined the WTOP staff as a script writer in the program department. She comes from Minneapolis where she has been with the McCord Company Agency for eight years.... "Cheque Your Music," 15-minute American Express E. T. shows, will be aired over WTOP every Tuesday and Thursday night at 10:45.

Premiere opening night of second summer season of Bucks County Playhouse in Philadelphia will be covered by WIP special events staff Friday, June 18, with a broadcast from the lobby of the theater. WIP will broadcast previews of the Playhouse attractions, with the stars and cast interviewed by Howard Jones, every Monday afternoon, 2:15-2:30, beginning Monday, June 28.

American Newspaper Guild members from all over the nation who have come East to attend their 10th annual convention beginning Monday, will discuss the "News and What to Do About It" during their appearance on the N. Y. Newspapers Guild's regular weekly series tonight over WLIB, Brooklyn, N. Y. at 7:30 p.m. Commentator William S. Gailmor will interview them.

Neville Robinson, formerly production expeditor with the Plomb Tool Company, Los Angeles, has joined the staff of the Universal Microphone Company, Inglewood, California, in similar capacity.

With the addition of Mary E. Marble to its control room staff, WTAG, Worcester, Mass., joins the ranks of stations employing women technicians. Although WTAG's FM outlet, WIXTG, has an all-girl staff, Mary is the first member of the distaff side on the AM station. She replaces Jimmie Godfrey, who has joined the Merchant Marine.

WOL, Washington, D. C., has welcomed a new member to its staff in the person of Kenneth P. Evans, former newscaster on WFMJ, Youngstown, Ohio.... Arch McDonald and Russ Hodges awarded a \$25 War Bond to Meyrl Liss of Hyattsville, Md., for suggesting the name "Victoryville" as the name of the booth from which they will broadcast the Washington Senators' baseball games over WOL for Old Gold Cigarettes.

Bessie Beatty, of WOR's "Women's Hour," not only keeps her ten sponsors happy, but she finds time to do war work for various United Nations agencies. Currently, she is planning a "needle and thread party" for Russian War Relief. Will be held Tuesday, June 15, at Town Hall, New York, at 2:30 p.m. Price of admission is a package of needles and thread. Proceeds get allotted space in ship soon to leave for Russia.

Another short-wave pickup from London featuring Macdonald Hastings, British correspondent and overseas commentator, will be heard over WLW this week on Gregor Ziemer's "Background" program. Hastings will discuss victory gardening in wartime England, including some interesting comparisons between civic promotions of victory gardening in several British cities with those of several midwest American cities of comparable size.

Paul Roscoe, manager of KVAK, Atchison, Kansas, has announced station's acquisition of AP radio news wire from Press Association, Inc. Expanded news coverage will include the PA Telescript and special features, as well as AP dispatches.

"Reunion Day" was held yesterday on the "Shopper's Special" program over WDRC, Hartford, Conn. Presided over by announcer Bill Hart, program presented recordings by famous artists who made their WDRC debuts in past years—Rudy Vallee, Charles Kullman, Barry Wood, Lanny Ross and Tony Pastor. Also Anna Kaskas, Ted Steele and Collins Driggs, other early performers on WDRC, were mentioned on the show.

Carroll D. Alcott, Far East observer and news commentator, has been added to the staff of WCKY, Cincinnati, O. He will broadcast 6 p.m. and 10:45 p.m. news six nights a week for the Hudepohl Brewing Company. Alcott, whose new book is to be released shortly, returned to Cincinnati recently from New York and Washington where he had been in conference with government officials and leaders in Far East matters.

In cooperation with U. S. Government Employment Service, WBYN, Brooklyn, N. Y., is presenting daily program at 9 a.m. especially designed to apprise men and women of available war jobs. Show is announced by WBYN program director, Norman H. Warembud.

Anice Ives, director of WFIL, Philadelphia, "Everywoman's Club of the" responding to hundreds of requests from her listeners, has arranged a "Request Luncheon" to be held on June 24. Occasion of her last luncheon, over 500 people clamored for admission. Cost was slightly over 500. Hence, a "Request Luncheon."

CJAT, Trail, British Columbia, a three-in-one stunt last week. Motion picture "Desert Victory" appeared there, it teamed theater publicity drive, a wartime act broadcast, and a recruiting drive in one broadcast. Station arranged big parade. Marching with it CJAT's program director, Jim Fleming, with short-wave transmitters of Corps of Home Guard with display of Jeeps and Bren guns at parade was described, and Command Officer interviewed at conclusion of parade to get in blurb for recruiting. Mike in theater itself caught audience reaction to picture.

Nancy Grey of WTMJ, Milwaukee, consin, has drawn praise from the Relocation Authority in Washington for her transcribed interviews depicting in the Nisei (Japanese-American) Relocation Center at Manzanar, California. Last May she made a tour of the center on a West Coast trip and made the recordings which are now being heard on "What's New" show. In addition to many interviews at the center, she transcribed talks with women workers at Douglas Aircraft in California, including Ruth St. Denis, dancer, who is employed there; chats on modern problems with Dr. Paul Popenoe, president of the Institute of Marriage Relations in Los Angeles; Dr. Nowrie, of the U. of Arizona; and Maynard Dickson, western painter.

Maurice Joachin, of the program "Author Meets Critic" and "Avenger," will launch the first series of 15-minute dramatizations of the Queen Wilhemina Fund on WWS at 11:30 a.m. tomorrow.

Mrs. FDR On BBC Disk For Empire Distribution

BBC made a recording of the ceremonies yesterday afternoon when Mrs. Franklin D. Roosevelt dedicated the Anzac Club Roof Garden which is located on top of the British Empire Building, Dr. Herbert Evatt, Minister from Australia, and Geoffrey New Zealand joint staff member, participated in acknowledging the dedication.

Disk is being sent to England by bomber, where it will go out on Home Service and on the Pacific Service to Australia, where it will be picked up by the Australian Broadcasting Company. ET is also being sent to the OWI to be broadcast in Australia by its Pacific Service. In the hope of the transcription is to promote Anglo-American solidarity in the war and the peace to come.



RADIO DAILY

The National Daily Newspaper of Commercial Radio and Television



VOL. 23, NO. 52

NEW YORK, N. Y., MONDAY, JUNE 14, 1943

TEN CENTS

Small-Stations' Problem

Miller Regards FCC As Program 'Censors'

Washington Bureau, RADIO DAILY
Washington—Implying that hereafter protests regarding program content may no longer be particularly effective if directed toward broadcasters, NAB President Neville Miller wrote Mary Haworth, Washington "Post" columnist, last week that hereafter the FCC has supreme authority to determine what the American people may hear. Excerpts from Miller's letter follow:

"Recently you have published letters from your readers which criticize the content and character of daytime radio programs. I have read these
(Continued on Page 6)

Buy More War Bonds and Stamps

"Bundles For America" Thanks Radio For Boost

Success of the campaign to enlist support and interest in its work just been completed by "Bundles for America" has been attributed to radio. Statement from the organization reported that aiding the drive were Mutual and Blue Network, Mary Margaret McBride, Blackett-Sample-

Buy More War Bonds and Stamps

WNYC Survives Battle; Will Continue On Air

WNYC, Municipal station in New York, survived a stormy City Council session which overrode Mayor LaGuardia's veto of most of the cuts in the city budget. After the smoke had subsided from the battle-royal-and-name-calling Council meeting, the controversial \$106,000 item for
(Continued on Page 7)

Dat So?

Noticing that the employees on his Fishkill estate always took a 12:15 p.m. lunch period, and turned on the radio, Secretary Morgenstern inquired, and discovered they all listened to WOR's "Musical Appealizer." With the cooperation of the sponsor, Gulden's Mustard, and the station, the Payroll Savings Plan is now plugged daily on the program.

Unanimous

Gordon MacRae, young baritone heard on the CBS late evening period 11:15 p.m. several times weekly, and his announcer Bob Stevenson, did their swan song on the show toward the week-end with formal leave taking. MacRae has enlisted in the Air Corps and Stevenson, despite his many assignments also took a trip to the recruiting office. Both are married.

More Camp Services By CBS Church Group

An increase in the number of religious services originating at Army and Navy camps and centers, as well as the inauguration of originations from women's training centers will prevail on CBS's "Church of the Air" next season. Decisions were reached at the annual meeting here of the program's board of consultants,
(Continued on Page 6)

Buy More War Bonds and Stamps

Montreal City Council Drops Local Radio Tax

Montreal—Montreal City Council after three days debate rejected by a vote of 60 to 25 the imposition of the radio tax of \$2.16, which will be dropped from the provisions of the budget for the current year. About 30,000 persons have already paid the tax, and the money will be refunded. This tax was in addition to the Dominion impost.

View Themselves As The Chief 'Goat' Donating Time To Big Industry; Want Correction Of Situation

P&G Signs Renewals; Sets New Drama Show

Procter & Gamble has renewed the major portion of its NBC business, and consummated a deal for an additional program which will originate in Hollywood, be of the dramatic type, and start June 28. In making the renewals, the sponsor has extended the contract in adding stations to the network coverages.

Renewed, and extended to full net-
(Continued on Page 2)

Buy More War Bonds and Stamps

CBC News Most Important Mgr. Informs Commons

Montreal—Rev. Dr. J. S. Thomson, present manager of the Canadian Broadcasting Corporation, said Friday that "of first importance in present day programs I put the provision of news," when he addressed the Do-
(Continued on Page 3)

Buy More War Bonds and Stamps

Watson, Dodd Pay Rider Again Loses In Senate

Washington Bureau, RADIO DAILY
Washington—The Senate on Friday threw back in the lap of the House the Kerr amendment to the Urgent
(Continued on Page 5)

Washington Bureau, RADIO DAILY

Washington—More free facilities have been given the war effort by radio, and particularly small market stations, than any other media employed in war information campaigns, Marshall H. Pengra, of KRNB, Roseburg, Ore., declared here Friday, after a two-day meeting of the NAB Small Market Stations Committee, of which he is chairman. A study of the possibilities of group time-selling for small stations was authorized by the committee. All stations in centers with population of 50,000 or less
(Continued on Page 6)

Buy More War Bonds and Stamps

NAB's Labor Service Ready In New Format

Washington Bureau, RADIO DAILY
Washington—Within the next week NAB will mail to all members a new publication of the Labor Relations Department entitled "Decisions of the National Labor Relations Board affecting radio broadcasting stations." Describing the booklet, Joseph L.
(Continued on Page 3)

Buy More War Bonds and Stamps

Disks A Morale-Builder Gen. Osborn Tells RFMI

Value of phonograph records as a morale factor among forces overseas was stressed in a letter sent by Brigadier General F. H. Osborn, Director of the Special Service Division of
(Continued on Page 7)

★ THE WEEK IN RADIO ★

... War Talent-Pool

By PEGGY BYRNE

PLANS were formulated for the establishment of a central pool of talent from all branches of the amusement industry to aid the war effort as a result of the meetings called by the National Conference of Entertainment Industry for War Activities... The NAB was one of the first organizations to offer full cooperation and committees were set by the parent group to carry out further plans... FCC Chairman James L. Fly addressing the Radio Manu-

facturers Assn. in Chicago said there was no reason why that industry should not continue its present expansion into the post-war period, so long as they set their plans with vision and care.

White-Wheeler bill to reorganize the FCC, due to recess of Congress soon, is not expected to come up for a hearing until early in the Fall according to one of its sponsors, Senator Burton K. Wheeler of Montana...

(Continued on Page 2)

Milestone

Montreal—Canada's best known radio group "The Craig Family" has just celebrated its one thousandth performance on CBC's Ontario Farm Broadcast heard daily Monday through Friday over a network of Ontario and Quebec stations. Dean Hughes creator of the program which originates in CBC Toronto Studios is himself a son of the farm.



Vol. 23, No. 52 Mon., June 14, 1942 Price 10 Cts.

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

Published daily except Saturdays, Sundays and Holidays at 1501 Broadway, New York, N. Y., by Radio Daily Corp. J. W. Alicoate, President and Publisher; Donald M. Merse- reau, Treasurer and General Manager; Chester B. Bahn, Vice-President; Charles A. Alicoate, Secretary. Terms (Post free) United States outside of Greater New York, one year, \$10; foreign, year, \$15. Subscriber should remit with order. Address all communications to RADIO DAILY, 1501 Broadway, New York, N. Y. Phone Wisconsin 7-6336, 7-6337, 7-6338. Chicago, Ill.—Frank Burke, Suite 1800-A, Merchandise Mart, Phone Delaware 4950. Hollywood, Calif.—Ralph Wilk, 6425 Hollywood Blvd. Phone Granite 6607.

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

FINANCIAL

(June 11)

NEW YORK STOC KEXCHANGE

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

NEW YORK CURB EXCHANGE

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

OVER THE COUNTER

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

"Bundles For America" Thanks Radio For Boost

(Continued from Page 1)

Hummert Inc., Young & Rubicam, Kenyon & Eckhart, Macfadden Publication, American Home Products, Procter & Gamble and the Crosley Corporation.

Total of 150 spot announcements were devoted to the campaign on the four networks. Thousands of garments for the salvage sewing work- rooms, as well as radios, books, maga- zines and furniture were received by the organization following the radio appeals. As a result of the radio drive too, "Bundles for America" has decided not establish additional branches.

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

THE WEEK IN RADIO

... War Talent-Pool

(Continued from Page 1)

Sen. Wheeler said other contributing factors made it necessary to wait, including the present railroad hear- ings...CBC received authority to purchase shortwave equipment in the U. S...expected that if equipment is readily purchased the stations will be in operation in Canada within 14 months.

J. Harold Ryan, Asst. Director of the Office of Censorship, was named chairman of the Sub-Committee of the NAB Advisory Committee on Government Questionnaires...BMI Program Managers held the eighth of a series of meetings in New York...War Advertising Council decided to set up its newspaper and maga- zine campaigns similar to the alloca- tion method long used in broad- casting...Networks including NBC and Blue notified their affiliates of contract changes to conform to the new FCC Chain Rules and Regula- tions...Chairman Fly clarified a few salient points for a visiting committee representing the Blue Network Affiliates headed by Harold V. Hough.

CBS issued a booklet listing ques- tions and answers regarding the forth- coming FCC Rules and Regulations going into effect June 15...booklet was primarily for agencies and clients and is the first such publication or move by a network seeking to clear up questions for the customers... "More Records for Our Fighting Men" is starting a new campaign July 3...Quaker Oats set a summer campaign using at least 25 stations...P. & G. was the leading advertiser in point

of expenditures in 1942 according to the Bureau of Advertising of the ANPA...this was for all media in- cluding radio in the group...the ad- vertisers right behind P. & G. are all heavy spenders in radio as well... apart from their appropriations in periodicals, etc.

AFRA received a clarifying com- munication from the Treasury De- partment relative to the Salary Stabilization Act...Survey by the AFM itself revealed some 165 radio stations beyond the jurisdiction of any AFM local...Small Station Committee of the NAB called on Chairman Fly at the FCC and held a lengthy conference...Fly had earlier agreed with the NAB subsidy idea...Approximately 90 per cent of the FM stations decided to apply for reinstatement for their CP's under the liberalized FCC announce- ment of last Winter... Association of Radio News Analysts adopted a new six-point plan by which to govern themselves...FCC voted against postponing the hearings on the 850 kc. which involves KOA's clear channel and sought by WHDH, Boston and WJW, Cleveland...NBC wanted to hold off until after the war and in the meantime agreed to the use of the band by the other two outlets... Toscanini will give four more con- certs in the interest of War Bond Sales. using the NBC Symphony Or- chestra... Five CBS daytime serials sponsored by General Foods and American Home Products expanded to the full network effective shortly.

P&G Signs Renewals; Sets New Drama Show

(Continued from Page 1)

work is "Abie's Irish Rose" through H. W. Kastor & Sons Advertising Co. for Drene shampoo, Saturdays 7-7:30 p.m. Production had been using only 50 stations. It will take an eight- week vacation after the June 26 air- ing, and will return August 28 to the full station line-up.

"Truth Or Consequences," through Compton Advertising, was recently renewed and extended to the full net- work, and will be heard Saturdays, 7:30-8 p.m.

The seven daytime serials which have been renewed include "Women of America," "Road of Life," "Vic and Sade," "Snow Village," "Mary Mar- tin," "Pepper Young's Family," and "Right to Happiness."

New for the P. & G. show will be the "Hollywood Star Playhouse" which will present adaptations of Hollywood productions.

"E" Award on The Blue

Chef Boy-Ar-Dee Quality Foods, Inc., Milton, Pa., will sponsor an "E" award broadcast on the complete Blue Network, June 17, 4 to 4:30 p.m., EWT. McJunkin Advertising Company, Chi- cago, handles the account.

Fifth One-Time Shot For Matchabelli On CBS

For the fifth time Prince Matcha- belli Perfumery, Inc., will sponsor a one-time shot, a concert program on the full CBS network, June 20, 2-2:30 p.m., EWT. This contract rep- resents a gradual increase in the sponsor's radio participation which started with a single five-minute program, then went to a fifteen-minute broadcast. The current commercial calls for a half-hour concert featur- ing the Stradivari Orchestra directed by Paul Lavalle.

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

COMING and GOING

ROBERT DUNVILLE, of WLW returned Fri to Cincinnati; expected back later this w with other WLW officials for N. Y. sales m

ADELAIDE HAWLEY, who conducts the "men's Page of the Air" on WABC, goes Albany today for a luncheon engagement at executive mansion.

JOHN MAYO, sales manager of Associa Recorded Program Service, returning today fr a lengthy business trip.

JOHN B. HUGHS, commentator on CBS, back in Los Angeles after attending the rec national food conferences.

FRANK R. MILLS, commercial manager WDWS, is in town from Champaign, Ill., station and network business. He is acco- panied by LOWELL BROWN, also associa with the station.

J. KELLY SMITH, commercial manager WBBM, who spent the latter part of last w conferring at CBS, has returned to Chicago.

WILLIAM F. MALO, commercial manager WDRG, Hartford, is back at his desk follow a short trip to New York.

PEGGY BYRNE, editorial department of Ra Daily, left Friday for the Adirondacks, co- bining vacation and honeymoon. Lucky guy Michael Levitt, medical student.

EDWARD LINDSAY, general manager of WSA Decatur, Ill., a caller Friday at the stati department of CBS.

PAA War Conference To Hear Mutual Prex

Miller McClintock, president of th Mutual Broadcasting System w speak before the Pacific Advertisi Association in San Francisco, We nesday, June 23, during the organiz tion's two-day War Emergency Co- ference. John Benson, president the A.A.A.A. will also be at the co- vention.

Following this speaking engag- ment McClintock will go to L Angeles, June 24 for conferences wi Don Lee network officials, and the to Chicago for a meeting on June with executives of dual-affiliated sta- tions, those stations associated wi Mutual and other networks.

Wedding Bells

Peter C. Petruska, control enginee at WPAT, Paterson, N. J., will b married June 20 to Edna E. Kirchn of Jamaica, Long Island.

BUYING POWER

Worcester's per family buying power reached

\$3509 in 1942 (Sales Management)

A MUST Market in Massachusetts

WTAG WORCESTER

NAB's Labor Service Ready In New Format

(Continued from Page 1)

Miller, director of labor relations said: "The National Labor Relations Board, charged with enforcement of the Wagner Act, issues two types of decisions:

"(1) Those involving determination of the 'Appropriate Unit' for collective bargaining, elections and certifications.

"(2) Those involving charges that employees have violated the 'unfair labor practice' provisions of the Act.

"Frequently NAB receives requests for copies of decisions of the first type. They are often invaluable when an issue arises as to 'Appropriate Unit' for collective bargaining. Separate copies of these decisions are becoming rare. Radio broadcasting cases along with those affecting other industries, are bound together in a series of volumes now numbering 48, on sale by the government printing office. To meet the requests it receives, the NAB has collected the texts of all representation cases affecting radio into part one of this volume.

"Part Two contains a list of all radio broadcasting decisions involving alleged unfair labor practices."

CBC News Most Important Mgr. Informs Commons

(Continued from Page 1)

Union House of Commons Radio Committee.

Dr. Thomson said CBC news bulletins "can only be summaries, but in their preparation and broadcasting it is necessary to bring a sense of great responsibility with high standards of integrity and an appreciation of proper value." Principal CBC news sources were the Canadian Press and British United Press, said Dr. Thomson, with a third source, somewhat subsidiary but unimportant, being CBC "listening post" which monitors foreign broadcast.

Dr. Thomson said the CBC news bulletins "compare favorably with those provided by other broadcasting agencies in this country and elsewhere."

Dealing with the manner in which the news is read in English and French, Dr. Thomson said: "We endeavor to avoid anything in the nature of the exciting or the emotional." Speaking of news interpretation, he declared, "The CBC news commentators undertake an extraordinarily difficult task."

WRC's New Sales Manager

New sales manager, Mahlon A. Glascock has been appointed to WRC, Washington, D. C., by Carleton D. Smith, general manager. Glascock is succeeding John H. Dodge who is now with the U. S. Navy, and will assume his new post Wednesday, June 16. He has been with station since November, 1942, as a commercial representative. Formerly he was with advertising agencies as account executive and radio director.

There's a wide-awake station in THE TOWN THAT NEVER SLEEPS



Who said that John Q. Public puts out the cat, turns off the radio and goes to bed at ten o'clock?

Not in Detroit! Here, we have people working, playing, eating during hours they used to sleep. Yes, and a radio station that goes twenty-four hours a day!

To serve the thousands of war workers whose evening begins sometime after midnight, programs of WJR are as complete and entertaining in the wee, small hours as at any other broadcasting period. There's music, variety, news—and already, seventeen sponsors are programming these hours that, once upon a time, were wanted by no one.

War has changed Detroit. There is little difference between day and night. Every minute is a vital minute. Every minute a radio minute, too—for there's a wide-awake station in the town that never sleeps.



Edward Petry & Company, Inc.,
National Representative

BASIC STATION . . . COLUMBIA BROADCASTING SYSTEM
G. A. Richards, President . . . Leo J. Fitzpatrick, Vice President and Gen. Mgr.



Los Angeles

By RALPH WILK

GRACIE ALLEN, star of Columbia's "Burns and Allen" comedy show, will make her debut in the famous Hollywood Bowl on the 4th of July. Gracie will do a repeat performance of her "Concerto For Index Finger" to the accompaniment of Paul Whiteman's orchestra.

Fibber McGee quote: "Yes Sir! Laugh and the world laughs with you. Cry and you'll ruin your beer."

News-caster-announcer Dick Joy has a new sideline—he's a swing shift nursemaid! The busy CBS mike man has but three evenings a week at home. One of them is "date" night for Dick and his wife; the other two find him taking care of their youngsters while Mama goes to school, learning the blue-print trade.

Mischa Auer, "Mischa the Magnificent" on Columbia's "Roma Show," provides high comedy on the program with his "Memoirs of Mischa." Away from the microphone he has really taken to his typewriter to do the story of his life—a serious biography which should be completed soon.

Shirley Mitchel, red-haired Leila Ransom on Gildersleeve, will keep busy while Gildersleeve goes off the air for eight weeks this summer. She's already signed for three summer shows—Charlotte Greenwood, Rudy Vallee and Groucho Marx—and is auditioning this week for a fourth.

Ed Buckalew, station relations field manager for the Western Division of CBS, has departed on a tour of Columbia's California network stations in San Francisco, Fresno, Stockton and Sacramento.

Varied are the accomplishments of Victor Young, musical director for the weekly Westinghouse broadcasts on NBC. In addition to his ability with a baton—well known from coast-to-coast, Young is an excellent photographer with several exhibitions to his credit; he is a number two ranking badminton player in Beverly Hills; he shuns the comfort of an automobile in favor of the most sporty motorcycle.

Beverly Wills, 10-year-old daughter of Joan Davis, had a date for an interview on Erskine Johnson's "Hollywood Spotlight." Then came the measles, and Beverly's visit was postponed. Now, measles-free again, Beverly visited Erskine Johnson on his program of Hollywood news and comment June 2, over KECA. A talented youngster, Beverly is a budding comedian, a poet, dancer and singer.

"E" Award Station List

Jones and Laughlin Steel Corporation of Pittsburgh, through Calkins & Holden, Inc., New York, will sponsor a broadcast of a Navy "E" award, today, over four Mutual stations and four indies. Network lineup includes CKLW, Windsor-Detroit; WMPA, Memphis; WNOE, New Orleans; WCAE, Pittsburgh. The others are WMEX, Boston, WMCA, New York; WAIT, Chicago, and WCPO, Cincinnati.



Memos of an Innocent Bystander...!

● ● ● Last Friday Kate Smith took her gang up to the WAVE and SPAR Training Base at Hunter College and Scoops tagged along just to sort of keep posted on how La Smith earned the rep as one of the most popular of Service Camp entertainers. . . . of course the fact that we had heard rumors to the effect that some of Uncle Sam's most pulchritudinous nieces were to be seen going through their paces, at this particular training base, might have been one of the main reasons for us having hitched our wagon to a star (Kate Smith) and made the trek way uptown. . . . generally we stick pretty closely to foibles and tables of things dealing with radio, but in this instance, we digress to state that never had we seen a more serious, better-disciplined or more healthy and smart-looking group of females, than those hundreds of uniformed WAVES and SPARS who presented us with a military review, which had the precision and snap of their brothers at West Point and Annapolis. . . . Alas, dear readers (as Horatio Alger used to say) tempus did fugit in seemingly greater haste than usual, the show was over, and we had to leave of the premises (forced is really the word) and hie ourselves back to our desk to fill today's pillar with disa about data.



● ● ● Bill Frederick, talentpreneur, leaves tomorrow for Washington to launch the p.a. tour of Virginia Weidler at the Capitol theater there. . . . Bill Rousseau, ace Benton & Bowles director, is seeking a gal who can sing classic and popular songs to fill in for Gladys Swarthout on the Prudential "Family Hour" on CBSundays. . . . Gladys starts a six-week vacation July 11. . . . Rousseau is also interviewing writers for that program. . . . The cast for the "Jezebel" sequence on the NBC show "Light of the World" has just been completed. . . . Besides Ann Sterrett, (which we reported in Friday's pillar) Axel Gruenberg has picked Berry Kroeger, Clara Niessen, Roger de Koven, Les Damon, Irene Hubbard, Paul Ford, Julian Noa and Carl Webber. . . . Howard Petrie is one busy announcer these days. . . . including station breaks and commercials, "Howie" is heard 27 times weekly. . . . Dick Leonard, Blue Net director, is spending his vacation at home. . . . Cyril Armbrister is the new director for the Blue Network show "Saludos Amigos" starring Cordova and Jose Ferrer. . . . The Biow Agency option on the radio show "Palace Hotel" starring Ed. Ev. Horton, Patsy Kelly and Martha Tilton, expires June 28. . . . Stuart Brodie, just cast into the NBC program "The O'Neills" plays "Stuart" an Army officer just returned from Guadalcanal. . . . National Father's Day Committee selected Ray Paige as the 1943 Typical Radio Father.



● ● ● Bernie Schubert office has taken Vickee Vicki in tow and is preparing a "big time" build-up for the songstress. . . . new handle for the gal hasn't been selected. . . . Harry L. Grelick, "Mary Marlin" NBControl room engineer, has been appointed an ensign in the Navy. . . . When Bill Stern takes his two weeks vacation July 9, H. V. Kaltenborn will sub for him on the NBColgate Sports Newsreel. . . . Marcella Markham, red-headed beauty now touring with "Cry Havoc" wants to do dramatic radio roles. . . . Bonita Granville, movie starlet, now touring with the Abe Lyman band, is taking drum lessons. . . . Beatrice Kay bought a 33-acre farm in Closter, N. J. but there is no house on the grounds. . . . so the "Gay Nineties" thrush is living in a trailer parked on the grounds. . . . Elizabeth Patterson, film and stage character, has been signed to appear on the Jack Carson CBSshow, every Wednesday. . . . she'll be Jack's "Aunt Sally". . . . As his contribution to the Greater New York Fund, Paul Muni will do a dramatic 15-minute sketch titled "Our Real Riches," tomorrow at 6:15 p.m. over WJZ. . . . story was written by Ira Marion and directed by George Weist.



Remember Pearl Harbor

Chicago

By FRANK BURKE

PENN Tobacco, through Kiesewetter Advertising Agency, N. Y., he contracted with WENR for two 15 minute periods weekly, effective June 15, for 52 weeks. The periods will be devoted to news programs and will be heard Tuesdays and Thursdays from 9:45-10 p.m., CWT.

The Chicago "Herald-American" has renewed its "Globe Trotter" program heard Monday through Friday over WENR from 11-11:15 p.m. for another 13 weeks. The program features Ulmer Turner in a nightly newscast.

Chicago Air College, through M. A. Ring Company, will sponsor three 15 minute musical programs over WENR on June 13, 15 and 17 at 10 p.m.

Rosemary Garbell, heard as "Tootie" on "Mary Marlin" on NBC from New York for the past 26 weeks, is back in Chicago with her mother, Ev Garbell.

The Blue Network is auditioning women announcers, with Jim Stirtor local program manager, and Gen. Rouse, hearing five femme aspirant yesterday.

"Aho, America," Navy program originating at the Navy Pier, has lost the punch it had when it was a live show under the emceeing of Jess Kirkpatrick. The show is now transcribed and heard Tuesday night on WGN.

Cleo Roberts is filling in for Johnny Jordan, second tenor of the Blue Network's "Four Vagabonds," while Jordan is recovering from a gunshot wound in the thigh received while crow hunting. The singer is confined to Alexian Brothers Hospital and will be off the air a month.

WLS "Barn Dance" cast will go to Camp Grant, Rockford, Ill., today to entertain soldiers at the induction center.

Merritt R. Schoenfeld, sales manager for the central division of the Blue Network, will address a graduating class of the Service School of the Navy at Great Lakes on Monday June 21.

Kaltenborn Subs For Stern

H. V. Kaltenborn, NBC news analyst, will take over Bill Stern's spot July 9 and 16 on the "Colgate Sports Newsreel" heard on NBC at 10:30 p.m., while Stern is on vacation.



"Herman! Turn off dot news broadcast on WFDF, Flint, Michigan!"

GUEST-ING

ELEN MARTS, ELOISE SHANNON, GERALDINE MARCUS, ARNE MUSCHEITZ, ELIZABETH PARK and NELL ALVIS — all WIVES — and EDWARD OKEN, CURICE RICHARDS, CHARLES PETER, CHARLES REEVES, LEWIS LITE and THOMAS POSENER — all sailors — on "True or False," today (WJZ-Blue Network, 8:30 p.m.).

ORETTA, YOUNG, ROBERT TAYLOR and ROBERT YOUNG, in an adaptation of "The Philadelphia Story," on the "Lux Radio Theater," today (WABC-CBS, 9 p.m.).

ACK BENNY, ANN SHERIDAN, JAMES GLEASON, on the "Green Guild Players" program, today (WABC-CBS, 10 p.m.).

MILARY ST. GEORGE SAUNDERS, in "Combined Operations," "Information Please," today (EAF-NBC, 10:30 p.m.).

LBERT NICKERSON, director of War Manpower Commission's Bureau of placement; CHARLES WELLS, president of Warner & Casey, turret lathe manufacturers; WILLEMETTE GEDEON, war worker, on "Manpower, Ltd.," today (WOR-Mutual, 9:15 p.m.).

UBE GOLDBERG, cartoonist, and WIN AUSTIN, executive director of the National Father's Day Committee, on "The Better Half" show, today (WOR-Mutual, 8:30 p.m.).

ORMAN THOMAS, Socialist leader; GENEVIEVE B. EARL, minority member of the New York City Council; DR. RICHARD H. HOFFMAN, psychiatrist, on A. L. Alexander's "Mediation Board," today (WOR-Mutual, 8:30 p.m.).

MADELEINE CARROLL, in a 10th appearance on "Cavalcade of America," today (WEAF-NBC, 8 p.m.).

LIFTON FADIMAN, at "Duffy's," tomorrow (WJZ-Blue Network, 9:30 p.m.).

INX FALKENBURG, on the "Alison Show," tomorrow (WABC-S, 8:30 p.m.).

NEW PROGRAMS—IDEAS

Boosting Baseball

Something different in the way of sports broadcasts offered by WGL, Fort Wayne is sponsored by no less than the Shamrocks, Fort Wayne's representative in the Indiana-Ohio Semi Professional Baseball League.

Endeavoring to increase interest in hard baseball, the Shamrocks are putting this sportscast on the air every Thursday, Friday and Saturday from 5:45-6:00 p.m. Veteran sportscaster Tom Carnegie is at the helm and the program consists of baseball scores and general sports news.

As an added feature the Shamrocks announced that boys under 15 years of age will be admitted free to all home contests held at Dwenger Park.

Watson, Dodd Pay Rider Again Loses In Senate

(Continued from Page 1)

Deficiencies Bill, which would bar from the federal payroll FCC employees Goodwin B. Watson and William E. Dodd, Jr., and Governor Robert Morse Lovett of the Virgin Islands. By a 69-0 vote the Senate refused for the second time to go along with the House, on the grounds that there was no proof of subversive activity on the part of the three men in question. The House earlier in the week voted for this dismissal for the second time.

Members of the conference committee told the Senate they were not all certain these men were members of the Communist Party, since all record of their activities was taken secretly before the Kerr subcommittee of the House Appropriations Committee.

Senator Scott W. Lucas of Illinois protested that "no one in the Appropriations Committee and no one except the members of the Kerr committee have evidence of the subversive activity of these men. I do not intend to vote blindly to discharge these men without evidence. It would be a dangerous precedent for the Senate to set, and I will not be a party to the act."

Lucas was seconded by Senator Bennett Champ Clark of Missouri, who declared that a Senate vote to ban these men "would be a most extraordinary action."

Senator Homer Bone of Washington declared that "We would not think of indicting a man in our courts without a hearing," while Senator Henry Cabot Lodge of Massachusetts, said, "While I am not shedding any crocodile tears over these men, the conferees were not given any evidence that these men were particularly dangerous or particularly well qualified for their jobs, for that matter."

It now appears that the FCC refusal to discharge Watson and Dodd, will be upheld, and the reported intention of the Cox committee to attack the Commission for its action will probably not bear much weight.

"First Nighter" Takeoff

A take-off on the "first-nighter" idea popularized by the Campana Sales Corp., is being presented as a Summer special by WPAT, Paterson, N. J., which is putting to good use the Summer legit circuit productions which are being booked at the nearby Central Theater, Passaic. In the series of nine broadcasts, Tuesday evenings, 8-8:30 p.m., just before curtain time, 10 minute interviews with the actors and actresses back stage are presented.

A recorded musical interlude also included from the studio presents related musical comedy tunes. Then the program resumes interviews with regular first nighters in the theatre lobby.

Galvin Re-Elected Head Of Radio Manufacturers

Chicago—Paul V. Galvin, president of the Radio Manufacturers Association, who told his associates there will be a "Whale of a market for radio after the war if it's not messed up," was re-elected president of the organization and Lester S. Muter, also of Chicago, was re-elected treasurer. Vice-presidents re-elected were: M. F. Balcom, Emporium, Pa., and Ray F. Sparrow, Indianapolis. Three new vice-presidents, R. C. Cosgrove, Cincinnati; W. P. Hilliard, Baltimore, and Thomas A. White, Chicago, were named. Floyd C. Best, Elkhart, Ind., was elected to the directorate of the association.

NBC's "Salute To Youth" To Honor Plant Opening

Opening of the new \$2,000,000 research laboratory of the Goodyear Rubber Co., at Akron, Ohio, will supply the theme for a dramatic sketch on NBC's "Salute to Youth" program, Tuesday, June 22, 7:30-8 p.m.

AGENCIES

DON BERNARD, producer of the Monday night "Blondie" series, becomes West Coast head of the William Esty agency when Bill Moore leaves to enlist in the Navy as a lieutenant, junior grade. Bernard's promotion is effective June 19; Moore reports for duty June 29, at Quonset, R. I. Bernard will continue to produce the "Blondie" series, a William Esty show airing for Camel cigarettes.

ADVERTISING CLUB OF NEW YORK conducted 38 war activities luncheons this season, having a variety of guest speakers from major fields of activity, such as newspaper foreign correspondents, military authorities, government executives, business representatives, and comedians. Club's house organ, "The Club News" will be issued every other week, instead of weekly, during June, July and August.

FREDERIC WAKEMAN, formerly copy chief in the New York office of Fuller & Smith & Ross, has joined Foote, Cone & Belding, New York, as account executive and copywriter. Wakeman received a medical discharge May 1 after serving in the Pacific area as a lieutenant (j.g.) in the Navy.

RUTHRAUFF & RYAN, INC. announces the addition of William H. Larkin to the Detroit staff. Larkin has spent many years in the Detroit scene, participating in all phases of its automobile advertising and merchandising. He has also spent some years as the representative of some of the leading magazines.

KELLEY ISLAND LIME AND TRANSPORT COMPANY of Cleveland, Ohio, has appointed Roy S. Durstine, Inc., as its merchandising and advertising counsel. Foster Perry of the agency's Cincinnati office is account executive.

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

DO YOU KNOW THE ANSWER?
 A radio feature developed and produced by The W. E. Long Co., an established success in radio—and now—

PSYCHO-ENTRANA
 Copyright 1943, THE W. E. LONG CO., Chicago

A New W. E. LONG CO. RADIO FEATURE

Full information supplied June 15, 1943, by **W. E. LONG CO.** 155 NORTH CLARK ST., CHICAGO, ILLINOIS

More Camp Services By CBS Church Group

(Continued from Page 1)

Thursday. Attending were representatives of all the major religious faiths and CBC execs.

Services on "Church of the Air" are broadcast twice each Sunday over Columbia's nationwide network, 10:00 to 10:30 a.m., EWT. 1:00 to 1:30 p.m., EWT.

The "Church of the Air" season just ending brought the greatest number of letters from listeners the program ever has received, it was reported at the meeting.

Roster of Those Attending

The board invited participating churches planning future services to make greater use of the trained assistance available at the network offices. It was also decided to place greater emphasis on the musical portions of the "Church of the Air" programs.

In expanding the schedule of services, additional chaplains will be invited to officiate.

Attending the meeting were:

The Rev. Stanley B. Hazzard, Associate Secretary, New York Baptist City Society; The Rev. Dr. G. Warfield Hobbs, secretary, National Council of the Episcopal Church; Mr. B. Palmer Lewis, Christian Science Committee on Publications for the State of New York; The Rev. Dr. Ralph H. Long, executive director, National Lutheran Council; The Rev. Dr. Theodore F. Savage, executive secretary Presbytery of New York; The Rev. James Flint, director of the Congregational Christian Service Committee; The Rev. Ira Langston, pastor of the Central Church of the Disciples of Christ, New York City; The Rev. Patrick Masterson, who represented The Rt. Rev. Monsignor John J. McClafferty of the New York Archdiocese, and Dr. Ralph Stoodly, director, Methodist Information.

CBS was represented by Douglas Coulter, director of Broadcasts; Lyman Bryson, director of Education; Leon Levine, assistant director of Education; Davidson Taylor, assistant director of Broadcasts, and Elinor Inman, director of Religious Broadcasts.

Canada Set Sales Down For 4 Mo. Ending Apr. 30

Montreal—Retail sales of radio receiving sets declined 11.4 per cent in the four months ended April 30, compared with the corresponding period last year, the Dominion Bureau of Statistics Analysis reveals. Sales for April were 14.4 per cent below those of April, 1942, but 5.5 per cent above March of this year and 25.3 per cent above April (1939).

Value of sales of radios, musical instruments and supplies by 20 Canadian department stores reporting on April business to the Dominion bureau was down 6.5 per cent, figures being \$270,293 for April of this year, and \$289,084 for April 1942.

Small-Market Outlets Decry Disregard Of Their Problem

(Continued from Page 1)

were tentatively included in the study. "We feel that it is time," Pengra said, "for the Office of War Information to cease its discrimination against radio and for private industry to bear its fair share of distributing essential information to the public on a paid advertising basis."

Broadcasters repeatedly have carried campaigns urging the public 'Don't Telephone', 'Don't Ride On Buses', 'Buy Coal Now', 'Eat More Oranges, Lemons and Tangerines', 'Turn In Your Bottle Caps', 'Save Tin Cans', 'Take Your Shotguns and Rifles to Western Auto Stores', etc., he pointed out, while private industries profiting most from these campaigns have used large quantities of paid space in other media, he said.

Asks Reciprocity

The committee, while recognizing that all these objectives are a part of the war effort, expressed the belief that OWI should make certain that the private industries involved in future campaigns make reasonable and wide-spread use of radio station facilities on a paid basis before the government requests free time. Before coming here, Committee members had queried other small station managers in their areas and urged them to report on their problems. There was general agreement that the man-power situation is most acute at the small market stations, principally because the three or four key personnel of ten 'double in brass' to the extent of holding down several jobs simultaneously.

Cites Large Turnover

William B. Smullin, of KIEM, Eureka, Calif., urged a resolution requesting WMC to recognize the vital war service of small stations by decreasing that such stations be permitted to keep key personnel to continue operation without interruption.

Smullin said many small stations have had more than 100 per cent personnel turnover within the last year to the armed forces. He declared that small stations long have served as preparatory schools for larger stations and network personnel, but added that the source of new material had dried up under operation of Selective Service. Every small station of which the committee has knowledge is now employing women as technicians and announcers as well as in office capacities.

Points to Mat Service

Aware that OWI and other agencies and departments of the government have and are continuing to prepare newspaper advertisements in mat form utilizing well-known artists and typographers, the committee called on government officials and emphasized that this is discrimination against radio as announcements and programs prepared by OWI are not

available for sponsorship by local or other advertisers, they said. The committee urged OWI to investigate this situation and take necessary steps to make such government messages available for sale to advertisers anxious to contribute to programs of war information.

Commends Dept. of Interior

The Department of Interior on the other hand, was commended by the committee for preparation of announcements and programs in connection with the 'Buy Coal Now Campaign', which asked fuel merchants to sponsor paid radio time. Following an extended discussion of the Bankhead bill, which would establish an advertising fund of about \$30,000,000 for newspapers in support of War Bond and Stamp sales and for other purposes, the committee objected to use of government funds for paid advertising and deplored this further evidence of discrimination against radio.

Suggests Advisory Committee

The committee felt that should the bill pass, funds proposed should be distributed among all mass communications media in proportion to use of such media by private industry. Moreover, the committee suggested appointment of an advisory committee to work with the Secretary of the Treasury in allocation of advertising funds.

It recommends that such committee consist of a representative of each of the leading media associations, such as NAB bureau of advertising of ANPA Outdoor Advertising Association of America, etc.

After examining the many problems reported by the small market stations, the committee reported these three basic difficulties:

Urges Co-Op With NAB

Lack of new revenue, lack of man-power, and the lack of full exploitation of small market potentials. On the first point authorized a study of the possibility of group selling for small market stations was decided upon. The second point must be worked out in relation with the WMC. Thirdly, the committee concluded that all small markets stations should work harder to keep their programming keyed to their community tempo and to avoid any reduction of program standards.

It urged small stations to utilize the services of NAB more fully than they have in the past and to investigate all fixed operating costs in order that they may serve the public more effectively. Other committee members attending in addition to those named were: James R. Curtis, KFRO, Longview, Texas; Robert T. Mason, WMRN, Marion, Ohio, and Lewis H. Avery, NAB, secretary of the committee. Government and military officials were guests at a luncheon session Thursday.

Miller Regards FCC As Program 'Censor'

(Continued from Page 1)

letters with interest and I can assure you that they have been read by station managers and network officials wherever your paper is circulation. It is the first obligation of radio management to pay attention to the wishes of radio listeners. That formula the American system of broadcasting has been built into the greatest medium of communication the world has ever known.

"The people who wrote those letters acted in good faith. They believe, as good Americans, that the expression of their views should result in changes being made. It has always been a privilege of citizenship to criticize the radio and ask for something different. Station managers have received thousands of letters and made thousands of changes in radio programs to meet public demand. I am wondering if your readers realize the effect of the Supreme Court decision May 10 which places in the hands of the Federal Communications Commission, a body of seven men located in Washington, D. C. supreme authority to determine, whenever they wish, what shall and shall not be broadcast to the American people. They may say, at their discretion, what the people shall hear over the radio whether it be news, drama, music, comedy or politics.

"Under the law, as now interpreted by the court, your effort to carry on radio management the genuine criticisms of American citizens, through the columns of your newspaper, is a fair way to become an empty gesture, a relic of bygone days.

"Unless the Congress enacts new legislation, the stage is set for the American public's loss of free radio. Miss Haworth the past week has been reproducing letters and others, which she has received from radio listeners complaining about the certain types of programs for a tired housewife or women in business.

Interviews On 8 Stations Set By Executive Of WSAI

"Salvage, Conservation and Wildlife Substitutions" is the subject to be discussed by Alice Pentlidge, of the Division of Information, War Production Board, in a series of interviews on eight stations of Cincinnati, Detroit and Cleveland.

Miss Pentlidge will be heard today on WGAR, Cleveland, and tomorrow on WHK, in the same city. On Thursday morning she will be interviewed by Olive Kackley of WCKY, Cincinnati, and the same afternoon will discuss the subject with Rita Hackett on WSAI.

Beulah Strawway, of WLW, Cincinnati, will interview Miss Pentlidge on Friday, after which the WSAI executive will go on to Detroit for the two final programs, one with Ruth Crane on WJR Monday, June 21, and the other with Fran Harris on WWL the following day.

NEW BUSINESS

WGBR, Goldsboro, N. C.: BS Head-
be Powders, two five-minutes news
riods, daily, 52 weeks, through
rvey-Massengale, Inc.; Carolina
rner and Light Company, Fulton
ewis, Jr. daily for 52 weeks; General
ods (Post Toasties), 15 announce-
ents weekly, for 26 weeks, through
nton & Bowles; Pepsi-Cola, six tran-
riptions daily for 52 weeks through
well-Emmett Co.; Gardner Nur-
y, 13 five-minute ET's through
orthwest Radio Advertising; RKO
ctures, 100 announcements for "Hit-
g Children"; Wm. H. Wise Co., six
e-minute periods weekly through
ber Hoge Company; Chevrolet
mpany, two 15-minute newscasts
eekly through Campbell-Ewald;
& F Company, six 15-minute pro-
ams weekly for 26 weeks, direct;
ed Top Brewing Company, 21 tran-
riptions weekly, through Joseph
vertising Agency for 52 weeks.

**WNYC Survives Battle;
Will Continue On Air**

(Continued from Page 1)

aintenance of the station remained
the budget. The Mayor was sus-
ained on several other items, par-
ticularly those of educational and
ublic health nature.

Change of heart on part of Coun-
ors who voted to sustain the Mayor
his stand on the station is at-
ributed materially, to support given
the station by local newspaper edi-
rials and stories pointing up the
ation's community services. The
ation, however, within the past
week or two, had occasion to render
community service on two important
nts—recruiting blood donors for
e Red Cross and aiding during the
ilk strike. Newspapers played up
these activities.

Manpower Problem Present

Station now faces a manpower
problem. It has two vacancies on its
nouncing and production staffs, but
asmuch as the salaries, \$2400 and
600 are higher than the station has
en able to offer in the past, Morris
ovik, director has a bit more hope
being able to obtain announcers
ith interest in music and in gen-
al programming. Musical programs,
rticularly recorded operas and sym-
onies have always had a prominent
ace on the station's schedule.

During the Council's discussion of
the WNYC item in the budget, the
Mayor came in for personal attack.
fter holding that the allotment was
the budget illegally, one of the
ouncilman described the Mayor who
ses the station frequently, and has a
egularly scheduled talk on Sundays,
s a "disappointed general" who in
is "bedtime story program is funnier
han the comics." He charged that the
Mayor on this program, "plays war
rrespondent, news commentator,
ritic of Federal agencies and many
ther roles in discussing 40 subjects
in a half hour."

Washington Front

Washington Bureau, RADIO DAILY

Washington—America is winning
out over the Axis on the psychological
front, Associate OWI Director Milton
Eisenhower told a luncheon group
here last week. One in every four
persons in Germany, Eisenhower esti-
mated, is reached by Allied radio—
either British or American, even
though detection means death. Allied
radio, according to the OWI official, is
"the only source giving them truth."

Eisenhower emphasized that the
OWI overseas branch is not depart-
ing from the policy it has often
maintained—that of concentrating on
truth and making promises to no one.
Every statement, he said, falls within
our foreign and military policy.

Deny "Hate" Campaign

Exhaustive inquiries at OWI indicate
that rumors of a strong domestic
"hate" campaign against the enemy
are baseless. The OWI, its officers
maintain, is merely presenting the
facts of the war to the public and
in no way tries to influence the
public reaction to these facts. Of-
ficials privately deplore the fact that
Americans in many instances hate
the Japs on racial grounds and feel
much less strongly about the Nazis.
Privately, too, they realize that Amer-
icans generally do not really under-
stand the meaning of Fascism, and
frequently feel strong hatred for
everything Japanese, German or
Italian without realizing that the
detestable elements of these civiliza-
tions are fostered by the economic
and political systems of these coun-
tries. One official admitted to RADIO
DAILY that if the public really under-
stood Fascism and its Italian and
Japanese counter-parts, and realized
that that, rather than the Germans,
Japs and Italians per se is what we
are fighting, they would be far bet-
ter able to recognize Fascism within
their own country, however, preti-
fied it may be made by high-sound-
ing patriotic words.

Rumors of the "hate" campaign
probably arose from the recent con-
fidential memo sent staff members
on the matter of suppression of news.
Agency heads suspected that some
OWI employes were afraid to let
some stories go because they were
afraid they might arouse hatred
against the enemy people. The memo
notified them that although OWI is
not seeking to inspire hate, stories
which might tend to create a feeling
of hatred among Americans should
not be held up on that ground; the
important test is whether they are
true. OWI presents facts, the memo
said in effect, and does not color
these facts, nor employ those facts
to try to tell people how they should
feel.

News of this memo got out, and it
was interpreted by some to mean
that OWI was "pulling all stops," and
hereafter would release everything
it could which might tend to inspire
hatred of the enemy. The opening
at the same time of a photographic
exhibit entitled "The Nature of the

Enemy" in New York's Rockefeller
Plaza appeared to some to substan-
tiate these rumors, although there
again OWI presents only photographs
plus quotations from enemy state-
ments. These, say agency officials, are
not doctored in any way and if the
people seeing them are inspired to
hate their enemy, OWI is none-the-
less presenting merely the facts. All
quotations are fully identified.



No definite date has yet been set
for the opening of hearings by the
Cox committee to investigate the
FCC, but Rep. E. E. Cox, chairman,
said Friday again that public sessions
by the end of this week or early
next week remain within the realm
of probability. He would not in-
dicate specifically what the subject
of these hearings is to be, although
it is known that he thinks they will
be of great public interest.

There has been no action yet by
the House Judiciary Committee on
FCC Commissioner Durr's request for
public hearing on his petition to
have Cox disqualified as head of the
committee. Meantime, Rep. Dan R.
McGhee of Missouri, during an ex-
tended address protesting that the
present Administration is, in sum,
leading the nation to ruin, criticized
the Supreme Court decision of May,
adding he felt sure of that because
of the "knowledge of the character
and expectancy of the kind of deci-
sions that would be handed down
in the future. that gave unto one
Durr of the FCC the audacity and
arrogance to petition this Congress
to remove one of its most esteemed
and beloved members from the chair-
manship of an investigating com-
mittee. It is that type of people who
are at the head of the FCC and
many other departments of our gov-
ernment who are so un-American in
their ideals, that they have the ef-
frontery to do such acts, knowing
they will be backed up by the highest
court of the land in the event their
cause should be placed before it."



Kumfy Products, Cincinnati, has
informed the Federal Trade Com-
mission that it will cease represent-
ing that its crystal radio receivers,
known as "Handy Radio," provide suf-
ficient volume for an ordinary room,
that it will function everywhere or
that it will tune in all standard
broadcast stations, or even all local
stations.

Wedding Bells

The scent of orange blossoms is
hanging over KPRO, Riverside, Cal.,
Gloria Eileen McEnry (Gloria Henry
to the listeners), has been married to
Robert Dale Lamb (Bob Lamb on the
air). Practically the entire KPRO
personnel attended the event.

With the Colors!

M. E. DANBOM, manager of KGKB,
Tyler, Texas, commissioned a lieuten-
ant in the Signal Corps in February
1943, is now stationed at the Plant
Engineering Agency, Service of
Supply, Philadelphia, Pa.

CHARLES A. KELLY, assistant
supervisor of NBC night traffic opera-
tions, has joined the Marines.

JIMMY GODFREY, WTAG, Wor-
cester, Mass., control room operator,
has taken a leave of absence from the
station to become a radio operator
with the Merchant Marine.

BRUCE BARRINGTON, news edi-
tor at KXOK, St. Louis, Mo., now on
active duty with the U. S. Army, has
been promoted to the rank of Major.
At the present time he is attached to
the General's staff in the Philadelphia
area.

LT. ROBERT BUTTON, who joined
NBC as a guide in 1940 and became
assistant program manager of the
Blue Network a year later, has been
advanced to the rank of Captain, ac-
cording to word received from abroad.

REV. M. C. DAVIES, guiding light
of CKLW, Windsor, Ont., "Quiet
Sanctuary" broadcast, has been pro-
moted to the rank of Wing Com-
mander in the RCAF. Davies is still
heard regularly by transcription,
despite the fact that he has been on
active service for the past year.

**Disks A Morale-Builder
Gen. Osborn Tells RFM**

(Continued from Page 1)

the Army Service Forces, to Records
for Fighting Men Inc., acknowledging
receipt of 180,000 records which the
organization provided for one of the
army's depots for inclusion in kits
of recreational material for men over-
seas. RFM is now conducting a second
campaign to collect old phonograph
records which will be sold for scrap
so that proceeds can be used to pur-
chase new records for the armed ser-
vices. Part of Osborn's letter read:

"Reports made by officers of the
Special Service Division, now over-
seas, clearly indicate the popularity
of phonograph records as a means of
entertainment among our troops
serving particularly in areas where
the hand wound phonograph repre-
sents the only possible means of
reproducing recorded music.

"The American Legionnaire as a
veteran of the first World War appre-
ciates the value of those recreational
facilities which lessen the tension
which is ever present in combat
zones."

The 180,000 records acknowledged
by Osborn are part of the 300,000 new
discs supplied to date to the armed
forces by RFM. This second record
salvage campaign will get under way
July 3 when 1,500,000 volunteer mem-
bers of the American Legion and
Legion auxiliary start a house to
house canvass to collect the records.



Coast-to-Coast



SECRETARY of the Treasury Henry Morgenthau headed the list of speakers in a special Treasury Flag dedication which WKNY, Kingston, N. Y., broadcast Saturday, June 12. Others who took part in the City Hall ceremonies were Nevil Ford, New York State Administrator for the War Savings Staff, and Mayor Edelmuth of Kingston.

A new program for late listeners made its debut this week at WTOP, Washington. It is a 15-minute poetry and organ music program titled "Claire de Lune" and featuring Jim Smiley at the organ. . . . Program department has several personnel changes. Miriam McGrath, of OWI will take over log operations. Ada Clement will be department typist. Helen Shultz, traffic manager, has resigned effective July 3, to join her husband stationed with the Army in Florida. Jane Jenkins, formerly with WJEJ, Hagerstown, Md., will fill this spot.

Art Ford, who conducts "Milkman's Matinee," on WNEW, New York is instituting a guest policy on the all-night soiree. Dooley Wilson, the "Sam" in the motion-picture "Casablanca," tees off tonight. Larry Adler follows on Wednesday, June 16, in a program of George Gershwin reminiscences.

Cedric Foster, news analyst for the Yankee network and the Mutual Broadcasting System, has had a series of speaking engagements in Lynchburg, Roanoke and Danville, Virginia. The latter appearance will be in August or September. Speaking at the Smith Memorial Hall at Randolph-Macon College in Lynchburg, Foster drew the largest paying crowd in the history of the college town.

Carpenters and painters have just left WSLI, Blue Network outlet in Jackson, Mississippi, with a new office space and a clean face of Vogue Blue in honor of net affiliation. . . . WSLI staffer Nancy Chambers is vacationing and observing in New York. . . . Program director Ward Coleman was in charge of arrangements during recent Miss. Jr. Chamber of Commerce War Conference.

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

June 14

Major Edward Bowes	Joe Forte
Rhea Diamond	Cliff Edwards
Benny Fields	George Hall
Hilton Lamare	Loretta Lee
Mort Lewis	Marcella Shields
Ken Lyons	Pvt. Robert A. Litzberg
Jerry Stone	John Scott Trotter
Sam Wanamaker	Rowena Williams
John Neary	

"Women's Radio Bazaar," which is designed particularly for feminine listeners, has been a feature of WTIC, Hartford, Conn., for over ten years. Arretta Lynch Watts of E. I. du Pont de Nemours & Co. was recently interviewed by its director, Ruth Provan. Miss Watts' talk covered the strides made by chemistry in producing fabrics, synthetics and articles used in the home.

Jack Pearl returns to the stage to open the tenth season of the Jones Family's Starlight Drama Festival at the Playhouse Theater, Poughkeepsie, N. Y., on June 29 in the Elmer Rice comedy drama "Counselor At Law." Isobel Rose will direct the summer stock season of this barn theater. Teddy Jones will again be manager.

Al Bland, who has been starring since March in the morning variety show of WMAL, Washington, D. C., will return to WCKY, Cincinnati, a director of public relations. Bland sought release from his contract with the Washington station after he was unable to find suitable living quarters for himself and family. He is resuming a four-year relationship with WCKY, having been associated with the L. B. Wilson station in various executive capacities since 1939.

Bessie Beatty, WOR's noon hour women's commentator, not only keeps her ten sponsors happy but she spends most of her spare time doing war work. Current activity is for Russian War Relief. Tuesday, June 15, Miss Beatty will hold a "needle and thread" party at Town Hall, New York. Price of admission, oddly enough, is packages of needles and threads. Proceeds get priority shipping space on boat soon to leave for Russia. Seems needles and threads are the scarcest "items of necessity in the Soviet."

The sales department of WFOY, St. Augustine, has signed Moeller's City Bakery to a 52 week contract calling for a total of 832 transcribed spots. The transcriptions for Butter Krust Enriched Bread were produced by the W. E. Long Company, Chicago. Sale to the bakery is a 39 per cent increase in dollar volume over the contract just ended.

KLZ, Denver, recently signed with the Denver Dairy Council, whose membership is composed of the leading Denver dairies, for a three-a-week series of broadcasts featuring talks by Mrs. Neven Kilpatrick, home economics and food preparation expert. Mrs. Kilpatrick gives the housewives information on non-rationed, point saving milk and cottage cheese.

A third artist from the staff of WMAN, Mansfield, Ohio, has won a Hollywood contract. Jane Hodges, songstress and actress has just consummated a deal in Hollywood and is scheduled for an early role. Patty Hale and Marlyn Joyce Teters, child artists, have already been appearing in recent picture releases.

CBS will devote 15 minutes to the girl scout's farm aid project, Thursday, June 17, 4:45-5 p.m., and will present a round-table type of program featuring comments by two girl scouts who are participating in the farm aid program in upper New York state, a county farm agent, and the director of the girl scout project. Aim of the program is to present plan for organization to other groups throughout the country.

Gregor Ziemer marked his 500th broadcast on WLW, Cincinnati, Saturday, June 12. He will acquire a new sponsor, starting tomorrow, in Wildroot Co. for Wildroot hair tonic. . . . Lea Morgan has been added to WLW's talent staff.

Recent mike guests on WMAS, Springfield, Mass., were Clifton Fadiman, Ben Ames Williams, Mark Van Doren and Amelea Willoughby. They were in Springfield in connection with the recent Book and Author War Bond Rally. . . . Three Springfield War Industries are co-sponsoring a half-hour show on the war effort called "Home Front." . . . Junior announcer Bill Sheehan, having graduated from high school, is now on the regular WMAS announcing staff. He is handling the night shift.

Suzanne Taylor, American-born soprano, and Hilda Frisk, Norway's only woman announcer before she escaped from the Nazis, are co-featured in "Norwegian Notes," presented by Norwegian Information Bureau at 3 p.m., Mondays on WBNX, Bronx, New York.

After two years as a morning program, Ann Holden's KGO, San Francisco, "Home Forum" has been switched by station manager Don Searle to a 2:30 p.m. PWT, spot five afternoons weekly, to make it possible for wives of swing shift war workers to hear the broadcast during waking hours. The show has been built up in recent months and now includes nine participating sponsors.

Chris Cunningham, formerly with WKIP, Poughkeepsie, New York, and Ted Malley, of WLIB, Brooklyn, have joined the announcing staff of WPAT, Paterson, N. J.

Frances Corey will resume her thrice-weekly program "Women and the War" over WQXR, New York today. Mrs. Corey had taken a six-week vacation from the station to have a baby. Her program is sponsored by Bloomingdale's Department Store.

News-o-graph Operator Fenton McClure and Engineer William Heitzman of WCKY, left the station several months ago to join the U. S. Maritime Service, but they are together again. McClure writes: "Warram Radio Electrician 'Bill' Heitzman tickles me. Had him for a teacher for two weeks. . . . Both former WCKY staff members are stationed at Gallups Island, Mass., and are assigned to radio.

Two accounts which have been with WMAN, Mansfield, Ohio, a full year, have signed renewals. With the radio has been the major advertising medium. They are the Quality Future Company, sponsoring a commentator, and Rogers Jewell Company, sponsoring newscasts.

Carroll W. (Doc) Neeld, assistant general manager of WCBS, Springfield, Mass., has been upped to post of general manager, succeeding Jack Heintz who is now on active duty with the U. S. Navy. Lt. (j.g.).

Johnny Long, orchestra leader, and Gus Van, the old time minstrel, were guests of WOWO, Fort Worth, last week. They were playing amuseusement at one of the Fort Worth theaters and dropped over for a 45-minute chat with interviewer Betty Mary Stanger.

In a sudden spurt on behalf of the daily "Housewives' Protective League," friendly commentary series, KQW, San Francisco, has signed six new participating sponsors. Three are heard five times weekly. They are Sunnyvale Packing Company (Rancho Soups), direct; Edmund Aircraft Co. (help wanted), direct; and New Process Laundry (help wanted). The others are Curtis Publishing Co., Saturday Evening Post, through MacFarland Aveyard Co., twice weekly; Citizens Federal Savings & Loan of San Francisco (loan service), through Long Adv. Service, twice weekly, and Loma Linda Foods (canned goods), through Gerth-Pacific Agency, once weekly.

Ringling Summer Circus Using Radio Spot Time

Ringling Bros. is using radio advertising to plug its first summertime production in New York. Through the Caples Company, the business is being placed on different stations each week, in an alternate pattern. Shaw's program on WINS carried the business last week. Starting today the commercial will be on WABN, Arthur Godfrey program. Deal is the third contract Ringling has placed on the CBS outlet.

The commercials are plugging a condensed version of Ringling's cases titled "Spangles" and containing the major acts from the producer's regular Spring production. The opening production will open June 1. Radio campaign will continue through July 1. Agency will complete placing the business with the next deal or two.

WAAT To Spot Sales

Spot Sales, Inc., has been appointed sales representatives, effective immediately, for WAAT, Jersey City, N. J., in territory outside the New York area, it was announced by Victor Bennett, vice-president and national sales director for the station.



RADIO DAILY

The National Daily Newspaper of Commercial Radio and Television



VOL. 23, NO. 53

NEW YORK, N. Y., TUESDAY, JUNE 15, 1943

TEN CENTS

Fly Optimistic On Rules

Movie-Theater Spots Now Heavy in 'Frisco

San Francisco—Sudden wave of motion picture and theater advertising has hit local airlines, with two major studios—Paramount and Columbia—and nine downtown theaters using announcements and special programs on KQW, KPO, KGO and KFRC. Paramount Pictures is using a week-commentary by Deane Dickason; semi-monthly participation in "Tator's Topics," a gossip show, and spot announcements on KQW to plug its forthcoming productions, and station week announcements on KGO, all placed through Buchanan & Co. Columbia Pictures has plugged

(Continued on Page 2)

Crosley's Ad Tributes To White Collar Workers

Tributes to the so-called white collar workers are being featured in large display advertisements, currently, in Washington, D. C., Cincinnati, and Richmond (Ind.) daily newspapers by the Crosley Corp.

"All too often the public by-passes them (white collar workers)," declared R. C. Cosgrove, vice-president and general manager of the manufac-

(Continued on Page 2)

General Mills Resumes "Hop Harrigan" On Coast

General Mills, Inc., will resume sponsorship of "Hop Harrigan" on the Pacific Coast Blue Network, after a two-week lapse. The children's program will again be heard in behalf of Cheerioats on 13 Pacific Coast stations of the Blue from 9 to 9:15 p.m.

(Continued on Page 2)

Add Fluffs

Dick Day, staff announcer at WDGY, Minneapolis, isn't so sure, now, that anyone can mind one's p's and q's completely. The several parts comprising his vocal apparatus went out of control in the utterance of the word, "course," and Day wound up introducing a program to the listening audience, saying, "During the curse of the next fifteen minutes."

Nazis Pan Shirer

Washington—The moral collapse of United States journalism is exemplified by the CBS commentator, William Shirer, according to a Berlin broadcast picked up by the FCC, which declared that Shirer "repaid the friendship which Germany had shown him by publishing a diary in which he said not a single good thing about Germany. . . . This shows only the moral collapse of United States journalism."

CBC Plans Readied On Battle-Front News

Ottawa—The Canadian Broadcasting Corp. has completed plans to provide information for the Canadian people direct from the battlefield about the Canadian troops in action, James S. Thomson, CBC general manager, told the Canadian House of Commons radio committee. He said he had held final conferences a few

(Continued on Page 8)

O'Cedar Time On Blue For New Sunday Program

Sale of a half-hour dramatic show to O'Cedar Corporation has been announced by the Blue Network. The program will be heard Sundays from 3:30-4 p.m., over the full network. It will originate in Chicago, with the start scheduled for Sunday, Aug. 29. Cast and title will be announced later.

Aubrey, Moore & Wallace, Inc., Chicago, placed the business.

Davis Lauds Radio Coverage Of News And Int'l Politics

Philco's Net Income \$770,890 For 1st Quarter

Net income of Philco Corporation in the first quarter of 1943, after estimated Federal and State income and excess profits taxes, amounted to \$770,890 or 56 cents per share of common stock, of which \$178,000 or 13 cents per share is the post-war refund provided for by the Revenue Act of

(Continued on Page 2)

Plans Changes If Industry Is Hurt; Says Program Responsibility Not FCC's; Likes CBS' Explanatory Booklet

AFA Completes Agenda Re War Advt. Meeting

Complete agenda for the war-time conference of the Advertising Federation of America, as announced yesterday, will center about the theme—"Advertising's Place in the War and After." Keynote address for the opening general session, June 28, will be made by Willard T. Chevalier, publisher of "Business Week," and chair-

(Continued on Page 7)

CBS Sets Expansion Of Comm. Editing Dept.

CBS is expanding its Commercial Editing Department and renaming it the Department of Editing and Copyright, Paul W. Kesten, CBS vice-president and general manager, announced yesterday. In the reorganization, CBS combines its Copyright Division and its Commercial Editing

(Continued on Page 2)

WJR Awards Scholarship To 'Future' Radio Exec

Detroit—A \$5,000 scholarship in radio education designed to groom a future radio executive, has been awarded by WJR. Recipient, judged by a final panel of three executives,

(Continued on Page 2)

Washington Bureau, RADIO DAILY
Washington—With the FCC's new chain rules and regulations going into effect today, Chairman James L. Fly yesterday stated he believed everything would work out okay for the networks et al, that he does not believe a small group of high-powered outlets will replace the networks as they now operate, and, also took time out to praise the brochure issued by CBS for agencies and clients which explain the new rules and regulations.

Preliminary to this however.
(Continued on Page 7)

32% Of Esso's Time To Gov'l's Messages

Approximately 32.8 per cent of the "Esso Reporter's broadcast since December 7, 1941 have been devoted to government cooperation commercials. The war-effort messages covered practically all the major OWI campaigns. Figures tallied here do not include such additional service as plugs for the American Legion, girl scouts, boy scouts, China Relief

(Continued on Page 7)

Grand Jury Indictment For Making Too Many Sets

A nine-count indictment was filed late last week by Federal Grand Jury against Record-O-Box of New York, manufacturers of radio and phono-

(Continued on Page 2)

Perfect Casting

Hollywood—Paul Whiteman, musical director of the Blue Network, will play "himself" in the forthcoming film, "Rhapsody in Blue," which will be produced by Warner Brothers. The production, which soon will go before the cameras, is a dramatization of the life of George Gershwin, composer of the "Rhapsody" which Whiteman did so much to popularize.

(Continued on Page 8)



Vol. 23, No. 53 Tues., June 15, 1943 Price 10 Cts.

JOHN W. ALICOATE : : : Publisher

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

Published daily except Saturdays, Sundays and Holidays at 1501 Broadway, New York, N. Y., by Radio Daily Corp. J. W. Alicoate, President and Publisher; Donald M. Mersereau, Treasurer and General Manager; Chester B. Bahn, Vice-President; Charles A. Alicoate, Secretary. Terms (Post free) United States outside of Greater New York, one year, \$10; foreign, year, \$15. Subscriber should remit with order. Address all communications to RADIO DAILY, 1501 Broadway, New York, N. Y. Phone Wisconsin 7-6336, 7-6337, 7-6338. Chicago, Ill.—Frank Burke, Suite 1800-A, Merchandise Mart, Phone Delaware 4950. Hollywood, Calif.—Ralph Wilk, 6425 Hollywood Blvd. Phone Granite 6607.

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

FINANCIAL

(Monday, June 14)

NEW YORK STOCK EXCHANGE

	High	Low	Close	Net Chg.
Am. Tel. & Tel.	153 3/8	153 1/4	153 1/2	- 1/2
CBS A	22 1/2	22 1/4	22 1/4	- 1/2
Crosley Corp.	21	20 3/8	20 3/8	- 1/2
Gen. Electric	38 5/8	37 3/4	38	- 3/8
Philco	24 1/2	23 1/8	23 5/8	- 1/2
RCA Common	11 1/2	10 5/8	10 3/4	- 1/2
RCA First Pfd.	68 1/2	68 1/2	68 1/2	- 1/2
Stewart-Warner	13 3/4	12 5/8	13	- 3/4
Westinghouse	95 1/2	95	95	- 3/8
Zenith Radio	32 3/4	30 3/4	31 3/4	- 1/4

NEW YORK CURT EXCHANGE

Nat. Union Radio	3 3/4	3 1/4	3 3/8	- 1/2
------------------	-------	-------	-------	-------

OVER THE COUNTER

	Bid	Asked
Farnsworth Tel. & Rad.	8 7/8	9 7/8
Stromberg-Carlson	11 3/4	12 3/4
WJR (Detroit)	24	

General Mills Resumes "Hop Harrigan" On Coast

(Continued from Page 1)

EWT. General Mills' previous sponsorship of the program extended from September 28, 1942, through May 28, 1943. Blackett-Sample-Hummert, Chicago, is the agency handling the Cheerioats account.

Other programs sponsored on the Blue Network by General Mills are "Lone Ranger" for Cheerioats on 46 stations; "John Gunther" for Wheaties on 59 stations, and "Jack Armstrong" for Wheaties on 104 stations.

"Hop Harrigan" is also heard sustaining on the Blue at 5 p.m., EWT, for the Eastern zone; at 6:15 p.m., EWT, for the Central zone; and at 7:15 p.m., EWT, for the Rocky Mountain zone.

WGAR

THE FRIENDLY STATION

CBS Sets Expansion Of Comm. Editing Dept.

(Continued from Page 1)

Department into one unit. Jan Schimek, for the last year head of both departments will continue in charge of the combined department with the title of Director of Editing and Copyright.

The principal reason for the new setup is to broaden the operations of the Commercial Editing Department to include the application of CBS' basic program policies to sustaining as well as commercial programs.

Formerly this department was responsible only for policy conformance in the commercial field. Because many of the network's policies are common to both commercial and sustaining programs, because some of them apply differently to the two classes of programs, and because some of them apply to one and not the other—a consistent coordination from a central source was needed. The need became greater with Columbia's increasing use of freelance writers who are not familiar with its program policies.

Philco's Net Income \$770,890 For 1st Quarter

(Continued from Page 1)

1942. For the same period last year, net income, after adjustments to give effect to the tax rates actually incurred on operations during the period totaled \$595,035, or 43 cents per share of common stock, including a post-war refund of \$100,000 or 7 cents per share.

Corporation this week distributed dividends of 20 cents per share payable June 12, 1943, to stockholders of record May 28, 1943. Previously, a dividend of 15 cents per share was paid on March 12, 1943.

Production and sales of war materials in the first quarter of 1943 were substantially ahead of the same period last year, when the Company did a considerable volume of civilian business. Present indications are that there will be further increases in coming months as engineering work is completed on additional new equipment for the government.

WJR Awards Scholarship To 'Future' Radio Exec

(Continued from Page 1)

is Richard Mitchell, a senior student at Detroit's Western High School. Under terms of the scholarship, he will receive \$1,000 in cash, currently, and \$4,000 will be placed in escrow for his use upon his return from military service which he expects to enter this summer. Three others who were runners-up in the competition, are being given summer jobs on the station's announcing staff.

Scholarship was established by G. A. Richards, president, and Leo Fitzpatrick, vice-president and general manager of the station. Judges in the final competition were Dr. Frank Stanton, CBS vice-president; Dr. Alexander G. Ruthven, president of the University of Michigan, and Dr. Warren Bow, superintendent of Detroit public schools.

Grand Jury Indictment For Making Too Many Sets

(Continued from Page 1)

graph sets, and Samuel Solat. The indictment charges an unlawful attempt to evade payment of the manufacturers excise tax during the period from September, 1941, to May, 1942, taxes which amounted to \$11,923.

At the same time, the Government filed criminal information charges against the corporation and Solat, alleging that the production of 16,569 radio and phonograph sets between January and August, 1942, was in violation of the Second War Powers Act.

Conviction under the indictment and information charges, according to Assistant U. S. District Attorney Louis W. Goodkind, will subject the corporation to fines aggregating \$90,000 and Solat to possible imprisonment for 45 years.

Conviction under the information charges carries a maximum penalty of imprisonment for one year and a fine of \$10,000. The information alleges that the defendant manufactured 13,177 radio and phonograph sets between January and May, 1942, although authorized by the War Production Board to produce only 1,114, also that he produced 4,506 between June and August, 1942, during which period the WPB had ordered complete suspension of production.

Movie-Theater Spots Now Heavy In 'Frisco

(Continued from Page 1)

"The More the Merrier," "now at the Orpheum, through special night-time news shows on KGO, placed through Weiss & Geller, Inc. Fox-West Coast Theaters chain, operating the Fox, Paramount, Warfield, St. Francis, State, Granada and El Capitan here, is using daily news shows on KFRC, and spot announcements on KQW and KPO. The Alcazar Theater, featuring stage revues, is using daily announcements on KPO.

Crosley's Ad Tributes To White Collar Workers

(Continued from Page 1)

turing division, "to give management and labor all the cheers for American industry's magnificent war record."

Institutional plugs for the sponsor, are brought into the copy toward the end, but the major message is in behalf of the persons comprising the groups of draftsmen, clerks, instructors, etc. Ads lead off with: "America's 'white collars' are wide open for business."

THIS LITTLE BUDGET WENT TO



WORL BOSTON MASS.

COMING and GOING

RAYMOND JEFFERS, public relations head of the Russel M. Seeds agency, returned to Chicago last night following a business trip to New York in connection with the new Brown & Williamson summer show which starts on tonight.

ROGER W. CLIPP, general manager of WJL Philadelphia, was a caller yesterday at headquarters of the Blue Network.

ARTHUR B. CHURCH, president of KM Columbia outlet in Kansas City, Mo., is in town on station and network business.

H. K. LINDSLEY, president of KFBI, Wichita, has arrived from Kansas for conferences with the New York representatives of the station.

PAT PATRICOF, publicity director of Aus Wilder, artist management, left yesterday on combined business and pleasure trip to California. He will be gone about a month.

GEOFFREY BRIDSON, BBC London producer arrived yesterday for a stay of two months. He leaves today for Toronto, where he will spend a week with the CBC executives.

CHARLIE BARNET and the member of band have completed their engagement Bridgeport and open this week at the P Theater in Waterbury, Conn.

JOHN ELMER, president and commercial manager of WCBM, Blue Network affiliate, Baltimore, is here from Maryland for conference at Rockefeller Center.

S. BERNARD BERK, president and station manager of WAKR, has returned to his Akron headquarters following completion of an extended business trip.

W. P. WILLIAMSON, JR., president and general manager of WKBN, CBS outlet in Youngstown, Ohio, is on a short business trip New York.

BARRY WOOD returned today from Toledo where he sang yesterday at a war workers' ball rally. He will leave by plane tonight for Ottawa where he will entertain the cadets of the RCA who have elected him their favorite singer.

Mrs. Harold Lafount

Mrs. Gladys McDonald Lafount, wife of Harold A. Lafount, president of the Atlantic Coast Network and manager of the Arde Bulova-Lafount radio interests, died yesterday morning at the age of 40. She was the daughter of the late James A. McDonald and Frances Newcombe McDonald. Funeral services will be held tomorrow, at 2 p.m., at the Smith & Smith Funeral Parlor, Newark, N. J.

THERE'S NOT ANOTHER LIKE IT!



DIRECT ROUTE TO AMERICA'S No. 1 MARKET

The Travelers Broadcasting Service Corporation

Member of NBC and New England Regional Network

Represented by: WEED & COMPANY New York, Boston, Chicago, Detroit, San Francisco and Hollywood

★ In 32 cities of its primary area, and
in 218 rural communities around them

WLW DELIVERS 51.2% OF ALL NIGHTTIME LISTENING*

This dominance is in a market whose
12 million people buy more drug and
grocery products than are sold in
New York's five boroughs and the
City of Chicago combined.

* A weighted average figure, based on Hooper Mid-
Winter WLW area rating, 1943, which does not represent
the size of our audience in any one city or rural area.
Remainder of audience is divided among 53 other
stations identified by call letters in the Hooper report.

- | | |
|--------------------|---------------------|
| ADRIAN, MICH. | LANCASTER, OHIO |
| ANDERSON, IND. | LEXINGTON, KY. |
| BLOOMINGTON, IND. | LIMA, OHIO |
| CHARLESTON, W. VA. | MANSFIELD, OHIO |
| CINCINNATI, OHIO | MARION, IND. |
| COLDWATER, MICH. | MARION, OHIO |
| COLUMBUS, OHIO | MONTPELIER, OHIO |
| DAYTON, OHIO | MUNCE, IND. |
| FINDLAY, OHIO | NEWARK, OHIO |
| FT. WAYNE, IND. | PARKERSBURG, W. VA. |
| FOSTORIA, OHIO | PORTSMOUTH, OHIO |
| HILLSDALE, MICH. | RICHMOND, IND. |
| HUNTINGTON, W. VA. | SPRINGFIELD, OHIO |
| INDIANAPOLIS, IND. | TERRE HAUTE, IND. |
| IRONTON, OHIO | TIPPIN, OHIO |
| ASHLAND, KY. | ZANESVILLE, OHIO |
| KOKOMO, IND. | |

WLW

THE NATION'S MOST MERCHANDISE-ABLE STATION

KENTUCKY

INDIANA

OHIO







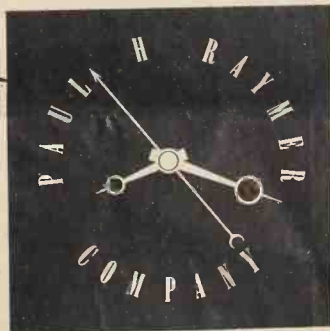
Not until THIS happens . . .

Not until your product moves across the counter has spot radio—or any other advertising—done its job.

Selling spot radio is—to us—far more than just quoting minute availabilities.

Our interest starts with the color of the label and the name on the package—and follows through until the goods roll over the counter.

During the last ten years this policy has won the confidence and trust of agency men and advertisers.



PAUL H. RAYMER COMPANY • RADIO STATION REPRESENTATIVES
NEW YORK • DETROIT • CHICAGO • SAN FRANCISCO • LOS ANGELES

Chicago

By FRANK BURKE

GEORGE JENNINGS, acting director of the Radio Council of the Chicago Public Schools, off to the Pacific Coast where he will address the fourth annual Audio-Visual Conference at the University of Oregon, Portland, Ore., and the summer meeting of the Oregon Chapter of the Association for Education by Radio. Jennings will visit KALW, San Francisco, and Los Angeles, before returning to Chicago next week.

Joe Hartenbauer, salesman for the Blue Network left Saturday with John Pearson and Don McNeill for a few days fishing in the Missouri Ozarks.

Howard L. Emich has resigned as Indiana-Kentucky news manager of UP, to join the news staff at WBBM.

Louis Prima and orchestra in town yesterday for their Blue Network "Spotlight Band" pick-up from Chanute Field, Rantoul, Ill.

With temperatures around 98 yesterday, Durward Kirby, "Club Matinee" announcer, breathlessly declared that he had just catalogued his five hundredth "Little Moron" story.

Newcomer to NBC's "Backstage Wife" is Elmira Roessler as "Billy Watson."

Skeets Gallagher and Stu Erwin of the "Good Night Ladies" cast guested on WGN's "Bondwagon" program from Treasury Center yesterday.

A large contingent of the WLS "National Barn Dance" group will play a five-day engagement at Harriet Island Amusement Park, St. Paul, Minn., beginning Saturday, June 19. George Ferguson of the WLS Artist Bureau has announced. Making the trip will be Lulu Belle and Scotty, The Arkansas Woodchoppers, Pat Buttram, Jimmy James, the Linder Sisters, Cowgirl swingsters, and the Hayloft Trio.

Elway Buys WOR Spots; 3 Quarter-Hours Weekly

Elway Food Products, for Vita-Malt, has dropped its five-minute program, "Spice of Life" to buy a 15-minute program on WOR, Mondays, Tuesdays and Thursdays, 12:15-12:30 p.m., increasing its time buy. Bob Shepard will move his emcee chores from "Spice" to the new one which is entitled, "Meal Time Melodies," and is a recorded show. Account was placed through A. J. Salzman Associates.

With the Colors!

Al Josephy, formerly with MBS and until yesterday handling special events for the OWI domestic radio bureau, left last night for Parris Island, S. C. where he begins his training as a member of the Marine Corps. Josephy will be attached to a Marine Corps combat correspondents unit.



A Reporter's Report Card. . . . !

● ● ● **JACK BENNY:** Joe Besser, the comic you introduced on your program, will head for Hollywood early in August for a clowning role in the forthcoming production "The Rookie" . . . **GYPSY ROSE LEE:** June 19, you will be guest armchair detective on the NBC crime show, "Ellery Queen," which will give you an opportunity of disproving the charge of many who claim that your best seller, "G-String Murders" was ghost-written with your by-line . . . **LOU LEVY:** When the Andrews Sisters open next week at the Paramount it will be a six-week booking . . . the gals will get 7,500 coconuts per as compared to the 500 peanuts they received for their first appearance at Bob Weitman's film emporium . . . **NORMAN TOKAR:** The sponsors of "The Aldrich Family" will bring in your successor from California . . . he'll merely sit in at rehearsals just to get the 'feel' of the "Henry" role . . . and incidentally no one connected with the program knows yet whether the vacation will last four or eight weeks . . . **RAY NOBLE:** When your band is heard June 20th on the "Fitch Bandwagon" it will be the third ride Tobe Reed will have given you on that vehicle.

★ ★ ★

● ● ● **FRANCIS SCOTT:** We're not in the least bit surprised to learn that you've been on the air for twelve years . . . your personality will keep you on the networks until we have 'television in color' which you know 'isn't just around the corner' . . . **DUKE ELLINGTON:** When your band is featured next Saturday on Barry Wood's "Million Dollar Band," you'll show NBC customers why top names in show business reserve tables at the Hurricane . . . **DAVID SARNOFF:** The Army-Navy "E" Award will be presented next Thursday to the RCA laboratories at Princeton, N. J. . . . Governor Charles Edison will be one of the speakers . . . **CHARLES K. FREEMAN:** The script you wrote for the NBC "Cavalcade of America" program, to be heard next Monday, will star Dean Jagger . . . **HARRY JAMES:** When you and the band trek westward July 5, it will be for the purpose of appearing in two forthcoming MGM movies, "Mr. Co-Ed" with Red Skelton and "A Tale of Two Sisters" starring Kathryn Grayson . . . **JERRY LESTER:** We hear that you will CB start a new laugh program when you return from a two-week stint at the Chicago Theater . . . show slated to be launched July 11.

★ ★ ★

● ● ● **RICHARD KOLLMAR:** Bob Howard, the comic star of your hit musical "Early To Bed," has written two songs for Lew Walter's forthcoming "Artists & Models" . . . **CLARE LUCE:** Dorothy Thompson, now a news commentator over the Blue Network, received from an admiring listener, a leg of lamb, two shoulders of beef and a ham . . . and this item isn't glo'baloney . . . **GEORGE STERNEY:** Alice Brent, vocal lovely who sang with your band when you were down in Baltimore, has joined the WAAC's and is stationed at Fort Devens, Mass. . . . **COOTIE WILLIAMS:** Considering the fact that your records haven't been heard since the ban, the fact that Moe Gale has made a deal for you with Columbia Pictures, speaks well for your artistry . . . **CHARLES WOODS:** Is it true that you soon will change your call letters from WOR to WAR? . . . **BENNY GOODMAN:** Mel Powell, is now Corporal Powell, U. S. Army . . . but when he's at the piano even his new boss, Captain Glenn Miller, admits he's a 'major' . . . **BILL BURTON:** A little birdie told us that Dick Haymes will replace Buddy Clarke on the "Evening In Paris" program . . . **ART DOMEGAN:** Carl Post insists that the deal involving the Boston "Pops" on the Blue Network, still goes . . . says he has five hundred leaves of "lettuce" to prove he can make the ivories talk.

★ ★ ★

— Remember Pearl Harbor —

Los Angeles

By RALPH WILK

RADIO RECORDERS, INC., has moved to much larger quarters 7000 Santa Monica Boulevard. In its new building, it has three studios and has installed 15 recording tables. It will also operate a mobile unit. Joseph Sameth is general manager of Radio Recorders, Inc.

Martin Kosleck, screen character actor, is playing the role of Dr. Karl Haugemann in Carleton Morse's "Love a Mystery." Kosleck took part originally intended for Lou Donath who answered a hurry-up film call.

Leon Schlesinger has signed M. Blanc, the voice of Bugs Bunny, Portland, Ore., and a host of other stars. "Merrie Melodies" and "Looney Tunes" cartoons, to a new voice cast.

Spike Jones and His City Slickers struck out with "Here Comes the Bride" on "Gilmore Furlough" June 11, in honor of two of the show's guests who were married the following day. The guests were Gunner Mate Joseph J. Roybal, Jr., hero of the historic November 13th naval battle off Guadalcanal, and Eleanor Keenan, who, as script girl, had attended all previous broadcasts of the show only "behind the scenes." The two met on last February 26th when Roybal was one of five service men guest stars.

Bea Benadaret, who plays snooty Mrs. Wingate on the "Tommy Rigg & Betty Lou" show, a character definitely allergic to children, will do an about-face when she joins the cast of "Date With Judy" in the role of Judy's doting mother.

Albert "Cappy" Capstaff, who recently joined NBC's production department in Hollywood, resigns June 11 to join Foote, Cone & Belding, Hollywood, as a producer.

House Exam. Tomorrow Of OWI, CIAA Budgets

Washington Bureau, **RADIO DAILY**
Washington—The radio budgets of the OWI and the Office of the Coordinator of Inter-American Affairs (Rockefeller Committee) are scheduled to be examined on Wednesday by the full House. The War Agencies Appropriations Bill is due to be reported at that time.

Budgets for both the domestic and overseas operations of the OWI radio bureaus are believed to be up slightly from the current fiscal year, while that for CIAA is reported to be down considerably.

Stork News

Daughter, Florence Margaret, was born to Mr. and Mrs. Arthur Hull Hayes, at the New Rochelle Hospital. The six-pound, nine-ounce new arrival makes it two boys and two girls in the household. Hayes is general manager of WABC, New York, key station for CBS.

Incomplete Agenda War Advt. Meeting

(Continued from Page 1)

of the Conference Program Committee.

Other speakers on the program will be Carroll B. Larrabee, president of Printers' Ink, speaking on "Is Advertising Doing Its Best Job?"; Representative Charles A. Halleck of Indiana, an off-the-record talk on current legislative trends in Washington; Alan T. Preyer, executive vice-president, Vick Chemical Company, who is a member of the Federation's Board of Directors, and chairman of the War Advertising Committee, will make the presentation of awards to Advertising Clubs for achievement during the past year.

On Monday evening, the Federation's annual dinner will be held, with Captain Leland P. Lovette, USN, director of public relations; Lieutenant D. Stamm, also of the Navy, and another speaker to be announced later. Captain Lovette will talk about the Navy's interest in and experiences with advertising, while Lieutenant Stamm is to describe his recent visit to the U.S.S.R. with former Ambassador Joseph E. Davies. He will exhibit and discuss a collection of Soviet art posters designed to stimulate and increase war effort activity on the part of the Russian people.

War-Time Exhibit Set

The feature of Tuesday's program will be the Conference on Advertising War activities, with an array of speakers representing the War Advertising Council, the Office of War Information, other war agencies and representatives of Advertising Clubs throughout the country, discussing the extension of war message distribution and promotion of war effort activity in local communities. With affiliated Advertising Clubs throughout the country, the Federation is assuming leadership in this phase of trying through plans that require local support. Willard Egolf, Federation vice-president, will serve as chairman of this meeting.

An exhibit of war-time advertising done by 60 leading firms will receive considerable attention. Many weeks preparation have been put into this exhibit, to make it a representative and informative presentation of advertising's part in the war program. Tuesday's program will also include a luncheon meeting with a speaker prominent in public life to be heard. In the afternoon, the Federation's annual business meeting and action will take place. An entertainment affair is planned for the evening.

Wednesday morning will be devoted to other individual group meetings. These will be sponsored by the Na-

RADIO IDEA MAN

Writes commercials that sell. Now radio director Philadelphia agency. Immediate New York connection desired. Minimum salary \$6,500. Age 35, married, two children, (3A).

RADIO DAILY, Box 615
1501 Broadway New York City

New Web Rules Go Into Effect; Fly Still Confident Of Success

(Continued from Page 1)

Chairman Fly, went off on a tangent relative to the letter sent by NAB President Neville Miller to Mary Haworth, columnist of the Washington "Post." Miss Haworth had run several letters in her column which complained of daytime shows for women. Miller wrote to her and said that the responsibility for programs is now that of the FCC.

Yesterday Fly not only disclaimed all responsibility for daytime serials, but also scored the NAB and other "network representatives" for their statements on the Supreme Court decision.

"He (Miller) said we have the responsibility for soap operas" said Fly and "I want to disclaim that right now. We are not responsible for starting them in the first place, and I am not going to assume the responsibility for them now. And that fact that we don't have the legal responsibility to do anything about it is not the only reason. We have no disposition to assume that responsibility even if it were possible under the law, which it is not. I think the soap opera problem is sort of like the mother-in-law problem. The networks have got it in their own houses and it is up to them to deal with it. Certainly no part of the blame is on our door step."

Charges NAB 'Misleads'

Asked by a reporter if he were disputing the implication that future complaints about program content should be made to the FCC. Fly declared "I have pointed out on numerous occasions the unwisdom of appraising a judicial decision on ten words picked out of 20 pages. Anyone who has got to first base as a lawyer knows that is no way to appraise a decision from the Supreme Court or any other. From the stuff that has been fed out to the press from NAB and the other representatives of the big networks you might think that those few words were all that was in that opinion. That of course only tends to mislead and confuse the public. Fortunately however, the public is not going to get excited about this situation. I think the only confusion that will come about from that sort of unbalanced campaign is confusion in the radio industry and after all even that confusion comes home to roost at times, as note this recent brochure that Columbia Broadcasting System has

tional Association of Broadcasters, with panel discussions on "What the New FCC Regulations Mean to Advertisers," and "The Wartime Radio Audience." Lewis H. Avery, head of the Association's Department of Broadcast Advertising, will preside.

Another session Wednesday morning will be devoted to direct advertising, with Henry Hoke, program director, Graphic Arts Victory Committee, as chairman. This will also be given over entirely to war advertising, and a number of speakers in

gotten out explaining just how feasibly the network rules will operate."

The CBS brochure, said Fly "Pretty much confirms the reasonableness and workability of the regulations. I think it very effectively eats a lot of words it fed out to the press and its own stations and Congressional representatives in the last few years. Nothing is to be gained by continuing to promote these scare campaigns."

Fly expressed his confidence that the network rules which take effect today will operate "right smoothly." In fact, he said, "I have been quite happy that there hasn't been any difficulty in making the adjustments to get going under the rules."

No Further Curbs

The Commission does not contemplate at this time any further curbs to prevent the formation of what would, in effect, be a super-network of powerful stations. Fly said. The Commission will not, however, "Oppose any healthy competition in the broadcasting business," he added. "Rules rather are designed to promote the right sort of competition and certainly no effort will be made to hamper the bona fide undertaking of establishing and operating a new network.

"I don't think however, that the rules would be of any assistance to any group that just wanted to make an occasional sporadic raid on the industry. Certainly the rules were not designed to that end and if anything should happen under the new rules to the detriment of network broadcasting generally and to the existence of a healthy type of competition in the industry, we might want to do something about it.

"I should be very much surprised, however, if this idea of so-called super-networks to a limited number of big stations gets to first base."

Admitting that there is nothing in the rules to prevent such an occurrence, Fly declared that he does not think it a feasible operation. Aside from the line charges, he said, "You have to set up the facilities of a network even momentarily and you have got to make your agreements with the individual stations; to get good time you have to move into the realm of option time and they do not have any privileges under the option time rules, so I don't see how it could be worked out as a feasible operations."

government and agencies will be heard.

Wednesday's general session beginning with luncheon will be devoted primarily to post-war considerations of advertising, Paul Hoffman, president, Studebaker Corporation, South Bend, and chairman of the Committee on Economic Development, is to speak on "Industry's Job in the Post War Era." John Wiley, vice-president, Fuller & Smith & Ross, New York, will have as his subject, "Advertising's Place in the Post War Era."

32% Of Esso's Time To Govt's Messages

(Continued from Page 1)

and USO. All told, Esso Marketers, sponsor of the 35-station news report prepared by United Press has used 22,719 government announcements. Tabulation was prepared by J. A. Miller, advertising manager. Feature has been aired since 1935, having started on WJZ, New York outlet on the Blue. Latest addition to the circuit is WSJS, Winston-Salem, N. C., which was added last month.

Subjects covered in the 22,719 commercials include War Bonds; Tire Conservation; Tire Inspection; Rubber and other Salvage Drives; Steel Saving; Gasoline Shortage; Fuel Oil Shortage; "Oil Is Ammunition"; "Use-tax" Sticker; Blackout Precautions; Ships for Victory; Security of War Information; Women at War; Victory Garden Guide; Victory Book Campaign; Typewriters for the Government; American Red Cross; Navy, recruiting, binoculars, radio telephones, model planes, relief; Army, recruiting, maneuvers, convoys.

Five of the original Esso Reporter stations completed 400 consecutive weeks on June 13. Total broadcasts on all 35 stations have totaled more than 250,000.

WALB's Plea To FCC To Be Heard Tomorrow

Washington Bureau, RADIO DAILY

Washington—Hearing has been set for tomorrow morning on the motion of WALB, Albany, Ga., for extension of time for its filing of proposed findings and conclusions on the recent FCC hearings on WALB's application for license renewal, voluntary transfer and frequency shift. WALB intends also to submit corrections in the testimony of C. C. Tounsley, station manager, whose testimony was important in establishing the connection between WALB and Rep. E. E. Cox, chairman of the House committee which is investigating the FCC.

FACTS YOU SHOULD KNOW

North Central Broadcasting
System is a WIRED network!
(22 stations)

You can buy 3 or more stations and enjoy special group discounts—NCBS can give you the most economical and most effective blanket coverage of Minn., No. or So. Dakota, No. Iowa, Wisc. and Mich.

Phone us for rates or further details

North Central Broadcasting
System, Inc.

JOHN W. BOLER, Pres.

In New York—Chicago—St. Paul
Lex. 2-6892—State 4214—Dale 6595

CBC Plans Readied On Battle-Front News

(Continued from Page 1)

days ago with representatives of the British Broadcasting Corp. on arrangements to get the information from the battle areas for censorship and for subsequent transmission to Canada.

"When our Canadian troops get into action, we are proud to think that the CBS will accompany them and we believe we will be able to perform a notable service by broadcasting news directly from the actual field of operations to the Canadian listener in his home," said Dr. Thomson. The general manager was reporting to the committee on the corporation's widespread activities.

This report covered the operations of the unit in the United Kingdom which provides broadcast on the activities of the Canadian armed forces overseas and in cooperation with the BBC supplies Canadian news to Canadians in Britain.

The programs from Canada went to men and women who have been in Britain for a long time. "It can be left to the imagination to realize the exciting and tonic effect of getting the actual broadcast of Canadian hockey matches, in a dramatic manner that appears to command itself to those who are addicted to this particular type of listening," Dr. Thomson said.

The CBC was receiving all its news services from The Canadian Press and the British United Press. Previously this service had been given by the agencies without charge, but under new contracts now before the Government \$40,000 a year will be paid for the Canadian Press service and \$25,000 for the British United Press Service. Dr. Thomson said the CBC news bulletins, both in the manner in which they were written and in the matter of their content compared favorably with those provided by other broadcasting agencies.

The corporation selects men to read the news bulletins in clear Canadian voices with a distinctly masculine quality.

Gen. Geiger On "Youth Salute"

Maj. Gen. Roy S. Geiger, director of all Marine Corps aviation, will be guest tonight on NBC's "Salute to Youth," sponsored by Goodyear Tire & Rubber Co. heard on the network at 7:30 p.m.

Coast-to-Coast

W. R. WILLS, formerly Tokyo correspondent for CBS, is now featured over KMOX, St. Louis, in a series of 15-minute news analyses Monday through Friday mornings, sponsored by Ward Baking Company. Roy Shults, account executive of radio sales, New York, was a visitor at KMOX, June 11 week-end. The first group of vacationers at KMOX, this summer are "Pappy" Cheshire, director of the National Hillbilly Champions; Margaret Hart, of the Promotion Department, Marguerite Moorman, secretary to the Publicity Director; Ellen Lee Grashear, writer of special events; Dorothy Casey, of the music library; Margaret Schneider, general office staff and Lambert Kaiman, announcer.

The Griffin Manufacturing Co. which has been advertising its various types of shoe polishes continuously over WHIC, Hartford, Conn., for almost three years, recently contracted for the exclusive sponsorship of the station's AP, INS, Transradio 6:00 p.m. News on Tuesdays, Thursdays and Saturdays for a period of 52 weeks.

Dow Mooney, is now with WKY, Oklahoma City, as news editor, having moved from WLAC, Nashville. Shirley Sadler, has a new partner in Guy Gaylen, Wichita and Hollywood personality, on her daily "Fellow and a Girl" song stanza on WKY, NBC outlet.

A newcomer to the WOW, Omaha, newsroom is James L. Baugh, veteran mid-western newspaperman, former telegraph editor with the Council Bluffs (La.) Nonpareil for the past 12 years. Clair M. Wolfe, former Public Relations Director of the Firestone Tire & Rubber Company's Mead, Nebraska plant, has joined the local sales department of WOW. Previous to his association with Firestone he was on the advertising staff of the Lincoln (Neb.) "Star and Journal," and later editor of the Weeping Water (Neb.) "Republican."

Happy Herb Hayworth, Don and Helen and Norman Carroll, WOW-WGL, Fort Wayne, Ind., entertainment stars, performed at the local Food Council meeting held Monday, June 14, at the Chamber of Commerce Building. Mrs. R. M. Kiefer, secretary of the National Assn. Retail Grocers, was the principal speaker of the evening.

Pillsbury's Soy Bean Pancake Flour has contracted with WDRC, Hartford, for a 12-week series of minute spots, as of June 14. Contract calls for five weekly live spots, placed by McCann-Erickson Agency.

WCAE's Pittsburgh, lovable South-land character, Aunt Caroline, portrayed by Adelyn Hood, returns to the air for the makers of Grennan cakes. Aunt Caroline entertained the Grennan salesmen Wednesday evening in a special program to acquaint them with the company's new promotion.

Bob Caffey, announcer for WIOD, Miami, Fla., who enlisted in the Navy, November 1942, has returned to the announcing staff after receiving his honorable discharge due to an accident.

W. McGregor Parker, WBT, Charlotte, sales promotion-publicity director, was the principal speaker at the annual Employer's Banquet of the Gastonia, N. C. Junior Chamber of Commerce, speaking on the subject: "Teamwork—Now More Than Ever." Alonzo G. Squires, WBT entertainer, supplied the fun and laughter at the meeting with his clever imitations of famous personalities. Mr. Parker spoke in his capacity as President of the Charlotte Jaycees.

Laud Radio Coverage Of News And Politics

(Continued from Page 1)

of peace arrived at that it is possible "that some countries might some time in the future use the radio as the Axis powers long use theirs—as transmitters for news signed to serve the objectives of political warfare, even in time of military peace," Davis said "if such should be the case, a heavy responsibility will lie on the free press and the radio of the United States—for the press and radio will be free, devoted only to the dissemination of news with no ulterior purpose.

"American news editors will have to be on the alert, if this very freedom and objectivity—essential, in our minds, to a truly free society—do not result in grave damage to the national interest, in competition with the controlled news services of other nations."

WCAU Promotes Davis; Will Head N. Y. Office

Philadelphia—Harold Davis, who joined WCAU six months ago, has been made assistant commercial manager of the station in charge of the New York office. His jobs on the production staff in Philadelphia are being assumed by Wade Barnes and George Gomperts.

Another WCKY Star!

50,000 WATTS CBS

DAVID CARTER DEANE WCKY ORGANIST

THE L.B. Wilson STATION

KLZ

DENVER

Favorite of Local Advertisers for a Very Good Reason RESULTS!

THE WEST'S FIRST STATION

Representative: The Katz Agency, Inc.

1943 BIRTHDAYS

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

June 15

Jacques Renard Herbert Eckstein
Stella Roth S. R. Kunkis
Max Stuart



RADIO DAILY

The National Daily Newspaper of Commercial Radio and Television



VOL. 23, NO. 54

NEW YORK, N. Y., WEDNESDAY, JUNE 16, 1943

TEN CENTS

Nat'l Ad. Small-Outlet Aid

Expect Attack On OWI At Agency Bill Hearing

Washington Bureau, **RADIO DAILY**
Washington—Indications that tomorrow's session in the House of Representatives when the solons are scheduled to begin consideration of the huge War Agencies Appropriations Bill will be the occasion for sharp attacks on the OWI mounted last night as Elmer Davis, OWI director, came in for criticism from members of Congress for his Monday speech before the Newspaper Guild convention in Boston. Davis had expressed dissatisfaction with Washington news coverage.

Republican Congressman Dewey Short of Missouri rose to the defense of press and radio and urged that Congress should determine to what

(Continued on Page 2)
Buy More War Bonds and Stamps

Kreml Increases Network To 162 Mutual Stations

Kreml Hair Tonic has increased its station line-up from 57 to 162 on Gabriel Heatter's broadcasts on Mutual, Monday, Wednesday and Fridays, 9-9:15 p.m. The commentator's coverage on Tuesdays, Thursdays and Sundays remain at 57. He is sponsored, also, by Barbasol and Forhan's.

Buy More War Bonds and Stamps

Servel Adds 6 Outlets In CBS Florida Group

Servel, Inc., this week announced it will add the six stations comprising CBS' Florida Group to its "Fashions in Rations" station line-up, effective July 3. With the addition of the Florida Group, the pro-

(Continued on Page 2)

50 Strong

"Double Shuffle" maestro Tiny Hill, is marshalling a group of 50 including himself, the band and others, to donate a pint of blood each to the American Red Cross Blood Donor's Service, on July 12. Hill, "All Time Hit Parader" airing over NBC Friday nights, suggests other band leaders, arrange to take a "gang" along the next time they go.

L. & F. Dept.

Back in 1916 Winston Churchill, England's Prime Minister, wrote a letter to Sydney Moseley, commentator on Mutual and WMCA, commending him for writing the book, "The Truth About the Dardanelles." On his way to the studio recently, for a broadcast, Moseley lost the precious communication. Finders?

CBS Show Revisions; "Silver Theater" Back

CBS announced yesterday that International Silver Company is increasing its campaign on CBS from 15 minutes to a half-hour weekly and is returning its "Silver Theater" to the airwaves, that General Foods Corp. has scheduled the full U. S. CBS network for "William L. Shirer" when the client places the program in a new time, and that Welch Grape Juice Company has

(Continued on Page 7)

Buy More War Bonds and Stamps

Revercomb, Place Of NAB Leave For Armed Forces

Washington Bureau, **RADIO DAILY**
Washington—Two veteran members of the Administrative staff of the National Association of Broadcasters have left, as of today, to enter the armed services. It has been announced by C. E. Arney, Jr., NAB secretary-treasurer.

Everett E. Revercomb, auditor, who came to NAB in September, 1935, and

(Continued on Page 5)

Open Confab To Help Camps Produce Own Entertainment

Larry Smith To NBC As Pacific War Specialist

San Francisco—Larry Smith, former International News chief in Tokio, has dropped his local job as telegraph editor of the Hearst evening "Call-Bulletin" to devote his time exclusively to radio, as commentator on KPO and the NBC network. The new

(Continued on Page 2)

Fly Calls Use Solution To The Problem Confronting Lesser Stations; Silent Re Any Trend In Such Direction

No Successor Named For Lewis' Position

Washington Bureau, **RADIO DAILY**
Washington—No successor has yet been named to William B. Lewis, who resigned Monday as assistant director of the domestic branch of the OWI. Elmer Davis, director of the OWI, paid tribute to the former vice-president and program director of CBS, who had occupied the OWI post since

(Continued on Page 2)

Buy More War Bonds and Stamps

Blue Staff Musicians To Eat On The House

Recognizing the fact that musicians and artists are an integral part of a network organization, despite the fact they are usually considered as a group apart, the Blue Network tomorrow will act as host to 65 staff musicians

(Continued on Page 2)

Buy More War Bonds and Stamps

College Student-Average 2 Hours Daily Listening

College students average two hours daily listening to the radio, prefer newscasts to newspapers for current events, and prefer popular musical programs to other categories, accord-

(Continued on Page 2)

Washington Bureau, **RADIO DAILY**
Washington—The most obvious and most feasible move for the aid of small stations, FCC Chairman James Lawrence Fly said yesterday, remains the stimulation of national advertising for these outlets. It was the conclusion of the discussion he held last week with the members of the NAB Small Stations Committee, he implied, but declined to answer when asked whether there has been any recent trend on the

(Continued on Page 7)

Buy More War Bonds and Stamps

"T. Or C." Bond Sales Totaled \$188,481,082

The record-breaking bond-selling program, Ralph Edwards' "Truth or Consequences," heard on NBC, Saturdays, 8:30 p.m., ended a 14-week cross-country tour in California, Saturday night by selling \$1,210,000 in War Bonds at Oakland, bringing the

(Continued on Page 2)

Buy More War Bonds and Stamps

Dominican Radio Director Dined By Music Group

Enrique de Marchena, author, composer, conductor and director of station HIN, who is here at the invitation of the U. S. Government to help cement cultural relations between this country and the Dominican Republic was guest of honor yesterday

(Continued on Page 5)

Handy Gadget

Hollywood—As part of their program to promote the awareness of war on the home front, Lum and Abner recently got tangled up with a new process for synthetic rubber. Since they combine authenticity with comical dialogue, it was found necessary to drop the discussion in logical manner. Easiest way out was to get amnesia and "forget" the formula.



Vol. 23, No. 54 Wed., June 16, 1943 Price 10 Cts.

JOHN W. ALICOATE : : : Publisher

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

Published daily except Saturdays, Sundays and Holidays at 1501 Broadway, New York, N. Y., by Radio Daily Corp. J. W. Alicoate, President and Publisher; Donald M. Messereau, Treasurer and General Manager; Chester B. Bahn, Vice-President; Charles A. Alicoate, Secretary. Terms (Post free) United States outside of Greater New York, one year, \$10; foreign, year, \$15. Subscriber should remit with order. Address all communications to RADIO DAILY, 1501 Broadway, New York, N. Y. Phone Wisconsin 7-6336, 7-6337, 7-6338. Chicago, Ill.—Frank Burke, Suite 1800-A, Merchandise Mart, Phone Delaware 4950. Hollywood, Calif.—Ralph Wiik, 6425 Hollywood Blvd. Phone Granite 6607.

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

FINANCIAL

(Tuesday, June 15)

NEW YORK STOCK EXCHANGE				
	High	Low	Close	Net Chg.
Am. Tel. & Tel.	153 1/4	152 3/4	153 1/4	- 1/4
CBS A	22 1/4	22 1/4	22 1/4	- 1/8
CBS B	22 1/4	22 1/4	22 1/4	- 1/8
Crosley Corp.	20 1/2	20 1/2	20 1/2	- 1/8
Gen. Electric	37 3/8	37 3/8	37 3/4	+ 1/4
Philco	24	23 5/8	24	+ 3/8
RCA Common	11	10 5/8	10 3/4	+ 1/4
RCA First Pfd.	68 3/4	68 3/4	68 3/4	+ 1/2
Stewart-Warner	13 1/2	13	13 1/2	+ 1/2
Westinghouse	94 1/2	93	93 3/4	- 1/4
NEW YORK CURB EXCHANGE				
Nat. Union Radio	3 3/4	3 3/8	3 5/8	+ 1/4
OVER THE COUNTER				
	Bid	Asked		
Farnsworth Tel. & Rad.	8 1/2	9		
WCAO (Baltimore)	20	23		
WJR (Detroit)	26			

Pond's Coast Program Set On Columbia July 4

West Coast Bureau, RADIO DAILY
Los Angeles—Lamont Corliss & Co. will sponsor a series of beauty talks by Eleanor King via the Columbia Pacific Network in the interests of Pond's cold cream, beginning July 4. Miss King, newspaper columnist and author of several books, will be heard Sundays, 9-9:15 p.m., PWT. The 26-weeks contract was placed by J. Walter Thompson Agency, New York, through George R. Dunham, Columbia account executive.

W P E N

THE PROOF IS IN THE LISTENING

Philadelphia

5000 WATTS • 950 ON THE DIAL

Affiliated Station of the Atlantic Coast Network

College Student-Average 2 Hours Daily Listening

(Continued from Page 1)
ing to a survey conducted among students at Michigan State College by one of the students, Barbara Griffin. Three hundred of the 3,832 students submitted reports. In order of preference, the students, after listing popular music first, enumerated plays, classical music, variety shows, quiz programs and talks.

Specific program preferences in each of the major categories were as follows: popular music—Harry James (CBS); dramatic—"Lux Radio Theater" (CBS); classical music—New York Philharmonic Symphony Orchestra (CBS); variety—Bob Hope (NBC); quiz—"Information Please" (NBC); news commentator—Lowell Thomas (Blue).

Servel Adds 6 Outlets In CBS Florida Group

(Continued from Page 1)
gram will be heard over a total of 74 Columbia outlets.

Stations added are: WMBR-Jacksonville, WQAM-Miami, WDBO-Orlando, WFOY-St. Augustine, WJNO-West Palm Beach, and WDAE-Tampa. "Fashions in Rations" is Servel's second campaign over the Columbia network. Heard Saturdays from 11:30-12 noon, EWT, the program features Billie Burke as mistress of ceremonies in a broadcast designed to aid the wartime housewife by explaining and clarifying current food problems. BBD&O, Inc., handles the account.

No Successor Named For Lewis' Position

(Continued from Page 1)
March following service as co-ordinator of government radio program information with the OFF.

"We very much regret to have Mr. Lewis leave," Davis said, "but he feels that he has essentially completed his most recent assignment of helping reorganize certain bureaus of the domestic branch. He has been in Washington since the early fall of 1941, and has earned a respite."

Expect Attack On OWI At Agency Bill Hearing

(Continued from Page 1)
extent "OWI is intimidating the press, radio and motion pictures" before additional funds are appropriated. The OWI budget is included in the bill which comes up today. Both Short and Senator Styles Bridges of New Hampshire charged Davis with attempting to set up a propaganda ministry, and included President Roosevelt as a target of their wrath.

Larry Smith To NBC As Pacific War Specialist

(Continued from Page 1)
series will be the only NBC web show to devote itself entirely to interpreting the war in the Pacific. In addition to the new five-a-week, Smith will continue his Sunday program.

"T. Or C." Bond Sales Totaled \$188,481,082

(Continued from Page 1)
tour's grand total to \$188,481,082 in cash for Uncle Sam.

When "T or C" pulled out of New York some three months back, Treasury officials and radio experts, wise in the ways of such campaigns, and giving Edwards due credit for being a first-rate showman, predicted a twenty-million-dollar total. He multiplied that mark a mere nine times.

"Truth or Consequences" started out with a comparatively paltry half million dollars in Pawtucket, R. I., going on to break records with \$10,000,000 in Indianapolis and better than \$7,000,000 each in Cincinnati and Spokane. In Portland, Oregon, the show earned Uncle Sam an incredible \$109,000,000 with \$2,000,000 from the local citizenry and the remainder from business and financial firms and the State.

Blue Staff Musicians To Eat On The House

(Continued from Page 1)
at a buffet supper in the Waldorf-Astoria.

The dinner is another in the series of informal get-togethers at which Edgar Kobak, executive vice-president of the Blue Network, discusses the thinking behind the origin of the Blue as an independent organization, now it stands at the moment, and its prospects for the immediate future.

Headed by Frank Vagnoni, manager of orchestra personnel, the musicians will gather in the Assembly suite at 8 p.m. Thursday night was selected by the musicians themselves as the one night in which all of them could participate with the least absence from their regular chores.

In addition to the musicians and the Blue musical conductors, including Paul Laval, Joe Rines and Josef Stopak, other honored guests, participating as interested onlookers, will include an official delegation from Local 802, American Federation of Musicians, headed by President Jack Rosenberg.

Oberfelder To Red Cross

Ted Oberfelder, promotion director of WCAU, Philadelphia, has been appointed assistant field director in the overseas service of the American Red Cross, and will report for duty July 5. He will undertake a brief orientation course in Washington, D. C.

Bromfield Hawley Guest

Louis Bromfield, novelist, will be heard tomorrow morning on Adelaide Hawley's "Women's Page of the Air" broadcast at 8:45 a.m. over WABC.

Will sell half-interest to radio man who is capable of managing a 250-watt, full-time local station, or will sell complete station to responsible party.

RADIO DAILY, Box 616
1501 Broadway New York City

COMING and GOING

NEVILLE MILLER, president of the NA spending a few days in New York.

ART FELDMAN, BBC producer in New York has returned from London, where he spent eight months reporting special events. He will remain here about a month and then go back to Britain for more of the same type of work.

RALPH MATHESON, sales manager of WHD Boston, in town yesterday for conferences the headquarters of the Blue Network.

FRED A. PALMER, sales director of WCK Columbia affiliate in Cincinnati, is in New York on station and network business.

JOHN E. SURRECK, sales manager of WFJ Philadelphia, visiting yesterday with the New York representatives of the station.

MAJOR EDWARD BOWES will broadcast tomorrow's "Amateur Hour" from the U. S. Army's proving grounds at Aberdeen, Md.

STELLE SLAVIN and the members of her all-girl orchestra have returned to Philadelphia following a personal appearance for the entertainment of the servicemen at Fort Dix.

KAY KYSER is at Santa Ana, Cal., from which point he will broadcast tonight's "College Musical Knowledge" on NBC from the U. S. Navy's lighter-than-air training station.

Blue Asks FCC Approval For WJZ Transmitter Shift

Washington Bureau, RADIO DAILY

Washington—The Blue Network has applied for permission from the FCC to move the main transmitter of WJZ New York, from Bound Brook, N. J. to Lodi, N. J. Permission also was sought for the shift of the station's auxiliary transmitter from Bound Brook to Lodi, and for the installation of a new transmitter and antenna and power drop from 25 to 10 kilowatt.

Signs FTC Stipulation Re Long-Life Disk Needle

Cited by the Federal Trades Commission to revise certain representations of his product, Peter Grey, Oakland, Calif., manufacturer of needles known as "Kacti," stipulated June 10 to halt advertising that the use of his needles will maintain records to last forever; to alter the impression that his needles meet all the requirements for "perfect reproduction," and that he will not use the words "Peter Grey Inc., as a trade name to imply that his business is a corporation.

WHAM

"Your Western New York Salesman"

50,000 Watt... Clear Channel...
1180 on Dial... Affiliated with the National Broadcasting Company and The Blue Network, Inc.
ROCHESTER, N. Y.
National Sales Representatives: George R. Hollingsby Co.

"The Stromberg-Carlson Station"

WNEW Sells Radio a la Carte*

WNEW has a program menu that's 24 hours long, and as varied as pot-luck at the Colony. We're well aware, as some one said, that "One man's meat is another man's *poisson*." So, whatever the product, we have a program that will sell it — made right here on the premises.

We're experts in New York taste — its purse and its palate — and our menu is printed in plain New Yorkese . . . That's why WNEW's audience is larger than *some* New York stations *all* of the time and *all* New York stations *some* of the time — network and local.

Recommended to advertisers and agencies this month: The No. 1 all-night show, "The Milkman's Matinee," 1:00 to 7:00 A.M. — and "The Swing-Billies", 9:00 to 10:00 A.M.

** At table d'hote prices.*

WNEW

501 MADISON AVENUE • NEW YORK, N. Y.

Serving New York and New Jersey Twenty-Four Hours a Day

NATIONALLY REPRESENTED BY JOHN BLAIR & COMPANY

Los Angeles

By RALPH WILK

WITH the departure of Mirandy, KECA-KFI garden expert and country philosopher, for the middle west, her morning programs, "Mirandy's Garden Patch" and "Mirandy and her Music Box" have been replaced by a new Monday through Friday broadcasts featuring Jay Burnett and Burrirt Wheeler, which began Monday, June 14. Jay Burnett, the singer-commentator, with his big voice and his little piano, returned to KECA after an absence of several years, with a quarter-hour of songs and chatter. Burrirt Wheeler, currently heard every afternoon at 3:30 p.m. over KECA has assumed a new program at 10:30 a.m. over KFI, replacing Mirandy's Garden Patch.

Our selection of the week of the most photogenic non-professional—Bernice Prestholdt of the KNX publicity department.

Conducting music for two NBC programs (Tommy Riggs and Date With Judy) during the Summer months may force Composer-Conductor Felix Mills to cancel proposal plans to conduct a symphony in the Hollywood Bowl.

G stands for Gretchen and G stands for Gary—and G stands for Goff, too, as "Abner" of the Blue Network's "Lum and Abner" team would say—"Well G-ood for me!" And well he might, for all those "G's" belong to members of his creator's family. Gretchen and Gary are the children of Norris Goff, who portrays the beloved Ozark character, and each has G.G. as his and her initials. Goff's daughter is named after Loretta Young, whose real name is Gretchen, and his son is named after Gary Cooper. They're a couple of lively young whizzes with "G" as their common denominator.

Dinah Shore turns news reporter! She's accepted a request from the Army services offices to record a weekly news letter to overseas service men, giving the news and gossip of motion pictures and radio.

Bob Burns, Jr. Pvt., 1st C., U. S. Army Air Corps, and son of the Arkansas Traveler, a World War I Marine sharpshooter, is studying at the bombardier school near Denver, Colorado. Junior is taking up the 1943 methods of hitting a bullseye!

Oakley Haldeman, Walton Goldman, Inc., executive, left Hollywood last Friday (11), for New York to confer with Walton Goldman in connection with expansion plans of the company. Goldman and Haldeman also will huddle on plans for plugging "You Cold Hear a Pin Drop" and "May in Mexico."



Notes From A Ringside Seat. . . !

● ● ● To advertise a new product for Standard Brands, the Ted Bates people will launch a new show Monday on the 10:15 a.m. NBC chain show, titled "The Open Door" is written by Sandra Michaels, produced by John Gibbs, directed by Axel Gruenberg and will feature Arnold Moss as Narrator with the leading role played by a Brooklyn Minister, Dr. Alfred Dorf. Bernie Shubert's "G.I. Blind Date" was given a secret survey over a South Dakota station last week and earned a high rating Book publisher and radio producer Rudolph Field has had the pre-fix "Pvt." added to his handle. Bill Burton, one of the country's hottest "band and talent" salesman, who, heretofore devoted his energies to hotel and theater managers, is turning his attention to Advertising Agencies, starting off with a big time deal involving the services of Dick Haymes Ed Wolfe's "By Popular Demand," a half-hour show, featuring Mary Small, Buddy Clarke and Joe Rines' Orchestra, will be heard Saturday at 2:00 p.m., EWT, over the Blue Net. Moe Gale went up to New Hampshire to bring back Jackie Woods, vocalist who will be heard twice weekly over the Blue Network. Miss Woods, who dances and had starred in High School Dramatic shows is definitely a subject for cinema scouts.

★ ★ ★

● ● ● Woody Herman's Band will not leave the Government "What's Your War Job?" Blue Network program as planned but will remain on the show indefinitely. George Brandon, for over a decade, star saxophonist with Sammy Kaye's Swing and Swaywards, has shelved the sax for the duration, replacing same with a gun and a uniform. Hal (Great Gildersleeve) Peary, will tour the mid-west Army camps after he's completed his new flicker, "Gildersleeve's Ghost" on the RKO lot. Doing her part in the clothes conservation campaign, Georgia Gibbs, NBCamel Thrush, wears a casual business suit when she doubles at the Cafe Society Downtown. John Nesbitt, whose "Passing Parade" will be the summer replacement for Fibber McGee and Molly, will be seen in the forthcoming MGM movie "Russia" which stars Robert Taylor. Ed Cashman, who with Emerson Foote, supervises the Lucky Strike radio moves, has been elected a vice-president of Foote, Cone & Belding. Jerry Morvay, who directed Arch Oboler's "This Precious Freedom" for the Treasury Department, was the producer-director of "Give Them A Gun," starring Conrad Nagel, which was sponsored Sunday by Skouras Theaters over WINS. Tune-Dex, a service in which all details of music, such as name of composers, publishers, date of copyright, and other information vital to broadcasters, is earning George Goodwin, creator of the idea, plaudits from thankful radiolites.

★ ★ ★

● ● ● Lee Sullivan is the tenor, heard on the new Ed East show, "Ladies Be Seated". Phil Spitalny's Choir of 35 has been augmented to consist of fifty voices. Bill Kelso, WNEW announcer, is also the chief "barker" at The Sunbrock Circus, situated in the back yard of the Roxy Theater. Sam Shayon, Fanchon & Marco exec, left for Hollywood to lend a hand on the 20th Century-Fox flicker "Pin-Up Girl" which will star Betty Grable. Biow Company has taken an option on NCAC's "So This Is Marriage" starring Janet Gaynor. Vox Popper Warren Hull, with Hedda Hopper, (subbing for vacationing Parks Johnson), have arranged to give a special preview of "Stage Door Canteen," Sol Lesser's new flicker, to Leathernecks, stationed at the Marine Air Base in the Mojave Desert, California. Morton Gould will spend his Sundays, traveling to nearby Army Camps, to direct Army Bands. first visit was to Fort Monmouth Gordon Easton, CBS staff announcer, has a permanent job on the new Squibb show. his Sunday night shot clinched it with the client.

★ ★ ★

—Remember Pearl Harbor—

Chicago

By FRANK BURKE

ALBERT MITCHELL, "The Answer Man," has been renewed by sponsor, the General Cigar Company of New York, for an additional weeks on WGN, effective June 15. Tom Reddy of WHO, Des Moines has been signed to emcee the 1943 Fitch summer "Bandwagon" on NEB replacing Tobe Reed, who has piloted the musical show for the past three years. Instead of using guest orchestras during the summer months the "Bandwagon" will feature Freddie Martin and his orchestra and a five minute news summary by Al Dreier, NBC commentator, beginning Sunday, July 4, and continuing for 13 weeks. Guests will be noted composers of popular tunes, with Jimmy McHugh getting the first invitation.

New dramatic show placed through Blackett-Sample-Hummert will replace "Lone Journey" from 9:45-10 a.m., CWT, on 51 NBC stations. The show as yet untitled, will present top flight Hollywood stars in serialized adaptations of new films prior to release. The same agency has renewed "Ma Perkins" from 2:15 to 2:30 on the full network.

Jack Simpson formerly of WWL in New Orleans, has joined the NBC central division as a director. Maria Bergman, secretary to William Ray, manager of central division news and special events, off to Omaha, Nebraska her home town, for a two-week vacation.

Betty Burlingham, member of WLS continuity department, was married Saturday, June 12, to Richard F. Babcock, a former member of the American Field Services. Miss Burlingham is a daughter of Dr. Lloyd Burlingham, farm adviser.

Heard regularly on WLS, Moews Lowe Hi-Bred Corn Company, Graniteville, Ill., is beginning sponsorship of a fifteen-minute newscast with Ervin Lewis, Sundays, from 9-9:15 a.m. Business placed for 52 weeks through Triangle Advertising Agency Chicago.

WENR

Blue Points

For a Chicago shoe chain WENR produced 10 times as many sales as were expected!

WENR is Chicago's Basic Blue Network Station. 50,000 watts on a clear channel, 890 k.c. Represented nationally by Blue Spot Sales.

Have You Met the Voices
of
GILBERT MACK
?

LEX. 2-1100

RADIO DAILY

GUEST-ING

EO E. BROWN, on Eddie Cantor's "Come to Smile," today (WEAF-NBC, 10 p.m.).

JOSE STEVENS, mezzo-soprano, on "Cresta Blanca Carnival," today (ABC-CBS, 10:30 p.m.).

BOU HOLTZ, on the Sammy Kaye program, today (WABC-CBS, 8 p.m.).

FUY LOMBARDO, on the "Take-A-Quiz" quiz program, today (WOR-tual, 8:30 p.m.).

JENNIS, DAY, on "The Jack Car Show," today (WABC-CBS, 9:30 a.m.).

MERLE OBERON and DANNY RYE, on "Soldiers With Wings," today (WOR-Mutual, 9:30 p.m.).

DOROTHY KIRSTEN, soprano, in second appearance on "A Women of America," tomorrow (WEAF-NBC, 4:45 a.m.).

FRANK SINATRA, VERA ZORINA and MONTY WOOLEY, at the "Stage for Canteen," tomorrow (WABC-CBS, 9:30 p.m.).

JACK HALEY, on the Rudy Vallee show, tomorrow (WEAF-NBC, 9:30 p.m.).

EDDIE BRACKEN, on the Bing Crosby program, tomorrow (WEAF-NBC, 9 p.m.).

BRIG. GEN. C. L. STURDEVANT, chief of the Troops Division, U. S. Army Corps of Engineers, on "Death Valley Days," tomorrow (WABC-CBS, 11:30 p.m.).

THURMAN ARNOLD, Associate Justice of the U. S. Court of Appeals; **FRANK CASEMENT**, Republican leader of Kansas; **GEORGE S. BENSON**, president of Harding College, Searcy, Ark.; and **DR. JOHN ISE**, professor of economics at the University of Kansas, discussing "Should Federal Economic Controls Be Relaxed With Story," on "America's Town Meeting of the Air," tomorrow (WJZ-Blue Network, 8:30 p.m.).

WANTED

Job writing Radio Comedy by writer who has written scripts for CBS, Blue and Mutual Networks. Also author of legitimate comedy recently produced.

Army Reject

RADIO DAILY, Box 616A
1501 B'dway, New York City

Dominican Radio Director Dined By Music Group

(Continued from Page 1)

at a luncheon given for him in the Hawaiian room at the Hotel Lexington. Aldert Van der Molen, head of Alpha Music Co. was host.

After a brief introduction by Van der Molen, Marchena described the vast strides made by the Dominican Republic during the past several years in the way of radio, music, and kindred arts, even to the extent of setting up a government subsidy for authors, composers, painters, etc. He ventured the hope that much more Dominican music would be heard here soon, particularly the merengue rhythm, scheduled to be introduced here by Xavier Cugat.

Marchena told RADIO DAILY later that while station HIN for instance had some American commercials, such as Bristol-Myers, Tangee and some others, additional clients for any of the Latin American outlets always boosts the quality of the entertainment generally since current appropriations are comparatively small. On HIN the American commercials have aided toward allowing musicians to make music a full time job instead of a sideline, and thus develop the general programming standards.

Among those present at the luncheon were: Louis Nurko, general manager of Alpha Music Co.; Gretle Urbin, head of the music division of AMP; Terig Tucci, musical director of shart-wave for CBS; Dr. Cooper-smith, music librarian, WOR; Eduardo Maseras, composer and music critic for "La Prensa"; Dr. David Squeira, Nicaraguan pianist and composer; Oscar H. Romaguera, NBC Int'l Division; Senor Compres of the Dominican Consulate; Jose G. Ramirez, representative of the Society of Composers of the Dominican Republic; Col. H. Murry-Jacoby, of the Dominican Chamber of Commerce; Dr. Osborne McConathy, music editor for Silver Burdett Co.; Charles E. Griffith, vice-president of the same firm and Ernest La Prade, of the NBC music division.

Revercomb, Place Of NAB Leave For Armed Forces

(Continued from Page 1)

who was the staff's senior member in point of length of service, has received a commission as ensign in the Naval Communications Division.

Russel P. Place, NAB counsel since November, 1939, enters the Office of Strategic Services of the Army of the United States.

No replacements have been obtained as yet, Arney said.

With the Colors!

SAM BOOTH, WMAL, Washington, D. C., has reported for duty at Fort Schuyler, New York, having been commissioned an ensign in the U. S. N. R.

— vvv —

CLAUDE TAYLOR, program director, WLVA, Lynchburg, expects to leave the end of June for training in the Signal Corps.

What to do when your radio department

SILVERPRINTERS

WHEN your radio department keeps losing more and more of its best people, here's what to do:

Replace that lost personnel with one of the most experienced, complete, and capable radio staffs in the country: NBC Radio-Recording Division.

From start to finish, from program idea to recording it perfectly Orthacoustic, NBC Radio-Recording Division serves as your own expert radio department. Dramatic programs, commentators, musical shows, mystery thrillers—they're all available here—suited to your needs in length, frequency, subject, and cost. And they're ready for you to broadcast!

If your radio department is shrinking these days—you can still expand your service and business—with NBC Radio-Recording Division!



NBC Radio-Recording Division

NATIONAL BROADCASTING COMPANY
A Radio Corporation of America Service

RCA Building, Radio City, New York
Trans-Lux Building, Washington, D. C.

Merchandise Mart, Chicago
Sunset & Vine, Hollywood

IN BIRMINGHAM
Often most popular daytime network quarter-hours (Hooper)
4 are BLUE NETWORK on WSGN
3 on station "B"
3 on station "C"
WSGN
Affiliated with
The Birmingham News
THE BIRMINGHAM AGE-HERALD

NEW BUSINESS

WAPI, Birmingham, Ala.: Chattanooga Medicine Co. (Cardui) thru Nelson Chesman Co., Chattanooga, Tenn., renewal of contract for "Women at Work" Monday, Wednesday, Friday for 13 weeks; Mayview Manor thru Robert E. Clarke and Associates, Miami, Fla., seven nighttime anns.; Evansville Packing Co. (Nu Maid Margarine) renewal of contract for 5-min. news Monday thru Friday for 13 weeks; Skinner Raisin Bran thru Graham Brokerage Co., Birmingham, Ala., five anns. weekly for one year; Plough, Inc. (St. Joseph Aspirin, Mexsana) thru Lake-Spiro-Shurman, Memphis, Tenn. 14 anns. weekly for one year; Southern Bell Tel. & Tel. Co. thru Tucker Wayne & Co., Atlanta, Ga., renewal of contract for 10 nighttime anns. weekly for one month; McKesson & Robbins (Soretone) thru J. D. Tarcher & Co., New York City, six anns. weekly for 18 weeks; Studebaker Corp. thru Roche, Williams & Cunningham, Inc., Chicago, Ill., renewal of contract "Studebaker News" Monday, Wednesday, Friday for 13 weeks; Macfadden Publications, Inc. (True Story Magazine) thru Raymond Spector Co., Inc., New York City, three 5-min. programs; Miller & Company (Telescopes) thru United Advertising Companies, Chicago, Ill., renewal contract for "Alabama Hayloft Jamboree" Monday thru Saturday, 13 weeks; Superior Monument Co., thru United Advertising Companies, Chicago, Ill., renewal contract for "Alabama Hayloft Jamboree" Monday thru Saturday, 13 weeks; Dave Minor Publishing Co. (Guitar Lessons) thru United Advertising Companies, Chicago, Ill., renewal contract "Alabama Hayloft Jamboree" broadcast daily except Sunday, the contract to run for thirteen weeks.

Elizabeth Arden (Velva Leg Film) thru Duane Jones Company, New York City, seven anns. weekly for 13 weeks; R. J. Reynolds Tobacco Co. (Brown's Mule Chewing Tobacco) thru J. Carson Brantley Adv. Co., Salisbury, N. C., renewal contract for six anns. weekly, one year; Johnson & Johnson (Baby Powder and Baby Oil) thru Young & Rubicam, New York City, 10 anns. weekly, for 20 weeks; National Toilet Co. (Nadinola) thru Roche, Williams & Cunningham, Chicago, Ill., two nighttime anns. weekly for 10 weeks; Pierce's Proprietaries, Inc. (Favorite Prescription) thru Duane Jones Co., New York City, renewal contract for six anns. weekly for 20 weeks; Lamont, Corliss & Company (Pond's Cold Cream) thru J. Walter Thompson Co., New York City, 10 anns. weekly for 26 weeks.

G. E. Man Joins OWI

Tom Mahoney has resigned as assistant manager of the General Electric News Bureau in Schenectady to join the Overseas Branch of the Office of War Information in New York City.

WORDS AND MUSIC

By HERMAN PINCUS

MEDALS and citations are given to men at the fighting fronts, but some sort of the same recognition ought to be given to persons in civilian life who are making sacrifices in order to bring cheer and entertainment to the boys and girls in uniform who are being trained for combat and auxiliary service in various parts of the United States. We would like to nominate at least three radio stars for such citations—Kate Smith, Bob Hope and Kay Kyser. They have done a tremendous job in moving their troupes to camps all over the country.

★ ★ ★

We journeyed to Hunter College, in the Bronx, with Kate Smith and Ted Collins last Friday. That's where the WAVE's, SPAR's and Women Marines are in training. En route, Kate explained that this was an easy trip. No train or plane schedules to worry about. No hotel accommodations to arrange. The musicians in the band used the subway to reach the place. Their instruments were taken up in a small truck. What a difference from going to a place like the Pre-Flight Naval School in Norfolk! This trip involved transporting about 60 people from New York. Kate had to arrange transportation, food en route, hotels and a myriad of other details. That trip cost her about \$8,000, after these expenses and line charges were added up.

★ ★ ★

Speaking of expenses. Kate Smith and Ted Collins have paid approximately \$120,000 out of their own pockets to finance these camp trips, covering some 50,000 miles from coast-to-coast, visiting camps. They travelled 6,000 miles to Hollywood and back just to do a bit in the picture version of "This Is The Army." Kate refused to accept a penny for this appearance, since the proceeds of the picture go to the Army Emergency Relief Fund. While out on the coast, she did an unusually tiring feat. Wishing to cover as many camps as possible during her brief stay, she appeared in two a night. Doing her first broadcast from one camp, Kate and the entire troupe would dash into a bus and rush to another camp from which they did the repeat show. You can imagine the problems this involved.

★ ★ ★

Many a star started a series of appearances at camps, only to call it off after a few stops. The gaff was too much for them. Kate Smith, Bob Hope and Kay Kyser haven't done their health any good either. Kate was exposed to all kinds of weather and developed one cold after another. Hope and Kyser suffered plenty of hardships and each lost weight. But they refused to curtail their trips. Lots of credit should also be given to the musicians and other entertainers who accompanied the stars on these arduous journeys to military outposts. What do the stars get out of it? Aside from doing their patriotic duty they get a tremendous kick out of the reception the boys, hungry for entertainment, give them.

★ ★ ★

We got a first-hand indication of this at Hunter College last Friday. When Kate arrived she was taken in hand by Lieut. Lou Mindling who is in charge of Public Relations for the WAVE's, SPAR's and Women Marines there. Lieut. Mindling used to be with Music Corporation of America and earned his commission the hard way. The women put on an imposing spectacle, passing in review before Kate Smith on the tremendous parade grounds. Then Kate was introduced to a group of thirty young "Smiths" and posed patiently with each. During the broadcast the girls were so enthused they cheered the commercials, which is something, believe us. Kate Smith, as well as Hope and Kyser, have made millions of friends during these trips, not only among the men and women in the service but also among their parents, relatives and friends, who appreciate this signal contribution. And that's all these stars ask. They are doing their part to help the war effort. Thus show business goes to war in more ways than one.

★ ★ ★

—Be A Rational National—

AGENCIES

ADVERTISING FEDERATION OF AMERICA has elected to membership: Arthur Rosenberg Co., Book-of-the-Month Club, Inc.; J. Rude Motors, Milwaukee; Lane Company, Inc., Altavista, Va.; Lane Company, Chattanooga, and Robert Clark & Associates, Miami.

FRANK ARMSTRONG, during the past 18 months promotion manager of Warner Brothers, has rejoined Arthur Kudner, Inc., advertising agency, with headquarters in Des Moines.

DONALD M. NELSON, chairman of the WPB, will deliver an address at the final meeting of the season to be held on Thursday at the Roosevelt Hotel by the Market Research Council.

CLIFFORD S. SUTTER, of G. S. Cornell & Newell, Inc., has joined the Office of War Information in Washington.

FEDERAL ADVERTISING AGENCY, INC., has been appointed to handle the account of the Lackawanna Railroad.

CUDAHY PACKING COMPANY, including radio in a five-month campaign for Old Dutch Cleanser. Gray Advertising, Inc., Chicago, is placing the business.

WILLIAM RADOS, secretary and treasurer of the National Society Sales Training Executives will deliver an address at the luncheon meeting of the American Marketing Association which will be held today at the Hotel Sheraton. His subject will be "Preparation Now for More Effective Post War Training."

Murrow Guest Of Honor At CBS Party In Capital

Washington—Numerous high Army and Navy officials and several members of the diplomatic corps, including Lord Halifax, British Ambassador, were on hand yesterday at the Carlton for a cocktail party given by CBS to honor Edward R. Murrow, chief of CBS European bureau, who is here on a brief visit. Murrow returns to London at the end of month.

WEEI's 2nd Radio Class

Success with its first eight-week school course for training announcers has encouraged WEEI, Boston, to conduct a second. Of 400 applicants, finalists have just been selected by Raymond G. Girardin, station production manager, and Arthur F. Ede, radio director of Emerson College. The curriculum is comprehensive, including all essential phases of radio operation in which announcers may become involved. Classes cover voice production, transcriptions, sound effects, engineering, continuity advertising, newscasting and music clearance.

TV Show Revisions; "Silver Theater" Back

(Continued from Page 1)
 ted the "Dear John" broadcast on Sunday at 6:15 to Sundays at 7 p.m., EWT.
 Having made its debut on Columbia in 1932, International Silver sponsored the "Silver Theater" over CBS in 1937 until 1942. Now under the sponsorship, "Silver Theater," program of original dramas with unknown entertainers playing the leading roles, returns to CBS July 4. The show, broadcast Sundays from 8:30 p.m., EWT, is heard over 59 stations of the Columbia networks International Sterling and 1847 others Brothers Silverplate. "Silver Theater" replaces the "Edward R. Grouce" news program heard Sundays from 6-6:15 p.m., EWT. Young Rubicam, Inc., is the agency.
 Also through Young & Rubicam, General Foods places "William Shirer" in its new time slot, Sundays from 10:30-10:45 p.m., EWT, beginning July 4. At the same time program's network will be increased to the full CBS chain of stations. The show is presented by General Foods for Sanka Coffee. In this announcement, General Foods Corp., whose first program was heard over CBS back in 1931, which has been a consistent CBS outlet since September 1937, will sponsor seven full CBS network programs.
 Beginning July 4, Welch Grape Juice's "Dear John" will be heard a new time—Sundays from 5:45-6 p.m., EWT. Now in its second season on Columbia, the program stars Irene Dunne for Welch products. Sixty-six CBS outlets carry the weekly dramatic serial. The business is placed through H. W. Kastor & Sons Advertising Co., Inc.

BS Program To Mark Nazi Invasion Of Russia

On the occasion of the second anniversary of the Nazi invasion of Russia, Mutual will present a special broadcast featuring Hollywood talent and the Los Angeles Symphony orchestra under the direction of Leopold Stokowski. Presentation is under the auspices of the Southern California Russian War Relief Committee and will originate from the Hollywood Bowl via KHJ, Tuesday, June 22, 8:30 p.m. to 12:30 a.m. Appearing on the program will be Edward G. Robinson, Olivia De Havilland, Gracie Fields, Allan Jones and a chorus of 100 voices under the direction of Hamelt.

Camel Program Renewed For 52 Weeks Over NBC

R. J. Reynolds Tobacco Company has renewed the Camel variety show, featuring Jimmy Durante, Carey Kopper and Xavier Cugat and his orchestra, for 52 weeks over the full NBC network. The contract, effective July 8, was placed through William J. & Co. Inc.

Open Confab To Help Camps Produce Own Entertainment

(Continued from Page 1)
 organized the conference which is the first of its kind throughout the army. Army has had bull sessions for officers, but never for the non-coms. Performers in the several branches of show business as well as executives in the trade, are participating, tossing off practical hints, suggestions and instructions to those attending the meeting.
 Approximately 125 soldiers and WAACS, representing about 60 military camps, attended the opening sessions yesterday. After greetings and statements of purpose by Lt. Col. William R. Bolton, Information Chief, and Col. E. C. Miller Jr., Chief of Personnel, the meet was turned over to the subject of discussing ways and means of whipping up entertainment projects without the aid of professionals or outsiders.
 Rudiments in music were demonstrated by Prince Hara; Ed Sullivan gave some tips on the chores of an

Two Sign Havrilla, WOR; Coffee Firm Buys "Forum"

Sale of newscasts and the acquisition of another coffee account highlighted the week's business on WOR.
 Manhattan Soap Co., which already sponsors an 11 a.m. news period with Arthur Van Horn, has taken a 52-week contract, also, for the 12:30-12:45 period of Transradio News handled by Alois Havrilla, Tuesdays, Thursdays and Saturdays, through the Franklin Bruck Advertising Corp., starting July 6. Peter Paul Inc., which has had the Havrilla mid-day program on Mondays, Wednesdays and Fridays, signed a 52-week renewal effective July 5, through Platt-Forbes Inc. Holland House Coffee and Challenge Tea (Eppins-Smith Co.) represent a new account on the station. Sponsor's 26-week contract, which went into effect Monday of this week, is a Monday through Friday deal on Dr. Eddie's "Food and Home Forum." Scheck Advertising Agency, Newark, N. J., set the account.

Two other renewals take in Miles Labs for Nervine, one-minute transcriptions of the "Quiz Wizard" for 21 weeks, starting July 5 through Wade Advertising Agency, Chicago, and Richmond Chase Co., for 52 weeks on Alfred McCann's Pure Food Hour, through Wank & Wank, San Francisco.

WKEY Joins Blue

WKEY, Covington, Virginia, has become affiliated with the Blue Network as a bonus station, bringing the total number of Blue affiliates to 157. WKEY will be available at no cost to those advertisers who purchase the three Virginia stations—WLVA, Lynchburg; WBTM, Danville, and WLSL, Roanoke.

The Blue affiliate is owned by Earl M. Key and operates full time with a power of 250 watts on a frequency of 1,340 kilocycles.

emcee; the whole cast of "Can You Top This" helped the boys stage such a program among themselves; Russell Markert of Radio City Music Hall, instructed on a few simple dance routines the boys might incorporate in productions, and promised to return Thursday for further help to the conference; Jimmy Durante showed the audience how to stage imitations of his act; Bill Hardey and His Gay Nineties Company helped the group organize its own quartette and vocal units. Similarly, as a means of giving the enlisted representatives ideas for productions, Sammy Birch, mimic; Dick Gilbert, disc jockey; Capt. John J. Morrissey; Sgt. Eugene List and Pfc Samuel Barber participated in yesterday's sessions.
 Others scheduled to appear today and tomorrow on behalf of the Army, are Fred Waring, Sheila Barrett, Jan Murray, Milton Berle, Bob Hawk and Henny Youngman.

Colombia Radio Publisher In Capital As U. S. Guest

Washington Bureau, RADIO DAILY
 Washington—Carlos Puyo Delgado, one of Colombia's leading newspapermen and radio editors, arrived here yesterday, as a guest of the Department of State. He is well acquainted with this country in peacetime, having lived here some 16 years (1919-35), but he is interested in observing the speed-up of our national life under war conditions and the methods and extent of war production. While here, he will interview a series of representative personages for the newspaper and radio audience in Colombia.

Senor Puyo Delgado has been a delegate to Pan-American press conferences and has been a press correspondent in several countries of Europe and the Americas. After service as managing editor of the Liberal Bogota daily, "El Tiempo," in 1937, he founded the daily radio review, "Actualidad Diaria," which he still directs.

FCC-Wheeler Discussion Of White-Wheeler Bill

Washington Bureau, RADIO DAILY
 Washington—FCC Chairman James Lawrence Fly said on Monday that he had several recent discussions on the White-Wheeler Bill with Senator Burton K. Wheeler of Montana, co-sponsor of the bill, during the past few weeks. Hearings on the bill have been postponed until after the summer, Wheeler announced last week and Wheeler has said also that he was not convinced the bill in its present form does not go too far in limiting the powers of the Commission.

Asked whether he had discussed the various specific parts of the bill with Wheeler, Fly said, "I don't think I had better set forth the Senator's views regarding the bill. He did that himself very effectively."

National Advt. Solution For Small Outlets—Fly

(Continued from Page 1)
 part of national advertisers to use small stations. Last week's discussion, he added, did not deal with the possibility of government advertising, against which both NAB and Fly have declared themselves at several times in the past.

The Small Stations Committee, at its meetings last week, had expressed the belief that government agencies, particularly the OWI, should make certain that private industries utilizing the facilities of the small stations as a part of war-effort campaigns should reciprocate by contracting for time on a paid advertising basis.

The committee also suggested the appointment of an advisory group to work with the Secretary of the Treasury in the allocation of advertising funds. It recommended that such a committee consist of a representative of each of the leading media associations, such as NAB Bureau of Advertising, the ANPA, Outdoor Advertising Bureau of America, etc.

Lack of new revenue, it was pointed out, is one of the principal problems now facing the small-market stations.

Larry Lesueur Marries

Larry Lesueur, CBS foreign correspondent who returned some months ago from Moscow, was married yesterday afternoon at the Municipal Building, to Jon Phelps, a researcher in the Ministry of British Information. Lesueur will leave shortly for England and not return to Russia. His bride hopes to join him there shortly.

Doctorate For Human

Honorary degree of Doctor of Music was conferred upon Alfred Human, radio editor of "Musical Courier" and conductor of the column, "This Is Radio" in that publication. Award was conferred Monday by Cincinnati College, during annual commencement, for "outstanding service in the cause of American Music." Human formerly, had been a music critic on NBC.

Girl Scout Program On CBS

A "round table" discussion on the subject of farm aid will be conducted tomorrow under the auspices of the Girl Scouts and will be broadcast over CBS from 4:45-5 p.m. Speakers will be Albert Kurtz, of Ulster County, and Grace Maxwell, Girl Scout farm aid.

Wedding Bells

Dorothy Thompson, commentator and newspaper writer, was married yesterday to Maxim Kopf, Czechoslovakian artist.

Joins NBC Production Dept.

Arthur Austin, formerly on the staff of W47NY as announcer, writer of music continuity and producer of musical shows, has joined NBC's production department, replacing William Reddick who has resigned.

★ ★ Coast-to-Coast ★ ★

MEADE DAVIDSON, WWRL, New York, commentator, was asked by the 42nd Street Property Owners and Merchants Association, Inc., for a copy of his stirring Memorial Day script relative to the three national "holy" days. The script, in effect, extolled the heritage of this country from the time it was settled by the Pilgrims by Plymouth Rock to the present, gamely establishing and enforcing the life as we know it during peace or in war time.

WKBN, Youngstown, specially designed a blotter booklet with a plastic cover imprinted with the 1942, 1943 and 1944 calendars. The desk aid was prepared for busy radio advertising people who frequently have occasion to refer to a day of either year aforementioned. And at the bottom of the plastic cover **WKBN** wisely used the space to remind its clientele, prospective and active alike, that it is a "sales influence power in Youngstown's booming steel area."

A veritable personality while playing the discs in a series of early morning programs for soldiers at a small station in Miami Beach, **WMCA**, New York, signed Miss McCreedy to begin a similar series as a "record jockey," beginning Monday, June 21, from Mondays through Saturdays, at 7:30 for a half hour. The broadcast will be titled "Top of the Morning."

Fifteen minutes of **WGN's**, Chicago, early morning show, "Record Reveille," will be sponsored by Purity Bakeries Corp., Chicago. Bill Evans will emcee Mondays through Saturdays, 7:45 to 8 a.m.

"On the Beam," a mimeographed student project written and published by the student members of the Central Radio Workshop, an activity of the **WBEZ**, Chicago, Radio Council of the Chicago Public Schools, is dedicated to the former members now in the Armed Services. The workshop is under the direction of Edward J. Crowley, producer for the Radio Council, meeting each Tuesday evening during the school year for training in the fundamentals of radio and studio technique.

1	9	4	3			
6	5	7	8			
17	18	19	20	21	22	23
15	25	26	27	28	29	30

June 16

- | | |
|-----------------|-----------------|
| Grace Albert | Stuart Allen |
| Bertha Brainard | Tom Howard |
| Al Llewelyn | H. L. McClinton |
| Cliff Melloh | Ona Munson |
| Amy Sedell | John Paul Weber |
| Joan Winters | |

The special events staff of **WIP**, Philadelphia, will be on hand in the lobby of the Bellevue-Stratford, Friday evening, June 18, when the Silo Circuit comes into town. The Bucks County Playhouse, forced by gas rationing to abandon its rustic retreat on the banks of the Delaware, opens its season with "The Philadelphia Story," a Phillip Barry comedy. Whereupon Howard Jones, **WIP** announcer, will interview stars and members of the subsequent productions each Monday.

Radar, "The Eyes of War," the new development in spotting the exact position of an object beyond sight, was outlined briefly but informatively in approximately six pages in the June 14 issue of "News Week." The article not only carried expositions on the uses in war use but also the possibilities in civilian use during the post-war period.

WLW, Cincinnati, once more has the services of Bill Harrington, who, several years ago, so delighted the local listeners with his singing that he played a 30-week engagement at the Netherland Plaza Hotel. Musical interludes on the "Consumers' Foundation" program, recently lengthened from 20 to 30 minutes, and heard through **WLW** Monday through Friday mornings, now includes the renditions of Joe Lugar's orchestra, the Boone County Buccaneers. Norman Ruvell and Charlotte Howard, singers of the **WLW** staff. Margaret Whitehead has joined the **WLW**. **WSAI** news room writing staff. Miss Whitehead is a professor of journalism at the College of New Rochelle, New York.

Dolores Montez Douglas, has signed as **WOKO**, Albany, announcer. She was formerly heard in a part with Fannie Brice's "Why Daddy" program.

"Where do you want this?" was the probable query at **WTOP**, Washington, one day. "In there," came the reply. When Lee Chadwick, **WTOP**, promotion manager, returned from lunch, he was startled to see a 50 kw transmitting tube over five feet tall standing beside his desk. The boys at the receiving department, knowing Chadwick gets displays of all types, sizes and shapes, believed it was meant for him when the tube should have been sent to the transmitting plant in Maryland.

A regular weekly spot on **WBT**, Charlotte, will be the first prize award to the winning colored "spiritual" quartet, Charles H. Crutchfield, **WBT** program director, reports. Since **WBT** launched the famed Golden Gate Quartet on the road to fame, as well as the Southern Sons, the station has been without a top-notch spiritual group. The contest, beginning early next month, is expected to reveal the talents of another such group.

Manuel Eisner has been appointed director of publicity for **WGAR**, Cleveland. He was formerly employed as business manager of the Cleveland Rams, professional football team, having had many

years of experience in management and publicity prior to that.

Harrington Crissey, Belmont, N. Y., recently joined the staff of **W85A**, General Electric's frequency modulation station in Schenectady, N. Y. as an announcer, and Mrs. Dorothea Cullun Hilbert, Yonkers, N. Y., also joined the production staff of **W85A**, according to Emerson Markham, manager of the station. Mrs. Hilbert's duties include announcing, script writing, and sound effects.

Lee Gillette, for the past three years with **WAAF**, Chicago, joined the announcing staff of **WJJD**, Chicago. Norman Kraft left **WJJD** announcing staff to join the Blue Network. **WAGE**, Syracuse, (Blue and Mutual), lays claim to the record of 76 commercially sponsored newscasts per week. Sixty per cent of the news programs scheduled during the weeks are sponsored locally, including dispatches and features of the special AP radio news wire of Press Association, Inc. Beginning Monday, June 14, Purity Bakeries Corp., Chicago, will sponsor 15 minutes of **WGN's**, Chicago, early morning show, "Record Reveille," emceed by Bill Evans, Monday through Saturday mornings.

Hammett and Groover Funeral Chapel recently signed with **WLAG**, LaGrange, Ga., for the transcribed series by "Homer Rodeheaver and His Gospel Singers," to be broadcast each Sunday evening over **WLAG**.

Daniel Lumber Company has again contracted for all Sunday newscasts over **WLAG**, making the third year of sponsorship. Contract was negotiated by Edwin Mullinax, general manager. United Press bulletins are featured. James McKay from **KFRO**, Longview, Tex., has been named chief engineer of **WLAG**.

WOPI, Bristol, Tenn., celebrated its 14th anniversary Tuesday, June 15, aided and abetted by several additional local programs sponsored by local business firms employing scripts with a War Bond theme.

Norman Brokenshire, of that enthralling voice, has been assigned by **WMAL**, Washington, D. C., to a two-hour period, 7-9, six mornings a week. Editor Bill Neel, director of the **WMAL**-Blue newsroom, has added two women to his staff. Peggy Eck, formerly with the Press Intelligence Section of the Board of Economic Warfare, and Virginia Henke, recent graduate of the School of Journalism, Columbia University. Gordon Hubbel, former writer-producer of "Consumer Time" for the Consumers Counsel Division of the Dept. of Agriculture, has joined the production staff of **WMAL**.

When registration of volunteers for the Lynchburg Blood Plasma Bank division of the Red Cross declined to an unsatisfactory point, **WLVA**, Lynchburg, conveyed the personal experiences of Claude Taylor, who, while donating a pint of blood, de-

scribed the procedure and enlisted sensation. Announcer James E. Kinney assisted with the introduction and the setting of the scene. The minute broadcast of the afternoon was transcribed and played back at 8:15 that evening. The response "flooded" the facilities of the **OCD** office for the next two days, surpassing the number of volunteers pledged for all two previous months. The special broadcast was followed by interviews with soldiers, nurses and doctors to stress the importance of the service.

Rationing news is the source of a program on **CKBI**, Prince Albert, S. D. Sponsored by a local grocery, Marie, **CKBI** kitchen expert, presents twice weekly a round-up of ration news Tuesday through Friday mornings. **CKBI** cities are competing with each other for the coveted honor of selling the greatest total of bonds. During the latest Victory Loan, **CKBI** pitted the 14 individual rounding districts against each other, announcing the phoned-in totals periodically. The added incentive of competition raised the sales of bonds by several thousand dollars. By the very essence of novelty Prince Albert was awarded second place in the stunt contest during the last Victory Loan.

Three Companies Renew Spot Contracts On WJZ

Carter Products, Inc., has renewed its campaign on **WJZ** in behalf of Arrid. Effective June 27, Carter will continue sponsoring five one-minute live announcements weekly for weeks. Small & Seiffer, New York handles the account.

B. Altman & Co. has renewed **WJZ** for 13 weeks effective June 16. The New York department store promotes its "Sixth Floor Fashions" with participations once-weekly in Navy Booth Craig's "Woman of Tomorrow" Kelly, Nason, New York, is the agency.

Macfadden Publications, Inc., will promote True Story Magazine in three days beginning June 16 with participations in "The Kibitzers" **WJZ**. Raymond Spector Company, New York, is the agency.

Successor To Nathanson Will Be Appointed Soon

Montreal—Appointment of a governor of the Canadian Broadcasting Corporation to fill the existing vacancy will be made soon, Prime Minister Mackenzie King told the House Commons. He was answering Gordon Graydon, Progressive-Conservative house leader, who suggested consideration be given to the claims of organized agriculture to representation. The Prime Minister said the vacancy was caused by the death of N. L. Nathanson, who represented business interests on the board and consideration of those interests were also necessary.



RADIO DAILY

The National Daily Newspaper of Commercial Radio and Television



VOL. 23, NO. 55

NEW YORK, N. Y., THURSDAY, JUNE 17, 1943

TEN CENTS

ET Men Appeal To WLB

Short-Wave Leasing Defended In Congress

Washington Bureau, *RADIO DAILY*
Washington—The radio industry, through its short-wave facilities leased to the government, is definitely contributing to the war effort on a patriotic basis, it was emphasized here yesterday by Joseph Barnes, deputy overseas director of the OWI, during the debate on the budget requests of the OWI and Office of the Co-Ordinator of Inter-American Affairs.

Barnes statement was made in answer to a charge of Rep. Richard Wigglesworth, Massachusetts Republican, who had expressed doubt concerning the patriotism of broadcasters, particularly when he learned of

(Continued on Page 7)

WLW Sets Sales Meeting For Three Days In N. Y.

Deviating from precedent, WLW, Cincinnati, will hold its semi-annual sales meeting in New York instead of at the home office. Meetings are scheduled for June 18, 19, and 20 at the Hotel Ambassador.

Delegation from the home office will include James D. Shouse, vice-president in charge of broadcasting; R. E. Dunville, vice-president and assistant general manager of the broadcasting

(Continued on Page 2)

Sponsors Release Gunther To Make European Trip

John Gunther, Blue Network commentator, has been released by the sponsors of his two domestic news broadcasts, and will depart for Europe soon to be on hand for the expected invasion of the continent. During

(Continued on Page 2)

Props

WHN goes formal tonight by joining the ranks of New York's "first nighter" brigade at the premiere of the new musical, "Early to Bed." The station will be qualitatively represented by Bob Howard, "Gloom Dodger" pianist-comedian and two WHN mikes which are playing the role of stage props. There is no evidence that the mikes will wear white tie and tails.

Worthy Work

Donald Bain, animal imitator heard on many network shows including "The Man Behind the Gun," and A. Finfield Hoeny, actor also well known to network programs, particularly for reading the comics, will stage a show tonight at the N. Y. Institute for the Education of the Blind. Some 300 blind children will be on hand for the entertainment.

NAB Code Committee Mulls 3-Point Program

A three-point program presented to the NAB Code Compliance Committee yesterday by the Radio Committee of National Council on Freedom from Censorship sought revision of the present broadcasting code to accord labor unions the same status as commercial sponsors now enjoyed by insurance companies and the Co-operative League of the United States of America; recognition which would permit the unions to present entertainment programs on the air, and the

(Continued on Page 7)

Find More Outlets Sharing In National Spot Business

Greater number of stations are sharing in the national spot business being distributed by approximately the same number of accounts, according to the May totals just completed by National Radio Records. Organization reports that an analysis shows as a

(Continued on Page 4)

CBS Gives Analyst Association Its Position On "Censorship"

Treasury Shifts Milman To New York Radio Post

Nevil Ford, executive manager of the New York War Finance Committee, announced that Morton A. Milman has been assigned from Washington to head the Radio Division of the New York War Finance Committee. Milman will have offices at War Fin-

(Continued on Page 2)

Transcription Companies Submit Case For Mediation Seeking To End Ban On Recordings By The AFM

See Both CIAA-OWI Radio Budgets Down

Washington Bureau, *RADIO DAILY*
Washington—The radio budgets of the Office of the Co-Ordinator of Inter-American Affairs (Rockefeller Committee) and the OWI (domestic and overseas) came in for a cut from the requests presented the House Appropriations Committee by agency officials during April and May. While the CIAA radio bureau was cut substantially from its budget for the

(Continued on Page 6)

"March Of Time" Renewed Over 51 NBC Stations

Time, Inc., through Young & Rubicam, Inc., has renewed "March of Time" over 51 NBC stations, effective for 52 weeks beginning July 8.

The "March of Time" program, which has been broadcast over NBC

(Continued on Page 2)

23 New Outlets Planned In Canada Building Sked

Montreal—Fourteen radio range and communication stations have been built since the outbreak of the war, seven radio stations are nearing com-

(Continued on Page 2)

Electrical transcription companies yesterday revealed that they have submitted the matter of the AFM recording ban to the United States Conciliation Service of the Department of Labor for mediation. (Plans for this action were reported exclusively in Radio Daily, April 15.) Request for mediation in the strike against the transcription firms by American Federation

(Continued on Page 7)

Gov. Holland Vetoes Florida Ascap Bill

Tallahassee — Governor Spessard Holland has vetoed Senate Bill 672 which was sponsored by Senator Beacham part owner of WJNO at West Palm Beach, and written jointly with Attorney General Watson in an attempt to legalize Ascaph operation within Florida.

Copyright situation in Florida while

(Continued on Page 2)

Blue Network Employees Get Story Of Achievement

After 16 months of independent operation, the Blue Network has taken time out to set down in black and white the story of its growth and a sketch of its standing now in "The

(Continued on Page 2)

So He Did

Rad Hall, announcer on Mary Hamman's "Frankly Feminine" on WEAF, joined the ranks of the fellers that fluff and tell. Said Hall: For another session of "Frankly Feminine" which brings you Monday Hamman through Friday. But he bravely concluded: This program came to you with Rad (Mealy Mouth) Hall as your announcer.

Selecting one of the six points recently established as a Code by the Association of Radio News Analysts for clarification of its policy on the matter, CBS yesterday through Paul White, director of Public Affairs, wrote H. V. Kaltenborn, stating clearly its position on the question of "censorship." White's letter to Kaltenborn, follows:

"As you know, the Association of

(Continued on Page 5)



Vol. 23, No. 55 Thurs., June 17, 1943 Price 10 Cts.

JOHN W. ALICOATE : : : Publisher

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

Published daily except Saturdays, Sundays and Holidays at 1501 Broadway, New York, N. Y., by Radio Daily Corp. J. W. Alicoate, President and Publisher; Donald M. Mercet...

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, June 16)

NEW YORK STOCK EXCHANGE

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

NEW YORK CURB EXCHANGE

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

OVER THE COUNTER

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

WHAS Completes Deal With Louisville AFRA

Louisville local of AFRA has just completed contract negotiations covering the staff at WHAS. This is the first AFRA contract on this station.

FACTS YOU SHOULD KNOW

North Central Broadcasting System is a WIRED network! (22 stations)

We offer free of charge complete merchandising service and/or analysis of this great 2 billion dollar farm market to assist you in your sales and merchandising problems.

Phone us for rates or further details

North Central Broadcasting System, Inc.

JOHN W. BOLER, Pres. In New York—Chicago—St. Paul Lex. 2-6892—State 4214—Dale 6595

Gov. Holland Vetoes Florida Ascap Bill

(Continued from Page 1)

puzzling nevertheless has been operative in that special legislation takes care of theater and hotel operation while regular law applies to all other users including broadcasters.

Original law was carried to the U. S. Supreme Court which found certain sections as constitutional, which led to the consent decree, applied nation wide.

Effort to change the Florida law, was led by Senator Beacham part owner on WJNO, West Palm Beach and CBS bonus station. The first Beacham bill known as Senate Bill 183 was vetoed by Governor Holland early in the Legislative Session while the NAB Convention was in session. The second bill known as Senate Bill 682 written by Sen. Beacham and Attorney Tom Watson was vetoed yesterday. Ascap was represented at Tallahassee by its Attorney I. T. Cohen of Atlanta.

While the veto of the so-called Music Bill surprised many legislators, nevertheless the issue found only a scattering support from the broadcasters. Sen. Beacham was supported by Gilbert Freeman former WTAL operator. The fight against the bill was led by W. Walter Tison of WFLA, Tampa and Frank King WMBR, Jacksonville, both ex-Presidents of the Florida Association of Broadcasters and ex-NAB District Directors. King is now a director at large in the NAB.

WLW Sets Sales Meeting For Three Days In N. Y.

(Continued from Page 1)

division; Harry M. Smith, WLW sales manager, and his assistant, Herbert Flaig; William Robinson, sales representative; Miss B. Strawway, director of the merchandising department; M. F. Allison, director of promotion; Arthur Griffes, head of marketing analysis.

The Chicago office will be represented by Dewey Long, George Clark and Charlie Kennedy. The New York hosts will be Warren Jennings, manager, Eldon Park, George Comtois and Bernie Musnik.

Treasury Shifts Milman To New York Radio Post

(Continued from Page 1)

ance Committee headquarters at 1270 Sixth Avenue. He takes the place of Fred Vosberg who recently resigned. Milman will work on behalf of the New York Committee, while retaining his national connection in the Washington organization headed by Vincent Callahan.

"March Of Time" Renewed Over 51 NBC Stations

(Continued from Page 1)

since July 9, 1942, will take a summer interval from the air from July 8 to August 12 inclusive. "March of Time" in the past year reached and maintained a consistently high rating in national program surveys, appearing ten times among the first 30 programs.

23 New Outlets Planned In Canada Building Sked

(Continued from Page 1)

pletion, and plans have been made for construction of 16 additional stations in 1943, Hon. C. D. Howe, Minister of Munitions and Supply, told the Canadian House of Commons. In the course of a detailed review of war expenditures, Mr. Howe, dealt with the work of the Air Services Branch, comprising the Civil Aviation Division, the Meteorological Division and the Radio Division. To date, he said, the branch has spent over \$100,000,000 on 286 projects, including the construction of 146 new airdromes and extensive improvements to 51 others.

"In carrying out these projects we have accomplished some remarkable construction records, thanks to the efficiency and enterprise of the Canadian construction industry," said Mr. Howe, "the industry has displayed characteristic ingenuity in coping with difficult problems of climate and terrain."

Establishment of a very extensive network of operational and training fields had required a corresponding increase in meteorological and radio service, the Minister said. In addition to its increased responsibilities, the Meteorological Division was planning to set up radiosonde stations in various parts of the country for the purpose of recording weather conditions in the stratosphere for long-range forecasting, the Minister said.

Blue Network Employees Get Story Of Achievement

(Continued from Page 1)

Blue Network Today." The booklet, released today, brings out the story of the Blue as a broadcasting service and an advertising medium and translates it into concrete terms to give network employes a deeper insight into "what we're working for."

Each Blue Network employe received a copy of the booklet with a covering memorandum from Mark Woods, president, who pointed out that the network's progress since it became independent "has been the result of your work." Woods expressed the hope that the booklet, to be sent also to 3,500 advertisers and agencies, will give a picture of "your network and your company" to those who have been with the Blue since its start but have been too busy to see all angles of its growth and those who have been with the Blue in the past year.

Sponsors Release Gunther To Make European Trip

(Continued from Page 1)

Gunther's absence, John W. Vandercook will take over the Friday and Saturday night commentaries sponsored on the Blue by General Mills, Inc., for Wheaties. Guest commentators will substitute for Gunther on the "Where Do We Stand?" newscasts, sponsored by the D. L. Clark Company for its candy, on which Vandercook will continue to be heard as usual.

COMING and GOING

ROBERT E. BRADHAM, general manager WTMA, Charleston, S. C., in town yesterday in conferences with Sheldon B. Hickox, Jr., manager of the NBC station relations department and talks with the local reps.

WILLIAM D. MURDOCK, commercial manager of WTOF, Columbia's OGO station in Washington, D. C., is in New York on network business.

ROBERT K. LINDSLEY, president of KFE Blue Network affiliate in Wichita, Kans., and BETTY CLARK, staff member, plan to leave New York on Saturday. They have been here all week.

GRANT F. ASHBACKER, president and manager of WKBZ, Muskegon, Mich., is here for talks with the New York representatives of the station.

H. T. ENS, national sales manager of T. Cowles Group, and W. B. QUARTON, commercial manager, are in town on a short business trip.

ERNEST DE LA OSSA, personnel director of NBC, is back at his desk following several week absence owing to illness.

FRANKLIN M. DOOLITTLE, general manager J. A. MARTINO, chief engineer, and WALTER HAASE, program manager, of WDRG, Hartford, Conn., are in New York on station business.

LINUS TRAVERS, executive vice-president of the Yankee Network and WNAC, Boston, a visitor yesterday with the local station reps.

J. ROBERT GULICK, sales manager of the Mason-Dixon Radio Corp, conferring yesterday with John Murphy, NBC station relations.

RICHARD W. DAVIS, general manager of WNBC, visiting briefly in New York.

ELMER HANSON, commercial manager of KILO, has arrived from Grand Forks, N. D. for a short stay in town.

BOB HOPE is spending a few days with friends in Chicago.

CLARENCE C. COSBY, sales manager of KXOK, St. Louis outlet of the Blue Network, a caller yesterday at Rockefeller Center.

ZAC FREEDMAN leaving for Hollywood for the special "Vox Pop" program which will be broadcast on Monday from the U. S. Marines' base in the Mojave Desert.

A. N. ARMSTRONG, JR., general manager of WCOP, Boston, is in town.

EDWARD D. CLERY, general manager of WIBG Philadelphia, is here for talks with the station's local reps.

HERBERT R. KENDRICK, commercial manager of WJLS, Beckley, up from West Virginia for a few days on business.

PARKS JOHNSON, of the "Vox Pop" program on CBS, leaves this week for a vacation on his ranch in Wimberley, Tex.

VERA BARTON in Chicago, where she is conferring regarding a new radio show.

George Meany On CBS

George Meany, secretary of the AFL, will take to the air tonight, 10:30 p.m., via CBS in defense of the roll-back-price-plan-via-government-subsidies, emphasizing the cost of living and food to American labor, and its subsequent effect on the war effort.

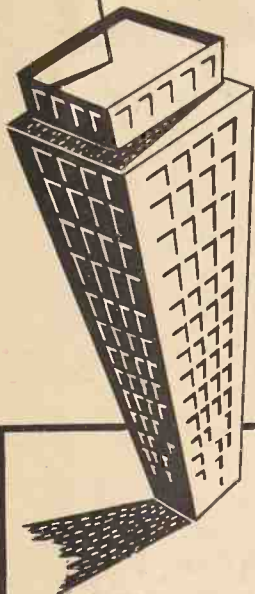
THIS LITTLE BUDGET WENT TO



WORL BOSTON MASS.

"WOV HAS MORE QUARTER-HOUR 'FIRSTS' AFTER 8 P. M. THAN ANY OTHER INDEPENDENT NEW YORK STATION"... SAYS HOOPER

"ALMOST"... says the Pulse



TAKE your pick of New York's radio surveys . . . put your own caliper to the Metropolitan market if you like . . . and over and over again you'll find that WOV is *one of the two leading "indies"* between 8 and 12 P. M.*

Then take out a pencil and a WOV rate card and prove to yourself that on the basis of *actually-delivered* listeners WOV has the *lowest* cost in town. (If you're not so hot at arithmetic,

one of our salesmen will be glad to call and help you with the calculation.)

We've listed the station batting-averages as reported by Hooper and the Pulse of New York in a simple and understandable manner so that you can see the whole story yourself. Out of ten Hooper quarter-hours, WOV gets 6 firsts and 2 seconds. Out of sixteen Pulse quarter-hours, WOV has 4 firsts, 9 seconds and 2 thirds.

**It's "no contest" during the daytime hours when WOV completely dominates its Italian-language market.*

MONDAY THROUGH FRIDAY RANKINGS OF NEW YORK INDEPENDENT STATIONS BY QUARTER-HOURS

A-D = OTHER "INDIES" RATED * = TIE	W O V	STATION A	STATION B	STATION C	STATION D
8:00-8:15 P.M.	*1st		3rd		*1st
8:15-8:30	2nd			3rd	1st
8:30-8:45	1st				2nd
8:45-9:00	1st			3rd	2nd
9:00-9:15	1st	*3rd	3rd	*3rd	2nd
9:15-9:30	1st		3rd		2nd
9:30-9:45	1st		*2nd		*2nd
9:45-10:00	2nd			3rd	1st
10:00-10:15			2nd	3rd	1st
10:15-10:30		*3rd	1st	*3rd	2nd

HOOPERATING, MAR.-APR. 1943

A-E = OTHER "INDIES" RATED * = TIE	W O V	STATION A	STATION B	STATION C	STATION D	STATION E
8:00-8:15 P.M.	2nd	3rd			1st	
8:15-8:30	2nd	3rd			1st	
8:30-8:45	2nd	3rd			1st	
8:45-9:00	2nd	3rd			1st	
9:00-9:15	2nd	3rd			1st	
9:15-9:30	*1st	3rd			*1st	
9:30-9:45	2nd	*3rd	*3rd		1st	
9:45-10:00	*1st	3rd			*1st	
10:00-10:15	*3rd	*3rd	*1st		*1st	
10:15-10:30	*2nd	*2nd			1st	
10:30-10:45	*1st	*1st				*1st
10:45-11:00	1st		*2nd			*2nd
11:00-11:15			*2nd		1st	2nd
11:15-11:30	*2nd	*2nd		*2nd	1st	
11:30-11:45	*3rd	2nd		*3rd	1st	
11:45-12:00	*2nd	*2nd		*2nd	1st	

PULSE OF NEW YORK, APRIL 1943

WOV . . . FOR VICTORY
NEW YORK

JOSEPH HERSHEY MCGILLVRA, NATIONAL REPRESENTATIVES

RALPH N. WEIL, GENERAL MANAGER

Los Angeles

By RALPH WILK

JOHN W. SWALLOW, NBC's Western Program Manager, was the first civilian ever invited as a guest of the Falcon Club, Army officers' club in San Francisco. Swallow was honored at a dinner given recently by officers of the IV Fighter Command in recognition of his efforts in behalf of the Aircraft Warning Service through "Eyes Aloft" which NBC produces and releases to all stations on the Coast. A 500-hour pin was handed to Swallow by Brig-General William E. Morris as a token of appreciation.

"Death" will be headlined twice next week in the mystery adventure dramas on KHJ-Mutual Don Lee, when "The Cisco Kid and the Girl Who Came to Kill" and "Death Insurance and the Adventures of Nick Carter" are presented.

George Riley, comedy star of the Gilmore Furlough Fun show over KFI Friday nights, is writing a book on the history of vaudeville entitled "Always Leave 'Em Laughing." Before entering radio and pictures, Riley was a vaudeville headliner for years. "Stairway to the Sun," new "I Love a Mystery" jungle adventure, is the 27th book of the series written and produced by Carlton Morse. Each takes three or four weeks in the telling.

Cecil L. Sly, vice-president of the Universal Microphone Co., Inglewood, Cal., entrains for Washington, D. C. on the 20th in conjunction with war production orders for the plant.

The W. A. Sheaffer Pen Company is continuing its program, "World News Parade" starring Upton Close for the summer. In nine months this program has built one of the highest daytime ratings on the air.

Kay Kyser has added two new members to his "College of Musical Knowledge" band. They are Deacon Dunn, tenor sax, and Ray Lynn, trumpeter.

The Sportsmen, ace Hollywood song foursome, will be a regular feature of the Sunday NBC show starring Dinah Shore singing to Paul Whiteman's music.

Many Radio Folk Attend Services For Mrs. Lafount

Representative group of radio folk and associates of Harold Lafount yesterday were among those who attended the services for Mrs. Lafount held in Newark, N. J. at the Smith & Smith Funeral Parlor. Mrs. Lafount, died Sunday morning following a long illness.

Among those attending were: George Lasker, Bud Armstrong, Mr. and Mrs. Arthur Simon, Mr. and Mrs. Ed Codell, Mr. and Mrs. Dick Davis, Ralph Weil, Bernice Judis, Arthur Bulova, Bruce Robinson, Marvin Kirsch, James Milne, Ashley Robeson, Mr. and Mrs. H. Holt, Milton Biow, George Cohen, Sanford Cohen, Richard O'Dea, Horace Lohnes, Andrea Lutto, Hartly Samuels, Ralph Nardella and others.



Radio Is My Beat . . . !

● ● ● Ex-President Benes of Czechoslovakia, scheduled to make a special broadcast over CBS, was given both a police escort and Military Guard of Honor. . . . a passerby, noticing the squad of uniformed men, patrolling 485 Madison Ave., asked a CBS page girl, the reason for their presence. . . . the page girl, new on the job and unaware of the true state of affairs, mulled the question for a moment or two smiled and then answered, "today is Wednesday and Frank Sinatra is due any moment for his rehearsal!" Bob Stevens, has been granted a leave of absence by Tom Fizzle he'll join the Red Cross Overseas Field Unit, June 28 "Cresta Blanca" will CBSStar on next Wednesday's program, Rise Stevens, Operaticinematress and swing violinist Joe Venuti from the sublime to the rhyth-diculous, would you say? Alfred Wallenstein, Musical Director of WOR, will celebrate his tenth anniversary on that station Sunday the maestro, when only six years of age, took cello lessons from Ferde Grofe's mother, in Los Angeles. . . . Alma Kitchell, youthful veteran of the Blue Network, will do a second show called "The Woman's Exchange" over WJZ, starting Monday.



● ● ● Victor Young will introduce a new song Sunday on the NBCCurrent Westinghouse program, titled "Men of Iron" the lyric to the song was written by W. R. Mason, of the Westinghouse public relations staff. . . . Announcer David Ross is the author of a satirical poem called "Demosthenes To The Radio," which will appear in the August issue of the Atlantic Monthly. . . . Producer Harry S. Goodman is in Chicago where his son, Daniel received his diploma yesterday at Northwestern University. . . . Junior will don a U. S. Naval uniform within a fortnight. . . . Lt. Harry C. Arthur, III, of the U. S. Marine Corps, son of the Fanchon & Marco Theater exec, will be married to Laura Lou Hesser on the 25th wedding anniversary of his parents. . . . Ralph Dumke, Kilocyclown, will get an important role in the New Opera Co. revival of "The Merry Widow" rehearsals start July first for an August opening on Broadway. . . . Judy Canova, who hasn't seen her husband Air Cadet C. B. English, since their marriage in March, will leave over the week-end to visit him at Columbus, Ohio where he's stationed. . . . she'll return to Hollywood in time to launch her new CBSshow for Colgate. . . . New York employees of the Blue Network will Fiesta June 24 at Hewlet, Lonk Gyland. . . . Sydney Moseley's daily newscast was MBSwitched from 11 a.m. to 1 p.m., giving the commentator a 104 station channel. . . . Helene Dumas, radio actress, who joined the Red Cross last Spring, is now "somewhere in Africa."



● ● ● Tony Leader, ace NBC producer, has been given a three month leave of absence to recuperate from a recent operation. . . . a break for Ray Kelly. . . . Benny Rubin celebrates a quarter century in show business and fellow comedians, including Jack Pearl, Milton Berle, Jerry Lester and Fred Keating, will help him observe the milestone Sunday at Martin's bistro When Dick Dorso, manager of bandleader Carl Ravazza, NBCurrently at the Chase Hotel in St. Louis, tried to get a release from William Morris, that agency asked \$100,000 for the contract. . . . P.S.—no sale. . . . Camel Ciggies people, have taken up the fourth option on thrush Georgia Gibbs after the July 22 program, the entire show moves to the coast. . . . while there Georgia will be MGMovie-tested. . . . Morton Downey, beginning July 1, will tenoriole on the Starlight Roof of the Waldorf-Astoria. . . . he'll continue his afternoon Coca-Cola-la's over the Blue Net. . . . Ann Thomas, auditioned for the "Miss Duffy" role on the "Duffy's Tavern" program. . . . we think she's a "natural" for the part.



Remember Pearl Harbor

Chicago

By FRANK BURKE

DOWSLEY CLARK, former Minneapolis newspaper executive and more recently head of the OWI office of the Northwest, succeeds Paul Jordan as head of the midwest division of OWI with headquarters in Chicago. Clark will also supervise operations in the northwest sector with the Minneapolis office now being consolidated with the Chicago operations. He arrived in Chicago this week to take the new post.

Proud papas of four famous "Quiz Kids" will replace their erudite offspring in the famed schoolhouse of the air during the "Father's Day" broadcast on the Blue Sunday, June 20. "Quiz Kids" who will be represented by their dads are Joel Kupperman, Gerald Darrow, Barbara Scott and Richard Williams. Joe Kelly, a father himself, will serve as emcee.

Miller McClintock, president of Mutual, will meet with executives of dual affiliated stations, those stations associated with Mutual and other networks in Chicago on June 29. Following the meeting McClintock will continue on to the Pacific coast.

Lieut. Cecelia Lane, former Milwaukee newspaper woman and public relations executive, is handling the promotion of the WAAC recruiting drive being conducted in Milwaukee county this week in collaboration with the radio stations and newspapers.

Dan Thompson, who spent years in the NBC press department here, didn't make his air debut until last week-end when he made an award for the National Safety Council on the "Fashions in Rations" program on CBS from Evansville, Ind.

Experiences of an average Chicago high school boy through his first days on a farm as a member of the High School Victory Corps will be dramatized on "The Midwest Mobilizes" June 19 on WBBM from 4:45-5:15 p.m.

Roger Marvin, formerly of WFBM, Indianapolis, and WMMN, Fairmont, Minn., has joined the announcing staff of WJJD in Chicago. Margaret Leak is a newcomer to the continuity department.

Find More Outlets Sharing In National Spot Business

(Continued from Page 1)

definite trend toward the placement of the national business more and more among the tertiary and small markets. Markets, which heretofore received little if any of the national spots business, are now getting much more attention. This is particularly true in the far reaches of the South, Southwest and Middle West.

From April to May, the total number of different stations reported on the NRR spot radio check-ups increased from 602 to 734, or a rate of 22 per cent. From March to April, the increase was slight, from 594 to 602.

GUEST-ING

R. MARGARET RIBBLE, psychiatrist, discussing "Individual Differences in New-born Infants," on "The Baby Institute," today (WJZ-Blue work, 10:30 a.m.).

ARON STEPHEN ROPP of Poland MAJ. GEN. GEORGE STRATEYER, on "March of Time," today (AF-NBC, 10:30 p.m.).

M. LO, JACK AND THE DAME, the "Stage Door Canteen," today (ABC-CBS, 9:30 p.m.).

VERETT MARSHALL, BARBARA LLY and NINA VARELA, stars "The Student Prince," on the Mary garet McBride program, today (AF-NBC, 1 p.m.).

NN PENNINGTON, on Stella er's "Your Hollywood Newsgirl," (WJZ-Blue Network, 2:45 p.m.).

MARY MARTIN and JACK WHIT- in, in an adaptation of "Kiss the s Goodbye," on "The Philip Morris yhouse," tomorrow (WABC-CBS, 9 p.m.).

ED HUSING, on "Double or Noth- tomorrow (WOR-Mutual, 9:30 p.m.).

RS. JIMMY DOOLITTLE, on "ur Home Front-Reporter," tomor- (WABC-CBS, 4 p.m.).

UCILLE GARRISON, blind car- ge inspector; BRIDGET TROY, ear-old machine operator. and GINIA TULL, all Winchester em- ees, on Alma Kitchell's "Meet r Neighbor" program, tomorrow (WJZ-Blue Network, 12:15 p.m.).

UDY VALLEE, DOROTHY LA- UR, VICTOR BORGE and BILL MPSON, on the "Camel Comedy van," tomorrow (WABC-CBS, 10 p.m.).

EO LITWIN, pianist, on the pro- m of the Boston Pops Orchestra, rday (WJZ-Blue Network, 8:15 p.m.).

R. WALTER J. MURPHY, editor Industrial and Engineering Chem- y," discussing "Chemistry in the t," on "Adventures in Science," rday (WABC-CBS, 1:30 p.m.).

Replacement For "T. Or C." "Hot Copy," story of "Anne ers," syndicated newspaper col- ist, will replace "Truth or Con- cences" for the Summer, starting rday, July 3, through August 21 3C, 8:30 p.m., Saturdays, EWT). "Hot Copy" is a newspaper story a woman reporter who devotes column to exposing law violators. se Kummer plays the role of ne Rogers," and her assistant, as "Spritely Poole," is Edith ers. Musical scores are prepared directed by Joseph Gallicchio.

CBS Gives Analyst Association Its Position On "Censorship"

(Continued from Page 1)

Radio News Analysts recently adopted a Code of Ethical Practice, prepared by a committee under your chairmanship, one paragraph of which reads as follows:

"The Association opposes all censorship of broadcast material except insofar as duly required by governmental authorities in the interest of public safety during a national emergency."

"This paragraph has been taken in some quarters to mean that the members of the Association object to editing by network news desks of scripts submitted by analysts. You have informed me in a telephone conversation that this was not the intent of the Code Committee, that what you had in mind was political censorship, governmentally imposed.

Public Mistrusts Censorship"

"Nevertheless, it may serve a useful purpose to write this letter explaining Columbia's point of view in regard to radio news analysis and to restate the reasons for our policies and the desirability of our enforcement of them. You and I appreciate at once, of course, that a defense of restrictions other than those imposed by the government for security reasons is not by any means a popular side. The public generally mistrusts all types of censorship no matter how ably administered. Nevertheless, I believe that a need for editorial supervision of news analysts is inherent in the radio medium and that this need should be fully appreciated by the public we all serve.

"First off, it seems to me there is a distinct difference between the amount of personal opinion permissible to radio news analysts on the one hand and to newspaper editorial writers and columnists on the other. There is utterly no limit, except for the application of the profit motive, to the number of newspapers which may be published. Everyone who has the money to buy a printing press, the type, the paper, and the ink can publish a newspaper, magazine, or pamphlet and may therein express any opinion he desires as long as he does not violate laws regarding obscenity, sedition, etc. The number of radio frequencies, on the other hand, is physically limited and, if they are to continue to serve audiences as vast as in the past, the number of nation-wide networks is also necessarily circumscribed.

Calls Talks Democratic

"Thus, any news analyst chosen by a station or by a network should not be engaged, nor should he be so privileged, to parade his personal opinions in the guise of analysis. There is no guarantee, and under certain circumstances there would not be the possibility because of the physical limitations referred to, for the opposite opinions to get a proper hearing. All radio stations and networks have policies providing for the fair discussion of controversial public issues and set aside time for speakers to express opinions on these issues. These sustaining talk periods are one

of the healthiest aspects of a free and democratic radio. But the very existence of a free radio is undermined if news analysts who have regular and frequent broadcast schedules are permitted to use their chair before the microphone as a pulpit or a soap box.

Cites Hypothetical Case

"The medium of radio itself is too powerful for that. Let's assume, for instance, that analyst John Doe believes Senator Richard Roe to be a scoundrel and is permitted to say so in his broadcasts. Disregarding the question of a libel action, you might argue that Senator Roe has swift redress in getting time from Doe's station or network to reply to the analyst's charges. But there is in fact no fairness whatever to that arrangement. Analyst Doe may have had months and years in which to build an audience in a certain established period. He is an invited guest into thousands or perhaps millions of homes. Senator Roe cannot possibly, in his own defense, reach the same audience that has heard Analyst Doe's charges and, of course, if this particular theoretical case were carried to an absurdity and Doe were permitted to condemn not only Senator Roe, but Senators Black, White, Green, Smith, Brown and Jones—and they were all given an opportunity to reply—then there would be no time left on the network or station for any other kind of program.

Some Bias Inevitable

"I am perfectly willing to admit that there probably is no such thing as complete objectivity. A certain amount of editorial bias is always present in the very selection of material chosen for analysis. There are also very apt to be shadings in the presentation of material on controversial issues which demonstrate clearly the analyst's own beliefs even though he has genuinely tried to conceal an expression of opinion. But the very fact that pure objectivity is no more than an ideal does not, to my mind, in any way impair the ideal itself.

"Here at CBS we have asked our analysts to be guided in their work by the following memorandum:

"What news analysts are entitled to do and should do is to elucidate and illuminate the news out of common knowledge or special knowledge possessed by them or made available to them by this organization through its news sources. They should bear in mind that in a democracy it is important that people not only should know but should understand, and the analyst's function is to help the listener to understand, to weigh, and to judge but not to do the judging for him."

"To a certain extent it is evident that your Association is not in sharp disagreement with the mood of this memorandum because your Code of Ethics calls for 'painstaking accuracy' in the statements of an analyst and says that your Association 'expects and requires the radio news analyst to exercise sound judgment and good taste and the avoidance of sensationalism in both the substance of his

AGENCIES

JAMES FLORA, member of the art department of Columbia Recording Corp., is conducting an exhibit of modern industrial art at the A. D. Gallery on West 46th Street.

NATIONAL INDUSTRIAL ADVERTISERS ASSN. is planning a wartime conference to be held at the Hotel Statler in Cleveland on Friday, June 25.

JANE SCOTT is resigning from the William Morris Agency to join Foote, Cone & Belding.

ROY S. DURSTINE, INC., has been appointed as the advertising agency for Parade Publication, Inc.

MONTE HACKETT is eastbound from Hollywood after a week's stay on the coast on matters of business connected with his agency, The M. H. Hackett Co.

Stork News

Don Dunphy, sports editor of WINS, New York, now has a male addition of seven pounds and two ounces to contend with.

broadcast material and the manner of his presentation.' It is arguable that we both have said the same thing. Where we may be apart, however, is over the question of whether the network has the right and, indeed, the duty to censor or edit material prepared by the analyst. Just as I believe that no news reporter should go on the air until his script has gone over the copy desk to be checked for errors of fact, grammar, and news judgment, so do I feel that no news analyst should broadcast without editorial supervision of his script.

Seeks to Serve Public

"Our policies of fairness of the air go a long way to insure, in its broadcast meaning, freedom of the air. This freedom, again because of the necessarily small number of wave-lengths, carries with it the responsibility of serving the best interests of the public and not the particular points of view of the news analyst or the management of radio stations or networks. The public interest cannot be served in radio by giving selected news analysts or the managers of radio facilities who do the selecting a preferred and one-sided position in the realm of public controversy. And since the responsibility for fairness of the air does rest upon radio station and network management, I feel it is incumbent upon that management to install and operate the machinery which will make such fairness a reality."

Renewals Prove Results

WTBO

820 Kc. Cumberland, Md.

Radio Budgets For OWI And CIAA Set For Reduction In Coming Year

(Continued from Page 1)

fiscal year ending this month, the OWI overseas bureau will have more money. The OWI domestic radio bureau will probably have less.

Thus far there has been no action

Final Action Not Yet Taken

by the House on the recommendations of the Appropriations Committee, but it is doubtful that the committee's recommendations will be greatly padded.

The OWI overseas radio budget will show a considerable increase over the current budget; \$2,262,154 was asked as against a current allowance of only \$1,623,624. Something over \$400,000 will probably be cut from the request.

A large chunk of the total OWI budget was stricken by the committee, which recommended only \$34,472,504 of the \$47,342,000 asked by the agency. The agency's request had included a ten-million-dollar "contingent fund" to be used only with Congressional permission in the event of unusual demands upon OWI resulting from military activity. This fund was cut in half and is included in the total appropriation recommended for the agency by the Appropriations Committee.

Overseas Branch Limited

The committee recommended also that the overseas branch be limited to a maximum of \$22,500,000. This represents a cut of nearly 20 per cent from the \$27,003,590 asked, and a cut of more than three million from the \$25,785,821 allowed the agency for the current year. This cut, it is presumed, will be pro-rated among the various divisions of the overseas branch.

The domestic radio bureau asked an allowance of \$811,499 for the 1944 fiscal year, nearly \$200,000 more than its current appropriation of \$612,497. Since the entire domestic branch—if the Appropriations Committee recommendation is accepted—will be limited to \$5,500,000, it is likely that the radio bureau will be cut below its current budget. The domestic branch spent \$8,566,199 this year, and had asked \$8,865,905 for the coming year. Thus a cut of about 35 per cent from the budget requests and only slightly under that from current expenses will probably be shared by all offices of the domestic branch.

"Special Projects" Heavy

The largest single item in the domestic radio estimate presented the committee was \$522,000 for "special projects." These, William B. Lewis, then deputy director of the domestic branch and before that chief of the radio bureau, told the committee, include "station transcriptions for the local stations, station announcements for the local stations, special network features and special rebroadcasting records of topical programs done by the networks and sent to local stations for additional circulation."

Deputy Director Gardner Cowles,

Jr., said at this point that "We had been getting some criticism from the little radio stations who are having a hard time financially—stations that are not connected with the networks. We feel an obligation and we think the government ought to go to the limit to try to help them with program material. This transcription plan helps them, by giving them better programs than they would have otherwise."

(Both Cowles and Lewis have resigned from the OWI since these hearings took place in May.)

Oppose Subsidy Bill

Cowles and Davis expressed strong opposition to the Bankhead bill now pending in the Senate to provide a government subsidy fund for small newspapers. If the bill passes, radio has already signified its intention of sharing the funds with newspapers, although radio voices have been raised against the principle of the bill.

The Special Projects Fund amounted to only \$319,974 for the current year. The largest part of the increase, said Lewis, represents \$150,000 for special features. "That includes certain programs for the networks, chiefly for Mutual and the Blue Network, which have not the money that Columbia and NBC have. The latter two produce the features at no cost to us. They do all of the writing and provide all of the talent, the orchestras and everything else. But in the case of the Blue Network and Mutual they cannot afford to give us quite the same service or put the same amount of money in it. So the \$150,000 is to enable those two networks to contribute as much in the way of time as the bigger networks. "The rest of the increase is in the transcription plan."

Davis Confers With President

Elmer Davis spent an hour and a half with President Roosevelt yesterday discussing the House committee's recommendations regarding the OWI budget. Emerging from the President's office, he was short with newsmen until one reporter said he was not giving them enough to cover the visit adequately. This was a jibe at Davis' complaint about Washington news coverage voiced Monday in Boston at the Newspaper Guild convention.

The OWI director then admitted that he was going over ways and means of reducing OWI expenditures to comply with the recommendation of the House committee. A cut of from 35 to 40 per cent in the operations of the domestic bureau will be necessary if the committee's report is upheld by the Congress.

Figures on CIAA

CIAA asked, for the 1944 fiscal year, \$5,776,242 for radio, as compared with \$7,169,507, its estimated budget for the current fiscal year. A large part of the decrease is accounted for by

a cut of \$1,169,171 "due to shift in emphasis to local radio activities in other American republics and reduction in short-wave programming through new plan of concentrating facilities."

Rockefeller Lauds Co-Operation

The total CIAA request for \$33,860,000 was pared down to \$30,685,000 which means that the radio budget will probably suffer in proportion. CIAA had for the current year \$37,020,753. Co-ordinator Nelson Rockefeller told the Committee during the hearings of the co-operation his agency is receiving from American broadcasters. "We have an English-language program, which is broadcast from two stations in California," he said, "this is made up of recordings taken from any and all long-wave broadcasts in the United States. The entire radio industry has given up permission to make recordings of any or all of their programs. We broadcast seven hours a day in English.

Francisco Praises Industry

"This program costs us about \$20 an hour for making the recordings, including all overhead, and about \$9 an hour for the transmitters. So, it is costing the United States government only \$29 an hour to broadcast, seven hours a day, a selection of the best American programs. These broadcasts are tremendously popular all over the other Americas."

Both Rockefeller and the CIAA radio chief, Don Francisco, had high praise for the co-operation they have received from the domestic radio industry, and for the short-wave programming done for the agency by CBS and NBC. Questioning by Congressman of an item in the CIAA budget of \$100,000 for "co-operation with advertisers" brought an explanation from CIAA official Joseph Rovensky of the encouragement by the agency of advertising by United States firms in Latin-American newspapers and radio. Many publications and radio stations to the south of us are dependent upon revenue from our advertisers, he said.

Plan Local Shows in S. A.

United States firms last year spent about \$13,500,000 in advertising in South America, Rovensky said, and the amount this year is expected to go to 16 million. In 1941 the total was only eight million and in 1940 four million. Thirty-five per cent of newspaper and radio advertising in South America is United States sponsored, said Rockefeller, with 1,300 United States firms participating.

Francisco revealed that CIAA is working on a program to increase local broadcasts by medium-wave South American stations, because, "we believe we can produce programs locally better than we can do it here. We now have eight men in seven countries and hope to increase that to 15."

NEW BUSINESS

WOWO-WGL, Ft. Wayne, Peoples Trust & Savings Co. (B), six 10-min. pgms., direct; Mallory's Flower Mart (Florist), four one-min. anns., direct; All State Insurance (Ins.), 56 one-min. anns., thru Ruthrauff & Ryan, Chicago; Owners Ins. Co. (Ins.), 72 one-min. anns., direct; Ft. Wayne Assn. of Agents (Ins.), 26 15-min. news broadcast, direct; Shelby Shoe Store (Dealers), 26 one-min. anns., direct; Murphy Products Co. (Feed), 52 min. pgms., direct; Bunte Bros. hour newscasts, Sundays only; Berry Music (Records), 104 five-min. anns., direct; Allis-Chalmers Co., two Ball Games, remote, direct; Lumbermans Mutual Casualty Co. (Ins.), seven one-min. anns., thru Leo Burnett Co., Chicago; Church Corporation (Maragarine), 195 one-min. anns., through W. F. Holt Agency; R. L. Polk Co. (City Directory), 10 one-min. anns., direct; Fidelity Television & Radio Corp. half-hour remotes from Servicemen's Club, every Thursday.

WABY, Albany, N. Y.: Gem Printing Co., thru Piedmont Agency, weekly programs, 15 minutes; C. Buck Shows, 18 daily anns., 2 weekly Church of the Nazarene, 15-min. periods Sundays; Case Clothes, 6 anns., 13 weeks; City Safe Dept. Co., thru Nevenor Adv. Agency, 6 anns., 13 weeks; Lumbermen's Mutual Insurance Company, 14 weekly programs, 15 minutes; H. Z. Kudon, 6 anns.; Noosic Coal Company, 6 anns., four weeks; Bray Shoe Store, 15 daily anns.; Kellogg Company, Kenyon & Eckhardt, 15 minute programs, Monday thru Fridays.

Kelite Sets New Program On CBS Pacific Network

West Coast Bureau, RADIO DAILY

Los Angeles—Kelite Products Company of this city has purchased a series of Sunday evening dramatic shows on the Columbia California Network in the interest of Kut liquid cleaner. Scheduled to take air July 4 (7:45-8:00 p.m., PWT), the program is titled "Agent V" and stars Frank Graham, radio's one-man theater. Little and Company of Los Angeles placed the contract for Heber Smith, Columbia account executive.

Jeffers On MBS Tomorrow

William Jeffers, U. S. rubber co-ordinator; Col. Robert R. McCormick, editor and publisher of the Chicago Tribune; Senator Burton K. Wheeler of Montana, and C. D. Howe, Minister of Munitions and Supply for Canada, will be the speakers on a broadcast over the Mutual network, Friday, June 18, from 1-1:30 p.m. The broadcast will originate from the General Brock Hotel, Niagara Falls, Ontario, at the luncheon being held by the Ontario Paper Company, via C.B.C.

NAB Code Committee Mulls 3-Point Program

(Continued from Page 1)
 The recognition bestowed upon industry in programs lauding war accomplishments, thus encouraging labor. Presentation was made the luncheon session of the two-meeting at the Hotel Roosevelt. The committee will reply to the Acting Council today at another luncheon session.

Meets With Interfaith Group
 In the morning session, the code committee met with a delegation, headed by Louis Minsky, representative of the Interfaith Radio Committee of the National Conference of Christians and Jews, Inc. Visitors sought advice from the broadcasters on their proposed recommendations for religious broadcasting which will be made eventually to the National Conference. The discussion, during the session, according to Willard Wolf, assistant to Neville Miller, president of NAB, consisted of the committee's giving the religious group the practical advice on the several points brought up. Code committee no way was asked to endorse or commend the program for broadcasting. Religious committee expects to incorporate the NAB advice in formulating its program which is to be presented to the National Conference of Christians and Jews, Inc. and which contains recommendations for religious broadcasts.

In the afternoon, the Code Committee held its own executive session, trying to thrash out the problems posed by the luncheon meeting. The presence of the Radio Committee of the NCFCC is an attempt to have the Code Committee withdraw the anti-labor measure adopted at the War Conference in Chicago, April, and to modify the code further so that unions, respecting the "solicitation of membership" or presentation of controversial issues, do not still buy time as readily as do insurance companies, and now the Operative League.

Personnel Listed

The program, as presented by the sitting group was drawn up by Thomas R. Carskadon, chairman, and chief Education Department, Twentieth Century Fund; Dr. Paul Lazarsfeld, Director of Office of Radio Research, Columbia University; Morris S. Novik, director of WNYC, municipal station; and Norman Thomas. Joining these four at the meeting were Thomas Stix, talent agent; Roger Baldwin, director of the American Civil Liberties union; Morris West, attorney, and Mrs. Harriet Appel, also an attorney. The committee, on behalf of labor, made it clear that unions did not seek means of presenting controversial issues such as strikes or even contract negotiations on the air, but that the unions wanted an opportunity to do some institutional advertising, pointing out "services" just do the cooperatives and the insurance companies.

Members of the NAB Code Com-

Leasing Of Short-Wave Outlets Defended In Congress Debate

(Continued from Page 1)
 The OWI contracts for the leasing of the short-wave facilities. Milton Eisenhower, assistant OWI director, interposed that "there is obviously no way by which the short-wave companies can get revenue for broadcasting abroad. They get their revenue out of advertising for domestic audiences. Now, the radio stations are donating to war work about \$140,000,000 worth of time in the domestic field, but in the foreign field I am not sure that they would have even remained on the air if it had not been for the fact that the government came in and took over the short-wave facilities. This cost that we pay does not represent a profit to them."

When Wigglesworth asked if broadcasters are making less than they would under normal conditions, Elmer Davis replied that that was so. The following table of short-wave rental contracts was presented the committee by OWI. In addition, it was pointed out that kilowatt hours for the "Voice of America" are scheduled to rise from 2,698 in 1940 to an estimated 48,400 in 1944. The 1943 figure is set at 19,350, nearly twice the 10,480 recorded for last year.

Germany and Italy this year, according to Robert Sherwood, overseas director, are broadcasting at least ten times as much as we are—at least 300,000 kilowatt hours.

SHORT WAVE RENTAL CONTRACTS

Transmitter	OWI Monthly Cost	Number of Months	Annual Total
Associated Broadcasters, Inc.			
KWID	\$10,800	12	\$129,600
KWIX	4,800	12	57,600
Total			\$187,200
CBS			
WCRC, WCBX, WCDA	\$11,538	12	\$138,456
Brentwood (1) 1	4,667	11	51,337
Wayne (1) 1	5,168	9	46,512
Wayne (2) 1	4,667	9	42,003
Los Angeles (1) and (2) 1	8,467	6	50,802
Total			\$329,110
Crosley			
WLWO	\$ 5,428	12	\$ 65,136
WLWK	4,867	12	58,404
Mason (1) 1	8,000	3	24,600
Mason (2) 1	8,000	2	16,000
Mason (3) 1	8,000	3	24,000
Total			\$187,540
General Electric			
KGFI	\$ 5,196	12	\$ 62,352
WGEA, WGEO	11,713	12	140,536
Belmont (1) 1	4,067	0	
Schenectady (1) 1	5,467	9	49,203
Total			\$252,111
NBC			
WRC, WNBI	\$ 6,877	12	\$ 82,524
Bound Brook (1) 1	3,734	4	14,936
Bound Brook (2) 1	3,334	6	20,004
Bound Brook (3) 1	3,334	6	20,004
Bound Brook (4) 1	3,334	6	20,004
San Francisco (1) and (2) 1	8,147	6	50,802
Total			\$208,274
Westinghouse			
WBOS	\$ 5,399	12	\$ 64,788
Saxenburg (1) 1	6,866	7	48,062
San Francisco (1) and (2) 1	8,467	7	59,269
Total			\$172,119
World Wide Broadcasting Corp.			
WRUL, WRUW, WRUS	\$ 7,039	12	\$ 84,468
Situate (1) 1	6,667	12	80,004
Total			\$164,472
GRAND TOTAL			\$1,500,826

mittee attending yesterday's meetings were: Neville Miller, NAB president, ex-officio; William B. Quarton, WMT, Cedar Rapids, Iowa, chairman; Grant F. Ashbacher, WKBB, Muskegon, Mich.; William S. Hedges, NBC; Felix Hinkle, WHCB, Canton, Ohio; Herbert Kendrick, WJLS,

Beckley, W. Va.; Jan Schimek, CBS, and Lee B. Wailes, KYW, Philadelphia. Willard Egolf acted as secretary, in place of Russell P. Place, NAB counsel, who resigned as of yesterday, to join the armed services. Today's meetings will wind up with the luncheon.

ET Men Appeal To WLB In AFM Recording Ban

(Continued from Page 1)
 of Musicians was filed last Thursday, June 10, with Dr. John R. Steelman, director, by A. Walter Socolow, attorney, on behalf of seven transcription companies.

Dr. Steelman has assigned James William Fitzpatrick, member of his staff to the case. Fitzpatrick, who was one of the active leaders in the old White Rats and Actors' Equity unionization movements, and who also acted as a mediator several years ago during a rift between the Associated Actors' and Artistes of America and the IATSE, has made several attempts already, to arrange a meeting between the AFM and the ET firms, but without success. James C. Petrillo, president of the AFM, is reported to have replied that he is unable to confer on the matter without his Board, and his Board has already disbursed. (Board had a meeting in Chicago early part of last week in lieu of the annual membership AFM convention). If the mediator does not succeed, he will then certify the case for WLB handling.

Seven Firms Participate

The seven transcription companies participating in this action are Associated Music Publishers Inc., Empire Broadcasting Corporation, Lang-Worth Feature Programs Inc., C. P. MacGregor, Radio Recording Division of National Broadcasting Company Inc., Standard Radio, and World Broadcasting System Inc. Only the WOR Recording Division was missing from among the original group conferring with Petrillo two months ago.

In issuing a statement for the firms, Socolow pointed out the difference between transcriptions and phonograph recording, emphasizing the separation of those two factions which are both victims of the ban. That each group—the phonograph record companies and the electrical transcription companies, would part ways on policy in handling the situation was also first reported in the RADIO DAILY lead of April 15. Article pointed out the difference of attitudes based on difference of prevailing conditions in both camps. Later, both groups met separately with Petrillo, in negotiations for settlement. That between the phonograph record companies and the union came to an early and unsuccessful ending. The ET boys continued until last month when Petrillo set forth another demand supplementing his original unemployment tax fund. He then had asked the companies to agree not to furnish discs to stations which the union branded as unfair. Transcription companies held this device to constitute a secondary boycott against broadcasters, and refused to go along on that score. That was May 11. The transcription companies are thus taking the initiative in seeking mediation.

Miller Commends Action

Neville Miller, president of the NAB which in the early days of the ban was acting as spokesman for the companies, yesterday commended the action of the ET firms.



Coast-to-Coast



THE vocal and instrumental music of Hank Lawson and his Knights of the Road, namely, "Weary," "Gloomy," "Spongy," and "Sparky," heard on WHK's, Cleveland, Thompson's weekly Victory Time Show, originates from Thompson's plant cafeteria where the boys are turret lathe operators.

WQXR, New York, will commemorate Tuesday, June 22, the birth anniversary of Theodore Leschetizky, renowned Polish composer and teacher of Ignace Paderewski, Ossip Gabrilowitsch and Artur Schnabel, with a half-hour of select musical scores, played by Frank LaForge, Paul Wittgenstein and Mieczyslaw Horszowski.

Jack Lennhoff, youthful high school pupil, has been engaged by WDRG, Hartford, as a summer replacement in the control room. Young Jack had done control room work for WDRG prior to this.

The opportunity of a life time will be presented to KSTP's, St. Paul-Minneapolis, Jimmy Valentine, spieler, Dick Keller, singer, and Leonard Leigh, organist, take turns at the "mike" when Bee Baxter, mistress of ceremonies of KSTP's "Household Forum," begins her vacation the week of the 21st. Arthur Meyerhoff & Co. has just signed a 13-week contract with KSTP for six station-breaks for Krank's Shave Cream. John Klug, KSTP transmitter supervisor, was elected president of Local 1216 IBEW Radio Broadcast Technicians. Neal McGinnis was named secretary and Fred DeBaubien to the executive board. Minneapolis Savings & Loan Association, through the Phil Bradley agency, has signed a year's contract for two week-end station breaks weekly on KSTP.

Since Marion Reynolds has been appointed commercial traffic manager and continuity editor for WELI, New Haven, Virginia Laveille, formerly connected with the Board of Education there, will assume Miss Reynolds duties as secretary.

The regular Aero-Baseball show, a quiz program on WAOV, Vincennes, Ind., featuring soldiers and WAACs from nearby George Field, advanced bombing school, returns to the air, following a two-week absence, due to the flood conditions making transportation to Vincennes from George Field impossible. Robert McBride, WAOV announcer, received a

copy of a letter from Col. Oveta Culp Hobby, written to WAAC headquarters at Indianapolis, Ind., praising the script, "This Is Worth Fighting For," of which Bob is the author. Col. Hobby stated, in part, "This office read with interest the radio series, 'This Is Worth Fighting For.' We shall be pleased to receive further scripts in this series. . . . It is felt that these scripts are unusually good."

Seven months of work resulting in many changes at the studios and transmitter of WNLC, New London have been completed, bringing the station up to date in appearance as well as in utility. The studios were redecorated, as was the transmitter. All equipment at the transmitter was given a thorough going over. Helen Sutton, Women's Program Director of station WNLC has been elected treasurer of the Advisory Committee of the USO-Traveler's Aid Division. Miss Sutton had been a member of the committee for the past few months, before assuming her new duties. Jack Ashcraft, technician at WNLC leaves this month to go to college in Class V-5. Hester Lawson, secretary at WNLS formerly living in Gales Ferry, has moved to New London to save gasoline.

George Shoemaker, new to radio, has joined the KGVO, Missoula, Mont., announcing staff. Sam Smith, former KGVO announcer, while receiving teacher's training at Montana State University, has returned to the staff for the summer months. He is taking additional work at the university to forward his career. The Fox-Missoula Theater, in addition to its tri-weekly "Entertainment Time-Table" program, is using a special campaign of transcribed announcements on KGVO to promote the film, "This Land Is Mine." In cooperation with the United States Bureau of Mines, the News Department of KGVO keeps listeners informed of strategic minerals needed in the war effort. Listeners send samples to the regional office for assay and engineers follow up the leads. Gamble Stores expanded their budget on KGVO by adding the noon local news period three times weekly. Only spot announcements were used formerly.

Jerry Akers has taken over as new manager of KSAN, San Francisco independent station. Back on the KSAN kilocycles is Ted Lenz, music director, turned down by the merchant marine. He conducts a daily variety hour. Lester Malloy has taken over the KSAN "Midnight Club" record program, from midnight to 2 a.m. Malloy features free theater duets for answers telephoned in by listeners to questions he puts over the air.

WTAG's, Worcester, Mass., first woman technician, Mary E. Marble, comes directly from the Signal Corps Ground Service at Ft. Monmouth, N. J. She received her radio technician training at Holy Cross College and Worcester Polytechnic Insti-

tute. . . . Manny Martines, WTAG salesman, has left to join the National Translads, Inc., as a New England representative.

Gladys Sage Manogue, former announcer and commentator on Women's Affairs, WCSC, Charleston, S. C., is now traffic manager of WCSC, succeeding Tom Meany who joined the promotion department of CBS, New York.

Bob Williams, formerly of Honolulu stations, has joined KPO in San Francisco as announcer-producer. KPO engineer Jim Summers has just become father of a seven-pound baby girl. Departures from KPO are Hal Wolf, off for duty as a first lieutenant of Marines, and Bill Roddy, joining the Catalina Maritime Service Schools. Both are announcers.

WHTH, Hartford Times station, presented June 15 a 45-minute forum, "The United Nations in War and Peace," with Hilary A. St. George Saunders, author of the novel "Combined Operations," Henry C. Cassidy, AP Moscow correspondent, and Henri Fast, assistant commissioner of Information for Belgium. Former Lieut.-Gov. Odell Shepard was moderator with Common Pleas Judge Thomas J. Molloy presiding.

James Cassidy, WLW, Cincinnati, special events directors, and his assistant, Gordon Graham, are to broadcast a special program June 19 in a salute to Huntington, West Va. for its contribution to the war effort.

WKNY, Kingston, N. Y., has replaced the Saugerties Hour and the Hudson Hour with the Rosendale Hour, Tuesdays, under the direction of R. C. O'Brien, radio commentator, and the Woodstock Hour, directed by Mrs. Louise Bolton, Thursdays.

New Jersey State Good Will Commission is now presenting on WPAT, Paterson, a new weekly series every Wednesday evening as a medium for mutual understanding of civic affairs, featuring addresses by mayors of various towns, other government officials and prominent citizens. The Southern Sons Quartet, who made their debut on WBT, Charlotte, will be featured now Monday evenings at the WPAT microphone.

Ralph Berton conductor of WBNX, New York, "Jazz University of the Air," in addition to his war production job, lectures on modern music at Steinway Hall each Friday night. WBNX brings to the microphone each Monday afternoon Kilda Frisk, the only woman announcer in Norway up to the time of the Nazi invasion. Miss Frisk fills the "Norwegian Notes" program.

Delmar Bradley, better known to her "Dear Public" fans as "Brad," WAPI, Birmingham, Ala., believes that she is the first to have a student nurse sworn in on

the air. "Brad" and Mrs. I. L. Kitts of Lt.-Col. Kitts and Jefferson County chairman for the American Red Cross ran a series of Student Nurse programs climaxed by observance of Florence Nightingale's birthday. With the cooperation of R. A. Martinson, director of the School Music, WAPI, has inaugurated a new summer series of programs, "Sunday Morning Youth Festival."

Art Ford of WNEW's, New York "Milkman's Matinee," has just completed transcribing a series of interviews with 20th-Fox's screen celebrities, amongst whom are Calumet, Miranda, Roddy McDowall, L. Bari, Ann Rutherford, Sir Cedric Hardwicke and Virginia Gilmour, part of a free service to local stations throughout the country. Frank Luther, Decca recording star is to be the guest of Kathryn Grant on her "News Thru a Woman's Ear" program WNEW, Friday, June 18. Jerry Jaffe joins the WNEW announcing staff on general and news broadcasts. Anne Salerno replaces Marion Radcliffe as assistant on WNEW publicity department.

During the intermission of the Newark double-header at Newark Stadium June 12, WAAT, Newark, carrying a play-by-play description for Ruppert Broadcasting Company, interviewed four winners of the Newark Star-Ledger Marbles Tournament and presented them with bonds as prizes. Paul Brenner, moderator of WAAT's "Requestfully Yours" program, emceed June 16 a war rally at the Newark East Side Commercial and Technical High School after a "no commanding" plea by the students.

Zella Drake Harper has returned to WIBG, Philadelphia, in a new series of morning programs featuring fashions, cooking, etc. in addition to "newsy" chatter with her announcer Roy Neal. Marie Fisher has been added to the WIBG program department. Flavius Jankauskas joined the WIBG engineering staff.

Stokowski Schedules Five En Route To Mexico City

Leopold Stokowski, co-conductor of the NBC Symphony orchestra will conduct five concerts on the West Coast before proceeding to Mexico City to conduct the Mexican State Orchestra.

Stokowski will direct four Los Angeles high school orchestras and Hollywood Bowl concert, the latter in the benefit of Russian War Relief. Following his Mexico City concerts, he will visit Guatemala and Salvador before returning to California for an all-Russian program in San Francisco.

The maestro is writing a book on the folk music and art music of American republics and will use his summer travels to gather additional material.

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

June 17

Joan Benny Irving Black
Sammy Fain Red Foley
Grace Gibson Joe Haigh



RADIO DAILY

The National Daily Newspaper of Commercial Radio and Television



VOL. 23, NO. 56

NEW YORK, N. Y., FRIDAY, JUNE 18, 1943

TEN CENTS

NAB Sets Labor Status

Candidate Definition Sought By Code Group

Petition to reinstate the July 1, 1938 version of FCC Regulation 3.422, narrowing down the definition of "legally qualified candidate" is being studied by a special subcommittee of the NAB Code Compliance Committee for presentation to the FCC very soon. Change was recommended by the NAB and is fairly well drawn up. Approval by the code committee will be the green light for submitting the petition, matter having been approved by NAB Board already. Committee is anxious to dispose of the subject as

(Continued on Page 2)

Service Men's Disk Org. Gets \$4,900 From Ascap

Ascap yesterday turned over a check for \$4,966.46 to the Armed Forces Master Records, Inc., the organization which is supplying men in the Service with recorded libraries of classical music. The check represents the proceeds from the Rachmaninoff Memorial Concert which the

(Continued on Page 2)

Schutter Candy Renews Col. Stoopnagle On CBS

Schutter Candy Co. yesterday announced it has signed for its second renewal of "Colonel Stoopnagle's Stooperoos" on CBS, effective July 11. Schutter Candy made its debut as a radio advertiser January 10, 1943, when it launched "Colonel Stoopnagle's Stooperoos" on Columbia. The first renewal was in April.

For Schutter's candies, the comedy

(Continued on Page 2)

Remote Control

KWTO, Springfield, Mo., NBC affiliate, was responsible for the capture of five Italian prisoners of war who escaped from the Camp Clark, Mo., stockade recently. Missouri State Highway Patrol headquarters released bulletins through KWTO-KGBX. A farmer, hearing the newscasts, telephoned the authorities and subsequent capture was completed.

Nix!

San Francisco—Plan by KGO-Blue to send listeners of Maj. Gen. Paul B. Malone, U.S.A., retired, his predictions on the state of military affairs six months hence, has been flatly turned down by the War Department. Reply received by KGO was to the effect that the General's predictions, owing to his military experience, might be too nearly correct to permit widespread dissemination.

Blue's May War Shows Exceeded 124 Hours

Blue Network contributed a total of 124 hours and 48 minutes to the war effort in May, an increase of 74 per cent over the contribution in May, 1942, when the figure was 71 hours and 43 minutes. Sustaining time devoted in May, 1943, was 95 hours and 55 minutes and sponsored time, 28 hours and 53 minutes. In addition, six hours and 33 minutes local time were devoted by WJZ locally.

Permanent-Wave Concern Starts Spot Drive On 103

Inaugurating a new nationwide radio campaign to promote the sale of Movie Wave (permanent-wave home application kit) Hassenstein Co., Hollywood, has started this week on a list of 103 stations. Five and 15-minute programs, three, six and 12 times weekly are being scheduled;

(Continued on Page 8)

House Action Probable Today On OWI Radio Appropriation

FCC Grants Extension For WALB's Hearing

Washington Bureau, RADIO DAILY
Washington—Commissioner Wakefield, acting for the FCC, has granted the motion of WALB, Albany, Ga., for an extension of time until July 6 for the correction of the testimony of C. C. Tounsley, station manager. Tounsley testified at length during

(Continued on Page 2)

Not Controversial Issue In Radio Field But Time Buying Is Held Problem For Individual Station

Garey Still Planning Some Public Sessions

Washington Bureau, RADIO DAILY
Washington—Eugene L. Garey, counsel for the Cox Committee investigating the FCC, said yesterday that he still expects to throw several sessions of the Committee's hearings open to the public this month. Chairman E. E. Cox had predicted at the beginning of this month that there would be public sessions by this time,

(Continued on Page 6)

New Belgian Recordings Offered 785 Stations

New transcription being offered 785 radio stations throughout this country by the Belgian Information Center, here, is composed of six different Belgian folks songs. Four outlets in the New York area are airing the program. They are WNYC, WBNX, WEVD and WQXR.

Public Relations Committee Completes Meeting Agenda

Washington Bureau, RADIO DAILY
Washington—The NAB Public Relations Committee will meet next Wednesday and Thursday at the Palmer House, Chicago. A highlight

(Continued on Page 3)

Labor organizations per se are not controversial issues for broadcast purposes, but whether or not they may buy time is still a matter for station managements to determine on the basis of the commercial and the entertainment value of the program proposed. This is the understanding reached yesterday, after a two-day conference between the NAB Code Compliance Committee and the Radio Committee of National Council on Freedom from Censorship, held here at the Hotel Roosevelt, Wednesday and Thursday. Therefore, there

(Continued on Page 6)

Angell-Menser Set To Open N. U. Course

Dr. James Rowland Angell, NBC Public Service Counselor, and Clarence L. Menser, vice-president in charge of programs, will open the first- and second-day sessions respectively of the second annual NBC-Northwestern University Summer Radio Institute, which will be held

(Continued on Page 3)

Chicago AFRA Claim Goes To Arbitration

Chicago—First arbitration case heard here involving an AFRA artist has been conducted this week, Hy Faine, executive secretary of AFRA revealed yesterday. The case involves

(Continued on Page 2)

Finds Old MS

Montreal—Discovery of a 200-year-old manuscript of a selection for harpsichord composed by Karl Philipp Emanuel Bach, second son of the great Johann Sebastian Bach, has been revealed here by Dr. J. S. Thomson, general manager of CBC. The score was found by a woman interested in music in a pile of junk which had been delivered to the Salvation Army.

(Continued on Page 5)



Vol. 23, No. 56 Fri., June 18, 1943 Price 10 Cts.

JOHN W. ALICOATE : : : Publisher

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

Published daily except Saturdays, Sundays and Holidays at 1501 Broadway, New York, N. Y., by Radio Daily Corp. J. W. Alicoate, President and Publisher; Donald M. Messer-eau, Treasurer and General Manager; Chester B. Bahn, Vice-President; Charles A. Alicoate, Secretary. Terms (Post free) United States outside of Greater New York, one year, \$10; foreign, year, \$15. Subscriber should remit with order. Address all communications to RADIO DAILY, 1501 Broadway, New York, N. Y. Phone Wisconsin 7-6336, 7-6337, 7-6338. Chicago, Ill.—Frank Burke, Suite 1800-A, Merchandise Mart, Phone Delaware 4950. Hollywood, Calif.—Ralph Wilk, 6425 Hollywood Blvd. Phone Granite 6607.

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

FINANCIAL

(Thursday, June 17)

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., Stewart-Warner, Westinghouse, Zenith Radio, Nat. Union Radio.

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

KENO Joins Blue

KENO, Las Vegas, Nevada, has become affiliated with the Blue Network as a bonus station to the Mountain Group, bringing the total number of Blue affiliates to 158. Owned by the Nevada Broadcasting Company, KENO operates full time with 250 watts power on a frequency of 1,400 kilocycles. Maxwell Kelch is the manager.

Marks 100th Performance

The one hundredth performance of "Answering You," transatlantic forum, will be celebrated Sunday, June 20, during the 5-5:30 p.m. airing via Mutual. Session will feature eye witnesses of the war, such as newspaper correspondents, on "Reporting the War."

THIS LITTLE BUDGET WENT TO WORL BOSTON MASS.



Coming and Going

CLARENCE L. MENSER, vice-president of NBC in charge of programs, left yesterday for Chicago, where he will address the NBC-Northwestern Summer Radio Institute.

MAJ. EDWARD A. DAVIES, vice-president in charge of sales for WIP, Philadelphia, was here yesterday for conferences with the New York representatives of the station.

GEORGE W. DOWDY, president of WAYS, Charlotte, N. C., left town last night following a call at the headquarters of the Blue Network.

CECIL D. MASTIN, general manager of WNBK, Columbia affiliate in Binghamton, N. Y., in town for a few days on station and network business.

STORRS HAYNES, director of radio for Compton Advertising, Inc., has returned from the West Coast, where "Truth or Consequences" has just completed its bond selling tour.

W. G. LINSSELL, BBC representative in Colombia, is spending a few days in New York on his way back to South America. He arrived from London this week.

DON SEARLE, manager of KGO, San Francisco, and BOB WESSON, publicity and sales promotion manager of the station, in Los Angeles this week conferring with Don E. Gilman and other executives of the Blue Network's western division.

MARJORIE RIORDAN and LON McALLISTER, film stars who arrived from the West Coast today for the premiere of "Stage Door Canteen," will be interviewed this afternoon on Stella Unger's program over the Blue Network.

Ray Linton Returning To Station Rep Biz

Ray Linton, who for the past two years has been a station manager, is back in his old line, the national rep business. Linton is an old-timer in the radio field, having been with the old WIBO when it carried NBC. He went from there to WBBM and later joined Gregg, Blair & Spight (now John Blair & Co.), station reps. In 1934 he founded his own national rep firm, which he operated until 1939, when he sold out and went to South America.

Linton has long been an advocate of the short list of stations and his plan is to represent only a few stations that have the possible volume to warrant concentrated effort on the part of the representative.

He will move to New York within the next thirty days, leaving the Chicago office in charge of a man to be named later.

Chicago AFRA Claim Goes To Arbitration

A CBS announcer whom AFRA claims should have received commercial fees on a Socony news broadcast last year. Professor Harry O. Taft, assistant Dean of Law at De Paul University was AFRA's board selection and CBS chose Frank K. Bowden, a local attorney. The third member of the arbitration board selected by the other two members was Judge Quilici of Municipal Court. Boards findings are expected to be announced some time next week.

JIMMY DORSEY and the members of his orchestra are in Chicago, where they open tonight for a two-weeks engagement at the Chicago Theater. They finished a week at the Michigan, Detroit, last night.

E. E. HILL, managing director of WTAG, in town from Worcester for a call at CBS and for talks with the station reps. Departed last night.

KATE SMITH, TED COLLINS and other members of their program company are in Newport, R. I., for the broadcasting of tonight's Variety Hour from the U. S. Navy Training Station.

LIONEL HAMPTON and his orchestra have returned to New York for an engagement of one week at Loew's State Theater.

MAJ. BRUCE BARRINGTON, formerly news editor and director of special events for KXOK, St. Louis, and now an officer in the Coast Artillery, visited the station this week while on furlough.

WILLIAM C. ALCORN, general manager of WBNX, left yesterday for a vacation of one month at his home in Sturgis, Mich. William I. Moore will be in charge at the station during his absence.

HAROLD F. OXLEY, manager for Jimmie Lunceford, off for a stay at his summer home on Cape Cod.

WALTER J. DAMM, vice-president and general manager of WTMJ, Milwaukee, in New York this week on station and network business.

EVERETT DILLARD, of K49KC, Kansas City FM outlet, has left for Chicago, after having been here for about a week on business.

Service Men's Disk Org. Gets \$4,900 From Ascap

Society sponsored June 1, at Carnegie Hall, in behalf of the Armed Forces Master Records, Inc.

The New York Philharmonic-Symphony Orchestra played under the direction of Howard Barlow and Frank Black. Fritz Kreisler, violinist, James Melton, radio, opera and concert star, and Sergeant Eugene List, American pianist now with the Army, were the featured soloist on the program. Deems Taylor, President of the Society, was master of ceremonies.

Schutter Candy Renews Col. Stoopnagle On CBS

quiz show is carried by 41 CBS stations Sunday afternoons from 1:45 to 2:00 EWT. Participants in the broadcast quiz are selected from the studio audience. Feature of the program is that, Stoopnagle selects his winners from contestants having the most incorrect answers. Agency handling the account is Roche, Williams & Cunnyngham Inc.

FCC Grants Extension For WALB's Hearing

the hearings on the stations application for frequency shift, license renewal and voluntary assignment of the license. The Commission also extended to July 17, the limit for filing by WALB of its proposed findings of fact and conclusion in the case.

Candidate Definition Sought By Code Group

(Continued from Page 1) readily as possible inasmuch as the 1943 election campaigns are just around the corner.

The previous FCC rules for broadcast candidates by candidates for public office as in effect July 1, 1938, provided:

Sec. 3.421 GENERAL REQUIREMENTS—No station licensee is required to permit the use of its facilities by any legally qualified candidate for public office, but if any licensee shall permit any such candidate to use its facilities, it shall afford equal opportunity to all other such candidates for that office to use such facilities, provided that such licensee shall have no power of censorship over the material broadcast by any such candidate.

Sec. 3.422 DEFINITIONS—The following definitions shall apply for the purposes of Section 3.421:

(a) "A legally qualified candidate" means any person who has met all the requirements prescribed by local, state, or federal authority as a candidate for the office which he seeks, whether it be municipal, county, state or national, to be determined according to the applicable local laws.

(b) "Other candidates for that office" means all other legally qualified candidates for the same public office.

The following definitions which were put into effect by the FCC November 21, 1941, are considered conforming and open to serious and fundamental objections by NAB:

"Sec. 3.422 DEFINITIONS—A 'legally qualified candidate' means any person who has publicly announced that he is a candidate for nomination by a convention of a political party or for nomination or election in primary, special, or general election, municipal, county, state or national, and who meets the qualifications prescribed by the applicable laws to hold the office for which he is a candidate, so that he may be voted for by the electorate directly or by means of delegates or electors, and who

"(a) has qualified for a place on the ballot or

"(b) is eligible under the applicable law to be voted for by sticker, by writing in his name on the ballot, or other method, and (1) has been duly nominated by a political party which is commonly known and regarded as such, or (2) makes a substantial showing that he is a bona fide candidate for nomination or office, as the case may be."

Sub-committee handling this matter consists of Lee B. Wailes, manager of the Westinghouse stations William S. Hedges, NBC, and Jar Schimek, CBS.

Steve Ellis To WOR

Steve Ellis, special events director and announcer at WFAT, Paterson, N. J., will take over the all-night record show, "Moonlight Swing Time" on WOR. Jerry Lawrence had piloted the show, and more recently, Ed Fitzgerald handled it.

Advertisement for 'AMERICA AT WAR' series by Sales Features Co. featuring a patriotic program series with inspiring talk by nationally prominent speakers.

Angell-Menser Set To Open N. U. Course

(Continued from Page 1)

in Evanston, Ill., from June 21 through July 31.

Dr. Angell will open the Institute Monday, June 21, with a dinner address before 133 enrolled students, Northwestern faculty members and departmental heads from NBC's Chicago headquarters.

In Tuesday night, Menser inaugurates the six-lecture series of seminars with a talk on "Problems of Network Programming." Seminars are open to the public.

Enrollment reveals that students from 32 states will attend the Institute. Nine will come from New York and six from Wisconsin. Nineteen registrants are associated with radio stations.

John S. Haber

John S. Haber of New York City, vice-president of Philco International Corporation, died Wednesday in Havana, Cuba, of peritonitis following an emergency operation for acute appendicitis. He was 46 years old. Haber had been in Mexico City and proceeded from there to Havana, where he was stricken shortly after his arrival. On receiving word of his illness, Mrs. Haber hurried to Havana and was there when he died. Haber formerly was vice-president of American Steel Export Co.

The deceased is survived by his wife, Lucille; two children, John R. and Joyce Bette Haber, and a sister, Anne Haber.

NEW PROGRAMS—IDEAS

All-Femme Feature

"Among Us Girls," a new program featured on WAPI, Birmingham, starring Clo McAlpin at the organ, Marjorie Dennis, songstress, Louise Holloway, "femcee," and invited feminine guests, is based upon subjects of interest to women, such as rationing, oddities in the news about women, women's activities in the war, etc. The program is paced by lively chatter and interludes of popular music from Monday through Friday mornings for 15 minutes.

Since the subjects are of varied interest, commercial copy can be woven in for any product sold to women. The WAPI show is available for three strips of announcement participation or full sponsorship.

WAPI reports that after each program the telephone operators invariably receive calls from woman who remark that, since the starring trio enjoy "letting their hair down," that is what they have been waiting for as a relief from the melodramatic serials that usually predominate the morning schedules.

"To the Colors"

WMCA, New York, has scheduled a program in tribute to famous band-leaders now serving in the armed forces. Entitled "To The Colors" and broadcast from 11:45 p.m. to 12 midnight beginning Sunday, June 13, the program features the records of Claude Thornhill on Sunday, Artie Shaw on Tuesday and Glenn Miller on Saturday.

"Money in the Street"

"Money in the Street" is a "something new has been added" version of give-away programs. As practiced by WFIL, Philadelphia, under sponsorship of Baltimore Markets, program procedure is as follows: A dart is thrown at a large map of the Philadelphia area. WFIL staffman, Al Stevens, announces the street upon which the dart landed; for example, 2200 block, Lehigh Avenue. The first resident of this block to phone Stevens is adjudged the winner. Five dollars is allowed for each location selected by the dart. Should the allotted time pass without a return call from the given location, the prize money becomes cumulative on subsequent calls.

After two darts have been thrown, a number will be selected at random from the phone book, and, should the person called identify the program, a \$100 War Bond will be awarded.

"Child Evangelism Fellowship"

Kiddy programs in radio heard on WBYN every Saturday morning from 9:30-10:00 a.m., EWT are called the "Child Evangelism Fellowship," and as title indicates are programs especially designed to interest children in appreciation of religion and combat delinquency.

Clive Davis emcees the program which features juvenile entertainers, who sing, play instruments, dance and tell stories.

In a skillful manner, and apart from the usual method of selling religion, the program seeks to present a fresh and novel approach.

Public Relations Unit Completes Meet Sked

(Continued from Page 1)

The meeting will be the Wednesday luncheon at which James W. Irwin, assistant to the president, Monsanto Chemical Co., St. Louis, will speak on "Public Relations of the Broadcasting Industry." Chicago radio station managers will be committee guests at the luncheon.

Wednesday's sessions will be devoted to discussions of general policy, national and local.

The Supreme Court Network-FCC decision of May 10, 1943, will be the principal topic at Thursday morning's session, while internal organizational matters will round out the program Thursday afternoon.

The committee consists of Edgar Bill, WMBD, Peoria, Ill.; Lawrence W. McDowell, KFOX, Long Beach, Calif.; Craig Lawrence, KSO, Des Moines, Iowa; Kern Tips, KPRC, Houston, Texas; John F. Patt, WGAR, Cleveland; Leslie W. Joy, KYW, Philadelphia; Edgar H. Twamley, WBEN, Buffalo, N. Y.; Frank M. Russell, NBC; Dr. Frank Stanton, CBS, and Willard Egolf, NAB.

Neville Miller, NAB president, and Walt Dennis, NAB news bureau chief, also will attend.

Wedding Bells

Marriage is announced of Michael M. Sillerman and Estelle Levande of New York, which took place here on June 6, 1943. Sillerman, is President of the Keystone Broadcasting System. Miss Levande is a well-known microscopist.

IN 1943 - as in 1942 - WOR is carrying more spot business month after month than any station in Greater-New York*

Digging under the more obvious reasons for WOR's popularity with America's smart time-buyers, our sleuths conveniently boil the facts down to these: (a) WOR conscientiously drives your message deep into the minds of hundreds of thousands of men, women and children in 16 of America's most war-active,

industrial cities of more than 100,000 people each. (b) WOR is today—and has been for months—attracting 10 to 15% more listeners than it did in 1942. (c) The spending power of the people in the great area covered by WOR has increased 19% in the past 12 to 15 months.

* according to an analysis of National Radio Records

—that power-full station

WOR

MEMBER OF THE MUTUAL BROADCASTING SYSTEM



Los Angeles

By RALPH WILK

BING CROSBY returned to Kraft Music Hall festivities Thursday (17), after a walloping War Bond drive for Uncle Sam on the East Coast. He introduced songs from his latest Paramount picture, "Dixie." Eddie Bracken was the guest star of the evening. John Scott Trotter and his orchestra, the Music Maids, Ken Carpenter and "Ukie" completed the talent lineup for the program.

Upton Close, Mutual Don Lee commentator, heard Sundays 3:30 p.m., PWT, is a national officer of the newly founded "American War Dads." Close has three sons in the service.

An Army fighter plane which crashed in the residential section of North Hollywood last week completely wrecked the house a few doors from Comedienne Cass Daley's home. Cass, working in her garden, narrowly escaped being hit by bits of the wreckage.

Columbia has bought two Walton Goldman numbers for use in its pictures. Songs, both written by Johnny Marvin, are "Some One," which has been recorded by Judy Canova for Columbia's Records and by Tex Ritter for Capital, and "Rose of the Alamo."

When Blue Network star Victor Borge opened at Ciro's (10th), Blue Network commentator Frances Scully, was on hand to cover the event. On her "Speaking of Glamour" program last Sunday, Miss Scully described the gala affair, which most of Hollywood attended.

Frank Parker, famous radio tenor, was starred with David Broekman's orchestra in a program of popular music in the "Treasury Star Parade" service, Saturday (12), over KFI. The program included "You'd Be So Nice to Come Home To," "Nightingale" and "Begin the Beguine."

The Burns and Allen radio show will cut short its usual summer lay-off of 13 weeks and take only an eight-week respite from the mike.

Colonel Hunter and the boys in the Second Army extended a personal invitation to Upton Close to come to Nashville to review their summer maneuvers. The invitation came accompanied by a clever caricature of Mr. Close at the microphone drawn by some of the boys.

Songstress Anita on the "Tommy Riggs and Betty Lou" show will soon be able to sing to her own accompaniment. The dark-haired songstress is devoting her spare time to "brush-up" piano lessons.

Manilla To Compton

James N. Manilla has joined the Radio Department of Compton Advertising, Inc., as program supervisor, it was announced yesterday. Before joining the Compton organization Manilla was affiliated with the G. E. FM station in Schenectady, and had worked for NBC and the Yale Drama School. In his present spot he will work in association with Corlis Wilbur new head of Compton's daytime radio programs.



Reporter At Large . . . !

● ● ● Bea Wain (though contract not yet signed) will be on the "Lucky Strike Hit Parade" for 13 weeks, starting July 31. . . This is to give Joan Edwards the opportunity of preparing a welcome for Sir Stork. . . There was method to Charlie Martin's use of musicals on recent "Philip Morris Playhouse" programs. . . a survey has unearthed the fact that though the production of musical shows is lower in cost than dramatic programs, the rating of the "Playhouse" had upped 2.5 per cent. . . which is why it's a safe bet that Martin will broadcast nothing but musicals for that ciggie sponsor. . . Axel Gruenberg, who now has two Filmoguls bidding for his services as director, namely David Selznick and Buddy DeSylva, may trek west soon. . . for he's re-signed as director of the NBC show "Light of the World" and Basil Loughran will take over next Monday. . . the second time this show has been under his direction. . . Basil's place as director on the CBS Grape Nuts program, "Love and Learn" will be assumed by Oliver Barbour. . . Xavier Cugat, leaves for the coast at the end of the month. . . during his sojourn there he'll again take up the NBCamel baton, starting with the July 29 program, will be featured in Columbia's flicker, "Tropicana," starring Mae West and about the middle of August, will move over to the Metro lot to start work on the first picture of a five-year contract. . . si si, Cugat, do-dat.



● ● ● Max Marcin will take a three-month vacation in Mexico City after July 4, another writer will script the "Crime Doctor" on CBSundays until Marcin returns in the Fall. . . Gracie Fields, who leaves soon to spend her vacation at home in England, will return in September to resume her Pall Mall Ciggie program on the Blue. . . Henry Jaffe, formerly with WKNY, Kingston, N. Y., is now announcing over WNEW. . . Radio actor Ian Martin, husband of Inge Adams, will be inducted into the Army Wednesday. . . Ed (Archie) Gardner, has rewarded his top gag-writer, Abe Burrows, appointing him associate producer of "Duffy's Tavern". . . Johnny, the Philip Morris Call Boy, must visit a throat specialist every week to see that his voice doesn't change. . . it's in his contract. . . The theme song of the new CBSeries "Calling America," was composed by Maestro Victor Bay. . . music was written to "I Hear America Singing," the poem written by Walt Whitman.



● ● ● Dorothy Lamour's success as a War Bond saleswoman, has earned her the title of "Mary Pickford of World War II". . . Radio directors are perking up their ears to the distinctive voice of a newcomer, Anna Karen, who is also easy on the eyes. . . Mike Vallon, barrister-manager of Woody Herman, will be in uniform week from today. . . Both Columbia and Republic Pictures are interested in the serial rights to the MBSHow, "Highway Patrol". . . Andrews Sisters will gesticulate on "Cresta Blanca" June 30. . . they'll be harmonizing at the Paramount then. . . Jimmie Lunceford's manager Harold F. Oxley, has purchased a 46-foot fishing trawler named the Sapho. . . maybe he's serious about this "Izzak Walton stuff". . . Jess Kirkpatrick, former All-American left half back on the U. of Illinois team, now announcer for MBS, has been termed the "lad with the most typical American face". . . Ed Gruskin, co-author of Mutual's "Nick Carter" series, has had his appendectomy removed. . . Ray Milland and Claudette Colbert, Paramount luminaries, are headed east. . . both will make appearances at the mike, Milland, definitely slated to "meet the elite" at Duffy's Tavern, June 29. . . Martin Starr, United Artist Radio contact man, will toss a few orchids at Sol Lesser's "Stage Door Canteen," via Gotham stations, during the few days prior to the flicker's premiere next Thursday at the Capitol. . . Ray Kelly, NBC eastern production head, has appointed Garnet Garrison as one of his assistants.



—Remember Pearl Harbor—

Chicago

By FRANK BURKE

"YANKEE DOODLE AUCTION," a broadcast during which merchandise is sold to persons in the State Theater, Gary, Ind., for the highest bids in War Bonds, has been launched on WIND from 9:30-10 p.m., each Monday. Dick Baker is the emcee and the program is sponsored by Henry C. Lytton & Sons, who donate the merchandise.

Director Fred Jacky and the Choir basso, Arwin Schweig, of NBC's "Hymns Of All Churches," will receive master degrees in music in absentia at Northwestern University's 85th annual commencement. Jacky and Schweig won't be on hand for the sheepskins because of radio work.

Consensus of opinion here is that Hildegarde's debut as emcee of the new "Beat the Band" show on NBC Tuesday night didn't measure up to the job done by Garry Moore and Ted Weems band with the same show under another sponsorship from Chicago last year.

Rumored that Chicago "Sun's" "Soundo" show will cut to one-half hour weekly on WBBM starting next Monday due to the limitation on sound effects available for scripting. Show has been on a five-week schedule at 10:45 p.m.

A. E. Hooper, auditor for WIND-WJJD, is spending his vacation visiting his daughter who is an officer in the WAACS stationed at Fort Benning, Ga.

Beginning Wednesday, June 23, WBBM-CBS's "Forty Chicagoans" will be heard from 11:05-11:30 p.m., over the full CBS network. Previously the show was heard locally from 11:15-11:30 p.m.

Charlie Garland, Mayor of Des Plaines and assistant commercial manager at WBBM, is heading a committee sponsoring an OCD Victory Ball at Des Plaines next week.

Fahey Flynn, former WBBM announcer, is getting a commission in the Navy after serving two weeks as an enlisted man.

Duffy Schwartz, formerly of the WBBM program department, taking an OWI short course in Washington, prior to assuming a post with OWI in the midwest.

Rumored that Russ Morgan's band will pull out of the Edgewater Beach Hotel because of differences with the hotel management. Morgan was reported some months ago as having a "for the duration" contract at the hotel.

WBNX NEW YORK

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

5000 WATTS Directional OVER METROPOLITAN NEW YORK

With the Colors!

BOB TOMB, salesman of WCAE, Albany, reported this week in Los Angeles for duty as Lieut. (j.g.) in the Corps.

ALL STROTHMAN, who began his broadcasting career with KGVO, Miss. Mont., in 1940, has been assigned to special duty with the Army.

ADL HEISLER, former WOKO, New York, merchandising and now a Navy photographer, came on furlough and appeared in the "Variety Club Canteen" air over WOKO on June 7.

WILLIAM ANDERSON, assistant in presentation division of the CBS station department, joined the staff on June 11.

MOOSE FOWLKES, the "Al Ross" around the Breakfast Table, Baltimore, enters the Army June 21.

Ent-Pool Conference Set For N. Y. July 14

Continuations Committee of the National Conference of the Entertainment Industry For War Activities, meeting last night at UTWAC headquarters, voted to hold a major conference in New York on July 14 and invited James Sauter, executive director of UTWAC, as a committee of arrangement for an appropriate place for the gathering. Jack Miller, representing the American Guild of Variety Artists, attended last night's confab. Invitations to attend the coming conference were mailed to representative of 60 of the country's outstanding entertainment organizations. The committee voted to convene on Thursday night between now and July 14.

Man in AFM Board Member

Norman D. Kenin, president of the Portland, Oregon, local of the AFM, has been made a member of the board of directors of the American Federation of Musicians. He takes the place of Rex Riccardi, of the Philadelphia local, who has been appointed assistant to James C. Petrillo, president. AFM regulations do not permit a presidential assistant to sit on the Board.

House Action Probable Today On OWI Radio Appropriation

(Continued from Page 1)

Six hours of general debate yesterday contained relatively few references to OWI, with most of the talk concerning BEW, OPA, and OCD, whose budgets are also included in the War Agencies Appropriations Bill.

Effect of the impending cuts on OWI radio operations cannot be predicted, although every effort will be made to keep them running at as close to their present pace as possible. There is a possibility that the domestic bureau will not suffer as great a cut as 40 per cent, since it appears now that Director Elmer Davis may virtually eliminate the motion picture bureau and perhaps one or two other departments of the domestic branch.

Davis Lauds Bureau

Until these decisions are made—and that will not be before passage of the bill by both houses of Congress—there is no definite word as to how the radio bureau will fare with its reduced funds. The agency asked for over \$811,000 for the 1944 fiscal year, but will almost certainly have to get along with less than the \$612,000 available to it for the last year, ending this month.

"I think the radio bureau has been very effective, and I think it has done an excellent job on a comparatively small appropriation," Director Elmer Davis said yesterday, adding that "we don't know what we have got to cut until we see what finally Congress allows us. The radio bureau has done a swell job and I would like to continue with it uncut if I can. I dislike to cut anything."

From the language of the appropriation committee report, Davis continued, he surmises that the committee expects cuts in motion pictures, radio and the field service. "I don't think that is a mandamus" he added, "It is a recommendation, and the extent to which we followed it might affect the committee next year." He made it plain that the last thing he intends to curtail sharply is the news bureau.

Expects to Be "Hampered"

Asked if the cuts will, in effect, "make OWI merely a conduit to the media for spreading information" Davis said he was not certain it would have that effect, but "we certainly are going to be hampered in everything else we do."

Davis also struck back at Senator Robert A. Taft and Rep. Dewey Short for their criticism of his Monday speech at the Boston convention of the American Newspaper Guild. He charged that they took sentences from the speech of context to distort the meaning.

However the radio bureau fares, it is unlikely that there will be any serious curtailment of the network allocation plan, although there is cause for worry concerning the transcription service and the "Uncle Sam" series now undergoing considerable revision.

Davis came in for considerable criticism on the House floor, being called

a "total failure as an administrator" by his long-time foe, John Taber of New York, ranking Republican of the Appropriations Committee.

Appropriations Committee Chairman Clarence Cannon said when reporting the bill that some of the early criticism of OWI may have been justified but the agency is today "rendering indispensable service." He said the overseas branch is beating the enemy at its own propaganda game. The overseas branch, said Celler, is going a "magnificent job" and he pointed to OWI's part in "softening up" the natives of Algeria and Morocco. The agency is rendering a similar service in the Balkans and Italy today, he added.

Cellec Attacked

Replying to a previous remark of Celler concerning Republicans in OWI, Rep. J. William Ditter, Pennsylvania Republican, charged that Celler was "getting from under OWI by laying the baby on our doorstep."

Rep. John Lesinski, concluding a bitter attack on the overseas branch and the Soviet Union, suggested that OWI be abolished and its functions be given the State Department. The work would be more efficient, he said, and suggested that the funds saved might be used to sponsor an Americanization campaign through country newspapers and other rural media—presumably including small radio stations.

NEW BUSINESS

WCBI, Columbus, Miss.; The Kellogg Company, thru Kenyon & Eckhardt, Inc., "Superman," five times per week (quarter hours); Swift & Company Refinery, Memphis, Tenn., 100 spot anns., placed direct; James Forbes Tea & Coffee Company, St. Louis, Mo., 300 spot anns., placed direct; Plough, Inc., 11 spots weekly (in addition to contract running) 52 weeks (Lake, Spiro, Shurman, Inc.), Memphis, Tenn.; Gulf, Mobile and Ohio Railroad Company Mobile, Ala., 21 spot anns., placed direct; Columbus Ice Company, daily spot anns. for three months, placed direct; R. B. Semler, Inc., thru Erwin, Wasey & Company, three quarter-hours weekly of Gabriel Heatter's news commentaries, contract to run for 52 weeks.

KPAC To McGillvra

KPAC, Port Arthur, Texas, has appointed Joseph Hershey McGillvra, exclusive representative in the U. S. effective immediately. Station is owned and operated by Port Arthur College; president is Carl Vaughn and general manager is Glen Hewitt. KPAC is affiliated with Mutual.

Leo T. Heatley

Leo T. Heatley, 48, copy editor of the press information department of CBS, died late yesterday afternoon. Funeral services will be held 9 a.m. Monday at the Plaza Funeral Home, 40 W. 58th Street, followed by a requiem mass at St. Anastasia Roman Catholic Church.

1943 SUMMER RADIO WORKSHOP

July 6-August 13, 1943

New York University's Summer Radio Workshop, taught by professionals from the radio industry, under the personal direction of Robert J. Landry, Director of Program Writing for the Columbia Broadcasting System, will appeal especially to radio station staff who wish a broader experience.

Courses in script writing, production and direction, radio news and publicity, music programming, lectures by outstanding radio personalities, studio practice in acting, control room direction, behind-the-scenes acquaintance with big-time radio, with emphasis in 1943 session on wartime problems of programming.

Faculty includes: Earle L. McGill, famous CBS producer and director; Leon Goldstein, Director, News and Special Features, WMCA; Murray Dyer, CBS School of the Air; Burton Paulu, Manager, WLB; Luella Hoskins, Radio Department, New York University.

For Bulletin RW giving full information, address:

Division of General Education

NEW YORK UNIVERSITY

100 WASHINGTON SQUARE EAST, NEW YORK 3, N. Y.

NAB Sees Labor Orgs As Station Problems

(Continued from Page 1)

will be no revisions of the code at this time.

The question of the right of labor to participate as a commercial entity was the major issue confronting the Code Committee. Labor had kicked up a storm over the amendment, placing membership solicitations among the controversial subjects, which the Code Committee adopted at the Chicago conference two months ago. Meeting was held to explore the code, and interpret it in light of the six specific questions which had been posed a few weeks back by the committee representing labor and organized groups.

Two Major Points Cited

Committee for NCFCC discussed the matter with the NAB reps at yesterday's and today's luncheon sessions. Broadcasters pointed out two major premises—one, that the code is simply advisory to the industry, and likewise any action of the NAB Code Compliance Committee; two, that there is nothing in the code which bars labor unions from buying time if their scripts do not violate regulations covering controversial issues.

Visiting committee acknowledged the controversial nature of membership solicitation, and in a statement issued by the chairman Thomas R. Carskadon, Chief Education Department Twentieth Century Fund, admitted the present code is not specifically hostile but that much was to be desired. Text of the statement follows:

Opportunities Now Offered

"The NAB Code as now written provides ample opportunity for labor and other organized groups to get on the air. No changes are recommended. The basic principles of broadcasting are adequate to insure labor's representation. The application of these principles presents the only difficulty, for it involves the definition of controversial subjects and acceptance of program material by local station management. Our Committee intends to advise labor and other organizations of their opportunities for broadcast privileges and how to take better advantage of them. At the same time we shall continue to work with NAB, particularly through the Program Managers' Executive Committee to improve understanding."

Special Bulletin in Preparation

Admitted that a vast educational program was needed both among station managements and organized groups to achieve a meeting of the minds on the subject of labor and commercial radio. NAB is issuing a special bulletin on the proceedings of this two-day conference.

The pointed questions asked by the Committee in letter form several weeks ago went unanswered specifically at the conference, because "local conditions at each station would determine the reply."

☆ ☆ GUEST-ING ☆ ☆

WILLIE HOWARD, on Jerry Cooper's "Keep Ahead" variety show, today (WOR-Mutual, 7:30 p.m.).

JOE MCCARTHY, manager of the New York Yankees, on Bill Stern's "Colgate Sports Newsreel," today (WEAF-NBC, 10:30 p.m.).

GINGER ROGERS, on Groucho Marx's "Blue Ribbon Town," tomorrow (WABC-CBS, 10:15 p.m.).

GYPSY ROSE LEE, on the Ellery Queen program, tomorrow (WEAF-NBC, 7:30 p.m.).

ARA GERALD, of "Young Widder Brown," and ETHEL INTROPIDI, of "Portia Faces Life," on "Nellie Revell Presents," tomorrow (WEAF-NBC, 10:30 a.m.).

ELMER DAVIS, director of the OWI; SEN. ROBERT A. TAFT, Ohio Republican; JOHN FOSTER DULLES, chairman of the Commission to Study the Bases of a Just and Durable Peace of the Federal Council of the Churches of Christ in America, and JAMES T. SHOTWELL, chairman of the Commission to Study the Organization of Peace, discussing "United Nations," on "For This We Fight," tomorrow (WEAF-NBC, 7 p.m.).

JOHN SPEES, FRANCIS D. AFFLERBACH, ROLAND E. LIPTON LOUISE MARCOLINA, JULIA FERKO and AMNERIS LORENZON, the men from the Army and the women from the Navy, on the Sanderson-Crumit quiz program, tomorrow (WABC-CBS, 8 p.m.).

MAJ. GEN. NORMAN T. KIRK, Surgeon General of the U. S. Army; MAE THOMPSON, president of the Chemical Workers Union Local 23241, and PVT. ROLAND SAMNER, on "Labor for Victory," Sunday (WEAF-NBC, 1:15 p.m.).

RED SKELTON, on the Paul Whiteman program, Sunday (WEAF-NBC, 8 p.m.).

BEA WAIN, on the "Chamber Music Society of Lower Basin Street," Sunday (WJZ-Blue Network, 9:15 p.m.).

REP. ALBERT A. GORE, of Tennessee; DR. O. GLENN SAXON, president of the Pennsylvania Economy League; DR. LOUIS M. HACKER, of New York University, and SEN. ROBERT A. TAFT, of Ohio, discussing "Can We Head Off Serious Inflation," on "Wake Up, America," Sunday (WJZ-Blue Network, 3:15 p.m.).

SEN. BURTON K. WHEELER, discussing "How Should the United States Co-Operate in the Post-War World," on the "People's Platform" program tomorrow (WABC-CBS, 6:15 p.m.).

PATSY SMITH, 18-year-old life-guard at Long Beach; EDDIE DAVIS, of Leon & Eddie's, and HOPE EMERSON, comedienne, on "Talley Time," tomorrow (WJZ-Blue Network, 10:15 p.m.).

MARJORIE RIORDAN, on the "Saturday Night Bondwagon," tomorrow (WOR-Mutual, 10:15 p.m.).

BETTY WASON, author of "Miracle in Hellas," and LORNA LINDSLEY, author of "War Is People," on "Of Men and Books," tomorrow (WABC-CBS, 3 p.m.).

REAR ADMIRAL HOWARD L. VICKERY, deputy administrator of the War Shipping Administration and vice-chairman of the Maritime Commission, and MAJ. DALE SAVAGE, expert on amphibious operations, on "We, the People," Sunday (WABC-CBS, 7:30 p.m.).

TITO GUIZAR, tenor, on the "Brazilian Parade," tomorrow (WOR-Mutual, 4:30 p.m.).

DUKE ELLINGTON, on the "Million Dollar Band" program, tomorrow (WEAF-NBC, 10 p.m.).

BERTRAND RUSSELL, LEE SIMONSON and JOHN ANDERSON, on "Invitation to Learning," Sunday (WABC-CBS, 11:30 a.m.).

KARL T. COMPTON, president of Massachusetts Institute of Technology; WILLIAM E. WICKENDEN, president of Case School of Applied Science; HENRY T. HEALD, president of Illinois Institute of Technology, and OVID W. ESHBACH, Dean of Northwestern University Technological Institute, discussing "What America Asks of the Engineer," on the "Reviewing Stand," Sunday (WOR-Mutual, 12 noon).

SEN. STYLES BRIDGES, MAURICE KARKER, REP. ROBERT A. GRANT, S. C. ALLYN and SCOTT RUSSELL, discussing "Taking Profiteering Out of War," on Theodore Granik's "American Forum of the Air," Sunday (WOR-Mutual 8 p.m.).

RAY NOBLE, band leader and composer, on the "Fitch Bandwagon," Sunday (WEAF-NBC, 7:30 p.m.).

GOVERNORS LEVERETT SALTONSTALL of Massachusetts, HERBERT O'CONNOR of Maryland, MELVILLE BROUGHTON of North Carolina and JOHN BRICKER of Ohio, on the "University of Chicago Round Table," Sunday (WEAF-NBC, 1:30 p.m.).

REV. THEOFANE MCGUIRE, C.P., editor of "The Sign," on Columbia's "Church of the Air" Sunday (WABC-CBS, 1 p.m.).

LEO DUROCHER, manager of the Brooklyn Dodgers, on Fred Allen's "Texaco Star Theater," Sunday (WABC-CBS, 9:30 p.m.).

Garey Still Planning Some Public Sessions

(Continued from Page 1)

but his estimate was revised backward after further discussion with Garey.

The sessions will deal with the specific aspect of the inquiry, it has been intimated by both Cox and Garey, but they have not revealed what the subject will be. Cox is known to be convinced however, the sessions will make front page news over the country. Garey denies rumors that the Committee is preparing to ask for additional funds at this time, although he admitted the possibility that a supplemental appropriation may be requested before an inquiry is completed. The Committee received \$60,000 when the investigation began, in February, and now has a staff of 18—several of whom are paid only by the day and work only one or two days a month, and at least one of whom works without compensation. In addition to the personnel, the expenses for travel and the preparing of transcripts is believed to have been large, and it has been reported that additional funds would be asked.

Some Opposition Expected

It is believed in some quarters that the Committee has decided to open hearings in order to show that the work done merits additional funds. Whether it will be able to obtain these funds is difficult to predict, though Cox has not lost the friendship of the powerful House leader who have been behind him all along. The House has been put on the spot by all the circumstances surrounding his appointment to head the investigating Committee and several members are certain to oppose the granting of any additional funds.

House members are becoming aware of the embarrassing situation the activities have placed them in, and several members of the House Judiciary Committee decided recently that the only course for them was to ask Cox to resign from the committee. He is believed to have refused. It was reported also on reliable authority that Cox was to be asked to resign from Congress, but no member of the Committee will confirm the report.

Embarrassment Evident

That his colleagues are embarrassed, however, was evident from the statement of a Congressman who recently took the House floor to attack the FCC. Admitting his personal regard for Cox, this Congressman told RADIO DAILY he had decided not to tell Cox in advance of the speech contemplated, because he feared Cox might question him during the address in such a manner as to arouse suspicion that the Georgian had helped this member and was working with him on the matter.

Wallenstein Anniversary

Alfred Wallenstein, WOR's musical director, will celebrate his 10th anniversary with the station Sunday June 20, during his latest program "Music For An Hour."

TO HIT 'EM H-A-R-D-E-R

We've all
got to Raise
our Sights!



THE year 1943 promises to be the grimmest, hardest year this country has ever faced. Every effort, and every dollar of national income not absolutely needed for existence, should go into war work and War Bonds.

In the Pay Roll Savings Plan, America finds a potent weapon for the winning of the war—and one of the soundest guarantees of the preservation of the American way of life!

Today about 30,000,000 wage earners, in 175,000 plants, are buying War Bonds at the rate of nearly half a billion dollars a month. *Great as this sum is, it is not enough!* For the more dollars made available now, the fewer the lives laid down on the bloody roads to Berlin and Tokio!

You've undoubtedly got a Pay Roll Savings Plan in your own plant. But how long is it since you last checked up on its progress? *If it now shows only about 10% of the gross payroll going into War Bonds, it needs jacking up!*

This is a *continuing* effort—and it needs *continual* at-

tention and *continual* stimulation to get fullest results.

You can well afford to give this matter your close personal attention! The actual case histories of thousands of plants prove that the successful working out of a Pay Roll Savings Plan gives labor and management a common interest that almost inevitably results in better mutual understanding and better labor relations.

Minor misunderstandings and wage disputes become fewer. Production usually increases, and company spirit soars. And it goes without saying that workers with substantial savings are usually far more satisfied and more dependable.

And one thing more, these War Bonds are not only going to help win the war, they are also going to do much to close the dangerous inflationary gap, and help prevent post-war depression. The time and effort *you* now put in in selling War Bonds and teaching your workers to save, rather than to spend, will be richly repaid many times over—now and when the war is won.

You've done your bit  Now do your best!

This space is a contribution to victory today and sound business tomorrow by RADIO DAILY



Coast-to-Coast



WVOV, New York, through a special arrangement with the Mayor's Committee for the Bronx Terminal Market, will relay exclusive information on late food shipments and market prices every morning at 7:45. Peggy Lloyd will be at the wire.

Jimmy Scribner's one man show, while making a personal appearance on the stage of the Earle theater in the nation's capital, will broadcast "The Johnson Family" from WOL, Washington, D. C.

The Carey Salt Company has signed with KLZ, Denver, for a series of instrumental and vocal music three times a week by "The Tall Timber Boys."

WINS, New York, will again feature the Barry Sisters in "This Is Our Cause," June 27, on "Bundles for America." The girls will also be heard on the Army Air Forces program on WMCA, New York, produced by former Radio Daily staffer, Lieut. Norman Weiser.

William Juengst, radio columnist of the Brooklyn "Daily Eagle," will be Kathryn Craven's guest June 21, WNEW, New York, discussing the activities of a day-by-day column.

WKNY, Kingston, N. Y. will introduce Friday evening five recent college graduates to present a dissertation on "Youth Faces a War World."

Miss Dorothea Hassler, formerly associated with Dey Brothers department store, Syracuse, has joined the sales staff of WWNY, Watertown, N. Y. The Army Day celebration of the St. Joseph Lead Co. was broadcast over WWNY from Edwards, N. Y. with Station Manager Tommy Martin handling the program.

1943
BIRTHDAYS

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

June 18

Ernie Adams	Ray Bauduc
Clayton Collyer	Alma Graef
William R. Goodhart	Russ Hodges
Kay Kyser	David Miller

Jack Ross

June 19

Emil Coleman	Gwen Davies
Andy Donnelly	Alden Edkins
Martin Gabel	Charlotte Harriman
Guy Lombardo	Diskson McCoy
Woods Moore	Mildred Murray
Virginia Payne	Ed Thorgersen

Maurice Zimm

June 20

Matthew D. Crowley	Ginger Grey
Joseph A. Feintuch	Bob Howard
Kenny Stevens	

William Budde, auditor of KWK, St. Louis, received an award of merit from the Red Cross for his work in the recent war fund campaign. Ruth Prawl, new to radio, has joined the staff of KWK's receptionists. V. E. Carmichael, general sales manager of KWK, was all smiles the other day as he shot his second hole-in-one.

WEVD, New York, tomorrow, broadcasts a special program from Carnegie Hall, commemorating the resistance of the Jewish population in Warsaw, featuring addresses by prominent personalities, amongst whom will be Polish Ambassador Jan Ciechanowski, Paul Muni, star of stage and screen; Dr. Stephen S. Wise, president of the American Jewish Congress, and others.

"Our Children," a WCKY, Cincinnati, series featuring Nancy Prentice, has been contracted by George B. Jacobs, president of Rollman & Sons Company, for Monday, Wednesday and Friday afternoon broadcasts. George Moore, WCKY salesstaffer, completed the deal. WCKY will entertain the visiting delegates and members of the National Editorial Association during their war-time conference Friday through Sunday.

Jack Allen, new to radio, has been added to the KOY, Phoenix, Ariz., sales force as an apprentice. A single cylinder "Spring Cycle" is now part of the mobile equipment of KOY. Ed Rasmussen, formerly with the sales department of WOKO, Albany, N. Y., has joined the KOY sales staff. Jos. Gregori, Episcopal minister there, has been added as an alternate Spanish announcer and interpreter.

Elaine Livingstone, senior at the University of Pennsylvania, and Joseph Novetsky, graduate of North Catholic high school, have joined the newsstaff of WCAU, Philadelphia. Stan Broza, WCAU program director, has been discharged from the Germantown Hospital and is now recuperating at his home in Wayne, Pa. He is expected to return shortly. Craig Stewart has joined the WCAU announcing staff.

WNYC, New York, will interview Greg Rice, champion long distance runner, and Cornelius "Warmerdam, champion pole vaulter, Friday evening, June 18, on the weekly sports program, "Sports for New Yorkers." Mike Jablons will ask the questions. The annual Police-Fire baseball game will be broadcast Sunday, June 20, over WNYC with Mel Allen at the microphone.

WELL, New Haven, carried the Flag Day message of Governor Raymond E. Baldwin, who was introduced by Mayor John Murphy, Patrick J. Goode, Postmaster of New Haven, and president of the City Broadcasting Corp., was one of the committee for arrangements on the New Haven Elks Wartime Program commemorating the birth of "Old Glory," June 14.

WNAC, Boston, introduced Dorothy Crandall on the Department of Agriculture's New England Radio News Service. Miss Crandall, who broadcast over WTAG, Worcester, and WEIM, Fitchburg, will report regularly marketing and consumer information service and spot news on agriculture.

WMCA, New York, beginning July 3, will broadcast the concerts of the City Amateur Symphony Orchestra from the Central Park Mall, under the direction of Judge Leopold Prince. The concerts will feature instrumental and vocal soloists.

WTOL's, Toledo, "Navy Send-off Breakfast," celebrates its first birthday. Sponsored by leading Toledo industrialists and manufacturers, the program has aided in recruiting volunteers for the Navy.

Charles W. Hamp, pianist and singer, has resumed with KHJ, Los Angeles, to fill a Wednesday and Friday evening musical interlude.

After serving six years on the staff of WHK, Cleveland, Carl Mark will leave June 20. He will be replaced by Russel B. Wise, usually heard on the Richmond Newscast. "Mutual Goes Calling," originating from WHK, has been selected by OWI for transcriptions for overseas broadcasts to United States possessions and some foreign countries.

Adele McCarty is the new continuity director for WBT, Charlotte, replacing Kay Owsley Glass, who resigned to join her husband, 2nd Lieut. Thomas Glass, stationed at Camp Davis, N. C. Audrey Summers, former secretary to W. McGregor Parker, WBT sales promotion manager, will fill the vacancy created by Miss McCarty's appointment.

When Eleanor Parmer, was program manager at WTAG, Worcester, leaves June 26, David H. Harris, program production manager, will assume her duties. Herb Edman, who has been ill for the past three months, has returned to the announcing staff.

Kenneth Bennett, control engineer at WHCU, Ithaca, expressed his delight in a parody that his name is not "Bob," as all six relief operators, Short, Trousdale, Sailor, Baker, Seldon and Hughes answer to the name of "Bob."

May Bradshaw Hays' absence from the air on WICC, Bridgeport, Wednesday, was due to a special broadcast by Mme. Chiang Kai-Shek. The Fairfield County Council of Religious Education opens its third season on WICC with a new summer series, Sunday morning, June 20, under the direction of Margaret O'Dell of New Canaan.

Christopher T. Emmet, Journalist and lecturer, will substitute for Morris Paris on the WEVD, New York, "Freedom House Topics" for the summer months.

Milton H. Heidrich, for the past six years an employee in the press department, reports for duty at Camp Grant, Ill., this end. He is being replaced in the press department by his wife.

WGAC, Augusta, Ga., engineering is now headed by John Lyon, formerly with WIS, Columbia, S. C.

George Riley, comedy lead of the Gilmore Furlough Funshow, has been set to make personal appearance with the Republic picture, "The Up," in which he plays the lead comedy role, at Santa Barbara Beach, Riverside and San Diego, starting June 24.

Permanent-Wave Concert Starts Spot Drive On

(Continued from Page 1)

Northwest Radio Advertising Co., Seattle, is placing the business. The following stations are included:

WJAG, KGHL, WPEN, WBLW, KOWH, WMFD, WBCA, WCOA, WRWL, KOB, WTAR, WCFL, WLOL, KTHK, WKY, WCKY, WCOP, KPO, WMIN, WTCN, WCLE, WPDQ, WSVA, WEBC, WEBQ, KINY, KX, WPIC, CKLW, WHK, WLW, WRNL, WEW, WEGO, KXA, WTAR, WTRY, WCSC, WWA, WIZE, WDBJ, WIBA, WTAG, WBB, WBAL, WWDC, WMEX, WWCPO, WKNE, KFEQ, WKEV, WDAY, WPRO, WSPR, WMT, WKRC, KIT, WKO, WFAA, KYA, WPAT, WTMA, WSB, KSEI, KVI, KWHAS, KDYL, WEEU, WHIS, KRK, KRKD, KTFI, WNAB, KTHK, WHKC, KMMJ, WHAM, WMAM, WNB, KWFT, KARK, WINS, WDW, WHO, KUJ, KFYR and WRVA.

"Dr. Christian" Acct. Adds 8 CBS Stations

The Chesebrough Manufacturing Co., has added eight CBS stations to the "Dr. Christian" network, bringing the total of stations carrying the program to 124. The stations added, recently affiliated Columbia outlets are: WWNY-Watertown, WFM Frederick, WLBC-Muncie, WJL Beckley, WSOY-Decatur, WTA Springfield, Ill., WDAN-Danville, WDWs-Champaign.

Chesebrough made its debut on the Columbia network in November, 1942 with "Dr. Christian," then a Sunday afternoon dramatic feature, and later shifted to its present Wednesday evening time from 8:30 to 8:55 E.W. with a rebroadcast at 11:30 p.m., E.W.

For Chesebrough Vaseline Preparations, the dramatic program features Jean Hersholt in the title role, the doctor of a small American town. Agency handling the account: McCann-Erickson, Inc.



RADIO DAILY

The National Daily Newspaper of Commercial Radio and Television



VOL. 23, NO. 57

NEW YORK, N. Y., MONDAY, JUNE 21, 1943

TEN CENTS

OWI Pins Hope On Senate

Laud Femme Workers In Radio's War Effort

Washington Bureau, RADIO DAILY

Washington—The influx of women into broadcasting, radio equipment manufacturing and other aspects of the communications picture was described over the week-end by the OWI in a lengthy story complimenting feminine participation in radio's war drive. Women are turning out intricate radio equipment and teaching soldiers how to use it, and, as all broadcasters know, there is hardly a station job which isn't being competently filled by women.

The proportion of women employed (Continued on Page 3)

Buy More War Bonds and Stamps

Special Hooper Survey Being Prepared For WLW

Extensive advertising and promotion campaign is being readied by WLW, Cincinnati, on the basis of a special coincidental audience survey prepared for the Crosley outlet by C. E. Hooper. Robert E. Dunville, Crosley vice-president and assistant general manager of the broadcasting division, announced that the project is (Continued on Page 2)

Buy More War Bonds and Stamps

Rep. Short Chides Davis For Grabbing 4 Networks

Washington Bureau, RADIO DAILY
Washington—Rep. Dewey Short, Congressional critic of Elmer Davis and the OWI, returned to the attack Friday with a charge that Davis has "commandeered" all four national networks in order to overcome the "inadequacy" of radio newscasters. The Missouri Republican repeated his (Continued on Page 2)

Too Fast

Phillips H. Lord, when preparing his "Counterspy" script for June 21 on WJZ (Blue), Africa, Pantelleria, Lampedusa and Minosa fell to the United Nations much more quickly than he could complete a script on either subject. Feeling the war was moving too fast for him, he decided to have his assistant check the news and "write in" a current "battle action" locale.

Solved

Two small stations, far apart, this week received plaudits from industrial organizations which, via classified ads on those stations, solved manpower shortages. Written tributes went to WHFC, Cicero, Ill., and WAAT, Newark, N. J., from the Pheoll Mfg. Co. and the National Tool & Mfg. Co., respectively.

CBC Revenue Gains; At \$5,000,000 Mark

Montreal—Revenue of the Canadian Broadcasting Corp. showed an increase the past year, Dr. J. S. Thomson, general manager of the CBS, reported yesterday to the House of Commons Radio Committee. Income from radio licenses was up by some \$216,000 and income from commercial operations increased by \$186,000, making the entire income almost \$5,000,000.

The Corporation now was entirely free of indebtedness and was able to (Continued on Page 7)

Buy More War Bonds and Stamps

CBS Offering Employees "Orientation" Course

Concentrated course of instruction in program orientation which CBS is offering its employees, will get underway today, with a first session at 5:30 p.m. conducted by Douglas Coulter, director of Broadcasts, lecturing on (Continued on Page 6)

Capital Circles Believe Upper Chamber Will Restore The Domestic Branch Voted Out By House On Friday

Washington Bureau, RADIO DAILY

Washington—Confidence that the Senate will restore the domestic branch of the OWI was expressed here Friday night after the House, through a surprise amendment by Rep. Joe Starnes of Alabama voted the agency out of existence by a margin of 218-114. This represents a vote by the full House.

The House vote, however, provides considerable fuel for Senate opponents of the agency to whittle down further the \$5,500,000 provided for the domestic branch in the House Appropriations Committee report; (Continued on Page 7)

Buy More War Bonds and Stamps

Sponsored Hours Up 12% Above Last Year

Sponsored network hours reported in a mid-June check-up show a gain of over 12 per cent when compared to that of last year at the same time. According to C. E. Hooper ratings, there are 72½ sponsored network hours between the 6 and 10:30 p.m. tabulations for this month. At the (Continued on Page 3)

Buy More War Bonds and Stamps

Annual Station Awards By Television Society

Institution of an annual award to the station which has made the most outstanding contribution to television program development during the (Continued on Page 5)

Only Kiddin'

Mayor LaGuardia made his special broadcast Friday, discussing the meat shortage. His comments ran a minute short of the allotted quarter-hour, whereupon WOR, one of the stations carrying the speech filled in with music. The tune, of all the tunes that might have been selected, was, "All That Meat and No Potatoes."

MBS Show Exchange With Mexican Network

Regular exchange of programs between Mutual Broadcasting System and Radio Mil, a chain of 36 outlets in the Republic of Mexico, has been arranged by contracts signed Friday. Joint announcement was made by Miller McClintock, president of MBS, and Antonio Rojas Villalba, vice- (Continued on Page 7)

Buy More War Bonds and Stamps

Kraft Signs "Music Hall" For Another Yr. On NBC

Chicago—Kraft Cheese Company of Chicago, has renewed the Kraft Music Hall, starring Bing Crosby, for 52-weeks on NBC effective July 22, it was announced over the week-end by Paul McCluer, sales manager for (Continued on Page 2)

Buy More War Bonds and Stamps

Webs And Stations Set For "Tribute To Russia"

Two networks and five independent stations in this area will participate in "Tribute to Russia Week" which opened yesterday, marking the second anniversary of the Nazi invasion of the Soviet Union. One of the net- (Continued on Page 5)

★ THE WEEK IN RADIO ★

... Chain Rules In Effect

By TOM FITZSIMMONS

WITH the new broadcast regulations officially placed in operation last Tuesday, chairman Fly of the FCC reiterated his oft-stated opinion that the rules will operate to the benefit of all concerned and criticized a previous statement of Neville Miller, president of the NAB, to the effect that the Commission's control over program content is now all-inclusive.

Seven electrical transcription companies affected by the Petrillo-AFM

recording ban joined in submitting the case for arbitration by the United States Conciliation Service of the Department of Labor... The Small-Market Stations Committee of the NAB met in Washington and in a strongly-worded statement called attention to the war-effort work being done by the offering of their facilities to the government gratis. A committee was named to confer with federal officials with the object of (Continued on Page 2)



THE WEEK IN RADIO

... Chain Rules In Effect

(Continued from Page 1)

Vol. 23, No. 57 Mon., June 21, 1943 Price 10 Cts.

JOHN W. ALICOATE : : : Publisher

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

Published daily except Saturdays, Sundays and Holidays at 1501 Broadway, New York, N. Y., by Radio Daily Corp. J. W. Alicoate, President and Publisher; Donald M. Mersereau, Treasurer and General Manager; Chester B. Bahn, Vice-President; Charles A. Alicoate, Secretary. Terms (Post free) United States outside of Greater New York, one year, \$10; foreign, year, \$15. Subscriber should remit with order. Address all communications to RADIO DAILY, 1501 Broadway, New York, N. Y. Phone Wisconsin 7-6336, 7-6337, 7-6338. Chicago, Ill.—Frank Burke, Suite 1800-A, Merchandise Mart, Phone Delaware 4950. Hollywood, Calif.—Ralph Wilk, 6425 Hollywood Blvd. Phone Granite 6607.

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

FINANCIAL

(June 18)

NEW YORK STOCK EXCHANGE

	High	Low	Close	Net Chg.
Am. Tel. & Tel.	152 3/4	152 1/4	152 3/8	- 3/8
CBS A	22 1/2	22 1/2	22 1/2	+ 1/4
CBS B	22 7/8	22 7/8	22 7/8	- 1/2
Crosley Corp.	20 1/2	20 1/2	20 1/2	- 1/2
Gen. Electric	38 1/4	37 1/2	37 5/8	- 3/8
Philco	24 1/4	24 1/8	24 1/4	- 1/8
RCA Common	10 7/8	10 3/4	10 7/8	- 1/8
RCA First Pfd.	68 1/2	68 1/2	68 1/2	+ 1/4
Stewart-Warner	13 1/2	13	13 1/2	..
Westinghouse	94	94	94	+ 1
Zenith Radio	32	32	32	..

NEW YORK CURB EXCHANGE

Hazeltine Corp.	31 1/4	31 1/4	31 1/4	+ 1/8
-----------------	--------	--------	--------	-------

OVER THE COUNTER

	Bid	Asked
Farnsworth Tel. & Rad.	8 3/4	9
Stromberg-Carlson	11 7/8	12 7/8
WCAD (Baltimore)	20	23
WJR (Detroit)	26	..

getting reciprocity in the form of paid advertising from firms mentioned on the cuff programs... Chairman Fly, replying, conceded that national advertising was the "obvious" solution to the economic problem faced by the smaller-market outlets.

Out of a conference between the Code Compliance Committee of the NAB and the Radio Committee of the National Council of Freedom from Censorship came an agreement that labor organizations, as such, should not be considered as controversial issues for broadcast purposes and that the individual station should be sole judge in selling time to such groups, weighing carefully the entertainment value of the program offered... Censorship policy of CBS was clarified in a detailed document sent by the network to H. V. Kaltenborn, in which the network stated as its object "the serving of the best interests of the public and not the particular points of view of the news analyst or the management of radio stations or networks."

The House Appropriations Committee voted to reduce the sums asked by the radio bureaus of the OWI and the CIAA, although the overseas bureau of the former agency is expected to have more funds for its work than it had last year. All agencies had asked for considerable boosts in their budgets. Argument on the matter in Congress was spirited and, at times, acrimonious. Criticism of the broadcasters who leased their short-wave facilities to the government was countered by an emphatic and impressive outline of the great value to the United Nations war effort which has resulted from

broadcasting over these international stations to Axis and Axis-dominated peoples.

William B. Lewis, assistant director of the domestic branch of the OWI, resigned the position which he had occupied since March. Elmer Davis, OWI director, paid tribute to the retiring executive but announced no successor.

A three-day conference to assist enlisted personnel in nearby military camps in building entertainment programs with their own material was held under the auspices of the personnel division of the Second Service Command under Capt. Hy Gardner. Outstanding artists of the radio industry attended and by precept and demonstration gave the soldiers a better understanding of the rudiments of entertainment.

Business held up well; Procter & Gamble renewed the major portion of its business on NBC and set a deal for an additional program to originate in Hollywood, International Silver, General Foods and Servel increased their time on CBS, Kreml Hair Tonic virtually tripled its hook-up on Mutual and "March of Time" renewed for another year over NBC.

National spot business is currently on the up-grade, according to National Radio Records, as is motion picture announcement volume, with Columbia and Paramount scheduling heavily in San Francisco and the latter producer planning a wide campaign for the forthcoming film, "For Whom the Bell Tolls."

After many a stormy session of the New York City Council, WNYC, the city's municipal station, emerged from the melee unscathed and will continue on the air as of yore.

COMING and GOING

PHILIP P. ALLEN, manager of the Tri-City Stations of Virginia, was in town from Lynchburg on Friday and visiting at the headquarters of the Blue Network.

WILLIAM D. MURDOCK, commercial manager of WTOP, Columbia's OGO station in Washington, D. C., returned to the Capital on Friday after having spent the major portion of the week in New York.

HARRY B. SHAW, sales manager of WSJ, Winston-Salem, N. C., is vacationing at Myrtle Beach, S. C.

MICHAEL BARKWAY, special news representative in the New York office of BBC, left over the week-end for Cincinnati, where he is now attending the convention of the National Educational Assn.

CAL KUHL, executive radio producer of the Biow Company, arrives in New York today. He is accompanied by his two daughters, TOKE and ANN.

WARREN HULL and HEDDA HOPPER, who are pinch-hitting for the vacationing Parks Johnsons at Mojave, Cal., for the broadcasting of tonight's program from the Marine Corps A Station.

JEAN HERSHOLT, returning to the West Coast, expects to arrive in Hollywood on Wednesday to resume his programs on CBS.

SAMMY KAYE, RED BARBER and the other members of the maestro's program entourage will broadcast Wednesday night's show from Detroit, Mich.

Carmichael Leaves NBC To Join Armed Forces

Resignation of Cecil K. Carmichael tendered some time ago to NBC, is now in effect. Carmichael who was assigned to special work in NBC's Sales Promotion division, came to NBC in 1942 to handle exploitation for WEAFL. Prior to that he was with WLW, WKRC and WBT.

Carmichael who sought once before to enter the service of Uncle Sam was turned down on account of eyesight not being up to snuff. While awaiting his call to the colors, the past week, he developed a first class case of mumps, but expects to be in shape for the army shortly.

Wedding Bells

Ann Dichtenmueller, secretary to E. J. DeGray, WBT, Charlotte, N. C., office manager, was married to Lt. Ralph E. Harkey, 5:30 p.m., June 5 at the Holy Comforter Episcopal Church in Charlotte.

Kraft Signs "Music Hall" For Another Yr. On NBC

(Continued from Page 1)

the central division of the network. The Kraft advertising account is handled by the J. Walter Thompson Co.

Air Mayor's Meat Report

Facing a critical shortage of meat this week, Mayor LaGuardia's report on the meat situation Friday was carried by WJZ, WOR, WHOM, WBYN, WNYC, WEVD and WBNX. Transcriptions of the mayor's report were played back on WHN at 7 p.m., WMCA at 8:35 p.m. and WNEW at 9:35 p.m.

Rep. Short Chides Davis For Grabbing 4 Networks

(Continued from Page 1)

charges that the OWI chief and many of the employees on his staff are left-wingers.

"The number of employees of OWI who have worked and written for radical magazines and newspapers in the past such as the "Daily Worker," the "New Masses" and "PM" would indicate that Mr. Davis has changed his status," said Short, "but not necessarily his views."

Short, replying to Davis' attack upon his earlier statement that the OWI chief has failed as OWI administrator, declared that Davis "obviously is not the man to coordinate the press and radio of the United States if he has come to the conclusion that they are incompetent. Apparently with this belief in mind, he has commandeered all four of the national networks once each week so that he can personally overcome the 'inadequacy' of the radio newscasters. And following the same pattern, he presumably would like to do the same thing with the press."

Special Hooper Survey Being Prepared For WLW

(Continued from Page 1)

the most comprehensive the station has undertaken.

Station's promotion department is preparing a series of cardboard mailing pieces based on the survey which consisted of 337,689 coincidental telephone calls, including 49,810 rural calls, made in 32 cities of WLW's primary area, including Cincinnati, Columbus, Dayton and Indianapolis, and 218 rural communities around them. Advertisements will be placed in trade papers in radio, advertising, drug and food fields. Mailing pieces will be distributed, almost simultaneously, to 3,000 advertising agencies and advertisers.

Presentation is prepared in two parts. The first part contains a summary of WLW station listening index for the 32 cities by periods of the day: morning, afternoon and evening. In the second part, urban audiences are represented by 15-minute daytime periods averaged Monday through Friday, and by 30-minute periods for individual evenings.

Laud Femme Workers In Radio's War Effort

(Continued from Page 1)

by one large broadcaster has risen to one-third and this includes important jobs such as personnel supervisor, commercial program manager and director of women's activities, said OWI. Another network boasts a feminine director of talks who has written a book on her radio experiences.

One Station All-Women

Both these records, however, are topped by that of an FM station in Boston, which for a time was run entirely by women. The technician was, and is, a Boston girl who has spent her professional life in electrical and radio work with an apprenticeship on the production line of a tube company and with an electrical display firm at the World's Fair. Her co-worker, who has now transferred to a large network affiliate, served as both announcer and program director and is a former New York actress. When her husband moved to Boston on war work she went along with him and was soon broadcasting six hours a day. The station's listeners were enthusiastic about her announcing and frequently wrote in to say so.

Youngster On Washington Station

A 22-year-old young woman is one of three feminine control operators in a Washington station. Coming from North Carolina, she was picked for the job because she had been a long distance telephone operator and had had the requisite geometry and trigonometry. She rotates six-hour shifts with the other two girls. Her masculine colleagues were somewhat resentful when she started in—observing and working on the easier shows—but this feeling had disappeared long before she earned her license and she is now accepted as a competent and enthusiastic control operator.

WMC Training Important

The importance of radio to the war effort is highlighted by the fact that since October, 1940, more than 30,000 men and women have been trained for radio work under WMC sponsorship. One of the women who took advantage of this training was an Arkansas housewife who attended a night course in radio operation and repair so that she could take over her husband's business and free him for military service or war work. Her husband handled both sales and repair work and even with the assistance of three employes had more work than he could take care of. She was reported planning to carry on just as he had, however.

Latest figures show women comprising over half the employes producing communications equipment. As is frequently the case with women war workers, this quality work turned out by these women, and their attendance, shows remarkable improvement when a close male relative or boy friend goes into the Army or into a war zone. Plant officials are generally enthusiastic about the work done by their women employes.

★ PROMOTION ★

Forum Controversy

WJR, Detroit, received a good share of publicity early this week when Maj. James H. Clark, speaker of the Ontario House of Representatives, guest of the WJR Round Table Forum featuring the annual cruise of the Detroit Board of Commerce to Mackinac Island, declared that "if a vote were taken tomorrow, between 40 and 45 per cent of the Canadians would vote for a political union with the United States." The statement was widely publicized in the London, Toronto and Windsor newspapers, claiming in their editorial columns that Maj. Clark "did not know what he was talking about."

When Maj. Clark was questioned later, he said that upon further investigation that at least 45 per cent of the Canadians would vote for a political union.

For Shut-Ins

"Circle B Dude Ranch," presentation of WNAX, Sioux City-Yankton, celebrates its second birthday June 26 with a record of 3,800 participating members. Program's permanent idea is to furnish sunshine for shut-ins and every member pledges, writes, or sends cards to shut-ins during the month. Proof of program's popularity is the fact that members are spread throughout 36 states and a feature of the birthday celebration will be the induction of the first English member writing from Liverpool, Patty Anne Rice, having heard of the work of Circle B from other shut-in friends.

Other features of the birthday party will be cutting of huge cake and distributing of presents by Betty Jean and Herb Howard, popular conductors of Circle B Dude Ranch.

WLW Plaque Honors Staff Men In Service

Cincinnati—Oak plaque honoring former WLW-WSAI employes now serving the armed forces, will be dedicated this week in the lobby of Crosley Square, station's headquarters. Dedicatory services will be broadcast. Among those participating will be Gov. John W. Bricker of Ohio; James D. Shouse, Crosley, vice-president in charge of broadcasting; John Cornell, announcer; Peter Grant, former WLW newscaster, and a color guard from Ft. Thomas, Ky. Names of 68 employes already are carved on the plaque which was designed by Frederic A. Williams.

Coffee Biz Up On WOR

As far as coffee accounts are concerned, WOR is ahead of itself now, when compared with pre-war and pre-rationing. Its two original accounts, Savarin and Martinson's which became casualties soon after coffee rationing went into effect, have since returned to the station. To get ahead, station has just added the Eppins-Smith account.

WHIO Time Donations

WHIO, Dayton, having given time to the City Employees Union and the City Commission to present their arguments on several civic questions, including discussion over deduction of union dues from the city payrolls, was highly complimented for its unselfishness in yielding its air time to an important civic controversy. Five minutes were given to the business manager of the union and five minutes to the city commission the following evening. Both broadcasts were widely publicized by the local newspapers.

AP Experiences

Designed as a promotional aid to stations affiliated with the PA news service using Associated Press news, Paul Girard, station relations manager of Press Association, Inc., has dramatized a one-minute series of transcriptions based on the experiences of Associated Press correspondents.

The series will be included in the shipment of promotional material sent to all stations when received on the PA radio wire.

Sponsored Hours Up 12% Above Last Year

(Continued from Page 1)

same time a year ago, the total was only 64½ representing an increase of more than 16 per cent.

Another observation is the trend toward half-hour shows first, quarter-hour shows second, and the trend away from full-hour productions. Last year, for the June 15 check-up there were six full-hour shows, and this year there are only two. However, half-hour shows jumped from last year's 77 to an 87 this year, and quarter-hour productions increased from 27 to 34. There are 124 shows in this year's ratings compared to the 112 last year representing an increase of better than 10 per cent.

Six Shows Listed

The two remaining 60-minute productions are the "Lux Radio Theater" on CBS, and the "Old Fashioned Revival" on Mutual. The Kay Kyser show is not included in the hour line-up because the survey takes in productions up to 10:30 p.m. only, in the EWT. The six shows of last year include these two, and four others—"Texaco Star Theater," "National Barn Dance," "Kraft Music Hall," and "Kate Smith."

PERFORMANCE

DEPENDS UPON
**ACCURATE
WORKMANSHIP**

EACH OF OUR DEPARTMENTS IS TRAINED
TO BE ACCURATE

**WEED
AND COMPANY**

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

accurate

Los Angeles

By RALPH WILK

DICK FORAN'S version of "Dixie" was highlight of "10-2-4 Ranch" musical get-together over KECA Wednesday (16). Foran also sang "Home Corral" and Martha Mears sang "Cesame Mucho." "Foghorn" Jones sang "One More River to Cross," and the Sons of the Pioneers featured "Saddle The Sun" and "Rainy Day."

"Pops" Whiteman delves into the vacationing-star list for his headliner on "Paul Whiteman Presents," next Sunday June 20 on NBC. Red Skelton, the guy who parlayed "I dood it" into top-flight ratings, will visit Whiteman, and song-star Dinah Shore along with Tommy Dorsey, illustrious Whiteman alumni, another guest of the star-studded half-hour.

Under the sponsorship banner of Arrowhead and Puritas Waters, Inc., Dick Joy adds another up-to-the-minute newscast to the extensive headline coverage of station KNX this week with a news strip, Mondays through Fridays, 1:25 to 1:30 p.m., PWT. The McCarty Company is the agency.

Jean Hersholt, star of the Columbia network's "Dr. Christian" series, will return to Hollywood for his broadcast of Wednesday, June 23. The "Dr. Christian" programs have originated in New York during recent weeks.

A month-long series of camp broadcasts will take Groucho Marx and the citizens of Columbia's "Blue Ribbon Town" to service bases throughout Southern California. Camp Elliot, U. S. Marine base near San Diego, will play host to the comedy crew Saturday (19).

Biography of Harry W. Flannery, CBS commentator, will be carried in the next issue of "Current Biography," for use in libraries and schools. The publication, issued monthly and annually, is restricted to prominent living persons.

Basch Radio Signs Sir Thomas Beecham

Basch Radio Productions have signed a contract with Sir Thomas Beecham calling for his services exclusively for radio. Program being offered by Basch Productions is called "Presenting Sir Thomas Beecham," and includes a symphonic orchestra and Lady Beecham who is known in musical circles as Betty Humby, a pianist in her own right.

The English composer-conductor will give his own interpretations to get "good music in listening range of everybody."

Sir Thomas has conducted the London Symphony, Philadelphia Orchestra, the Boston Symphony, the Metropolitan Opera Company Orchestra, the New York Philharmonic and records for Victor Recording Red Seal Artists.

At present he is on tour in Canada and will soon extend it to Mexico and the United States.



Memos Of An Innocent Bystander. . . !

● ● ● We think the following item rates the lead off spot in this pillar or any other for that matter, and you readers will agree that radio engineer Sid Pearlman, of KSO-KRNT, deserves this coast-to-coast Radiokay when not cutting transcriptions or monitoring the control board, Sid devotes his time to rehabilitate men, who through accidents, suffered injuries which handicapped them and arrested their usefulness in their vocations Sid, whenever possible, visits such cases, talks and teaches them facts on radio and thus far has succeeded in landing about a dozen of his "pupils" in the engineering departments of several radio stations; for instance, Elmore Balthis, a salesman, stricken by infantile paralysis, was Sid's first "patient" and after several months, was hired by Dave Sinclair as an operator at KVED; another, Russell Hughes, was added to the engineering staff at WDAY Glen Croy, handicapped since birth, is now working at WLEU Bob Brown, whose hands were caught in cornpicker is with WJTM, Joe Gering was placed at KTRI our purpose in running this story is three-fold first, was the radiokay to Pearlman secondly, to show there's plenty of sentiment and heart in Radio and lastly, with the decrease in manpower, due to the war, radio people, in various parts of the country, might seek to emulate Sid, find physically-handicapped cases, where intelligence and ambition can be utilized due to mutual advantage of both the rehabilitants and radio.



● ● ● George Hogan who is program announcer on the Martha Deane show, has been tapped on the shoulder by Uncle Sam his new theme song will be "Anchors Aweigh" We hear the "Betty Boop" gal, Mae Questel, will do the "Miss Duffy" role in the repeat show of "Duffy's Tavern" next Tuesday and that she will also take Shirley Booth's part in the flicker Carlton Kadell, announcer on the Jack Carson CBSoup program, works at Lockheed in the daytime Frank Crumit and Julia Sanderson have been renewed by Wessen Oil and Snow Drift for another 13 weeks respectively on CBS incidentally this pair of love-birds has been on the air since 1929 and their pianist-maestro, during their entire radio life, is Jack Shilkret It isn't generally known that Ted Cott's WEAFeature, "Sounding Board," is now heard over 57 NBC stations via transcriptions At the dinner to its staff musicians, tendered last Thursday by the Blue Network execs, Phil Carlin presented Ed Kobak with a "Legree" of Music a genuine horsewhip if you see a photo depicting the Blue vice-prexy cracking the whip over the kneeling figure of Earl Mullen, it's just a gag honest, it's just a gag, we tell you okay if yez wants ter t'ink we're pitchin' a coive Walt Framer, producer of Ed East's new WJZany "Ladies Be Seated," will write a new five time a week thriller for WOR Ed Jerome and Helene Freeman, regulars of the "Crime Doctor" cast, will be married next Saturday at Greenwich.



● ● ● Roxy audiences never suspected that Patricia Gilmore, the wife and star vocalist of Enric Madriguera, true to the traditions of "the show must go on," was singing with a broken heart at the news of her mother's death of a heart attack Five years ago, Ken Roberts, then an announcer for Mary Margaret McBride over WEA, confessed to M.M.Mc. on the air, that he had never seen real apple blossoms listeners still remember, and each year Roberts receives shipments of the colorful blooms We had to loan our pencil to Bob Hope several times so that he could satisfy autograph hounds who espied the comic in the NBC drug store, Friday we told Bob that when he was on the Coast, he might have gusted on "Take It Or Leave It" and would have been gifted with a "pen that's guaranteed, not for life, but Forever."

— Remember Pearl Harbor —

Chicago

By FRANK BURKE

JACK HILL, NBC producer for the last two years, has returned from a tour with the Bob Hope company and prepares immediately for transfer to NBC, New York. His success in Chicago has not yet been named.

Howard C. Lutgens, chief engineer of NBC central division, in New York on a business mission.

Joe Kelly, emcee on the "Qu Kids," leaves for McCardinal, on this week-end on a vacation trip.

Don Ameche and C. J. Murray Buffalo, reported in Chicago angling for a professional football franchise for Buffalo.

Tom Wallace, former Russell Seeds producer, has a new show, "G Blind Date," which he has tried successfully on KSOO, Sioux Falls, S. D., and is now being offered for network sponsorship. NBC's "Hymn of All Churches" choir directed by Fred Jacky, will appear at the American Hospital nurses commencement exercises at the people's church Chicago on June 30.

Nat Green, veteran Chicago editor of "Billboard," starts a week's vacation on Monday.

Announcement of the "Herald American's" renewal of the program "Turning the Pages" on WMAQ, has been made. New contract, effective July 4, features Betty Ames, mistress of ceremonies, and new comment by Ulmer Turner.

New Procter & Gamble Commercial scheduled as a replacement for "Lone Journey" has been named "Hollywood Theater of the Air," and will be heard over 51 NBC stations starting June 28 from 9:45-10 a.m. CWT. First movie adaptation to be dramatized will be "Bachelor Mother" starring Jane Wyman and will be followed by "Fifth Avenue Girl" with Ellen Drew in the lead.

Lieut. Bruce Dennis, of Navy public relations, gets a short vacation starting this week. Dennis was formerly WGN publicity director.

Bill Thompson of the "Fibb McGee and Molly" show arrives Chicago from the West Coast this week for a short vacation with the home folks.

W. E. Long, transcription producer entertaining their baker clients from all sections of the country at a conference in Chicago next week.

AMERICA AT WAR

A patriotic program series combining a finely dramatization with an inspiring talk by nationally prominent speakers. Cooperatively sponsored and we even sell it for you. Has already made good money for 25 radio stations. Write for details to Dan Searle.

SALES FEATURES CO.

1023 NO. 17TH ST. . . . OMAHA, NEBRASKA

GUEST-ING

RONALD COLMAN and **EDNA BEST**, in an adaptation of "In Which We Serve," on the "Lux Radio Theatre," today (WABC-CBS, 9 p.m.).

LILY PONS, on the Great Artists series of the "Telephone Hour," today (WEAF-NBC, 9 p.m.).

ELEANOR REICH, director of the Harriet Johnson Nursery School, discussing "Making Mealtime Fun," on "The Baby Institute," today (WJZ-Lue Network, 10:30 a.m.).

DEAN C. MILDRED THOMPSON of Vassar College, on "Information Please," today (WEAF-NBC, 10:30 a.m.).

BROCK PEMBERTON, theatrical producer; **DR. HARRY A. OVERTREET**, professor of philosophy at C.N.Y., and **REV. DR. LLOYD E. OSTER**, on A. L. Alexander's "Mediation Board," today (WOR-Mutual, 8:30 p.m.).

HAILA STODDARD, featured in "Tobacco Road," on "95 Minutes from Broadway," today (WABC-CBS, 12:05 a.m.).

LAWRENCE A. APPELY, executive director of the War Manpower Commission, on Theodore Granik's "Manpower, Ltd.," today (WOR-Mutual, 9:15 p.m.).

JULIE HAYDON, in an adaptation of "One Sunday Afternoon," on the "Romance" program, today (WABC-CBS, 11:30 p.m.).

CHARLES BOYER and **MARTHA SCOTT**, in an adaptation of "Back Street," on the program of the "Screen Guild Players," today (WABC-CBS, 10 p.m.).

Grew On WCKY Today

Cincinnati—Joseph Grew, former U. S. Ambassador to Japan, will be interviewed at 6 p.m. today on WCKY, Cincinnati. A portion of his Shubert Theater address will be aired at 10:30 p.m. tonight under auspices of the Hamilton County National Defense Council.

NEW PROGRAMS—IDEAS

Absentee-Safety Contest

Primarily created to curb absenteeism and to promote safety on the home front WEBR, Buffalo, will present the first in a series of Monday night broadcasts a \$1000 prize contest in cooperation with 60 of the Niagara Frontiers Industries. 11 prizes totaling \$500 will be awarded for the best suggestions curbing absenteeism and an equal number of prizes will be given to the best ways of promoting safety. The thirty-five minute program will be enhanced by live dramas, transcribed music, safety jingles, interviews with workers, speakers from the plant personnel departments and representatives of labor unions. Each week the co-operating firms will tack new posters on the bulletin boards, carrying also contest particulars.

Inter-American Goodwill

WTAG, Worcester, has inaugurated a series of "Let's Be Neighbors" programs, with scripts supplied by the Office of Coordinator of Inter-American Affairs, relating little-known facts about the sports, educational facilities, transportation, holidays, and architecture of the South and Central American countries. The five-minute Friday afternoon programs are interspersed with appropriate music.

Sports Paper for Services

Hyde Park Breweries, Inc., sponsors of play-by-play baseball on KXOK, St. Louis, are "publishing" a sports weekly for servicemen, encouraging the listeners to send the names and addresses to France Laux, KXOK sports announcer, who writes a weekly sports letter containing all the latest sports information. At present Laux has more than 17,000 servicemen on his mailing list.

Webs And Stations Set For "Tribute To Russia"

(Continued from Page 1)

works, Mutual, will present two special programs for the occasion. One will be a broadcast, Sunday, June 27, from the stadium at Randall's Island where in New York's tribute to Russia the main speaker will be Joseph E. Davies. The other, already reported in RADIO DAILY, June 16, will originate from the Hollywood Bowl June 22. CBS, this afternoon, will present Mrs. Eleanor Roosevelt at 3:30-3:45 p.m., as a member of the "Write to Russia" committee of Russian War Relief, from Hyde Park. Commemorative programs were arranged in cooperation with Russian War Relief Inc.

WINS presented two programs yesterday, one at 4:30-5 p.m., and the other at 6:15-6:30 p.m. The first was "This Is Our Cause," a dramatic and musical program with Doris Nolan, Norman Lloyd, Bert Lytell, Byron McGrath; Efim Vitis, tenor; Walter Preston's Fireside Singers with Soviet songs; Albert Rhys Williams, speaker.

Tomorrow, 8:15-8:30 p.m., WMCA will offer "Letter from Russia," drama and music with Peggy Wood and Frank Readick; new Soviet songs by Efim Vitis and Basil Fomeen; Leland Stowe, speaker. Earlier, 7:35-8 p.m., WNEW will offer "Russia Fights," a documentary on two years of war in the Soviet Union, high lighting blowing up of Dneiperstroy Dam, Stalingrad, Sevastopol, Leningrad, with Ralph Bellamy, Howard De Sylva, Hester Sondergaard; script material from Boris Voytekov's "Last Days of Sevastopol," Eve Merriam's "Secret of Stalingrad," Ralph Parker's "Epic of Leningrad." On Wednesday, June 23, WQXR, at 9-9:15 a.m., is presenting, for the occasion, Frances Corey's "Women and the War."

WPEN, Philadelphia, will carry the broadcast originating in Convention Hall, tomorrow evening 9-11 p.m. Project is a pageant wherein 1,000 per-

Annual Station Awards By Television Society

(Continued from Page 1)

year, and to the station which has made the best use of television as a public service will be made at Wednesday's meeting of the American Television Society at the Hotel Capitol, June 23 at 8:30 p.m. Election of officers, in addition to a general meeting and forum have been scheduled.

Announcement of the award system was made over the week-end by the Society. Selections will be made by general vote of the members of ATS. Plaques will be presented to the winning stations.

Scheduled to speak at the meeting are Robert B. Stone, program manager of WRGB, GE's station in Schenectady; Willard J. Purcell, chief engineer of GE broadcasting activities.

Nervine Extends Campaign

One-minute announcement campaign in behalf of Nervine and anti-pain pills which was to have ended last month, for a summer layoff, will be continued for the summer months by Miles Laboratories, Inc., over 124 stations on the Keystone chain. Wade Advertising Agency of Chicago, handling the account, has decided to modify the campaign, and put it on a 52-week basis.

Announcements are prepared under the title, "Miles Historical Almanac of the Air," and have been on the air since November 30, 1942. Miles also broadcasts "Lum 'n Abner" on KBS, and is using the wax web to promote Alka-Seltzer and One-a-Day Vitamins also.

sons will take part. William L. Batt, vice-chairman of the WPB will be the principal speaker. Others participating will be Margaret Webster, Shakespearean actress and director; Morris Carnovsky, star of "Counter-Attack," and Dean Dixon, symphony conductor. Chorus of 225 voices and an orchestra of 110 will be under the direction of Henry Elkan.

AGENCIES

MARK O'DEA, of O'Dea, Sheldon & Canaday, Inc., has disposed of his interest in the agency to J. F. Quick and L. C. McElroy, officers in the agency for many years. The organization will continue under the name of Sheldon, Quick & McElroy. O'Dea is director of public relations for the U. S. Maritime Commission and the War Shipping Administration. He will continue to give his time to that work.

ADVERTISING MEN'S POST of the American Legion, at its luncheon to be held today in the Hotel Lexington, will show a motion picture featuring the history of the Legion.

DARRELL B. LUCAS, professor of marketing at New York University, has been elected president of the Marketing Research Council, succeeding Elmo Roper.

'Met' Sponsorship Income \$136,000 For Past Season

Income through the sponsorship of the Saturday afternoon opera broadcasts by the Texaco Company on the Blue Network during the past season amounted to \$136,000, which is the third largest single income factor in the financial statement just released by the Metropolitan Opera Association, Inc., for the fiscal year ending May 31.

Though the financial statement shows the opera is still operating at a deficit, the operating deficit for the 1942-43 season is over eleven thousand dollars less. Deficit, as shown on statement of income and expenses is \$202,607.85. Last year it was \$214,374.39. Operating deficit, however, before real estate taxes and interest have been included, ran only to \$5,785.58. Incomes totalled \$1,804,746.40. Performing artists' salaries amounted to \$1,027,349.91. Other salaries and expenses brought the disbursements to \$1,810,531.98.

FACTS YOU SHOULD KNOW

North Central Broadcasting System is a WIRED network! (22 stations)

1000 leading independent retail drug stores merchandise and display all of NCBS advertiser's products in cooperation with us . . . 2000 leading retail food stores do the same. List available on request.

Phone us for rates or further details

North Central Broadcasting System, Inc.

JOHN W. BOLER, Pres.

In New York—Chicago—St. Paul
Lex. 2-6892—State 4214—Dale 6595

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

NEW BUSINESS

WOV, New York: Kerr's Butter Scotch Candy, thru Tracy-Locke-Dawson, N. Y., 10-minute programs, 78 times; Palumbo Cigars, direct, one-minute anns., 312 times; Brooklyn Academy of Music, Gunn-Mear, N. Y., half-minute anns., 6 times; Southern Cotton Oil Co., thru Tracy-Locke-Dawson, N. Y., 15-minute programs, 26 times; Southern Cotton Oil Co., thru Tracy-Locke-Dawson, N. Y., 5-minute programs, 26 times; True Story Magazine, thru Spector, N. Y., 5-minute programs, 26 times; B. Filippone (Macaroni) thru Filio Adv., N. Y., 5-minute programs, 936 times; Charm Kurl, thru Guenther Bradford, Chicago, 10-minute programs, 26 times; Stanback, thru Klinger Adv., N. Y., 10-minute programs, 312 times; Roma Wine, thru McCann-Erickson, N. Y., half-minute anns., 936 times; Paramount Pictures, thru Buchanan & Co., N. Y., half-minute anns., 26 times.

CBS Offering Employees "Orientation" Course

(Continued from Page 1)

"How a Program Gets on the Air."

Course is open to women, 4-Fs and men over 38. Approximately 175 persons have already applied for the course, but registration is being limited to 50. Selection will be via a screening test to be followed by an aptitude test. Only those who have intentions of trying to change their present positions will be selected.

For those who are not actually seeking new positions in the Program Department, chain will present a second course later. Lectures will be spread out over a longer period, and will be open to everyone within the organization.

Concentrated course will be held daily, Mondays through Fridays 5:30-7 p.m. One hour lectures will be followed by a question period. Students will be assigned to rehearsals and broadcasts. At the end of the course, tests will be given the students to determine the line of work for which each person might be considered. Net will provide further training for those who show marked ability. Lyman Bryson, director of the Post War Division, and Davidson Taylor, assistant director of broadcasts, are supervising the course. Lectures will be delivered by program execs and department heads.

Stork News

Stu Wilson, commentator and comedian of KHJ, Mutual Don Lee, is passing out cigars in celebration of the arrival of his new son in North Hollywood.

It's a girl at the Chuck Ostlers, arriving June 8. Her father is on the WLS, Chicago, engineering staff.

Ted Huston, WIBG, Philadelphia, announcer, was the first of the staff to announce the birth of boy Saturday, June 12.

WORDS AND MUSIC

By HERMAN PINCUS

DEFINITIONS and statistics has always played important roles in the course of events...in fact we once wrote a song, which Jack Mills published and which Vincent Lopez still uses on occasion, called "The Definition Song"...Bandleaders today, define swing music to the layman and comics try to estimate the number of jokes necessary to insure a high Crossley or Hooper for a given program...NBC has recently inaugurated a new program titled "Definitions"...all of which we chronicle herein, merely to introduce a few definitions and "behind the scenes" revelations by the producer of the CBStage Door Canteen program, Roger White... the maestro turned producer, defines a sustainer as "something you always seem to have" and a "commercial" "something your enemy always gets but doesn't deserve"... an arranger, adds Roger, is a guy who improves on Bach, Beethoven, Brahms and Berlin: a gag man is a six-letter word that starts with 'C', describing a person addicted to larceny; "static" is the word for the music or routine of a competitor; maestro, is the appellation every bandleader wishes his men would use in speaking of him, instead of @!b!z?— which is invariably used by his "faithfuls"... White still wants to see how the sound effects and monitor men will simulate such things as "a man swallowing the lump in his throat," or the sound of the lovelight in a man's eyes, when extinguished, the deafening tumult when the thermometer rises from 70 to 89 degrees...In closing, White reports that the French Horn is not French, the Bagpipe is not Scotch, and that American music is played on instruments totally of foreign origin... and all we wanted to ask Roger, when we stopped into his office, was a list of the guest stars he had lined up for future programs.

★ ★ ★

Walter Cassel The Metropolitan Opera Star and Mrs. Cassel, attended a recent performance of "The Ziegfeld Follies"...when Cassel roared at the "Carmen in a Zoot Suit" sequence, during the finale of the first act, his better half said, "they've certainly 'glamorized' that Opera...I wonder what they'll think of next?"...to which the Met Baritone replied, "Brunnhilde in a sweater, what else?"

★ ★ ★

Radiology: Eight years ago, Claire and Merna Barry, now heard on the "Gloom Dodgers" radio program, started duorioling for a sawbuck (not each, \$10.00 for the team)...last year the kids, aged 21 and 19 respectively, earned 40,000 'lettuce' leaves which ain't hay...Paul Roberts, heard with the "Townsmen," over Mutual, is secretly taking vocal lessons and will seek a September try-out with the Metropolitan Auditions of the Air...Enric Madriguera has been signed to make another Pathe movie short because his first effort, titled "Pan American Way" clicked at the b.o....second will bear the title "Sambassador of Good-Will"...They are telling of the moron who met a soldier just returned from the wars... "Where have you been?" asked the dope..."I've just returned from seeing Sumatra," answered the soldier..."No kiddin'," said the fool, "how did you like the way he sings "That Ol' Black Magic?"

★ ★ ★

Left hand on the keys: Robbins will publish "The Voice of A Rose" sub-titled "Mme. Chiang Waltz," composed by Edgar Leslie and Peter DeRose and dedicated to that distinguished Chinese stateswoman...Sidney Kornheiser has a swell score to work on in the numbers, "Kind'a Peculiar Brown," "If You Please" and "It's Always You," written by the "Moonlight Becomes You" writers, Jimmy Van Heusen and Johnny Burke for the Paramount picture "Dixie" starring Bing Crosby.

★ ★ ★

Johnny Long has been given an 'exclusive' on the new Jack Mills song, "Bring Me Back A Souvenir." The war song, was penned by Paul Cunningham and Leonard Whitcup, writers of "I Am An American"... "Bus" Davis, pianist-composer, who wrote several songs for the Broadway musical "New Faces" and authored the music for Princeton's last 4 triangle shows, opens Wednesday at Cafe Trowville, doubling at Spivry's.

—Be A Rational National—

With the Colors!

HARRY BUTLER, WHIO, Dayton, Ohio, announcer, has been commissioned an ensign in the Navy. He will be in Naval Aviation.

BOB DREXLER, announcer WSAB, Huntington, West Virginia, has joined the Naval Air Corps.

CHARLES BAXTER, leaves WTV Toledo, to join the U. S. Navy. Recently he was appointed Sohio reporter by Standard Oil (Ohio).

FELIX MEYER, former program director of the WFIL, Philadelphia, FM station, W53PH, has been removed from "Boot" training camp in the Navy to enter a special Classification School.

FRED WIETLING, former announcer for WIBG, Philadelphia, completed his training at Notre Dame and assume duty as an ensign in the Navy.

JOHN M. ANSPACHER, former director of the WOR publicity department, has been commissioned a lieutenant in the U. S. Army. He entered as private, and is currently with the Psychological Warfare division of the Army somewhere in Africa. Word of his commission was just received.

STEPHEN ALLEN, announcer at writer of KOY, Phoenix, Ariz., has joined the armed forces and has been reported to Ft. MacArthur, Cal. He is the twelfth member of the station's staff to don a uniform.

HARRY L. GRELCK, control room engineer on "The Story of Marlin" has been sworn into the Navy with the rank of ensign. Ensign Grelck has been with NBC for six years.

NORMAN FORREST, WLIB, Brooklyn, staff announcer, a member of the Army Enlisted Reserve, has been called to active duty.

Film Men, Femme Critics On 'True Or False' Tonight

Paramount production men who have a part in the background and preparation of the production of "For Whom the Bell Tolls" will vie with women motion picture critics on the "True or False" quiz show on the coast-to-coast Blue Network and WJZ tonight from 8:30-9 p.m.

Each team will consist of six members. The men's sextet will include these members of Paramount's Eastern production department; Eddi Senz, make-up director; Boris Kaplan, talent director; Richard Mealand, story editor; Leslie Roush, short subjects director, and George Terry, music arranger for Famous Music. An actor will complete the team.

The women critics' sextet will be made up of Irene Thirer, New York Post; Helen Gilmore, Photoplay; Jane Corby, Brooklyn "Eagle"; Jane Graves, Stardom; Frankie McKee, McCalls, and Muriel Babcock, Movie Life.

BC Revenue Gains; At \$5,000,000 Mark

(Continued from Page 1)
 present a "satisfactory" balance sheet, Thomson said. Capital outlay has gone into the erection of new stations and the improvement of existing stations. Principal expenditures were for power stations at Sackville, N. B., Montreal, Toronto and Watrous, Saskatchewan altogether nearly \$1,300,000. Other \$1,000,000 had been spent on smaller transmitters. During the period of its operation the corporation had handled more than \$25,000,000 of which license fees provided \$18,500,000 and commercial revenue \$5,230,000 of this, \$20,345,000 went back to the people of Canada in the form of programs.

Equipment Expansion Limited

Expansion of equipment was limited under war conditions but at the termination of hostilities the corporation would have to be prepared to overhaul its entire equipment. It would have to be prepared to take advantage of wartime radio developments. The largest item of expenditure during the last year was \$2,330,000 for programs.

The expenditure on broadcasting service was actually in excess of the some received from license fees. The revenue from commercial operations enabled the corporation to perform public services. Among which is \$124,000 spent on an overseas unit. The operations for the year showed a net operating surplus of \$20,261. On March 31, 1943 the corporation had 726 employees and staff problems were acute.

Dr. Augustin Frigon, assistant general manager reviewed operations of the French language network which, said, operated on the same policy as the English language network, with close coordination. Dr. Frigon mentioned particularly a series of talks by Abbe Maheux, which had made a definite contribution to national unity.

Several Post-War Talks

Radio discussions on post-war problems had been successful and more elaborate programs were being planned for next year, with some voted to labor and others to agriculture. There had also been a large response to educational programs. In French network programs emphasis was placed on the war effort and national unity.

In entertainment the French programs, considering the limited means, compared favorably with those of any broadcasting organization. News bulletins were identical with those carried on the English networks. Efforts were made to locate new talent and every opportunity was given to those showing talent.

Dealing with engineering, Dr. Frigon said experience gained by the corporation's staff in designing the existing French short-wave station at Sackville, in Equatorial Africa, was extremely valuable.

Senate Is Expected To Restore Domestic Bureau Of The OWI

(Continued from Page 1)
 funds for the radio bureau of the domestic branch are, of course, included in the above figure.

A completely disorganized Democratic representation in the House fell quickly before the onslaught of both the Republicans and a large group of Southern Democrats. The Republicans voted solidly—with two exceptions—for the Starnes amendment, while at least a dozen Democrats supported the Alabama.

The two exceptions on the GOP side were Rep. John Taber, New York, ranking Republican on the Appropriations Committee and a bitter foe of OWI, and Richard B. Wigglesworth of Massachusetts.

Calls Bureau "Insult"

Starnes told the House that the very existence of the OWI domestic branch was an insult to the American people. The public has paid over \$300,000,000 for this war, he said, and has the world's greatest press providing them with the facts. It is an insult to foster upon them the propaganda issuing from OWI through the press, through radio and through the movies.

Questioned by Rep. Clifton Woodrum, Virginia Democrat, Starnes declared that the co-ordination and timing of military news release should be handled by the office of censorship.

Rep. Emanuel Celler, New York Democrat, declared that passage of the Starnes amendment would be sabotage of all the fine work done by OWI. The country still doesn't know as well as it should what the war is all about, he said, and OWI is needed to tell the people.

Rep. John M. Robson, Kentucky Republican, declared that OWI deals only in propaganda and is not essential in fighting the war. The people of New York, he said in reply to Celler, know what the war is about and what we're fighting about.

The only able speech delivered

Blue Readies Pic-Nic

The Blue Network, or various and sundry representatives thereof, will spend a day in the country next Thursday, June 24, when the second annual and gala outing will be held at the Seawane Golf and Country Club in Hewlett, Long Island.

Included in the bill of fare for the lucky 175 who can go (the club finds it impossible to accommodate more) are golf, riding, swimming, tennis, soft ball, badminton with luncheon and dinner, not to mention sunburn and aches and pains thrown in for free. Festivities are scheduled to begin at 8:30 a.m. when the first train arrives at Hewlett and end about 10:30 p.m.—the last train leaves at 11:26.

The skeleton staff left behind will work, perhaps grimly but with gleeful anticipation of saying "I told you so" or something to that effect on the morning after the night before.

either pro or con was that of the House freshman, Austin B. Kelley, Pennsylvania Democrat, who said that "to a new member it is disheartening to witness the spectacle that is taking place in this chamber." Before coming to Congress said Kelley, he was head of a speakers bureau in his home state, and found it necessary to go over numerous OWI pamphlets and other publications. "It would do members of this chamber an awful lot of good to read them," he said.

Lauds Davis

Kelley insisted that Elmer Davis enjoys the confidence of the American people and that the Starnes amendment is merely an attempt to snipe at the Administration and at the President. With the Republican members rubbing their hands and howling for a vote, Appropriations Committee Chairman Clarence Cannon, Missouri, proceeded to deliver what was undoubtedly one of the most inept speeches heard this session. Although he was trying to uphold the domestic branch his arguments were, to say the least destructive of his end and, in part, actually funny.

Gets Words Mixed

Cannon drew howls of laughter from the Republicans when he declared the elimination of the OWI domestic branch would mean the wiping out of all "control" over the media. Through some devious reasoning he declared that it would mean the loss of one million boys. It seems probable that he had the agency confused with the Office of Censorship. Woodrum interrupted to correct Cannon, explaining that he meant to use the word "Co-ordination" rather than "control," but drew only laughter from the Republicans. There is no effort at censorship, Woodrum explained.

The whole proceedings were over in 20 minutes.

Uncle Don Bond Show

Radio's "Uncle Don" turned war bond salesman Saturday when he conducted a kiddy jubilee rally from 2:30-3:30 p.m. at War Bond Square, 52nd Street and Sixth Avenue. A number of talented youngsters were presented on the children's program. Uncle Don will maintain the bond rally each Saturday from War Bond Square on WOR-Mutual 6 p.m. throughout the summer.

Herb Chason Married

Herbert Chason, Promotion Director of WHN, N. Y., was married yesterday to Phoebe Weinstein at the home of the bride's parents in Harrison, N. Y. The ceremony was performed on the lawn of the sprawling Westchester estate. The bridal couple will spend their honeymoon at Murray Bay, Canada.

MBS Show Exchange With Mexican Network

(Continued from Page 1)
 president of Radio Mil. Kay outlet for the Mexican chain is XEOY, a 10,000 watt station in Mexico City.

Arrangements are being worked out by radio engineers in both countries to establish long line and short-wave connections so that service can be effected as soon as possible. Radio Mil's short-wave station is XEOI, Mexico City.

Promote Mutual Friendship

McClintock stated that the arrangements were prompted by a desire to cement further commercial and cultural relations between Mexico and the United States.

"The Mutual Broadcasting System has a deep appreciation of the culture of the Mexican people," McClintock said, "and we believe that this exchange of programs between Mutual and Radio Mil will be of great interest to American listeners."

Rojas, believed the association between his organization and Mutual will have historical importance and will result in American audiences hearing regularly "programs originating in Mexico that carry the authentic flavor of our country which will do much to help strengthen the friendly relations that make for hemispheric solidarity, and also provide Mexican listeners with outstanding broadcasts provided by the Mutual network."

Mutual Experimenting With Programming Link

Experiment in programming which will provide a definite and continuous link between two different programs will get underway on Mutual Monday, July 5 when all 208 stations air a "Chick Carter" series daily, five times a week, 5:30-5:45 p.m., live, as an attraction for the juvenile detectives. Tie-ups between "Chick," the adopted son of "Nick" in the "Nick Carter" series, and the parental productions will be planned and deliberate, with characters from the papa group visiting the son's. Heretofore, tie-ups between programs have been occasional, as stunts, or commercial announcements.

Fritz Blocki, director at Kenyon & Eckhardt which agency handles the Kellogg serial account, which, in turn, has manifest interest in programs of this type (Kellogg sponsors "Superman" on Mutual, will direct the new series. Scripts are being prepared by Charles Michelson, agent for Street & Smith copyrights.

Joins Web's Legal Staff

Ronald B. Jamieson has been appointed assistant to Robert D. Swezey, legal counsel of the Blue Network. The new member of the Blue's legal department was formerly associated with the law firm of Robertson & Castle in Honolulu, Hawaii, for three and a half years. He is a graduate of the Harvard Law School.



Coast-to-Coast



JUDITH ALLEN of screen, stage and radio, joined the WINS, New York, staff, featuring stage, screen and night club reviews on "Curtain Call at 7:45" Tuesdays, Thursdays and Saturdays.

Richard Williams, 13, when he celebrated his 100th appearance on the "Quiz Kids" program, KGO, San Francisco, earned \$10,000 in war bonds. He is the first hundred-time Quiz Kid in the history of the program.

Capt. Birney Imes, Jr., owner of WCBI, Columbus, Miss., visited the offices recently to check on the operation of the station since his affiliation with Mutual... Buck Hinman, former program director of WCBI, now head of the radio dept. of the Special Service Office at the Columbus Army Air Field, was recently promoted to the rank of corporal.

Colgate-Palmolive-Peet Co. has extended its Super Suds eight one-minute "ets" weekly over WDRC, Hartford, from August 28 to December 31. The account was placed by the William Esty agency.

WELI, New Haven, has been added by Atlantic Refining Co. to carry the play-by-play descriptions of the Boston Red Sox and Braves home games from Fenway Park and Braves Field, respectively.

S. A. Schonbrun & Co., New York, purchased a series of 15 transcribed announcements weekly on WLIB, Brooklyn, for 13 weeks, effectively immediately. Business was placed by Ruthrauff & Ryan, Inc. for Savarin coffee... 20th-Fox, through Kayton-Spiro Co., purchased a series of spot announcements on WLIB to promote the film "Coney Island."

While Norman Rockwell's paintings of "The Four Freedoms" are being exhibited at Filenes, WBZ, Boston, will present the Esso Reporter and 15-minute broadcasts by Chester Gaylord, interviewing a current war hero daily beginning Monday, June 21. WBZ will have a small exhibit at the "Four Freedoms" show with a special news teletype machine in operation throughout each day.

Elwood Childs, control room engineer, has tendered his resignation to Louis Littlejohn, WFIL, Philadelphia, chief engineer... Charles Voughan, WFIL, and Jean Graham, supervisor of receptionists and phone service, celebrated their 13th wedding anniversary recently. Bernie Barth, WFIL announcer, has been ordered to the Presbyterian Hospital there for further medical treatment of his infected left eye.

John M. Rivers, president of WCSC, Charleston, signed a 52-week contract with National Transits for card advertising on Charleston buses. The card medium is in addition to regular promotion, billboard and newspaper advertising.

WEVD, New York, will inaugurate a 15-minute series of art reviews titled "The Artist Reviews Art," beginning Friday evening, June 25. The program will be conducted by Fernando Puma, painter and director of the Puma Gallery. He is the husband of Helen Warren, radio actress, who has been heard on "True Story," "The Man I Married," and others.

Philip L. McDonald returns to the announcing staff of WEEI, Boston, Ray Girardin, WEEI production manager, announced.

KENO, Las Vegas, Nevada, is now affiliated with the Blue Network... Ronald B. Jamieson has been appointed assistant to Robert D. Swezey, legal counsel of the Blue... Having contributed a total of 124 hours and 48 minutes to the war effort in May, 1943, Blue raised the percentage to 74 over the same period in 1942.

WFOY, St. Augustine, Fla., held a "Junior Newsreporter" contest as a promotion for the United Press News service. Two winning contestants are to take turns presenting a 15-minute UP summary each Sunday afternoon, one of 112 newscasts weekly.

WGKV, Charleston, West Va., commemorating the opening of the new government synthetic rubber plant at Institute, West Va., presented William M. Jeffers, federal rubber administration, as speaker... George Kent is the new member on the WGKV announcing staff of the station.

WHIO, Dayton, is cooperating with the United States Department of Labor in presenting a series of three scripts through the Committee for the Conservation of Manpower in War Industries.

KPO, San Francisco, saluted the twelve-thousandth Southern Pacific employee to enter the services on Jane Lee's "Woman's Magazine of the Air" program. Special lines were installed in the Southern Pacific building for the special broadcast. A. T. Mercier, president of SP, was also a speaker.

WHEC, Rochester CBS affiliate, has replaced Harry LeBrun and Ross Woodbridge with Robert E. MacIntire and Willard DeMarse on the announcing staff. MacIntire was formerly heard on WKBW, WBEN, and WBER, all of Buffalo, and CKOW, Toronto.

WOV, New York, presented Saturday, a 52-week free tuition scholarship to James Caputo, winner of the Red Bow Scholarship Voice Award conducted by Diana Baldi and the Red Bow Products Co. S. W. Graham, president of the Red Bow Co., and Hon. Edward Corsi, chairman of the N. Y. State Industrial Board, presented the award.

Five former employes of KOA, Denver's NBC outlet, held a reunion at a luncheon tendered by James McPherson, station manager. They were: Lieut. Jeanne Carter, former receptionist, now on WAAC recruiting duty; Lieut. Ed Brady, H. P. Davis announcers' award winner of 1942, now an army transport pilot; Lieut. Stanley Brown, former station news editor; William Michelson, merchant marine cadet, formerly on the office staff; and Lt.-Commander Lloyd E. Yoder, public relations officer in the Navy who was formerly station manager. Irwin Baker, KOA employe, who left for the Army last week, also joined the festivities... Gilbert Martyn, Blue Network announcer and narrator for Paramount Pictures newsreel, is still seriously ill.

WLAW, Lawrence, Mass. CBS outlet, staged a dual show on War Bonds while commemorating the anniversary of the U. S. flag. From a gaily decorated stand in front of the studios the crowd bought bonds while listening to George C. Wiswell, prominent Boston advertising firm head, speak. Joseph P. Oakes, newly appointed production director, conceived the idea as part of radio's donation in the "Buy A Bomber" campaign.

Peter Bodge, Boston violinist, conductor, composer, has returned to WNAC, Boston as music librarian and director of music clearance... Louise Morgan has been appointed director of special events, the Yankee network announces.

WHAM, Rochester, has added Kay Hammond, organist, to the artists staff, featuring her on the "Tower Clock" for Sibley Lindsay & Curr Co., local department store. The "Tower Clock" has been on the air for more than 11 years. Ann Oliver conducts the program, relaying public service announcements, shoppers guide and conservation tips.

The Denver Public Library, in connection with its program "Speaking of Wings," KLZ, Denver, has just released a related pamphlet, featuring the 18th broadcast of Wm. E. Barrett, consultant on aeronautics. The Rocky Mountain Radio Council produces the scripts.

WGAR, Cleveland, has joined numerous other stations publishing home news for their men in service. WGAR, "Home News" not only mimeographs generous assortment of news and "letter," but also, stapeled pictures of their lovely female staff, Olivia Ryan and Joan Bauer as well as a question and envelope for WGAR servicemen fill and return to them so that their to-the-minute news may be published at convenience and facility.

Johnnie O'Hara, KWK, St. Louis sportscaster, was heard all the way Guadalcanal, according to a letter received from Capt. James Sexton. Needless to say the boys enjoyed the play-by-play description of that game in Sportsman Park, St. Louis... Martin Bowin, KWK chief announcer, is not only master of ceremonies for the "Shady Valley Fox" program but also the continuing writer.

"Songs by Morton Downey," the Network commercial show sponsored by Coca-Cola, is now being released on WJEF, Hagerstown, Md., via Maryland coverage network lines, and WJEF, Baltimore.

"Woman's Exchange" Set To Make Debut Today

"Woman's Exchange," a new women's program available to participating sponsors will be launched WJZ with Alma Kitchell as mistress of ceremonies this afternoon. The show will be heard Monday through Friday from 1:15 to 1:45 p.m., immediately following "Baukh Talking," local cooperative program aired on the Blue Network.

Unlike the usual women's participation program, "Woman's Exchange" will present a different pattern day to day. On Monday and Tuesday Mrs. Kitchell will interview guests from all walks of life, including career women and civic and social leaders. Wednesday will be "Neighbor Day" when the audience will participate in various type games and quizzes with such prizes as roses, hats or bouquets. Thursday will be the "Sewing Circle" when experts from the field of fashion will be presented; and Friday, "Thought for Thought and Thought for Thought Day," with home economists and nutritionists on hand.

High point of the week will be salute to a "Woman of the Week" in the community in which she lives. "Neighbor Day." Already hundreds of letters have been sent to the presidents of women's clubs in WJZ's asking their assistance.

On the whole, the program will be exactly as indicated by the title—exchange of ideas on almost every subject in which women are interested—food, fashions, rations, home decorations and repairs, children, celebrities, beauty, gardens, books and women at work.

1 9 4 3
BIRTHDAYS

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

June 21

- Ruth Allen
- Gene Austin
- Jack Arthur
- Mack Gordon
- Gail Laughton



RADIO DAILY

The National Daily Newspaper of Commercial Radio and Television



VOL. 23, NO. 58

NEW YORK, N. Y., TUESDAY, JUNE 22, 1943

TEN CENTS

Industry For Dom. Bureau

WLB Edict Re WTOP To Establish Precedent

Washington Bureau, RADIO DAILY
Washington—The War Labor Board is to rule on a dispute which forced WTOP, Washington CBS owned and operated station off the air for five hours Saturday afternoon. At issue is whether supervisory engineers are entitled to time-and-a-half for hours in excess of 40 in any one week. Two engineers struck Saturday and forced the station off the air from noon until 5:00.

The station management points to a new contract designating supervisory engineers as administrative per-
(Continued on Page 2)

WMCA Help-Wanted Time Via Approvals Of WMC

Experiment in classified, help wanted advertising, which parallels the operations of such a type in printed media, began yesterday on WMCA. Program differs from the type wherein a single sponsor has the allotted time to himself continuously. The latter is practiced by Western Electric on its recently arranged pact on WOR.

AT WMCA, however, the station has
(Continued on Page 2)

Exhibitors Urged To Buy "Crime Doctor" Spots

In connection with Columbia Pictures' latest release, "Crime Doctor," the picture company officials are urging managers of theaters showing the picture, which will be released nationally today, to utilize spot announcements. The manager are being asked to buy or promote station-break
(Continued on Page 2)

Sept. Waterloo

Willard Schroeder, WCAE, Pittsburgh, sales manager, concluding that he might go bankrupt keeping his lawn mowed, bought a lamb. Having kept the "range" trimmed during summer, the lamb, in all probability, will bolster the Schroeder pantry with delectable chops as a counter to the present meat shortage.

Some Record!

Frank Walker, director of artists and repertoire of RCA-Victor, will present a gold recording of "There's A Star Spangled Banner Waving Somewhere" to Elton Britt, singer, on Ted Colt's "Sounding Board" program over station WEA, Thursday, July 1 at 6:45 p.m., EWT. The gold record marks the 1,000,000th pressing of this number recorded by Britt.

FCC Sends Out List Of Extant Technicians

Washington Bureau, RADIO DAILY
Washington—As part of its program to ease the present shortage of skilled technicians in the communications industry, the FCC yesterday mailed to the War Manpower Commission and interested groups in the industry the first series of names of first and second class radio telephone licensees who have reported themselves available for immediate
(Continued on Page 2)

Norwegian Info. Center Distributes Gratis Ets

The Norwegian Information Center has just distributed to approximately 150 stations, gratis, a quarter-hour musical program marking the centennial celebration of the birth of Edward Grieg, musical notable. Disc is part of a regular service Center has maintained for several years. Pro-
(Continued on Page 2)

Several Special Programs Set As NBC Replacements

Commons Radio Committee Hears Candidate Squawk

Montreal—Controversy over the refusal of CBC to allow speeches by Rt. Hon. Arthur Meighen of Toronto and H. R. Milner of Edmonton at the Conservative National Convention in Winnipeg last December to be carried over the CBC national network was aired yesterday before the Canadian
(Continued on Page 7)

Trade Executives Favor Radio Branch As Clearing House For Gov't Shows; Economy Of Operation Outlined

Palmer Hoyt's Views On Handling New Post

Washington Bureau, RADIO DAILY
Washington—E. Palmer Hoyt, successor to Gardner Cowles, Jr., as director of the OWI domestic branch, arrived here yesterday to take over the direction of an agency which may have only eight more days to live. The Oregon publisher and director of KGW and KEX, Portland outlets for NBC and the Blue Network, re-
(Continued on Page 3)

Adam Easing Off Bouts; Buys 15 Min. Show On Blue

In a new departure, Adam Hats will sponsor a program on the Blue Network, the nature of which is not yet determined. Beginning Friday Sept. 17 at 8-8:15 p.m., EWT the new show will be heard over 134 Blue outlets. According to the agency, Glickman & Co., Adam Hats is taking the new
(Continued on Page 2)

WOR To Supply "News" To War-Plant Newspapers

A press service designed specifically for house organs and publications issued by industrial organizations engaged in war production will be in-
(Continued on Page 2)

Though there are indications that some voices in the Senate will come to the defense of the Domestic Branch of the OWI for reinstatement in the Appropriations Bill for 1944, trade execs have already indicated support for the radio bureau in the Domestic Branch as a vital clearing house for the industry if the trade is to avoid chaos in the handling of government announcements.

Among the networks, the Blue has taken the lead, and yesterday, Mark Woods, president, wired Senator
(Continued on Page 6)

Angell Pays Tribute To N. U. Training Role

Chicago—Paying tribute to the contribution the Summer Radio Institute of Northwestern University has already made to radio furnishing trained employees and forecasting employment demands for graduates of this year's course, Dr. James Rowland Angell, president emeritus of Yale and counselor for Public Service
(Continued on Page 6)

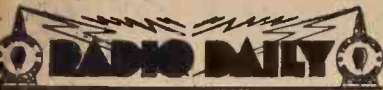
House Judiciary Comm. Still Mulls Durr-Cox Case

Washington Bureau, RADIO DAILY
Washington—No decision has yet been reached by the House Judiciary Committee concerning its action in response to the petition of C. J. Durr, Federal Communications Commis-
(Continued on Page 7)

Program-Building

Fulton Lewis, Jr., Mutual's commentator, upon leaving a dining room in Washington, D. C., recently, nonchalantly took the table cloth with him. He assured the spluttering waiter, however, that the cloth would be returned laundered after he perused the notes for a radio program lotted down while he was eating.

Several special programs have been built by NBC to replace commercial series that are taking brief Summer vacations from the air, it was announced yesterday by Clarence L. Menser, vice-president in charge of programs. The newcomers are distinguished by a fresh approach to the problems of wartime living and several are slanted particularly to capture human backgrounds of the men
(Continued on Page 7)



Vol. 23, No. 58 Tues., June 22, 1943 Price 10 Cts.

JOHN W. ALICOATE : : : Publisher

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

Published daily except Saturdays, Sundays and Holidays at 1501 Broadway, New York, N. Y., by Radio Daily Corp. J. W. Alicoate, President and Publisher; Donald M. Merseureau, Treasurer and General Manager; Chester B. Bahn, Vice-President; Charles A. Alicoate, Secretary. Terms (Post free) United States outside of Greater New York, one year, \$10; foreign, year, \$15. Subscriber should remit with order. Address all communications to RADIO DAILY, 1501 Broadway, New York, N. Y. Phone Wisconsin 7-6336, 7-6337, 7-6338. Chicago, Ill.—Frank Burke, Suite 1800-A, Merchandise Mart, Phone Delaware 4950. Hollywood, Calif.—Ralph Wilk, 6425 Hollywood Blvd. Phone Granite 6607.

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

FINANCIAL

(Monday, June 21)

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 Prd., Stewart-Warner, Westinghouse, Zenith Radio.

NEW YORK CURB EXCHANGE

Table with columns: Bid, Asked. Row: Nat. Union Radio.

OVER THE COUNTER

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

WMCA Help-Wanted Time Via Approvals Of WMC

(Continued from Page 1)

set aside a quarter-hour, 7:45-8 a.m. Half-minute or minute announcements are sold to firms which have received the approval of the Regional Office of the WMC to advertise for help. Insertions may vary from one up, as in the dailies, depending upon the needs of the employer. Aim of the "page" is to reach a new employee market—housewives and others who normally do not hold down jobs. Stations, later, may experiment with another period of the day.

First to take the classified help wanted ads were Western Union, Liggett Drug Stores, Horn & Hardart, Twin City Shellac, West Disinfecting Co. and Aerooil Burner Co.

NOW AVAILABLE OUTSTANDING SALES EXECUTIVE

Highly successful background in Key Department and Specialty store fields and industry. Know how to train and build a producing selling staff. Regarded as a keen merchandiser-promotion executive and substantial business producer. Address W.O., Suite 804, 342 Madison Ave., New York City.

FCC Sends Out List Of Extant Technicians

(Continued from Page 1)

employment in essential communications jobs. The list was prepared from responses to the Commission's post card survey of a sample of 1,000 of the nation's 20,000 licensed radio telephone operators in these classifications.

To date over 550 holders of first and second class radio telephone licenses have answered the FCC's query. Information obtained from the questionnaire related to the licensee's present employment, his draft status, whether or not he was using his license in his present job, and his availability for either full or part-time employment in the communications field.

The Commission, of course, does not certify as to the experience or availability of any person listed, but merely provides the information recorded on the questionnaire. It is intended that further lists will be released from time to time as returns come in.

FCC Chairman Fly said that the Commission is quite pleased with the results from this sampling, and that numerous communications from interested firms are on hand.

Exhibitors Urged To Buy "Crime Doctor" Spots

(Continued from Page 1)

announcements on CBS stations before and after the program.

The picture "Crime Doctor" is based on the Philip Morris radio program of the same name and is aired Sunday nights over 114 CBS stations from 8:30 to 855 p.m., EWT.

An arrangement for the radio spot campaign is being worked out by the Biow Ad agency, producer of the Philip Morris "Crime Doctor," Columbia Pictures and CBS.

Adam Easing Off Bouts; Buys 15 Min. Show On Blue

(Continued from Page 1)

show because there are not enough first line pugilists on tap for consistently good fights, most of the younger fighters having long since gone into the service.

Hat firm will continue however to sponsor a fight now and then, all according to how good the bout shapes up. Adam has been on the Blue Network intermittently since 1937.

Francis Scott Returning In Sat. Night NBC Show

Basch Radio Productions and NBC have completed arrangements to air "Who, What, When and Where" over the NBC network on a sustaining basis starting Saturday, June 26 from 10:30-11:00 p.m., EWT. On July 3, WEAf joins the network in airing the show. Program was formerly called "Let's Play Reporter," featuring Francis Scott. Under program's new title Frances Scott will enact the part of a city editor. Show runs for 15 weeks concluding Oct. 2.

WOR To Supply "News" To War-Plant Newspapers

(Continued from Page 1)

augurated by the WOR press department early in July.

Project follows a survey made among such organizations by Charles Oppenheim, director of Publicity for the station. Approximately 28 per cent of the publications polled expressed interest in receiving the special service which will consist of news and features of WOR programs concerned with the war effort, or programs presented by the government. Service will be monthly, since practically all those replying to the poll are monthly publications.

Among those replying but indicating they did not want the gratis service were editors whose publications were about to suspend operations or whose circulation extended nationally and much beyond the WOR markets. Some of the firms on the new mailing list are Curtiss Wright, Detecto Sales, Emerson Radio, Raybestos, General Motors, Western Electric and Sperry-Gyroscope.

WLB Edict Re WTOP To Establish Precedent

(Continued from Page 1)

sonnel and says it makes no provision for overtime pay for them until the WLB reaches a decision, which will be of considerable importance to the industry generally, since this will be the first time such a contract will be tested before the board.

The engineers will be paid time and a half, with the overtime money held in escrow.

Norwegian Info. Center Distributes Gratis Ets

(Continued from Page 1)

ductions are prepared, scripted and paid for by the NIC, and vary among musicals, dramatics, interviews and novelty presentations. Two of every eight programs, is dramatic. Recordings are made by the WOR Recording Studios.

Wedding Bells

Stan Shaw, record impresario of WINS, and Jean Dodson will wed on Saturday.

Betty Burlingham, of the WLS, Chicago, continuity department, was married June 12 to Richard F. Babcock, former member of the American Field Services. The bride is the daughter of Dr. Lloyd Burlingham, farm adviser, who is heard regularly over WLS.

Mary Lou Forster, radio drama star heard on "Easy Aces," "Young Doctor Malone," "My True Story," and others, was married Saturday, June 19 to Robert McElvie Ross, U.S.N.R.

John Verstrete, head of the KSTP, St. Paul-Minneapolis, news department, wed Dorothy Gormican, hospital dietician from Fond du Lac, Wis., June 19.

COMING and GOING

JACK M. DRAUGHON, president and station manager of WSIX, Nashville, has arrived from Tennessee for confabs with Blue Network executives.

WILLIAM F. CRAIG, commercial manager WLCB, Muncie, Ind., is in town on station and network business. He plans to return home next week.

KAY KYSER tomorrow will travel to Riverside Cal., for the broadcasting of his "College of Musical Knowledge" on NBC from nearby Cam Haan.

PEGGY BYRNE, of Radio Daily editorial staff has returned from her vacation-and-honeymoon trip. In private life she is now MRS. MAIMON LEAVITT.

KINGSLEY HORTON, sales manager of WEEL Columbia's OGO station in Boston, was here yesterday for conferences at network head quarters.

EDWARD WALLACE, program director of WIP Philadelphia, is back at his desk following a vacation trip.

DON MILLER, of CBS Radio Sales, has returned from a visit to midwest affiliates of the network.

FRANCINE, fashion commentator on WCAE Pittsburgh, is in New York this week gathering notes on coming styles for the "News of the New" program.

HERBERT K. KRUEGER, commercial manager of WTAC, Worcester, off on a 10-day trip to New York and Philadelphia to confer with agencies and station reps.

ALLISTAIR COOKE, producer for BBC, and STANLEY STEVENS, the corporation's p.a. in New York, leave today for Washington, D. C., to prepare the recording of next week's "Answering You," which will feature members of Congress.

HORACE GUILLOTTE, director of network operations for CBS, has returned from three weeks spent in Biloxi, Miss.

ALLEN RUESS, guitarist on the Henry Kogan orchestra heard over the Blue Network, is expected in New York today to join the Benny Goodman outfit.

JACK DONOHUE, of the Blue Network Detroit office, returned last night to Michigan after having been here on business.

Lawrence To WMCA

Jerry Lawrence, who had conducted the all-night recorded program, "Moonlight Serenade" on WOR for some time, has been signed by WMCA. Lawrence will have a one-hour program, 8-9 p.m., starting about the middle of July.

Worcester TOP CITY

\$396 per family food expenditures '42

A MUST Market in MASSACHUSETTS

W TAG WORCESTER

Palmer Hoyt's Views On Handling New Post

(Continued from Page 1)

spectively, told reporters yesterday afternoon that he is convinced that the OWI domestic operations are "absolutely vital to the conduct of the war and to the interests of the nation."

If it were left to him, Hoyt indicated, both the radio and motion picture bureau of OWI would continue to function at top speed. "They are part of the overall picture," he said, and radio and motion pictures are necessary media for the spreading of vital war information." OWI's regional office in Portland he said has been very helpful to stations KGW and KEX.

Hoyt made it plain at once that when he discusses OWI's functions—the spreading of information through the press—he includes radio and motion pictures when he uses the word "press." That explanation was included in his prepared statement and was not elicited by questioning from the reporters on hand. Radio spot campaigns he said are part of the board picture.

The newcomer refused to discuss in detail his plans for the domestic branch nor would he comment on reports that if the branch is restored on a limited basis the motion picture bureau would be eliminated and most of the functions of the radio bureau done away with. He pleaded that he had not been on hand long enough to comment intelligently.

Hoyt, a Willkie Republican, said the situation has greatly improved since he said some months ago in a radio address that the government was doing a terrible job of covering the war. He hopes for more improvement.

Fly Sees Trade 'Pleased' With New Network Rules

Washington Bureau, RADIO DAILY

Washington — Broadcasters are pleased with the operation of the new network rules, FCC chairman, James Lawrence Fly, said yesterday. The rules are working "splendidly," he said; "there have been no complaints and the stations seem very pleased." Asked if the networks also seemed pleased, he replied that some of them do. "Some networks are not too happy," he said, "but I am inclined to think that even they will eventually say the rules are better than they expected them to be."

Fly said he felt "regretful to see them (the big networks) heading up a political pressure campaign." He charged that they were doing this through the "ever-available facilities of the NAB." Canvassing the public to put pressure on Congressmen is now going on, he said, and anti-FCC editorial comment was sent all radio stations from Washington last week in plain envelopes, with no identification as to its source. All radio stations, he said, have received these envelopes with editorials making the point that "leaving stations free to choose their programs in some way means restricting freedom of speech."



There's a wide-awake station in THE TOWN THAT NEVER SLEEPS

Who said that John Q. Public puts out the cat, turns off the radio and goes to bed at ten o'clock?

Not in Detroit! Here, we have people working, playing, eating during hours they used to sleep. Yes, and a radio station that goes twenty-four hours a day!

To serve the thousands of war workers whose evening begins sometime after midnight, programs of WJR are as complete and entertaining in the wee, small hours as at any other broadcasting period. There's music, variety, news—and already, seventeen sponsors are programming these hours that, once upon a time, were wanted by no one.

War has changed Detroit. There is little difference between day and night. Every minute is a vital minute. Every minute a radio minute, too—for there's a wide-awake station in the town that never sleeps.



Edward Petry & Company, Inc.,
National Representative

BASIC STATION . . . COLUMBIA BROADCASTING SYSTEM
G. A. Richards, President . . . Lea J. Fitzpatrick, Vice President and Gen. Mgr.



Los Angeles

By RALPH WILK

GENERAL MILLS, INC., has resumed sponsorship of "Hop Harrigan" on the Pacific Coast Blue Network, effective this week, after a two weeks lapse. The popular children's program again is heard in behalf of Cheerioats on the 13 Pacific Coast studios of the Blue, from 6:00 to 6:15 p.m., PWT.

Jinx Falkenburg and Edward G. Robinson will be Hollywood visitors at Santa Ana's West Coast Army Air Force Training Center Wednesday (23) to take part in the "Soldiers With Wings" program broadcast from the Center on KHJ-Mutual Don Lee each Wednesday. Musical entertainment shared by the service men in the audience with the network's radio listeners will be directed by Major Eddie Dunstedter.

Judy Canova planed to Columbus, Ohio, for a hurried visit with her husband Cadet E. B. England, before the opening of new CBS air show, Tuesday, July 6. The star worked 17 hours at Republic finishing "Sleepy Lagoon," then rushed to CBS for an hour and a half of still pictures. Cadet England is studying military government at Ohio State University as a prelude to officers training.

"You Could Hear a Pin Drop," the Lew Pollack-Charles Newman number published by Carmichael, got more radio plugs than any other current number in the firm's catalogue during the past month, states Walton Goldman.

"Today At the Duncan's," the CBS (not KNX) show heard Mondays, Wednesday and Fridays from Hollywood, is based on actual happenings to friends of the program writer, Fred Runyon.

Charlie Ruggles' dogs are helping win the war. The radio comic of CBS Thursday evenings has turned his kennel over to Uncle Sam so the canines may be used for sentry duty.

"Ceiling Unlimited," weekly Lockheed-Vega dramatic program, will switch to a Sunday spot on CBS and double its time to thirty minutes in mid-summer.

George Riley, comedy star of the Gilmore Furlough Fun show, plans to organize a stage unit to play army camps in the immediate Los Angeles vicinity. Riley has already contacted Duncan Renaldo, J. Carrol Neish and Wanda McKay to appear with the show which he will emcee.

Jane Wyman, Warner Bros. star, has been set to do a series of broadcasts, 15 minutes each morning from June 26 to July 2, inclusive for Procter & Gamble over NBC. Her programs will consist of a sustained dramatization of the motion picture, "Bachelor Mother."

Have You Met the Voices
of
GILBERT MACK
?

LEX. 2-1100



A Reporter's Report Card. . . !

● ● ● SEC. OF NAVY FRANK KNOX: Genevieve Sullivan, sister of the Five Sullivan Brothers, is now a WAVE stationed at "U.S.S. Hunter" in the Bronx. . . she will speak Friday on WEAF (12:25 p.m.) on a special program titled "You and the War" . . . ROGER WHITE: The Mexican Lark, Tito Guizar, will leave the Starlight Roof of the Waldorf-Astoria July 8th for a tour of Mexican Army camps. . . on his return to Gotham, you can have his services on your CBStage Door Canteen. . . ETHEL WATERS: "Fais" Waller, who scored in your "Cabin in the Sky" filmusical, has been signed to cinact in the next Abbott & Costello vehicle. . . NILES TRAMMELL: Merrill Mueller, an NBCorrespondent who was wounded on the Tunisian battlefield, was awarded the Order of the Purple Heart personally presented by General Dwight Eisenhower. . . PAULA STONE: Your personal friendship with Hollywood stars saves WNEW beaucoup de moolah. . . stars including Betty Grable, Arthur Treacher, Hugh Herbert, Annabella and Jeanne Cagney have appeared on your program gratis. . . JACKSON BECK: Thought you'd like to know that a group of Girl Scouts have voted "The Cisco Kid" their 'pin-up boy' for July. . . BOB HANNON: You can thank your old buddy, Dennis Morgan, the star of the forthcoming Warner Flicker, "Shine On Harvest Moon," for your having been selected to do the vocals in that cinema version of Jack Norworth's famous song.



● ● ● BOB HAWK: The 2nd Service Command, U. S. Army, in order to create its own corps of emcees to entertain their fellow servicemen, has opened a school for that purpose and you will be asked to join the faculty which includes fellow comics, Jimmy Durante, Harry Hershfield and Milton Berle. . . LULU BATES: Art Franklin and a newsreel camera crew will journey to your 200-acre farm at Finger Lakes, New York, next week, to photograph the "open house" you maintain for servicemen. . . JOSEPH M. SEIFERTH: This pillar has given a coast-to-coast Radiokay to the WJZ Victory troupe for the fine morale-building entertainment it has provided for men in the armed forces. . . we are happy to commend those efforts and to REcommend emulation by other radiolites. . . CARSON ROBINSON: You might get a kick out of knowing that Maestro Arturo Toscanini likes your hillbilly recording of "Hitler's Letter To Mussolini" and 'Ill Duce's' reply on the reverse side, that he insists on playing the platter to all house guests. . . ALVINO REY: Donna (King Sisters) King, will be a June Bride on the 28th. . . groom is Lieutenant (j.g.) James B. Conkling. . . JACK BENNY: Your star vocalist, Dennis Day, will lend his tenorioling next Tuesday on Johnny "Mercer's Music Shop."



● ● ● CROSSLEY REPORTS: We hear Collier's (magazine) has been quietly polling the Metropolitan districts with its own staff of "door bell ringers," to find out the type of program it might sponsor on the air. . . ROY ROGERS: Cottonseed Clark, author and producer of "Law West of the Pecos" leaves today for the coast with the script. . . When you get a glimpse of Diana Kemble, the actress, who is slated to co-star on that radio show, you'll ask "M. J." to sign her for Republicnemas. . . HERB PETTEY: WHN's program, titled, "Author Meets the Critics," is class 'A' entertainment. . . but the program a week from tomorrow, when Author Eve Curie discusses her new tome, "Journey Among the Warriors" with Professor Max Lerner, Louis Fischer and "Herald-Tribune's" Marcus Duffield, should contain all the vitamins the "intelligentsia" seeks for its literary digestion. . . PAUL WHITEMAN: Your former star hot violinist, Joe Venuti, will be guest conductor next Saturday on Barry Wood's "Million Dollar Band" program over NBC.



Remember Pearl Harbor

Chicago

By FRANK BURKE

THE Blue Network is making pretentious plans for the observance of the 10th anniversary of the "Breakfast Club Show" the week of June 21st to 26th. On Monday, June 21st Lieut. Ted Lyons of the U. S. Marines former White Sox pitching star, will be a guest of Don McNeill and will bring Marine anniversary greetings to the show; on Thursday, Dowsley Clark, new regional director of OWI will visit the show and on Friday Skeets Gallagher and Stu Erwin of the "Good Night Ladies" stage hit will be Don's special guests. The week's tenth anniversary celebration will come to a close with a special half-hour network broadcast Saturday, June 26, 10:15-10:45 p.m., EWT. James Stirton, program director of the Blue Network, has arranged for several guest stars including Bill Thompson, of the "Fibber McGee and Molly" show, and the "Quiz Kids." As an added feature of the week's observance, the "Breakfast Club" prize awards, including sets of dinnerware, are going to be given daily to women studio guests.

"Miles Historical Almanac of the Air," sponsored by Miles Laboratories, Inc., Elkhart, Ind., has been extended over the summer on the Keystone Transcription Network. Series, which is composed of one-minute announcements daily on the KBS stations, started November 30, 1942, and was scheduled to pay off at the end of May for 13 weeks over the summer and resume in September. Due to the activity in the small town markets and the success of the current small station campaign, sponsor and agency decided to continue over the summer and resolve the "Almanac" campaign into a 52-week drive.

Phil Baker, emcee of CBS' "Take It Or Leave It," will bring his quiz show to the Civic Opera House in Chicago on Sunday, June 27. Baker will be en route east from Hollywood.

H. S. Vanderbie, partner in the advertising agency of Vanderbie & Rubens, Inc., has sold his entire interest to his partner Walter L. Rubens. Rubens is now a lieutenant in the Army and is stationed at Fort Knox, Ky. Warren Seelye, who has represented Vanderbie & Rubens, Inc., in Detroit for the past six years will be active manager of the agency until Lieut. Ruben's returns to take over his former duties.

THIS LITTLE BUDGET WENT TO



**WORL
BOSTON
MASS.**

☆☆ GUEST-ING ☆☆

LISA SERGIO, commentator on QXR; ELEANORA VON MENDELSSOHN, grand-niece of the composer and short-waver to Germany; AN CAMPBELL, short-wave enterer on NBC; WALTER GRAEBER, recently returned from Moscow; WILLIAM CHICKERING, just back from New Guinea, and HAL IRAN, who witnessed the recent incident in Argentina, on "Battle of the Sexes," today (WEAF-NBC, 9 p.m.).

HAROLD PEARY (The Great Gillsleeve), on the premiere of Johnny Mercer's Music Shop," today (WEAF-NBC, 10 p.m.).

MONTY WOOLLEY, at "Duffy's" play (WJZ-Blue Network, 8:30 p.m.).

MARGARET LINDSEY, on "Manhattan at Midnight," tomorrow (WJZ-Blue Network, 8:30 p.m.).

DEAN MURPHY, featured in "Ziegfeld Follies," on the "Take-A-Card" quiz program, tomorrow (WOR-Mutual, 8:30 p.m.).

EDWARD G. ROBINSON and MRS. HAN HAYWARD, on "Soldiers with Wings," tomorrow (WOR-Mutual, 9:30 p.m.).

MAJ. MARION CARL, flying ace of the Marine Corps, on Eddie Cantor's "Time to Smile," tomorrow (WEAF-NBC, 9 p.m.).

LOU HOLTZ on Sammy Kaye's "Gold show," tomorrow (WABC-RS, 8 p.m.).

RICHARD RODGERS, composer, on the "Sounding Board" program, Thursday (WEAF-NBC, 6:45 p.m.).

RAGS RAGLAND, on Bing Crosby's "Kraft Music Hall," Thursday (WEAF-NBC, 9 p.m.).

DR. EELCO N. VAN KLEFFENS, Foreign Minister of The Netherlands, on the "March of Time," Thursday (WEAF-NBC, 10:30 p.m.).

WAYNE VAN DYNE, tenor, on the "Harmony Hall" program, Thursday (WOR-Mutual, 9:30 p.m.).

EMIL LUDWIG, biographer; GERHART H. SEGAR, former member of the German Reichstag and now editor of the anti-Nazi "Neue Volkszeitung; DR. HAROLD DALGLEISH, professor of history at the University of Utah, and DELBERT DRAPER, attorney of Salt Lake City, discussing "Must Germany Be Dismembered," on the "Town Hall of the Air," Thursday (WJZ-Blue Network, 8:30 p.m.).

BERT LAHR, on the Rudy Vallee program, Thursday (WEAF-NBC, 9:30 p.m.).

LON McALLISTER, featured in Sol Lesser's "Stage Door Canteen," on "Double or Nothing," Friday (WOR-Mutual, 9:30 p.m.).

MEL OTT, manager of the New York Giants, on Bill Stern's "Colgate Sports Newsreel," Friday (WEAF-NBC, 10:30 p.m.).

Magazine Cook Book Sets Campaign On WABC

"The Good Housekeeping Cook Book," designed to assist housewives solve meal planning problems made complex by food shortages and rationing, will be advertised on WABC's "Woman's Page of the Air" with Adele Hawley beginning today. This campaign sponsored by Farrar & Rinehart for the Cook Book is the first for the client on WABC, CBS's New York City outlet.

"Woman's Page of the Air" is heard Monday through Saturday from 8:45-10:00 a.m., EWT. Farrar & Rinehart's participations will be heard on Wednesday, Thursday and Saturday programs.

Business was placed through Frank Spier & Aaron Sussman, Inc.

Shirer Time Shifted

William L. Shirer, CBS news analyst now in London, changes the time of his regular Sunday news program from 5:45 p.m., EWT, to 10:30 p.m., WT, beginning Sunday, July 4. Program is heard over WABC and the Columbia network. Shirer is in London gathering background material.

Canada Sets Ceiling On Used Radio Prices

Montreal—S. Godfrey Administrator of Used Goods for the Prices Board on Friday issued an order establishing a maximum selling price schedule for used radios and radio tubes based on age and type of set.

Maximum selling prices of rebuilt radios which are defined as radios which have been completely overhauled and perform almost like new are scheduled in the order prices of used radios which have not been rebuilt will be 50 per cent of the rebuilt price. The order provides that dealers must guarantee every used radio sold if the set sells for \$50 or less. The guarantee must be for 30 days if the selling price is more than \$50. The guarantee must extend to 90 days the price charged for a used radio tube, must not be more than 25 per cent of the price charged in the same district for the same kind of tube when new.

WJZ Troop To L. I.

The WJZ Victory Troop will travel tonight to Kingsport, L. I., where they will perform for the cadets of the U. S. Merchant Marine School.

Time is the Test of Time

Set up all the gauges you like, but the best way to test radio time is to apply the test of Father Time. When an advertiser comes back year after year, it's only because he gets good results consistently. Not occasionally, not frequently—but consistently.

With no further ado we list those advertisers who have been on WMCA four or more consecutive years.

Sachs Quality Furniture	20 years
Michaels Brothers	10 years
I. J. Fox	9 years
Dime Savings Bank of Brooklyn	8 years
St. Christopher's Inn	8 years
Crawford Clothes	7 years
Ironized Yeast	5 years
Unity School	5 years
Amer. Home Products & Sterling Products	4 years

Representative: Weed & Co., Chicago, Detroit, Hollywood, Boston

See Radio In Favor Of OWI's Dom. Bureau

(Continued from Page 1)

Kenneth McKellar, recommending the continuance of the Domestic Branch of the OWI. Woods' wire reads as follows:

Text of Wire

"The domestic branch of the Office of War Information, formed in 1942, has been the solution of a practical operation in the scheduling of radio programs pertaining to the multi-governmental agencies. Prior to its formation there was a decided lack of coordination in the requests for radio time with no authority to inform the network or broadcaster whether or not the scheduling of such requested time for one governmental agency as against a request from another was more helpful in the winning of the war. We urgently request and recommend the continuance of the domestic branch of the Office of War Information as an exceedingly helpful agency in our war effort."

Other networks were hesitant to make any commitments at this time, though they are concerned about having to revert to the pre-OWI arrangement when every government agency pressured the chains and stations for time without regard to priority of importance to the war effort.

Indie Viewpoint

Independent stations are just as concerned about the matter, but as yet no collective action is indicated. Initiative has been taken, however, by Bert Georges, general manager of WHEB, Portsmouth, N. H., who followed up the action of the House on Friday with the following letter to the Honorable Charles Tobey, and copies to Honorable Styles Bridges, and Honorable Chester E. Merrow:

"The stand taken by Congress concerning Elmer Davis and the Office of War Information is difficult to understand. Although I may not be in possession of all the facts, I cannot conceive how Congress can claim, or even suggest, that the newspapers can do the domestic job of keeping the public informed. I certainly realize that newspapers have an editorial policy which is as it should be, and I think the present method of news dissemination is the best that can be had during the present war.

"We, in radio, resent newspapers being set up or referred to as the public informant, whereas many surveys show that radio, by a great margin, is the dominant news source of the American public. News reported on radio is not reported with an editorial opinion. Since December 7, 1941, radio has carried millions of dollars in government advertising and promotion without subsidy. Why now are newspapers and not both press and radio being mentioned as the media to carry on domestic war information.

"We heartily agree with Mr. Davis in his opinion of inadequate Washington news coverage. Whether it reflects on radio or the press makes very little difference. I, for one, feel with the facts in my possession, that the Office of War Information is a very necessary domestic bureau. We respectfully request careful consideration of all facts and that all members of Congress be completely informed on the policies and the functions of OWI, before recommendation is made for the abolishment of this office, in its handling of domestic war information."

Estimate of the cost of operations of the Radio Bureau of the Domestic Branch of the OWI for 1943 shows that the government's financial con-



PROMOTION



WEEI's "Farmer's Almanac"

Leading off with a concentrated plug for one of its programs as typical of the station, WEEI, Boston, is circulating a new promotion booklet entitled "I'll Be Seenin' You . . ." The quotation is the signoff on its "Farmers' Almanac." Text goes through the usual routine of pointing up the program's appeal via mail returns and surveys, with just enough pictorial illustrating and colloquial expressions to keep the copy from appearing formal and stilted, though it is straightforward. Building right up to "the moral of the story" the booklet winds up with general boast for the station as a whole.

WOL Statistics

Shirley Povich, sports columnist of the Washington Post, recently credited WOL's, Washington, D. C., broadcasts of the Washington Nationals games at Griffith Stadium by Arch McDonald and Russ Hodges have increased the sales of Old Gold Cigarettes at the Peoples Drug Stores in the Capital by 105 per cent since last season, the outlet declares.

Purchase of a Carrier

By repeating the slogan "Use your special change and buy a share in the Aircraft Carrier 'Shangri-La' which will return to Tokyo" with "as little as one dollar in War Stamps will give you a share in this Aircraft Carrier," WHIO, Dayton, has met with a committee of Retail Merchants Association to work out details for the special War Stamp promotion by the retailers for the month of July.

WHIO will broadcast a special program July 1 to inaugurate the series toward the purchase of the carrier. Meanwhile details are being completed to have all local commercial programs and spots plug the cam-

tributions came to only 4 per cent of the moneys contributed by the trade in time and talent. Figures were disclosed in the recent hearings before the subcommittee of the Committee on Appropriations of the House of Representatives which slashed the appropriation for the DB from the Appropriations Bill for 1944, Friday.

Estimate of personal services cost and other obligations for the 1943 statement in the Committee's minutes came to \$612,497. Same statement showed that commercial radio via its seven planned schedules had given time and talent which was valued at \$142,711,000.

"On the present basis, if we were to go out and try to buy that time and talent at commercial rates, it would cost the Government in the coming year, \$142,000,000. We have managed to secure that time and talent free at an expenditure of what we are asking here, approximately \$800,000 purely to service that free time and free cooperation," testified Bill Lewis, domestic director before his recent resignation. (1944 budget

KGO Give-Aways

"It is better to give than to receive" is still the belief of Art Linkletter, emcee on KGO, San Francisco. Linkletter gives away presents as freely as a philanthropist. Each day the prize on the "What's Doin' Ladies?" weekly program being different, and given away without strings and no questions asked.

The other week Art offered a prize to the woman in the audience who lived the longest in San Francisco. The questions, as much as the prizes, vary with each broadcast, affording all women in the audience an equal opportunity to win something.

Awards School Tuition

WLW, Cincinnati, has presented the first of seven school tuition awards to Virginia Kemp, Fort Thomas, Ky., good for one year at the Cincinnati College of Pharmacy, Dean L. J. Klotz announced.

"WLW is to be congratulated," Dean Klotz said, "upon its plan to underwrite the cost of incidental fees and charges for one student in pharmacy for one calendar year in 7 schools of pharmacy . . . as a practical method of assisting in solving the problem of inducing worthy young men and women to undertake a career in pharmacy. . ."

The other six mid-western schools of pharmacy selected as a "practical" approach to the serious problem of student pharmacists, according to R. E. Dunville, vice-president of the Crosley Corporation and assistant general manager of the broadcasting division, are: Ohio University, Ohio State University, West Virginia University, Louisville College of Pharmacy, Indianapolis College of Pharmacy and Purdue University.

campaign on the air during other time periods.

estimate for Radio Bureau was listed as \$811,499.)

The radio industry—broadcaster and sponsor—has cooperated so handsomely in the war effort, to get messages to the public, that in its statement of "Justification of Estimate" the Radio Bureau said:

"With the establishment of the seven facilities plans the Radio Bureau now has efficient procedures for working with Government agencies on the one hand, and the radio industry on the other. Hence in 1944, the major effort will be directed toward more complete servicing of all Government agencies by placing their war information within the many facilities which the radio industry has made available. However, since the seven facilities plans took final shape only in February 1943, there undoubtedly will be some modification required as they are more thoroughly tested."

Since the start of the "plans" on radio, the industry has successfully handled 54 war information programs via network programs.

Angell Pays Tribute To N. U. Training Ro

(Continued from Page 1)

at NBC addressed the opening dinner meeting of the 1943 Institute at the Orrington Hotel, Evanston, Ill., last night. "Broadcasting has come to play so important a part in American life that it is highly desirable to have the men and women who conduct enterprise broadly trained and adequately equipped with the various techniques which radio requires," Angell declared. "Needless to say this is also of the greatest importance to all who are vitally concerned with the conduct of the enterprise should be persons of broad and sound social outlook with a deep sense of the necessity of preserving our American way of life."

Linking radio training with university educations, Dr. Angell said that the experience gained from the Radio Institute conducted by Northwestern University last year indicated that the educators and radio specialists were well qualified to collaborate in training people for radio work.

"Skill and Experience" Needed

"So much of modern radio is connected with the presentation of news and its explanation that newspaper people and schools of journalism which they have gained preliminary training, find broadcasting a most attractive and remunerative field," he stated. "The physical basis of radio requires the services of many highly trained engineers," said Dr. Angell. "While the commercial basis of the American broadcasting system, in its turn, calls upon business skill and experience to a very high degree. Without developing these points further or many other similar ones, it must be clear that when to the basic knowledge and disciplines which the university can give is added the opportunity to apply, and watch the applications of, all these resources in the actual work of broadcasting in a large and important broadcasting station, the result must be highly advantageous to its beneficiaries. Theory and practice are thus combined in a most useful way. This it is that Northwestern University and the National Broadcasting Company are seeking to accomplish in a new institute."

With the Colors!

FRED JOHNSTONE, staff announcer of KGO, San Francisco, was inducted in the Army June 5, leaving Saturday, June 12. Having passed the FCC examination, Johnstone expects to enter the Signal Corps.

—vvv—

BUD HEYDON, CKLW, Windsor staffer, has joined Canada's Active Army.

—vvv—

CAMERON MITCHELL, WSRR Stamford, Conn., chief announcer is now stationed at Jefferson Barracks, Mo., Army Air Corp field.

NEW BUSINESS

VHN, New York; P. Lorillard Co., Gold Cigarettes), thru J. Walter Thompson Co., Inc., renewal of sponsorship of Fulton Lewis, Jr., Mondays and Fridays; Biltmore Publishing (for book, "I Was Hitler's Director"), thru Roberts & Reimers, Inc., 13-week sponsorship of "Warm Time," 15-minute sports program preceding baseball broadcasts; Breaker Brothers, Inc., thru Food Industries, Inc., of New York, 52 weeks participating sponsorship of "Gloom Riders," Mondays thru Saturdays; H. Macy Co., thru Young & Rubicam, 52 weeks of spot anns., Mondays and Saturdays; Ward Baking Co., thru J. Walter Thompson Co., Inc., 52 weeks of station breaks for Tip-Top Bread.

House Judiciary Comm. Still Mulls Durr-Cox Case

(Continued from Page 1)
 ner, that Rep. Eugene E. Cox, chairman of the House committee investigating the FCC, be disqualified. The matter has been discussed informally several times by the members of the Judiciary, but there is no general agreement that it is a "hot potato," and that early action is un-likely.

The Judiciary Committee meets today, but will devote the whole meeting, it seems certain, to con- sidering the controversial Equal Rights Amendment, recommended unanimously by a sub-committee for the approval of the full committee. Four members of the 26-man committee have acknowledged receipt of a recent letter of Durr, asking that he be permitted to testify in public session before the committee as to why Cox should be disqualified. Democrat Sam Hobbs of Alabama, Durr's home state, replied simply that he was giving the matter thought and studying the evidence presented by Durr along with his April petition for action against Cox. The secretary to Rep. Joseph E. Talbot, Connecticut, wrote that the Congress- man was out of town.

Doubts Jurisdiction

Rep. Earl C. Michener, Michigan Republican, told Durr he believed the committee has no jurisdiction in this matter, since it involves chal- lenging the appointive power of the speaker of the House. He added in- definitely that no individual has a right to refuse to cooperate with a congressional committee. Thomas J. Nease, Massachusetts Democrat, told Durr in a letter dated June 8 that the committee members have dis- missed his petition several times. It was discussed again last Tues- day, and one member of the com- mittee told RADIO DAILY Friday that Durr's still worrying on it," refer- ring to the committee's chairman, Atton W. Sumners, of Texas.

It is believed no public hearings will be held this week by the Cox committee investigating the FCC but committee counsel Eugene L. Garey

Several Special Programs Set As NBC Replacements

(Continued from Page 1)

and women on the battlefield and the home front.

Replacing "The Great Gildersleeve" Sundays, 6:30-7:00 p.m., EWT, from July 4 to August 22, will be a dramatic program, "Men At Sea," designed to tell the story of men in the merchant marine. Although broadcasts will depict dangers and heroism of sailors, emphasis will be on the description of the sailors as men.

Three of the new sustaining series have been announced previously. These are "Words at War" which will replace "Maxwell House Coffee Time" Thursdays, 8:00-8:30 p.m., EWT from June 24 to August 26; "Not For Glory," replacing "Doctors at War" Saturdays, 5:00-5:30 p.m., EWT, June 26 to August 28, and "Hot Copy," replacing "Truth or Consequences" Saturdays, 8:30-9:00 p.m., EWT, July 3 to August 28.

"Words at War" will dramatize important new books dealing with the war. Three volumes already selected include Wendell Willkie's "One World," Hilary St. George Saunders' "Combined Operations" and Clark Lee's "They Call It Pacific."

"Not For Glory" will stress problems of the Office of Civilian Defense both in relation to the war effort and to civilian life during war time. James M. Landis, OCD head, will be heard regularly on the series.

"Hot Copy," which originates in Chicago, relates the adventures of a newspaper woman.

NBC obtained first radio rights for Willkie's published record of his world tour.

"Sundown Serenade," Hollywood

variety show, will feature Charles Dant's orchestra and will replace "Abie's Irish Rose" Saturdays, 8:00-8:30 p.m., EWT, from July 3 to August 28.

A novel quiz show, "Who, What, When and Where?" designed to test the audience's ability to listen well and repeat what was heard, takes over the Saturday 10:30-11:00 p.m., EWT, spot beginning June 26.

Last of the group of Summer replacements built by the NBC's program department will be the "NBC String Quartet," composed of distinguished concert artists, which replaces "What's My Name?" Sundays, 10:30-1100 p.m., EWT, from July 4 to September 12.

All foregoing replacements will be sustaining programs.

An unusual camp show will replace "Aldrich Family" Thursdays, 8:30-9:00 p.m., EWT, July 8 to July 29. Dedicated to the Air Forces of the Army and Navy, "Music in the Air" will emphasize the kind of entertain- ment which can be provided by mem- bers of the air forces. Many musi- cians from top-flight bands, enter- tainers and actors, whose names have been in lights, are now in training as air force pilots. This series will be an all-entertainment program fea- turing servicemen themselves in the star roles.

In the place of "March of Time" Thursdays, 10:30-11:00 p.m., EWT, from July 8 to August 12, there will be a musical and variety show origin- ating in Chicago. Each of these pro- grams will include a 15-minute talk by a prominent speaker.

Soldiers In Alaska Prefer Straight News

San Francisco—Soldiers up Alaska- way prefer their news in straight newscasts rather than commentators, according to Major Bill Adams, formerly with KSFO, who is visiting here from his Army post in Alaska. Major Adams says the soldiers "hate com- mentators, but are hungry for straight news reporting."

Among local stations well-received in the north, he said, are KJBS, KLX, KLS, KPO and KQW. Also coming in strong is KNX, Hollywood.

New KGO Guessing Game Directed By Linkletter

Art Linkletter has turned up with another variation for his "What's Doin', Ladies?" program on KGO, San Francisco. The daily feature of having one woman of the audience guess the content of a paper bag has been varied so that the content is visible to the audience by blind- folding the woman selected to ven- ture the guess. The object is handed to her while the audience has been pledged to maintain secrecy.

AGENCIES

EIGHT RADIO and advertising executives have left Chicago to be fishing guests of J. H. Platt, advertising director of the Kraft Cheese Company, at Borderline Lodge, Quinton, Miss. those making the trip include Niles Trammell, president of NBC; Harry C. Kopf, NBC vice-president and general division manager; J. D. Galbraith, NBC salesman; J. J. Wolf, assistant general sales manager of Kraft; Willard F. Lochridge, vice- president of J. Walter Thompson; Will Grant, president of Grant Advertising Agency, and Guy Fowler, vice-presi- dent of Needham, Louis & Brorby, Inc.

REP. LYLE H. BOREN of Oklahoma and REP. CHARLES A. HALLECK of Indiana will speak at the weekly luncheon meeting of the Sales Executives Club which will be held today at the Roosevelt.

CHAMPION GAUGE COMPANY of Corona, appoints I. R. Bill of Erland Advertising Agency, account executive in charge of their advertising. Plans for post-war markets are being developed.

Commons Radio Committee Hears Candidate Squawk

(Continued from Page 1)
 House of Commons radio committee.

Permission had been refused by a vote of the Board of Governors.

Dr. J. S. Thomson, CBC general manager, told the committee an ap- plication October 7 from Hon. R. B. Hanson, then Conservative House leader, for some advance publicity on the convention and for permission for the speeches of Mr. Meighen, then National Conservative leader, and Milner to be broadcast.

"I was not yet general manager," Dr. Thomson said.

"The application came to Gladstone Murray, then general manager. As I was soon to take over the duties Mr. Murray and I consulted on it and we decided it was a matter of policy for the Board of Governors to decide." The decision of the board was that while it would like to accede with the request it might lead to innova- tions and new precedents, it decided that the request should not be granted.

Representatives of the Conservative party had then approached the CBC for half an hour on the national net- work for the convention speeches, on a paid basis. The first application had been on a "sustaining" basis. Dr. Thomson by this time general man- ager, said he had refused the second application on two grounds. He had felt he could hardly allow space on a paid basis, after the Board of Gov- ernors had decided against it on a sustaining basis. Secondly, there was a minute of the Board of Governors, dated January 22, 1940 that no paid time should be allowed, during the war, for political speeches between election campaigns, over the CBC network.



RADIO DAILY

The National Daily Newspaper of Commercial Radio and Television



VOL. 23, NO. 59

NEW YORK, N. Y., WEDNESDAY, JUNE 23, 1943

TEN CENTS

Senate OWI Debate Today

FCC Official Approval For Use Of 850 Band

Washington Bureau, RADIO DAILY
Washington—With Commissioners Case and Craven dissenting, the FCC yesterday granted use of the 850 band to both WHDH, Boston and WJW, Akron, upholding previous decisions respective to these two stations. A hearing was scheduled on the matter for next Wednesday but both stations had asked for cancellation and NBC, as licensee for KOA, Denver, had already decided not to fight the granting of the use of the band to these two stations. NBC
(Continued on Page 8)

Willkie-Fredric March On Special July 4, Show

With Wendell L. Willkie in a message to the freedom-loving nations of the world and Fredric March in a drama reflecting America's early fight for liberty, a special Independence day broadcast will be presented by the Writers' War Board in conjunction with the Columbia network, Sunday, July 4 on WABC-CBS, 2:00-
(Continued on Page 6)

Deny Don Lee Request; Other Activity By FCC

Washington Bureau, RADIO DAILY
Washington—A request from the Don Lee network that the FCC modify its new network rules to permit regional networks to increase their options on 14 days rather than 56 days' notice was denied by the Commission.
At the same meeting the Commis-
(Continued on Page 2)

A Touch Of Bacchus
Seymour Korman, Mutual's "Overseas Reports," the only American radio correspondent with the British troops advancing on Pantelleria, expected to relate the usual dusty shambles of an aerial bombardment. Instead, however, he described the pleasantries of the "... fragment remains of what was once a winery."

Vacation (?)
H. V. Kallenborn, who has been on the air longer than any other news commentator, has decided to give himself a vacation from his newsreel chore after 20 months by concentrating on his five-times per week broadcasts. He may return to the screen in the Fall with a new feature. Teleneews distributes the Kallenborn films.

D. of J. Will Examine Any Petrillo-ET Pacts

Washington Bureau, RADIO DAILY
Washington—Although the Department of Justice has no intention at this time of re-entering its anti-trust suit against the AFM, it has the right to press for action and might do so if it finds that any settlement which might eventually be reached violates the anti-trust statutes. Tom C. Clark, assistant attorney general in charge of the anti-trust division, told RADIO DAILY that the division is watching the negotiations with interest and ex-
(Continued on Page 2)

AFM Finally Revokes Oberstein's Membership

Local 802 (N. Y.) of the American Federation of Musicians has finally revoked membership from Eli Oberstein, after months of investigations and hearings on charges of making alleged bootleg recordings in violation of the AFM ban. Oberstein has,
(Continued on Page 2)

CBS and Mutual Send Wires In Favor Of Domestic Bureau

Whiteman Reported Set For 1st Of Ford Musicals

The summer musical program plans of the Ford Motor Company to replace its Earl Godwin news broadcasts on the Blue Network are reported as set for shows on Monday, Wednesday and Friday featuring Paul Whiteman and heard at the usual
(Continued on Page 2)

Argument Expected On House Measure Which Eliminated Domestic Bureau; Restoration Considered Likely

WOR Sets Tele Tieup With DuMont Studios

Periodic spurt in television activity culminated yesterday with the announcement of a production tie-up between DuMont Television and WOR, Mutual's New York outlet. Arrangement will add another full hour of live broadcasting to the DuMont schedule which is the only one of the local broadcasters offering live studio entertainment. Station
(Continued on Page 6)

Winchell "Basin Street" Going Full Blue Network

Two programs sponsored by Andrew Jergens Co. will expand to the full Blue Network on July 18, one of them "Chamber Music Society of Lower Basin Street" also expanding from 15 minutes to a half hour show;
(Continued on Page 2)

New Washington Series Scheduled By Mutual Net

New program to familiarize the American people with the work of Congressional committees will be inaugurated under the head, "Mutual"
(Continued on Page 2)

Washington Bureau, RADIO DAILY
Washington—The Senate Appropriations Committee will probably begin today consideration of the War Agencies Appropriation Bill, and upon their consideration of this bill the future of the OWI Domestic Branch is largely dependent. The Senate is generally expected to restore the Domestic Branch at least partially although it is not unlikely that restoration will be fought on the Senate floor. That fight will probably
(Continued on Page 8)

Half Barter On Radio Of Rationed Products

San Francisco—OFA has ordered KGO, Blue Network outlet, to discontinue bartering coffee, sugar and other rationed items on the show, "What's Doin', Ladies?" conducted by Art Linkletter, on the ground this activity constituted a "black market." Station execs, surprised any federal
(Continued on Page 2)

"Stage Door Canteen" To Salute Film Version

Tomorrow night's program of the CBS "Stage Door Canteen," sponsored by Corn Products Refining Co. will be a salute to the picture version of the show with the same name being released in New York and 15 key
(Continued on Page 2)

A Small World
The cellist, a native of Minneapolis, who was to accompany a violinist and Jim Smiley to play at the wedding of Washington CBS director Earl Gammon's daughter, was pleasantly surprised to learn that it was the same Gammons, then station manager of WCCO, Minneapolis, to whom he sold his music library two years ago.



Vol. 23, No. 59 Wed., June 23, 1943 Price 10 Cts.

JOHN W. ALICOATE : : : Publisher

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

Published daily except Saturdays, Sundays and Holidays at 1501 Broadway, New York, N. Y., by Radio Daily Corp. J. W. Alicoate, President and Publisher; Donald M. Merseur, Treasurer and General Manager; Chester B. Bahn, Vice-President; Charles A. Alicoate, Secretary. Terms (Post free) United States outside of Greater New York, one year, \$10; foreign, year, \$15. Subscriber should remit with order. Address all communications to RADIO DAILY, 1501 Broadway, New York, N. Y. Phone Wisconsin 7-6336, 7-6337, 7-6338. Chicago, Ill.—Frank Burke, Suite 1800-A, Merchandise Mart, Phone Delaware 4950. Hollywood, Calif.—Ralph Wilk, 6425 Hollywood Blvd. Phone Granite 6607.

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

FINANCIAL

(Tuesday, June 22)

NEW YORK STOCK EXCHANGE

Table with columns: High, Low, Close, Net Chg. Lists various stocks like Am. Tel. & Tel., CBS A, etc.

OVER THE COUNTER

Table with columns: Bid, Asked. Lists stocks like Farnsworth Tel. & Radio, Stromberg-Carlson, etc.

Whiteman Reported Set For 1st Of Ford Musicals

(Continued from Page 1) time, 8:00-8:15 p.m., it is expected that a decision will be made today on using the Josef Stopak orchestra, Josephine Houston as vocalist, the Lunn Murray Chorus and Paul Douglas as announcer. No decision has been made as yet concerning the three other spots. The new plans are expected to take effect the second week in July.

Advertisement for Philadelphia Story in Radio 5000 Watts on WPEN 950 on the Dial. Includes station logo and network affiliation.

Winchell "Basin Street" Going Full Blue Network

(Continued from Page 1) other program, Walter Winchell goes from 69 Blue web outlets to 149, same number as "Basin Street." Lennon & Mitchell is the agency on both accounts.

Winchell, for the first time, effective July 18, will be heard exclusively on Blue Network outlets. Some NBC stations had been used originally, since the program has been on the air for Jergens since Dec. 4, 1932, for Jergens lotion.

"Basin Street" for Woodbury soap, was a Blue sustainer for some time and a half-hour show before Jergens bought it on a pay-as-you-go basis and reduced it to 15 minutes. Now it will be aired on a guaranteed network. Program plans to add a "music depreciation period" during which vagaries of musicians and composers will be subjected to ridicule. Other additions will include resurrection of a "Dixieland" group.

AFM Finally Revokes Oberstein's Membership

(Continued from Page 1) through his attorney, William R. Berkson, appealed the decision with the national board at the AFM, but no disposition has been made of it there. He has also asked the union for permission to sue. Oberstein is at the head of the Classic Record Co. and has been a sore spot with the union because of the alleged bootleg records.

When James C. Petrillo, president of the AFM, recently called a meeting of the music publishers, the target was Oberstein. Petrillo tried to get the publishers to withhold recording license (copyright) from Oberstein, but the publishers did not comply, holding that such a deal would be illegal.

Conjectured, that by throwing Oberstein out of the union, union places him on the black list so that if and when the recording ban is lifted, licensed studios would not be able to serve him, nor would the musicians. But inasmuch as Oberstein has been able to obtain facilities and talent now it is held that he will undoubtedly muster the same support later.

New Washington Series Scheduled By Mutual Net

(Continued from Page 1) Press Conference," Tuesday, June 29, 10:15-10:30 p.m., EWT on MBS. Each week a chairman of a special congressional committee will be on hand as a guest to answer questions posed by newsmen and radio reporters. Walter Compton will serve as coordinator for the program originating at WOL, Washington, D. C. Quizzing newsmen will change weekly too.

For the opener, Senator Harry Truman (D) of Missouri, chairman of the Special Committee to Investigate the National Defense Program will be first guest. Questions will be posed by Billy Repaid, radio newsman, and Ray Henle, Washington correspondent of the Pittsburgh "Post Gazette."

Deny Don Lee Request; Other Activity By FCC

(Continued from Page 1) sion granted WJZ's petition to move its main transmitter and an auxiliary from Bound Brook to Lodi, N. J., and extended for another 90 days John H. Stenger's temporary license to operate WBAX, Wilkes-Barre, Pa. This extension is pending the Commission's decision in the so-called Wilkes-Barre case, which decision cannot be rendered until the Cox Committee returns the Commission's files on the case.

A motions hearing is scheduled for this morning in the case of WOKO, Albany, N. Y., CBS affiliate, which seeks to have the hearings on its license renewal application continued from July 1. This hearing was originally scheduled for last Spring, and was recently postponed from June 1. Questions of stock ownership are involved.

D. of J. Will Examine Any Petrillo-ET Pacts

(Continued from Page 1) pects to examine the terms of any settlement finally reached.

In the absence of settlement however, the Department contemplates no action at this time, Clark said.

In the meantime James Fitzpatrick of the U. S. Conciliation Service is still waiting in New York for definite word from James C. Petrillo, AFM leader, as to when he will come to New York to confer with Fitzpatrick. Petrillo notified Fitzpatrick from Chicago on June 11 that it was necessary he stay in Chicago for a while. AFM meetings in progress at that time have been concluded, and Fitzpatrick is trying to get Petrillo to commit himself to a date for the New York meeting.

"Stage Door Canteen" To Salute Film Version

(Continued from Page 1) cities tonight. On the show which will come from New York will be Gypsy Rose Lee, Monty Woolley, Bert Lytell and the Raymond Paige orchestra; from London Maj. Ben Lyon will be picked interviewing soldiers from North Dakota, Calif. and Texas who have already seen the film.

After the London pickup the CBS mike in the lobby of the Capitol Theater will give reactions of stars from radio, stage and screen.

Halt Barter On Radio Of Rationed Products

(Continued from Page 1) rules were being violated, immediately eliminated rationed items from the list housewives are permitted to bring to the audience program's Tuesday "Barter Day," for swapping purposes.

The OPA pointed out that ration stamps must be used only for the person to whom they are issued. Swapping on the show is now confined to such articles as pianos, garden tools, fur coats, etc., etc.

COMING and GOING

ROBERT L. KENNETT, program manager of WHAS, Columbia outlet in Louisville, Ky., arrived in New York yesterday.

WILLIAM T. LANE, station manager of WAGL, Syracuse, N. Y., is here for conferences at the headquarters of the Blue Network.

CHARLES M. ROBERTSON, Jr., president of the Ralph H. Jones Company, Cincinnati, is visiting the agency's New York office.

GEORGE P. HOLLINGBERRY, president of the station rep organization bearing his name, returned last night to his Chicago headquarters following a short business trip to New York.

THOMAS G. TINSLEY, president and station manager of WJTB, Baltimore, was here yesterday for talks with the local representatives of the station.

BARRY WOOD is in Columbus, Ohio, filling a three-day engagement at the Palace Theater.

KINGSLEY HORTON, sales manager of WEEL is leaving for home today after having been here three days on station business.

W. ENNIS BRAY, commercial manager and station director of WMRC, Greenville, S. C., out of the Blue Network, is in town and plans to stay until next Monday.

HAROLD H. MEYER, station manager of WSRR, Stamford, came in from Connecticut yesterday for talks with the local reps.

EDDIE CANTOR is in Santa Ana, Cal., for the broadcasting of tonight's "Time to Smile" program from the El Toro Marine Corps Air Station.

CHARLIE BARNET and his manager, MOR DAVIS, end a three-day vacation today at Moosehead Lake, Me., and open tomorrow in Boston for two weeks at the Hotel Bradford.

JOHN J. LAUX, general manager of WSTV, Stauntonville, Ohio, a visitor to New York. Paid a call yesterday at the offices of the station's representatives here.

ANN DuPONT and the member of her orchestra are in Columbus, Ohio, for an engagement at the Jai Lai Club, from where they will be heard on local radio programs.

A. M. ROBERTS, merchandising manager of WWL, Columbia affiliate in New Orleans, and MARY LOU JACOBS, of the station staff, are in town on a combined business and vacation trip.

MAXENE, PATTY and LA VERNE ANDREWS arrived yesterday from Hollywood and will open tomorrow as a feature of the Paramount stage show.

GEORGE D. WALKER, general manager of WAIR, Blue Network outlet in Winston-Salem, N. C., in town for confabs at Rockefeller Center.

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

Large advertisement for WHAM station. Text includes: "Your Western New York Salesman", "50,000 Watt... Clear Channel... 1180 on Dial", "Affiliated with the National Broadcasting Company and The Blue Network, Inc.", "ROCHESTER, N. Y.", "National Sales Representative: George P. Hollingbery Co.", "The Stromberg-Carlson Station"

1000 PHONOGRAPH RECORDS

The 1943 Sesac Music Guide Lists Recordings of Outstanding Musical Selections

POPULAR AMERICAN CLASSICS—INSPIRING SACRED SONGS and HYMNS—ORIGINAL COWBOY and WESTERN RANGE TUNES—NATIVE HAWAIIAN MELODIES—RHYTHMIC LATIN-AMERICAN TANGOS, PASO DOBLES, RHUMBAS—STIRRING MARTIAL MUSIC—ENCHANTING POLKAS—LILTING WALTZES, etc., etc., are included in the Classifications of Recorded Features.

*Recorded by Many of the Leading Radio Artists and Bands
Timely Additions To Your Recorded Library*



THE BEST
MUSIC
SESAC
IN
AMERICA

WRITE SESAC PROGRAM DEPARTMENT
FOR MUSIC GUIDE CONTAINING
LIST OF 1,000 RECORDINGS

113 WEST 42nd STREET
NEW YORK 18, N. Y.

Los Angeles

By RALPH WILK

COMPTON Advertising, Inc. has opened offices in the Equitable Building, Hollywood, and will function as a general advertising service. George B. Brown of the firm's New York headquarters is in Hollywood to appoint a local manager, while Miss Whila Wilson will continue to handle radio. Agency has purchased a number of spots from NBC Spot Sales for Aspertane, and contemplates more radio and other media expenditures.

John B. Hughes and Harry W. Flannery, nationally noted commentators heard on "Question of the Week," were both "veteran" newsmen at the age of 16, and they are fond of comparing notes on those days when they did everything from emptying wastebaskets to covering police beats.

Paul Pierce has been named producer, and Art Gilmore announcer, of the new "Hollywood Theater of the Air" which begins on an NBC network of 51 stations on June 28, for Procter & Gamble replacing the current daytime serial, "Lone Journey." Each week "Hollywood Theater of the Air" will present a radio adaptation of a current motion picture. First two film stories secured are "Bachelor Mother" and "Fifth Avenue Girl."

The Hollywood Canteen had its "biggest" show when John Charles Thomas, Victor Young and his orchestra and Ken Darby's chorus visited the famous service man's center following their regular Westinghouse broadcast via NBC. "Biggest" is no exaggeration as stage-helpers at the Canteen will testify. Young brought his entire-orchestra—totalling 58 men and women with their instruments; Darby's chorus added another 16 visitors—and Thomas plus the production crew soared the total to the three-score mark.

CBS Engineering Dept. In Personnel Changes

Changes in the CBS Engineering Department personnel were yesterday announced by Henry Grossman, Eastern Division Operations Engineer: Oscar Presnell and Syd Samuels, studio technicians, have joined the army. Presnell left Friday, June 18, for the Signal Corps, and Samuels was inducted Sunday, June 20.

H. A. Porter had joined the Maintenance Department and Barney Zweig has been added to shortwave studio as technician.

Dramin Jones, former staff technician for WABC's Columbia Island transmitter, is now Assistant Supervisor of the CBS Maintenance Department, and Hugo Busch, formerly on the Maintenance staff, is doing mechanical engineering in the CBS Construction and Building Operations Department.

Additions to the apprentice training staff of the Engineering Department are Ralph Novick and Harry L. Side.



Notes From A Ringside Seat . . . !

● ● ● At La Conga the other yawning, some of us were discussing the current Frank Sinatra-Tommy Dorsey court battle over finances and the discussion recalled an instance several years ago. . . . Maestro Abe Lyman, a talent discoverer of no mean ability, unearthed a young lad with vocal possibilities and signed him to a five year contract. . . . the youth started to go places and so Abe, magnanimously released the lad who climbed the heights. . . . you know the young man today as Dick Powell. . . . Benny Goodman and his swingsters will provide the hot licks starting June 28 at Bob Christenberry's Hotel Astor Roof, following the band of Harry James, Goodman's most famous "alumnus". . . . Walter Yust, editor of the Encyclopedia Britannica, will get a first hand glimpse of the way "Information Please" hands out his handiwork. . . . he'll be a "guest expert" on that program next Monday. . . . Ari Green, disc jockey, celebrates his fifth year as a radiator. . . . never uses a script but you'd never guess it, listening to his smooth chatter. . . . Alice Keith, now writing a book on radio, visited MBSlater's "Better Half" quiz and was so impressed as to include in the tome an entire script of that show. . . . Harpers will publish the work. . . . William Fender, formerly with WHOM, has been added to the WNEW announcing staff. . . . The Hal Wagners (he's assistant program director at Mutual.) received their third visit from Sir Stork, Friday. . . . a girl.



● ● ● A new quartette has been added by Woody Herman to his aggregation. . . . the lads will feature spirituals and blues and will make their radio debut on Woody's "What Your War Job" Blue Net show, July 7. . . . Foote, Cone & Belding is currently riding a baritone-prosperity wave. . . . both Frank Sinatra and Dick Haymes are under the F. C & B aegis, Frank on "Hit Parade" and Dick, slated to start July 18 on "Evening In Paris". . . . Earl Wilson's wordage on Harry James in the current issue of Liberty is "Bos" well written. . . . Guy Rowe, American artist, who, under the signature of "Giro," draws the Time Magazine covers, visited George Putnam, NBC news reporter and informed the surprised news-hawk that he painted his likeness while listening to George's 11 p.m. newscasts but would like to sketch Putnam in action at the mike. . . . he dood it. . . . The Narrator of the Pathe Newsreel, "North African Album" is Jackson Beck, radiator de luxe. . . . Johnny Mercer, the tunesmith, whose program is NBCycled during Bob Hope's summer vacation, is working on the score of a new musical comedy slated for a Broadway premiere in the Fall. . . . screen scripter Walter De Leon is doing the book. . . . CBSoprano Eileen Farrell has been chosen to fill the singing spot on the Prudential Family Hour, during Gladys Swarthout's vacation.



● ● ● Milton Rosenberg, brother of Sylvia (Ascaph) Rosenberg, who saw action with the U. S. Marines on Guadalcanal, has been given an honorable discharge. . . . now he wants to join the Merchant Marine. . . . Last week, NBC, in sending out a news release, stated that Maestro Sascha Jacobson, had won the Loeb Memorial Prize of \$1,000,000. . . . slightly exaggerated, we'd say. . . . the prize actually was \$999,000 less than the former figure. . . . The Blue Network will have a new owner by October 1. . . . however there will be no changes in the operations staff. . . . This actually happened last week at CBS. . . . just after Romo Vincent (Mr. Five By Five) entered the elevator, the operator announced, "that's all folks, next car please". . . . Sydney Moseley, ace newscaster scheduled to speak tonight at a War Bond Rally, before a group of Women, waxed enthusiastic about American distaffers when he heard that even before the "auction" had started 1,000 women had already pledged \$100.00 each, to gain admittance. . . . Ginger and Lanny will MBstart this Sunday a new fifteen-minute program series of Sundaydreamings.



Remember Pearl Harbor

Chicago

By FRANK BURKE

MUTUAL meeting for Chicago on June 29th has been indefinitely postponed.

Marvin Mueller is the new announcer on the CBS "Ma Perkins" program and is also doubling as Charlie Warren in the script.

Fred Barron has been added to the cast of "Helpmate," NBC daytime serial.

Grace Hickok, formerly a reporter for the Chicago "Journal of Commerce," has joined the staff of the WGN press department as a writer. Charles Wiley, former WGN employee, has rejoined the staff as a news writer.

Declaring that the radio industry is looking to the Summer Radio Institute at Northwestern University and to others patterned after it at Stanford and U.C.L.A. to furnish a significant answer to the acute manpower shortage in the industry, Albert Crews, director of the Summer Radio Institute, declared 133 applicants were accepted at Northwestern out of 300 inquiries. Thirty-two states are represented in this year's enrollment.

Allen Reuss, guitarist of the Harry Kogan orchestra at the Blue Network, has left for New York, where he is slated to join Benny Goodman's orchestra.

Entertainment Confab Switches Meeting Time

This Thursday's meeting of the Continuations Committee appointed by the National Conference of Entertainment Industry for Wartime Activities will be a dinner meeting at 6:30 p.m. at the Hotel Astor. Heretofore meetings of the committee were held at 8:30 p.m. at the offices of UTWAC.

Musical Authority To NBC

Gilbert Chase, specialist in Latin-American music in the Library of Congress, joins . . . BC on July 1 as script writer and handbook editor of the "Music of the New World" series, it has been announced by Dr. James Rowland Angell, NBC public service counselor. Chase has served as a consultant on the series since its inception.

KLZ
DENVER
Practical, intelligent merchandising co-operation
CBS Network
Representative: The Katz Agency, Inc.



We put the Back Fence in Studio 3B

A new idea has hit the air . . . an idea new to radio but old as the hills to housewives.

You know about Woman's Exchanges . . . the glorified back fences of America . . . the clubs organized by housewives to facilitate the swapping of jams, recipes and ideas helpful in home-making.

On Monday afternoon, June 21st, WJZ's new show, "Woman's Exchange," took to the kilocycles . . . to serve as a

clearing house for the interchange of ideas among the housewives of the vast WJZ coverage area . . . to help them in their wartime food and household problems. It is a participation show (an economical one) from 1:15 to 1:45 P. M. Monday through Friday. Most important is the fact that Alma Kitchell, established favorite of women listeners

throughout the country, will guide this series and serve as its commentator. There will also be guest experts, two strong mail pull angles, and . . .

But watch for news of "Woman's Exchange" . . . and watch it go to town. It's for sale on a participation basis . . . is sure to attract listeners and sponsors fast. We have just prepared a brief written outline of the program. Write or phone for your copy today.

NEW YORK'S FIRST STATION



STILL DOING THINGS FIRST

REPRESENTED BY BLUE SPOT SALES

WOR Sets Tele Tieup With DuMont Studios

(Continued from Page 1)

will celebrate a year of telecasting June 28, with a gala 90-minute presentation. Both the WOR series and the current Sunday and Wednesday night series are via W2XWV.

In the WOR-DuMont deal, WOR's program department will produce and present a series of experimental television shows, Tuesday evenings, about 8:30 p.m., starting July 6. Broadcasts will originate from the DuMont studios at Madison Ave. Others on WOR's staff, such as J. R. Poppele, chief engineer, technicians, announcers, artists, directors, writers, etc., will participate in the new project with WOR footing the bills. Most of those who will be affiliated with the programming will be WOR staffers, but any free-lance talent rung in will also be paid for by WOR.

Station will offer its new activity to advertisers and agencies who are now using WOR, so that they can adapt their productions for television and join in the experimentation. Commercial plugs, however, will be omitted.

Project represents the second in WOR's Post War Planning program. The first, announced in April, was a survey among agencies to ascertain post-war plans of advertisers. WOR's own application for television station has been reinstated but will remain dormant for the duration.

Seebach To Be In Charge

J. F. Seebach, v.-p. in charge of programs will head the WOR staff on this latest project. He will be assisted by Ray Nelson, director of daytime programs; Robert A. Simon, director of continuity; Ann Honeycutt, executive producer; Roger Gower and Sherman "Jock" MacGregor, staff directors. Audiences will be invited via announcements during broadcasts, to express opinions and make suggestions on the productions.

To celebrate its first anniversary of studio telecasting, DuMont will offer the "Cavalcade of DuMont Stars" at 8:30 p.m., EWT, next Sunday. Among the talent participating will be Pauline Alpert, Chuck Palmer and his Royal Rangers, Arthur Boran, Jolly Bill Steinke, Texas Jim Robertson and Jean Lewis, Lillian MacLellan and Bobby Hastings, Charlie Taylor, Doug Allen, Sam Cuff, Dennis James and others.

Three More Joins CBS

G. P. Tompkins has joined Columbia as a report analyst in the Research Department. For the last five years, he has been a statistician in the radio and technical fields.

Earl Steele has been added to the network's announcing staff. Prior to joining CBS, he announced for station WTAG, Columbia's Worcester, Mass. outlet.

George Gerard is a new member of the shortwave news department, doing French writing, translating and announcing.

NEW PROGRAMS—IDEAS

Cigarettes For Soldiers

Through an ad-lib suggestion during one of the "Women Can Take It" programs, heard weekly over WMCA, New York, on Wednesdays from 9:45-10 p.m., countless thousands of soldiers overseas today are receiving free cigarettes through Nadine Bandler, "femcee." Today hundreds of units, through that suggestion, have been formed to assist in the work.

In a tribute to the numerous new units established in industrial plants and large retail establishments "Women Can Take It" will feature a series of reports covering the progress of the various Overseas Cigarette Units of WCTI committees.

"Women Can Take It" invites women of all social standings to tell of their experiences in war work.

Camp-Station Hook-up

Camp Wheeler has added WBZ-WBZA, Boston, one of many station hook-ups, for interviews with soldiers emanating from Beantown, under the title "Welcome Camp Wheeler." Sunday, June 20 at 12:45 p.m. was the first in a series of broadcasts for the New England Westinghouse stations to be featured regularly every week. The transcribed series is under the direction of Lieut. Edward S. Penniman of Peabody,

Willkie-Fredric March On Special July 4, Show

(Continued from Page 1)

2:30 p.m., EWT. The program, although titled "One World," the name of Mr. Willkie's best-seller, is based on the thesis not the contents of that book.

Fredric March, who starred recently in the Pulitzer Prize play, "The Skin of our Teeth," is the narrator on the dramatic portion of the program.

The program's dramatic presentation was written by Ranald MacDougall and produced by William N. Robson famed for their Peabody prize-winning productions of CBS' "The Man Behind the Gun."

The drama portrays America as the spearhead of liberty, in 1776 as well as today, and interprets the ringing of the Liberty Bell as a clarion call, not only to the colonies, but to all the freedom-loving peoples of the world.

Gunther Plans Foreign Trip

John Gunther, member of the Blue Network's corps of newscasters and commentators, will leave for the European theater of operations in the not too distant future, to be on hand for the expected invasion of the Continent. The author of the geographical, political and historical trilogy, "Inside Europe," "Inside Asia" and "Inside Latin America," has been granted a leave of absence from his network commentaries so that he might personally attend the "big push" when it comes.

News in Advertising

The story of the "World of Tomorrow," as it is being told today in advertising, is the basis of a new Sunday morning program on KPO, San Francisco. Titled "News in Advertising," the show was conceived by John W. Elwood, KPO manager, and is made up of exact quotations of news in advertising—news made public through radio, magazine, newspaper and other media.

Excerpts from current magazine ads of the following companies made up the first show: Pan-American Clippers, Goodyear Rubber Co., Consolidated Vultee Aircraft, Pennsylvania Railroad, Greyhound Bus, Timkin Axle Company, combined electric companies, Chase National Bank, and Bell Telephone.

Resorts Display Schedule

Through the cooperation of the Minnesota State Tourist Bureau, WCCO, Minneapolis, has distributed to over two thousand resorts copies of its news schedule from June 15 through September 15. Resort owners cooperate by placing these heavy brown grained-paper schedules in the main lodge where they can be easily referred to by the patrons.

public relations chief at Camp Wheeler.

Wheeler Demands Action On Father-Deferment Bill

Washington Bureau, RADIO DAILY

Washington—Senator Burton K. Wheeler, Montana Democrat, yesterday demanded action on his bill to provide draft deferment for fathers, and demanded also that the House-approved Kilday Bill deferring father induction be reported for Senate approval. He protested bitterly about the various and conflicting statements on draft quotas and the future size of the armed forces and called for Congress to put an end to the confusion.

Wheeler said he has information that plans already are being made drastically to reduce the rate of inductions during the remaining months of 1943.

"For instance," he said, "the August quota of about 238,000 has been cut to about 150,000 and they are to reduce proportionately each of the remaining months of the year." He said he had not seen any public announcement of such a reduced schedule of inductions, despite the fact that it has a direct bearing on the matter of inducting fathers.

"The whole schedule of inductions, however, depends on whether Germany makes a new assault on Russia this year and how well the Russians can hold out," Wheeler asserted.

Stork News

Chicago—Sherman Dryer, producer of the NBC Chicago Round Table, is the father of an eight-pound girl born at Lying-In Hospital.

CBS and Mutual Wire Favorably For OWI

(Continued from Page 1)

Radio Division should be retained but the network has not yet made any official statements.

The additional wires, in the name of Miller McClintock for Mutual, a William S. Paley for CBS, were quite similar. Both also were addressed to Senator Kenneth McKellar. McClintock wrote:

"Am deeply distressed over possible elimination of Domestic Bureau of OWI. This Bureau has been immeasurable value in systemizing war information to our people and has brought order out of chaos wartime radio. Respectfully."

Paley's wire read: "The coordinating activities of the Radio Division of the Office of War Information have been of inestimable value to the radio broadcasting industry in its determination to make the medium broadcasting as effective as possible in furthering the objectives of our country at war. In acting as a clearing house for the needs of all government agencies and in scheduling the important information which must come to the attention of the American people, the Office of War Information has made it possible for us to act with dispatch and to avoid the many conflicts that would occur between governmental agencies if such machinery were in existence."

Crack Sugar Industry Via Program on KQW

San Francisco—Longtime holdout from local radio, the sugar industry here has been cracked by KQW-CB which has sold a weekly airtel Spreckels Sugar Company. The message will not be devoted to selling sugar, but to patriotic messages whose theme will be donation of blood to the Red Cross. Personal experiences of servicemen will be dramatized each Monday night for 52 weeks, the showing running half-hour. Eight coast stations CBS will release the program.

New Fidler Time On Blue

As part of a Sunday night program on the Blue Network Carter Products, Inc., will move "Jimmie Fidler From Hollywood" to the 15-minute period starting at 9:45 p.m., EWT, on the Blue, effective July 18. Fidler, heard in behalf of Arrid, is currently aired at 9:30 p.m., EWT, the period which Andrew Jergens Company will take over when it expands "Chamber Music Society of Lower Basin Street" from a 15-minute to a half hour show.

Fidler will be heard on the same network of 77 stations. Small & Seiffer is the agency.

RMA Exec. Board Elects Cole

C. I. Cole, president of Aerovox Corporation, was elected a member of the Executive Committee of the Radio Manufacturer's Association at its annual convention recently held in Chicago.

PROGRAM REVIEWS

"For This We Fight"
 Radio, having proven its value as a weapon of war, moves a step forward in helping shape the peace. In AF-NBC "For This We Fight," broadcast Saturdays 7-7:30 p.m., EWT, radio will well may emerge as one of the compelling factors in building the post-war world.
 The series, although somewhat slow in getting under way, struck its pace with the third broadcast when Senator Robert A. Taft, Elmer Davis, James T. Shotwell and John Foster Dulles participated. The prepared speeches were forceful and concrete and the roundtable discussion was lively.
 The earlier broadcasts suffered because too little time was devoted to discussion and the speeches were too long. In the first broadcast, speeches ran so long that no time whatever was left for the roundtable. In addition of a permanent chairman for the informal part of the program is understood to be under consideration.
 The third show, however, had about everything a public service feature could contain. Speakers listed for the first 13 programs read like a Who's who of the men who will sit around the peace table.
 For the local station, the series is a real prestige item. It is assured weekly highlight listings on the radio page, text pickups in the news columns, and some editorial comment. More than 100 national organizations have endorsed the program and set up listening and discussion groups, and there are many opportunities for tieups with local civic bodies.
 Produced by the NBC Inter-American University of the Air, in cooperation with the Commission to Study the Organization of Peace and the Century Fund, the program provides an opportunity for the people to participate for the first time in planning the peace.
 Radio has added another vital function to its many public service undertakings.

"Steelmakers" Returning With Expanded Network

The Wheeling Steel Co. will return its "Musical Steelmakers," famous employe family show, to the Blue Network to begin its third season on Blue Sept. 26, after a summer vacation. The "Steelmakers" will be heard at the same time, Sunday from 10-6 p.m., EWT, over an increased network of 92 stations. The current network is 78 stations.
 Plans for the new season's broadcasts which will be built on a more elaborate scale than ever before, will be made by John L. Grimes, Wheeling advertising manager, and Scott Smith, president of Critchfield & Co., agency in charge, at a meeting to be held at the agency's office in Chicago in the near future.

★ **PROMOTION** ★

Babe Ruth Certificate

To all those present in the WEAFF studios on Saturday mornings for the "Babe Ruth in Person" program (10:45 a.m., EWT) studio officials present a "WEAFF Babe Ruth Baseball Club" certificate. The certificate is signed by Babe Ruth, president, and Bill Stern, NBC Sports Director. The top of the certificate bears pictures of Babe Ruth and the NBC public service emblem.
 The "Babe Ruth in Person" program, which began several weeks ago, features the King of Swat in a quiz game with youngsters living in the metropolitan area. Each youngster firing a question at Babe also gets an autographed baseball from the Sultan of Swat.
 Ben Grauer serves as announcer and master of ceremonies on the "Babe Ruth in Person" program.

KOV's New Status

Having modified and changed and adapted its evening program schedules with an eye to capturing an English speaking market to supplement its Italian language market in the daytime, KOV, on the basis of two audience rating services, now makes claims to being one of the two leading independent stations in New York between the hours of 8 and 12 p.m. For 1 1/4 hours, between 8:30 p.m. and 9:45 p.m., station has the highest audience ratings, according to a Hooper survey made for March-April. The program covered by these reports is the recorded musical set up "1280 Club."
 During eight consecutive quarter hours of evening programming, KOV, according to Hooper, has six "firsts" of which one is a tie and two "sec-

WQXR "Artist's Series" To Present Soloists

At the request of the listeners WQXR, New York, will present individual members of the WQXR orchestra in a series of solo and chamber music every Wednesday and Friday evening under the title "Artist's Series," beginning Friday, July 2 at 5 p.m.
 The first program will feature soloists Sidney Edwards, cellist; Milton Wittgenstein, flutist and Jasha Zayde, pianist. The three artists will also be heard in a joint recital, playing works by Couperin, Goosens, Widor and Weber. Roman Totenberg, violinist and director of WQXR's chamber music, will be heard the following Wednesday, accompanied by Jasha Zayde.

Hawley Skeds Two Guests

Adelaide Hawley, for her "Women's Page of the Air" heard on WABC at 8:45 a.m., has scheduled Lon McCallister, featured in the film, "Stage Door Canteen," for tomorrow's program. Mrs. Alfred J. Mathebat, national president of the American Legion Auxiliary, will speak briefly on Miss Hawley's program on Friday.

Trade Paper Features

Four New Jersey war-plant publications, the Westinghouse WEECO "News," United Electronics "Transmitter," Pollak Manufacturing Company's "Pen" and the Breeze Corporation "American" devoted considerable space to WAAT, Jersey City, for its war effort activities.
 The WEECO "News" featured the station in a three-page spread of pictures taken during the fourth award ceremonies by the Army-Navy at the Jersey City plant. The UE "Transmitter" spotted WAAT on the front page with a story and a full page of pictures showing war workers from the plant as guests of the station's Coffee Club. The PMC "Pen" highlighted WAAT with a Page 1 story and a picture of Hal Tunis interviewing an employe "on the assembly line" at the Victory Theater where WAAT broadcast a series of programs in cooperation with the War Manpower Commission, while the "American" featured several pictures of personalities connected with WAAT, the WMC and the Breeze Corp.

Camp-to-Home Interviews

KSTP, St. Paul, Minn., has arranged with Camp Wolters, Tex., to interview Minnesota soldiers three times weekly, informing the newspapers nearest the soldier's home that he will be heard on a selected date over KSTP's "Main Street, Minnesota" program. Charles Ross, ex-Twin Cities announcer, now active in Camp Wolters public relations department, will wax the interviews.

onds. During 16 quarter hour studies by the Pulse of New York, the station has 4 first, 9 seconds and 2 thirds.

"Report To The Nation" Aids Camp-Production

Resume of the all-soldier war conference held last week under the auspices of the Second Service Command's Special Services Branch was given on CBS's "Report to the Nation" last night.
 Capt. Hy Gardner, former p.a. and emcee, directed the conference wherein radio, stage and screen talent, directors, producers, and others lectured and gave demonstrations on how to whip together entertainment without professional help at remote camps and using just camp material.

"Basin St." ETs Shipped Abroad

"The Chamber Music Society of Lower Basin Street," sponsored on the Blue Network by Andrew Jergens Company for Woodbury soap, is now being heard in Alaska, Hawaii, Australia and New Zealand, in addition to Great Britain. The programs are recorded at San Francisco by the Office of War Information, copies are made and shipped to the Pacific bastions.
 BBC recently launched a program similar to the Blue Network show.

AGENCIES

ADVERTISING EXECUTIVES, under the chairmanship of Horace G. Cleveland, of J. M. Mathes, Inc., have formed a committee to cooperate with the New York Air Defense Wing of the Army Air Forces in a drive for volunteers in the Aircraft Warning Center. Other members of the committee are: Paul Hollister, vice-president of CBS; Gordon C. Aymer, vice-president of Compton Advertising, Inc.; William Resor, of J. Walter Thompson Co.; Frederick Drake, publisher of "Harper's Bazaar"; Joseph E. Haskell, vice-president of the "Dry Goods Journal," and William E. Haskell, Jr., assistant to the president of the New York "Herald-Tribune."

COMPTON ADVERTISING, INC., announced that John Gordon, formerly Radio Director of Needham, Louis & Brorby, Inc., has joined the agency as assistant to Storrs Haynes, head of the radio department. Gordon will supervise all non-serial shows for the agency.
 Gordon has been radio director of Needham, Louis & Brorby, Inc., since 1941 and prior to that acted as radio publicity director and as a producer for Ruthrauff & Ryan. He produced such shows as the "Goodwill Hour"; Lanny Ross, "Professor Quiz," and Major Bowes.

M. J. CASEY, vice-president of Ruthrauff & Ryan, Inc., announces the appointment of Frank Quail as associate art director of the Detroit organization. Quail has been continuously identified with automotive advertising for twenty years. He will now assist in the preparation and execution of the Chrysler Corporation advertising being prepared and placed by Ruthrauff & Ryan, Inc.

ADVERTISING FEDERATION OF AMERICA announces election to membership of Calvert Distillers Corp., Seagram Distillers Corp., American Metal Market, Kane Advertising, Bloomington, Ill., and Beckett Paper Company, Hamilton, Ohio.

Five-Minute Show Added By Larus Bros. On WJZ

Larus Bros., Inc., will expand its advertising on WJZ June 28 when a five-minute show will be launched in behalf of Chelsea cigarets and Edgeworth tobacco. "Chelsea's Band of the Week" will be heard Monday through Friday at 6:40 p.m., EWT, immediately preceding the 15-minute news broadcast of Lowell Thomas.
 The new show on WJZ, scheduled for 52 weeks, is the first five-minute program for Larus whose radio advertising has been limited to one-minute spot announcements. The spot announcements will be continued on the other stations on the Larus schedule.
 A record made by the "band of the week" will be played on the program. Warwick & Legler, New York, handles the account.

Senate Group To Open Debate On OWI Status

(Continued from Page 1)

be easier for OWI proponents, however, than the fight which looms in conference between House and Senate Conferees.

The Conference Committee on the urgent deficiencies bill is to meet today also, with the main point at issue the Kerr Amendment to the bill, calling for the barring from the Federal payroll of Goodwin B. Watson and William E. Dodd, Jr., of the FCC, and Dr. Robert Morse Lovett, Governor of the Virgin Islands. It has been widely circulated here, but not confirmed, that the Senate conferees may agree to go along with the House and accept the amendment, at the same time issuing a statement that they doubt the constitutionality of the move.

This seems unlikely in view of the 69-0 vote to reject the amendment registered in the Senate earlier this month. But the urgent need for passage of the bill in order to provide funds for the continued operation of several Federal agencies, may cause the Senate conferees to yield.

"Fibber McGee and Molly," who signed off last night for their summer vacation, expressed appreciation to Elmer Davis and the OWI for having accorded them the privilege of broadcasting a Government message on every fourth program. The show, which advertises Johnson's Floor Wax, is heard over the NBC network.

Denny Going To England

George V. Denny, Jr., president of Town Hall and moderator of "America's Town Meeting," the radio forum heard weekly on the Blue Network, will go to England this summer on a special mission for the OWI. He will make a study of British Army forums and discussion groups which are outstanding features of Britain's educational program for members of her armed forces.

Coast-to-Coast

WBEN, Buffalo, "Food Magician" reports that new listeners to his 9:30 a.m. programs, are asking for free sets of recipes since the first program... Bill Steis, new announcer, is appearing in little-theater plays in and around Buffalo.

WIXTG, FM outlet of **WTAG**, Worcester, has added titan-haired Patricia Neighbors, graduate of Emerson College, Boston, on the announcing staff. She acquired some experience on **KWBW**, Hutchinson, Kan.

WNAX, Yankton-Sioux City, in dedicating the airport at Yankton, S. D., interviewed Joe Foss, ace of World War II. Contingents of flyers and naval personnel from Omaha, Minneapolis, Kansas City were present at the dedicatory exercises... When Chris Mack, **WNAX** farm director, joined the Seabees June 2, the format of the **WNAX** feature, "Man on the Farm," had to be changed temporarily with George B. German, **WNAX** entertainer, filling the breach until a replacement could be found for Chris Mack.

Chief announcer Harvey Olson, **WDRG**, Hartford, tiring of shaving before dawn each day to be at his post 6:45 a.m., decided to give up shaving entirely. As he stands six feet four inches and with a three-week's growth of beard, he is the cynosure of all eyes around town.

Margaret Lindsay, screen actress, will be interviewed by Judith Allen on "Curtain at 7:45" **WINS**, New York, tomorrow. Whereupon Miss Lindsay will enact a scene from her film role "Crime Doctor."

WKNY, Kingston, N. Y., aired the final of a series of commencement exercises Tuesday, June 22, with a roster of notable speakers from the Municipal Auditorium. The first in the series began Sunday, June 20 with the broadcast of the Baccalaureate with Rev. Drew of St. Mary's Church officiating. Monday evening featured the class night.

A transcribed presentation of war worker efficiency awards to employees of Swift & Co. in Sox Park was heard over **WBBM**, Chicago, Tues-

day, June 22. H. H. Swift, chairman of the board, presented the awards.

WHIO, Dayton, is sponsoring two concerts this summer from the Municipal Bandshell at Island Park, paying the union musicians all expenses for the July 4th and 25th concerts. The concerts are held regularly each Sunday night, however, throughout the summer with Dayton business men sponsoring the program.

Newest addition to the announcing staff of **WLIB**, Brooklyn, is Andre Brummer, graduate of the Royal Academy of Budapest and former European announcer. Having served as musical director of the Hunnia Film Studio of Hungary where he wrote musical scores and directed the orchestra for various language films, Brummer will not only announce on **WLIB** but also conduct concert music programs.

"Yankee Doodle Goes to Town" the American history quiz written and directed by Lee Stewart and sponsored by Rudolph's Jewelers & Opticians on **WAAT**, Jersey City, for the past thirteen weeks has been suspended during the summer as the contestants were drawn from schools. The feature program will again be offered for sponsorship early Fall.

FCC Official Approval For Use Of 850 Band

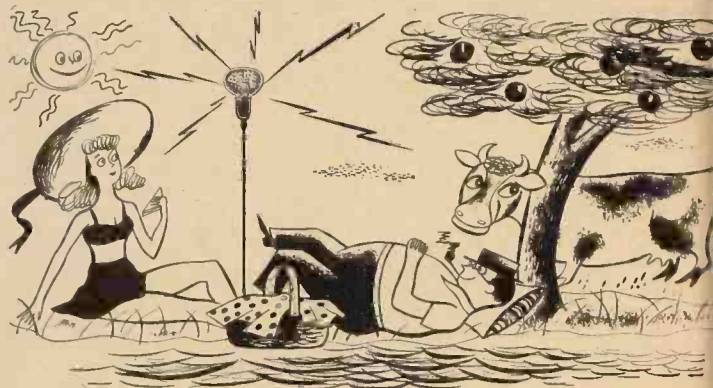
(Continued from Page 1)

agreed to use of the band now hold a hearing after the war, but FCC did not go along.

The effect of yesterday's action to permit **WHDH** to continue in operation on the 850 band. It was failure of the Commission to give **NBC** sufficient opportunity to be heard when the **WHDH** application for night operation on the frequency was being considered that led to suit which the Supreme Court decided last month in favor of **NBC**. The right of intervention has been established, but **NBC** has decided not to intervene in this case.

In the case of **WJW**, the Commission had earlier granted, then pending in effect, the application for the station to move to Cleveland, its power from 250 watts to five kilowatts and shift its frequency from 1,240 kc to 850 kc with directional antenna day and night. Granting the **CP** is now upheld and **WJW** proceed, since the Commission held that the permit may be implemented with only a minute use of critical materials. The Commission has been anxious to increase the radio coverage of Cleveland.

WJW was bought recently by William O'Neill of the General Tire Rubber Co., who also acquired Yankee Network last winter.



The Blue is Having Fun

On Thursday, June 24th, nearly 200 of our girls and boys will be on an Outing at Hewlett, Long Island. You know, tennis, golf, swimming, eats and, we hope, sunshine.

So, if someone you want to reach on the phone turns up missing—just remember, he or she has been working hard and is enjoying a needed holiday. Excuse them and wish them a good time.

Oh yes—**BLUE BROADCASTING** goes on just the same—only better.

The Blue Network

WENR
Blue Points

WENR reaches more families at lower cost per thousand than any other major Chicago station!

WENR is Chicago's Basic Blue Network Station. 50,000 watts on a clear channel, 890 k. c. Represented nationally by Blue Spot Sales.

1943

BIRTHDAYS

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

June 23

Peggy Langer Maxine Keith
Jean Kelk Mary Livingstone
Pick Malone Eddie Miller
Claude Reese Marley Sherris
Ruth Wheeler



RADIO DAILY

The National Daily Newspaper of Commercial Radio and Television



OL. 23, NO. 60

NEW YORK, N. Y., THURSDAY, JUNE 24, 1943

TEN CENTS

Petrillo Accepts Mediation

Press-Labor Support for OWI Domestic Bur.

Washington Bureau, RADIO DAILY
Washington—Press and labor support for the OWI domestic branch has been added to the messages of support from radio leaders, with the OWI coming out flatly for retention of the bureau and granting of the full budget requested for OWI's domestic operations—more than \$8,500,000. Cutting of this fund to \$5,500,000 had been commended by the House Appropriations Committee before the House last Friday to eliminate the agency entirely. The CIO strongly

(Continued on Page 6)

Sees Radio Jobs For All Now Enrolled In School

Chicago—Forecasting that everyone enrolled in the Summer Radio Institute of Northwestern University would have a job waiting for him upon completion of the courses in August, Albert Crews, director of the institute, stressed the need for manpower in radio, in addressing the 135 enrolled students. H. L. Menser, pro-

(Continued on Page 2)

James Hilton Is Signed As Lockheed Replacement

Lockheed & Vega Aircraft Corp. will replace its "Ceiling Unlimited" program on CBS, for the summer at least, with James Hilton, English author, who will comment on world affairs. New program is effective Monday, June 28, 7:15-7:30 p.m., WT. Foote, Cone & Belding is the agency.

Seein' Red

Phil Stewart, CBS announcer, somewhat exasperated by the constant heckling that he was wearing the same red tie day-in and day-out, decided to check his tie-rack to assure himself that he was not grabbing the same tie each morning. The survey revealed that Phil owns not only that red tie but also 45 others with no other color represented.

"Murder He Says"

When Ed Gruskin and Walter Gibson, writers of WIP-Mutual's "The Return of Nick Carter," appeared with their wives on Tom Slater's "The Better Half" quiz, they were blindfolded and kissed by a cocker spaniel. Asked to identify the kiss donor, the writers chorused, "That's my wife!" Said Slater, "If there's a murder now, there'll be no mystery."

'Frisco News Rooms Hit For Personnel

San Francisco—Local radio newsrooms are finding the competition tough when it comes to hiring experience personnel, with the turnover on the terrific side and most of the eligibles preferring to work for the wire services or one of the four dailies, where the scale is higher. A minimum for experienced hands of \$60.57 is paid at the "Examiner,"

(Continued on Page 2)

NBC-OCD Drama Series Sets Saturday Debut

"Not for Glory," a new dramatic documentary network show produced jointly by NBC and the Office of Civilian Defense, will be aired for the first time Saturday, June 26, from 5:00 to 5:30 p.m., and heard regularly each Saturday night thereafter on NBC network.

The program will feature the human stories of American men and

(Continued on Page 2)

Supreme Court FCC Decision Dangerous, Editors Are Told

WINS-Skouras Tie-Up Expanding Activities

Tie-up between WINS and the Skouras Theaters, which started 26 weeks ago, has been expanded in a fashion which gives the station additional promotion and publicity. Station has been airing a weekly Sunday stanza, "This Is Our Cause," a

(Continued on Page 2)

Says He Will Meet With Conciliators In Effort To Achieve ET Contract; Disk Men Ask WLB Action

FCC Denies 2 Pleas; WAAT Removal Ok'd

Washington Bureau, RADIO DAILY
Washington—The FCC yesterday granted the application of Bremer Broadcasting Corp., licensee of WAAT, Jersey City, for authority to move its main studio to Newark and announce its location as Newark. At the same time the Commission announced that it proposes to deny

(Continued on Page 7)

Senate Conferees Act On The Kerr Amendment

Washington Bureau, RADIO DAILY
Washington—The Senate conferees, despite the recent 69-0 vote of their colleagues against the Kerr Amendment to the Urgent Deficiencies Bill, gave way in conference yesterday morning and accepted the House version—thereby making the sending of the bill to the White House with

(Continued on Page 2)

Beech-Nut & Ward Baking Divide "Music For Today"

Ward Baking Co. and the Beech-Nut Packing Co. announced yesterday they will divide the sponsorship of the six-day-a-week musical pro-

(Continued on Page 2)

James C. Petrillo, president of the AFM, said, yesterday, that he and his attorneys would arrange to meet soon with the conciliator appointed by the Department of Labor at the request of the transcription companies a few weeks ago. He said that his attorneys, Joseph A. Padway, who is also attorney for the AFL, and

(Continued on Page 7)

Post-War Advertising Looms Large—Miller

Advertising will be one of the primary means of selling ideas as well as goods helpful to post-war civilization, Miller McClintock, president of MBS, predicted, yesterday, in an address before the Pacific Advertising Association in San Francisco.

"Advertising has a superlative quality to get people's attention, to bring

(Continued on Page 6)

WPB Tells Mfrs.-Dealers Allocate Farm Batteries

Washington Bureau, RADIO DAILY
Washington—WPB has instructed manufacturers and wholesalers to set aside five per cent of their output of farm batteries for sale to farm dis-

(Continued on Page 2)

No. 11 Coming Up

"I'm giving my blood over here for those who are giving it over there," Announcer Bob Martin, WTAG, Worcester, said, who believes he holds the record as the most prolific blood donor in radio. He is about to donate pint No. 11 to the Worcester Blood Bank. Bob usually marches up to the local bank to make a donation about every eight weeks.



Vol. 23, No. 60 Thurs., June 24, 1943 Price 10 Cts.

JOHN W. ALICOATE : : : Publisher

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

Published daily except Saturdays, Sundays and Holidays at 1501 Broadway, New York, N. Y., by Radio Daily Corp. J. W. Alicoate, President and Publisher; Donald M. Mercereau, Treasurer and General Manager; Chester B. Bahn, Vice-President; Charles A. Alicoate, Secretary. Terms (Post free) United States outside of Greater New York, one year, \$10; foreign, year, \$15. Subscriber should remit with order. Address all communications to RADIO DAILY, 1501 Broadway, New York, N. Y. Phone Wisconsin 7-6336, 7-6337, 7-6338. Chicago, Ill.—Frank Burke, Suite 1800-A, Merchandise Mart, Phone Delaware 4950. Hollywood, Calif.—Ralph Wilk, 6425 Hollywood Blvd. Phone Granite 6607.

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

FINANCIAL

(Wednesday, June 23)

NEW YORK STOCK EXCHANGE

	High	Low	Close	Net Chg.
Am. Tel. & Tel.	152 1/2	152 1/4	152 1/2	+ 1/4
CBS A	22 1/2	22 1/2	22 1/2	+ 1/2
Crosley Corp.	20 1/4	20	20 1/8	+ 5/8
Gen. Electric	38 3/8	38	38	+ 1/8
Philco	25 1/4	24 1/2	24 5/8	+ 3/8
RCA Common	11 1/8	10 7/8	11	+ 1/8
RCA First Pfd.	70	69 1/2	70	+ 1 1/4
Stewart-Warner	13 3/8	13 1/8	13 1/4	+ 3/8
Westinghouse	93 3/4	93 1/8	93 3/4	+ 1/4
Zenith Radio	32 3/4	32 1/8	32 1/4	+ 3/8

OVER THE COUNTER

	Bid	Asked
Farnsworth Tel. & Rad.	8 5/8	8 7/8
Stromberg-Carlson	11 7/8	12 7/8
WCAO (Baltimore)	20	23
WJR (Detroit)	26	

"Frisco News Rooms Hit For Personnel

(Continued from Page 1)
"Call-Bulletin," "News" and "Chronicle," an almost unheard-of figure in local radio newsrooms.

To a much greater extent than ever before radio stations are using women and college girl graduates to handle news off the tickers, with staff announcers getting more and more call for delivering it on the air. Several stations have asked local newsmen to tip them off to likely prospects, if for some reason the candidates are grabbed off at once by the newspapers themselves.

WINS-Skouras Tie-Up Expanding Activities

(Continued from Page 1)
Skouras war effort program of half-hour duration. Theater chain has publicized the program in its lobbies via posters. Now the theater chain will use screen trailers in all its 63 theaters, plugging not only its "Cause" but WINS's two hour recorded strip, "Swing Time Club." Project is aimed at building a night-time audience for the station. "Swing" airs 8-10 p.m. nightly. Skouras sponsors plugs for its coming attractions during the recorded program.

NBC-OCD Drama Series Sets Saturday Debut

(Continued from Page 1)
women who are solving the wartime problems of their communities through Civilian Defense. People and communities will be chosen by James M. Landis, Director of the Office of Civilian Defense. At the close of the opening program, and of others in the series, special citations of merit will be given representatives of the communities whose stories have been broadcast.

The stories will be authentic in every detail. Script writers visit the cities and towns whose accomplishments are to be told, to talk with the people involved and get their stories first hand. In every case, real names and places will be used on the air, although casts will be made up of professional radio network actors.

The premiere show will feature Wheeling, West Virginia, where Civilian Defense mobilized quickly to fight the flooding Ohio River on December 29, 1942. The second broadcast, scheduled for July 3, will tell the story of a small town without a fire engine, and how it built one, using scrap and ingenuity in lieu of money and priority when a war boom came. Later programs deal with the Forest Fire Fighters Service, how a war production town solved its child care problem, and other phases of Civilian Defense. Communities will be chosen on the basis of accomplishments against unusual obstacles, as well as dramatic instances in which, as in Wheeling, the Civilian Defense organization used its training for bombing to handle another type of disaster.

Production will be handled by NBC. The programs originate in New York, with Mr. Landis heard from Washington.

Senate Conferees Act On The Kerr Amendment

(Continued from Page 1)
the proviso that Federal salary be denied Goodwin B. Watson and William E. Dodd, Jr., of the FCC and Governor Robert Morse Lovett of the Virgin Islands almost a certainty.

Although the Senate has the right to instruct its conferees to return to conference, or flatly to reject the conference report, it is unlikely that they will do so because further delay on the bill would mean failure of several government agencies to meet their payrolls.

A strong statement from the Senate floor is looked for, challenging the constitutionality of the move, which has already been branded illegal by Attorney General Francis Biddle.

It is likely that the authority of the Congress to pass such a provision will be challenged by one or more of the three individuals affected. This would be done by their reporting for work for two weeks after the bill becomes law, then taking legal action when their pay is not forthcoming. There is nothing in the bill to force the FCC or the Department of Interior to notify the employees of separation.

Editors Told Of Danger In High Court Decision

(Continued from Page 1)
Shouse emphasized that newspapers, inasmuch as they were also a means of reaching the minds of people, had much at stake in the powers granted the government agency over radio, and asked also for the support of the press.

"With the greatest possible earnestness, I ask for your study of this matter as it develops, and if you feel that, as a kindred industry, our position merits your support, I believe that as newspaper people you can contribute immeasurably to our cause, which, after all, as citizens is your cause... I do not want anything which I may have said to appear as though I had the faintest idea that the freedom of the press in this country might, through similar measures, be abrogated. I am quite sure that no such fate is in store for you, but I ask you what value a free press can continue to have with your readers constantly subject to government controlled news—controlled by whatever administration happens to be in power—and for that matter, it conceivably would be quite difficult, indeed, to effect a change in administration if the power granted to the Commission by the Supreme Court were ever utilized fully. The threat is there—only the actuality is lacking."

Beech-Nut & Ward Baking Divide "Music For Today"

(Continued from Page 1)
gram "Music For Today" over WABC, CBS outlet in New York. In its third campaign over WABC, Ward Baking Company is now using "Music For Today" to advertise Tip-Top Bread on Monday, Wednesday and Friday. Formerly Ward participated in the "Arthur Godfrey" program and "Woman's Page of the Air." J. Walter Thompson Company handles the account.

Beech-Nut Packing Co., advertising chewing gum, coffee and strained foods, and devoting half its time to the war effort, has renewed for the third time on WABC's "Music For Today" effective July 3. Beech-Nut sponsors the show on Tuesdays, Thursdays and Saturdays. The account started on the program in September of last year. The business was placed through Newell-Emmett Company.

"Music For Today" is broadcast daily-except-Sunday from 8:15 to 8:20 a.m., EWT directly following CBS' "News of the World."

WPB Tells Mfrs.-Dealers Allocate Farm Batteries

(Continued from Page 1)
tribution outlets. Instructions to set aside varying percentages of their output for farm distribution were sent some 500 manufacturers of 50 hard-to-get products, effecting an emergency program worked out by the office of Civilian Requirements to increase food production.

COMING and GOING

MARK WOODS, president of the Blue Network, to Chicago on business; returns next Tuesday.

H. STILWELL BROWN, commercial manager of WHCU, Columbia's affiliate in Ithaca, N. Y., is in town for conferences at network headquarters.

MILLER McCLINTOCK, president of Mutual, arrives in Los Angeles today for a brief visit with Lewis Allen Weiss, vice-president and general manager of the Don Lee Broadcast System and also vice-president of the Mutual network.

GEORGE LASKER, general manager of WOAI and WCOP, Boston, leaves today for Maxwell Field, Alabama, to attend the graduation of his son, Yale Lasker, from the U. S. Army Pre-Flight School on Saturday.

GROUCHO MARX travels to San Diego Saturday for the broadcasting of his CBS "Big Ribbon Town" program from the Naval Training Station. He will be accompanied by JIM FALKENBURG, who will be guest on the show Saturday.

MICHAEL BARKWAY, commentator on BB has returned from the Governors conference in Cincinnati. He will be here indefinitely. He will be in New York to broadcast a coal strike talk from Pittsburgh.

JOHN WELLINGTON, Blue Network producer in Burlington, Ia., to handle tonight's "Spotlight Bands" show at the U. S. Army Ordnance Depot.

CHARLIE SPIVAK, trumpeter who has been heard from the Cafe Rouge in the Hotel Pennsylvania over CBS and NBC, leaves today for Hollywood, where he is scheduled for a role in Betty Grable's next film which is titled "Pin Up Girl."

Sees Radio Jobs For All Now Enrolled In School

(Continued from Page 1)
gram director of NBC, also spoke at the session on the general aspects of radio and specialized requirements. He concurred with Crews concerning the personnel situation.

Wedding Bells

Edwin Jerome, regular member of NBC's "Cavalcade of America" cast and currently playing the role of George Washington in the stage hit "The Patriots," will be married on Saturday to Helen Freeman, an actress. The ceremony will be held in Old Greenwich, Conn.

Pueblo, Colo.—Staff Sergeant John Connors, former newscaster of this city and now in the Army at Lowry Field, has been married to Margaret Moore of Denver.

Tom Paxton, former WKY, Oklahoma City, announcer, now with the Navy Recruiting Center there, married Jean Knight organist on the staff of WKY.

Renewals Prove Results

WTBO

820 Kc. Cumberland, Md.

☆ ☆ GUEST-ING ☆ ☆

WENDELL WILLKIE, as speaker during the dramatization of his "One World," on the "Words at War" series, today, (WEAF-NBC, 8 p.m.).

CHESTER (HOP HARRIGAN) TRATTON, on the Kate Smith program, tomorrow (WABC-CBS, 8 a.m.).

BING CROSBY, JOE E. BROWN, CRUDY ERWIN and THE CHARIOTTERS, on the "Camel Comedy Caravan," tomorrow (WABC-CBS, 10 a.m.).

THOMAS WATSON, president of the International Business Machines Corp.; ERIC JOHNSTON, president of the U. S. Chamber of Commerce, and THOMAS W. LAMONT, chairman of the board of J. P. Morgan & Co., Inc., discussing "Peace Through World Trade," on "For This We Fight," Saturday (WEAF-NBC, 7 p.m.).

DR. HAZEL K. STEIBLING, associate chief of the bureau of nutrition and home economics in the U. S. Department of Agriculture, discussing "The Vitamin Bank in the Human Body," on Billie Burke's "Fashions in Rations," Saturday (WABC-CBS, 11:30 a.m.).

COL. ROHLAND ISKER, of the U. S. Army Quartermaster Corps, discussing "New Kinds of Food for the Army," on Columbia's "Country Journal" program, Saturday (WABC-CBS, 1 p.m.).

REV. WILBUR L. DeREVERE, of the East Orange (N. J.) Reformed Church, on Columbia's "Church of the Air," Sunday (WABC-CBS, 10 p.m.).

RALPH BELLAMY, as intermission speaker on the program of the New York Philharmonic-Symphony, Sunday (WABC-CBS, 3 p.m.).

DOROTHY MAYNOR, soprano, on the Coca-Cola program, Sunday (WABC-CBS, 4:30 p.m.).

DR. MAX LERNER, author and journalist, and DR. RUTH ALEXANDER, nationally known economist and lecturer, discussing "Does Modern Education Equip for Freedom," on "Wake Up, America," Sunday (WJZ-Blue Network, 3:15 p.m.).

SPEAKER SAM RAYBURN, Texas Democrat; REP. JOHN McCORMICK, Massachusetts Democrat; REP. JOSEPH MARTIN, Massachusetts Republican; COL. D. C. BROWN, Speaker of the House of Commons, and MEGAN LLOYD GEORGE, LORD WINTERTON, JACK LAWSON and JAMES MAXTON, all members of Parliament, discussing "Washington to Westminster" on the "Answering You" program, Sunday (WOR-Mutual, 5 p.m.).

R. J. THOMAS, international president of the United Automobile Workers and vice-president of the CIO; JOHN DOHERTY, international representative of the United Steel Workers of America; RAY EDMUNDSON, president of District No. 12, United Mine Workers of America, and R. T. BURNS, regional director of the National War Labor Board, discussing "America's Labor Front," on the "Reviewing Stand" show, Sunday (WOR-Mutual, 12 noon).

SASCHA JACOBSON, violinist, on the program of the NBC Summer Symphony, Sunday (WEAF-NBC, 5 p.m.).

HUNTINGTON CAIRNS, attorney and secretary of the National Gallery of Arts, and ARCHIBALD MacLEISH, discussing "In Praise of Folly," by Desiderius Erasmus, on "Invitation to Learning," Sunday (WABC-CBS, 11:30 p.m.).

Educator Joins WKRC

Cincinnati—Dr. Judson R. McKim, Cincinnati educator, has been named director of education at WKRC, it has been announced by Kenneth W. Church, general manager of the station. Dr. McKim, who last year retired as director of the Cincinnati YMCA, was formerly a lecturer at Yale University and is the author of five books.

Heatter On 162 Stations

Gabriel Heatter's Mutual network hookup for his Monday, Wednesday and Friday news commentaries has been increased from 57 to 162 stations by his sponsor Kreml Hair Tonic. However, the commentator's station list for his Tuesday, Thursday and Sunday periods, sponsored by Barbasol and Forhan's, remains at 57.

Wester to McGillvra

Frederick E. Wester recently joined the New York office of Joseph Hershey McGillvra, Inc., advertising representatives for radio stations. Wester was formerly sales manager of the New York division of Purity Bakeries, New York office representative of Pedlar & Ryan, Inc., and Batten, Barton, Durstine & Osborn, Inc.

Joins CBS Promotion Dept.

Marian Cosgrove has joined CBS as an assistant in the program promotion department. Prior to joining Columbia, Miss Cosgrove did continuity and sales promotion writing for CBS' affiliate in Duluth, Minnesota, KDAL. Most recently she was with the Duane Jones Company as an assistant in the radio department.

WHAT THE RADIO TIME BUYER WANTS TO KNOW ABOUT

WTAM



AUDIENCE

● In Metropolitan Cleveland alone WTAM has 39% of the daytime audience and 49% of the evening audience as against 25% and 26.2% for the next station. In Akron, Youngstown, Canton, Massillon and other cities of WTAM's Primary Area the preference is even greater and in the rural areas, overwhelming. Yet the cost of WTAM is only \$.000073 per family.

* Hooper Index, March-April 1943

WTAM
CLEVELAND

NBC Network 50,000 Watts ● Owned and Operated by NBC
REPRESENTED NATIONALLY BY NBC SPOT SALES OFFICES

Los Angeles

By RALPH WILK

DON THORNBURGH, Harry Witt and Ed Buckalew of Columbia Pacific attended the convention of Pacific Association Advertising Club in San Francisco.

Our Passing Show: Jack Carson, Ransom Sherman, Vick Knight, John Ryder, Edmund McDonald, Van Kerner, Manning Ostroff among the diners at Brittingham's.

Jack Douglas and Don Prindle will do the writing chores on the Judy Canova show which goes on the air July 6th from KNX-CBS studios in Hollywood. Bill Lawrence will be the producer of the show.

With Manning Ostroff joining Eddie Cantor, KFVB has appointed William V. Ray, for many years with the station, as program director, and Neil Reagen, news editor and formerly with WHO, Des Moines, as production director. Neil is a brother of Lt. Ronald Reagen, former Warner Bros. star.

Agnes Moorehead, "Mayor" Lionel Barrymore's housekeeper, "Marilly," has finished her work in the 20th Century-Fox film "Jane Eyre," and is now testing at M-G-M for "Dragon Seed." Claire Trevor, the "Mayor's" secretary, is in the middle of a Harry Sherman western.

Joan Davis, who is one of Hollywood's highest paid actresses (she gets \$5,000 per week for every week she faces the cameras) is now stepping right out of one picture into another. Joan credits her smash success on the Rudy Vallee program for most of her new film offers.

Two "Slickerettes, tall blonde twin sisters Elsa and Eileen Nilsson, are new additions to the Spike Jones City Slickers of the Arkansas Traveler show.

Three motion picture deals which the Sportsmen had tentatively accepted were knocked into a cocked hat this week when the quartet signed to sing on Judy Canova's summer radio show.

Willa Hendricks joined the Blue Network staff in Hollywood this week as assistant to Dorothy Brown, continuity editor. Miss Hendricks returned to California last November after having worked as a research woman for "Time" and "Life" magazine in New York.

Harry Saz, chief of the sound effects department at NBC Hollywood for the past six years, has been appointed a member of the production staff. Ed Ludes, former assistant to Saz, has been made head of the sound effects department.

Sidney N. Strotz, vice-president in charge of NBC's Western Division, returned to his Hollywood headquarters this week, after ten days in New York.

Sen. Reynolds on NBC Friday

U. S. Senator Robert R. Reynolds, (D-N. C.) chairman of the Senate Military Affairs Committee, will be heard in a talk Friday, June 25, (NBC, except WFAF, 7:30 p.m., EWT), on the topic, "I Am a Nationalist."



Radio Is My Beat . . . !

● ● ● It's a healthy sign and portends a growing prosperity we mean the growing cooperation between Radio and Film execs, the interchange of personalities, properties, etc. Hollywood has borrowed from radio names including, Bing Crosby, Rudy Vallee, Bob Hope, Doty Lamour, Orson Welles, Frances Langford, Dick Powell, Fred Allen, Andrews Sisters, Betty Hutton and outstanding Band leaders and vocalists and in return, the air waves have been able to bring to listeners, the talents, personalities and charm of Hollywood's famous inhabitants going a step farther, Movie moguls, watching with growing interest the popularity of radio "blood and thunder" stories, per se: Carlton Morse's "I Love A Mystery," Hi Brown's "Inner Sanctum," Jerry Devine's "Mr. District Attorney," Phil Lord's "Gang Busters" and others, are readying for production this escapist type of entertainment 20th Century-Fox has just purchased H. R. Hays' "Stranger in the Highway," George Sherman will produce for Republic, "Mystery Staircase," and RKO plans to star Pat O'Brien in "Having Wonderful Crime" the feeling that Radio is a rival of the cinema seems to be decreasing in direct ratio to the increase in regard with which Radio is looked upon and utilized not only as a source of new faces, voices and talents for the silver screen but also as a major medium through which the screen fare itself, could be successfully merchandised Motion Picture Advertising execs, including Howard Dietz of M-G-M, Hal Horne of Fox, Charlie Einfeld of Warner's, Bob Gillham of Paramount have for some time, recognized this fact the success due to the radio exploitation of "Hitler's Children," by RKO's Exploitation and Ad Chief S. Barret McCormick is final proof of our contention that each of the kindred industries are complementary to the other, mutually benefitting the personnel of both the Cinema and Radio and the cash customers.



● ● ● Herb Polesie, producer-director of the CBS "Broadway Bandbox" featuring Frank Sinatra, will accompany the lean lark of Jersey, when he leaves at the end of August to make "Higher and Higher" for RKO Larry Marx, scriptioner for the show, leaves this week-end for the Coast to write for Groucho Marx (no relation) Al Lerner will replace Larry on the Sinatra scripts Gil Martyn is having a tough time of it at the Mercy Hospital in Denver he sure could use some cheer up notes from his radio friends how about writing that letter to Gil right now? We caught Lionel Hampton's Orchestravarius at the State earlier this week Radio Execs would do their listeners a favor by giving this outfit much more air time Templeton Fox, wife of Pvt. Bob Welch former producer of the Jack Benny program, has been added to the NBCast of "Those We Love" Bob Weitman, Paramount Theater head, left yesterday for a well-earned vacation "up in the hills of the Empire State" Arthur Henley, energetic young scriptioner of the "Everything Goes" NBCComedy show, just sold an article titled "How to sell scripts to Radio Executives," to the N. Y. "Times" Diane Courtney will be the featured vocalist on the Jerry Lester program which CBStarts July 11 Ray Sinatra's orchestra will supply the rhythms Kermit-Raymond is preparing a new package show built around Enric Madriguera's band and the "Jose Carioca" character (by arrangement with the Walt Disney office) each program to salute a different Latin-American country Incidentally Madriguera's band, co-attractioned with Betty Grable's "Coney Island" flicker, have broken opening day attendance b.o. records "Ladies Be Seated," the Ed East and Polly show which debuted over WJZ last week, will be heard on WJZ-Blue beginning next Monday.



— Remember Pearl Harbor —

Chicago

By FRANK BURKE

USE of radio by a newspaper for promotional purposes reaches new high in Chicago next week when the Chicago "Daily Times" begins series of 10 daily five-minute programs on WIND, Monday, June 2 under the title of "Times Quiz-Time." During the eight weeks of the proposed radio campaign the "Times" will award more than \$6,000 to WIND listeners. Listeners to each broadcast will follow a telephone-call-jackpot format with prizes going to the listeners who know about questions relative to "Times" features, by-line writers and other editorial subjects, Russ Stewart, managing editor, and Mc Barker, promotional manager of the "Times," represented the paper in the contract negotiations with WIND.

William Brook, formerly of WEMF Milwaukee, has joined the WIND announcing staff at Gary, Ind. Other new members on WIND staff are Juanita Larkin, Dorothy Crane and Ann Nagy, who are serving in traffic program and continuity departments respectively.

Stu Erwin, one of the stars of the stage success "Good Night Ladies" will make a guest appearance of the "Women in the War" program on WJJD, Saturday June 26, 12:30-1 p.m.

Ralph Atlass, of WJJD, played host to several members of the staff aboard his yacht on Lake Michigan the past week-end. Those making the trip were Lucille Whittal, Jessie Grigsby Laurie Brewer, Ed Humphrey and Craig Maudsley.

Dick Wells, formerly announcer on the NBC "Ma Perkins" program, is now a first lieutenant with the Amphibian Command, U. S. Army, at Camp Edwards, Mass.

19,000 elementary school children in 330 different schools will hear their principal graduation address simultaneously this year when the Chicago superintendent of schools on June 24 will deliver his commencement talk.

IN BIRMINGHAM
Of the ten most popular locally produced programs (C. E. Hooper, Inc.)

5 ARE ON WSGN

4 on station "B"
1 on station "C"

WSGN
BIRMINGHAM, ALA.

Affiliated with
The Birmingham News
THE BIRMINGHAM AGE-HERALD

PROMOTION

"Miss America"

Sponsorship of the "Miss Greater Cincinnati," Health, Beauty and Talent preliminary of the Atlantic City Miss America," contest has been announced by WCKY, Cincinnati. The contest, to be conducted as a war effort project, is open to single girls between 18 and 28 living within a 50-mile radius of Cincinnati. First public appearance of early entrants will be on the "Smokes for Service Folks" show, July 3rd at Crossy Field. Plans are being made, WCKY officials said, for the girls to participate in other patriotic projects. "Miss Greater Cincinnati," to be selected the latter part of August, will receive a complete war-time wardrobe. The week of September 6 she will travel to Atlantic City to compete for the title "Miss America, 1943." The winner of the national competition will receive a \$1500 grand prize and tour the nation on a 90-day schedule on behalf of the war. She will then be given screen tests in Hollywood and a possible movie contract. The "Miss Greater Cincinnati" contest is being conducted under the supervision of Margaret Dotson, WCKY promotion manager.

Father's Day Contest

WJNO, West Palm Beach, Fla., has announced its Father's Day promotional contest with a special program Saturday evening June 19, by introducing four fathers, the youngest, the oldest, the father who has the largest family, and one who has the most children in the service. They were interviewed by Announcer Dave Webster. Production Manager Larry Collier presented each father with a suitable memento from WJNO for the occasion.

Fred Allen Replacement Will Star James Melton

James Melton, tenor of radio, opera, stage and screen, will be featured on CBS in the "Texaco Star Theater Summer Show," replacing the Fred Allen program which bows out on Sunday, June 27. The Melton show will be heard for the first time on July 4. Melton will be supported by Joan Roberts, star of the Broadway musical, "Oklahoma"; Al Goodman's augmented orchestra, a 12-voice choir and Jimmy Wallington.

THIS LITTLE BUDGET WENT TO WORL BOSTON MASS.



WAR-PROGRAM IDEAS

Red Cross Series

A series of summer dramatic programs by the Greater Cleveland Chapter of the American National Red Cross are now being presented over WCLE, Cleveland, every Saturday evening at 8:30 p.m. The Lakewood Little Theater group has volunteered its services for the series to be under the direction of Garde Chambers, regular staff announcer of WHK-WCLE. Each production will depict a branch of the service, such as blood donors, gray ladies, etc. There are 40,000 volunteers active in the city. The broadcasts are primarily to enlighten the audiences of the various types of work accomplished by the Red Cross daily.

Calling Nurses

In answer to a call from the Worcester Red Cross for aid in the nurse recruiting drive WTAG, Worcester, has outlined a series of overseas broadcasts with local nurses. The first program featured interviews with three city army nurses in London who described "lend-lease" aid between British and American hospitals in England. The broadcast was arranged by David H. Harris, program-production manager of WTAG, through the facilities of BBC. Future pickups will be made from North Africa and Australia.

New Program On KMTR Stars Bonanova, Singer

West Coast Bureau, RADIO DAILY Los Angeles—In accordance with its plans for studio-produced radio programs of outstanding merit, KMTR, Hollywood, has announced a new Sunday feature program, scheduled for 1:15 p.m. under the title of "Bonanova Sings," according to Kenneth O. Tinkham, general manager.

"As the first of this new series of musical programs" says Tinkham, "we are really delighted to offer the magnificent voice of Fortunio Bonanova, former grand opera star, and now featured motion picture artist. His work is definitely outstanding, his voice one of the finest the world has known.

"Bonanova is currently featured in 'Five Graves to Cairo' in which he plays the Italian general who, disgusted with the desert, and the heat and sand, and the dry food, relieves his feelings by singing continually. And his part as a guerilla fighter in 'For Whom the Bell Tolls' is one of the finest of this year's presentations.

"But coupled with the beauty of Bonanova's voice, a touch of Hollywood reaches the audiences with the gossip column of Rose Mann, radio and San Fernando Valley columnist, who takes a fling at radio with great gusto. Her 'column of the air' is really good."

New Technique

The Lit Brothers department store program, "Hot Spot on the Map," heard Monday, Wednesday and Friday evenings from 7:05 to 7:15 p.m. on WFIL, Philadelphia, is attracting a good deal of attention because of the production technique applied to the show by its producer Don Martin. "Hot Spot on the Map," written by Jane Richter, former editor of "Arts in Philadelphia," features a current "Hot Spot" story of the moment whether it is a city, river, factory, or fortification—wherever the activity of the global war is greatest, relating the background, the history, the people of that particular section. Martin, WFIL, production manager, leads the narrator, Ralph Stuart, free lance actor, through various moods. If the narration depicts the rolling countryside, the style is rolling, and so on.

"Women In War"

WCKY, Cincinnati, presented a new series of narrative programs depicting the historical and current outstanding and heroic "Women In War" on Tuesdays and Thursdays at 1:15 p.m. Jessie Walker, WCKY staff organist, provides the organ background. The scripts are written by Petty Officer Chet Long, naval radio director for the Fifth Ohio area. Some of the heroic women figures who will be subjects of narration are: Molly Pitcher, Jemima Johnson, Elizabeth Zane, Liudmila la Pavlichenko, Kenan Hassellaar, Agostura Zaragosa and Barbara Frietchie.

AGENCIES

WAUHILLAU LA HAY, until recently amusement and radio editor of The "Chicago Sun," and former radio producer, writer and actor, has joined the radio department of N. W. Ayer & Son, Inc., to do radio program promotion. She will be in the New York office.

CAMPBELL-MITHUN, INC., on the tenth anniversary of its founding announced its first changes in principal executives of the agency. Ray O. Mithun, who has been treasurer since the organization of the company in 1933, and general manager for the last five years, is elected president of the agency. He retains the duties of general manager. Ralph B. Campbell, who has been president, becomes chairman of the board. R. E. Pendergast, director of media and research for the agency, succeeds Mr. Mithun as treasurer. Jack A. Rheinstrom, manager of the company's Chicago office, is now a vice-president.

JOSEPH JACOBS JEWISH MARKET ORGANIZATION announces continuation by Francis H. Leggett & Company of quarter-hour "Song Vendor" program over Station WEVD every Tuesday and Thursday morning at 8:30 for another six months.

JOHN MURPHY, formerly assistant research director of Pedlar & Ryan, is now associated with B. H. Grant Research Associates.

MARGARET MARKLAND, media director of the Gotham Advertising Co., New York, married Grant V. Hastings, New Orleans, recently.

10th ANNIVERSARY Blue Network "BREAKFAST CLUB" COAST-TO-COAST "BIRTHDAY PARTY" BLUE, SATURDAY, JUNE 26th 10:15 to 10:45, E.W.T.

Thanks to YOU and the BLUE

Don McNeill

Personal Management
FRANK BURKE ARTIST BUREAU
1800 A, Merchandise Mart, Chicago
Delaware 4950



Press-Labor Support For OWI Domestic Bur.

(Continued from Page 1)

supports both the motion picture and radio bureaus.

The American newspaper Guild (CIO) has also wired Senator Kenneth McKellar, chairman of the Senate Appropriations Committee—which began consideration of the War Agencies Appropriations Bill yesterday—that it "believes the OWI is an essential war agency doing a vital job.

Calls OWI "Imperative"

"We believe that the American people are entitled to get as much information as it is possible for them to get. We believe that now more than ever—in this critical summer of 1943—a strong Office of War Information is imperative to help the reporters get out the facts to the American people—to help get the news of developments at home and abroad to all Americans. We believe that the OWI has been of great service to the nation in helping to obtain information about the war, in helping to eliminate confusion, and in helping reporters get the facts."

The ANG wired that full appropriations be voted for adequate operation of the Domestic Branch of OWI, at least to the extent proposed by the budget bureau.

The Washington local of the Newspaper Guild sent a similar wire to McKellar yesterday, asking for the full budget recommendation for the OWI Domestic Branch. The local Guild, vitally concerned with the handling of news here, made it plain that OWI has been invaluable to reporters and commentators for both press and radio.

NEW BUSINESS

WGAR, Cleveland: Grennan Baking Co., through Campbell-Mithun, Minneapolis, renewal of contract for "Victory Parade" (musical clock) 15 minutes daily Monday through Saturday for 13 weeks; Parker Appliance Co. 26 15-minute morning dramatic programs Tuesday, Thursday, Saturday, direct; First Church of The Nazarene, through Stanley G. Boynton Agency, Detroit, half-hour Sunday morning sermon and music, 52 weeks, McKesson-Robbins, through J. D. Tarcher, Inc., New York, 15-minute news Tuesday, Thursday, Saturday, 18 weeks; Crown Hill and Sunset Memorial Parks, through Nesbitt Service Co., Cleveland 15-min. weekly studio program Fridays, for 52 weeks.

WABY, Albany: Fabian Theaters, Inc., 35 word announcements, daily; Idle Wyde Hobby Shop, daily announcements, week days; W. G. Morton Coal, 10-minute variety programs, 13 weeks; City Safe Deposit, three announcements daily; Case Clothes, five-minute sports periods, 13 weeks; Mac-Millen Furs, daily announcements.

WORDS AND MUSIC

By HERMAN PINCUS

WE were completely relaxed and gazing dreamily from our window on the west side of the Paramount Building, towards the gleaming Hudson; it might have been the heat and then again it could have been only because that song is an apt theme song describing the discord the word "work" creates in our innards....but whatever the reason, the fact remains, that we were softly whistling the tune of "Lazybones," synchronized to a crawling tug boat, pulling three heavily-laden sand barges against the tide, when the editor interrupted our reveries with "Get Hot, Pinky Herman." The suggestion to heighten the state of our temperature was most unnecessary considering that it was then about 91 degrees fahrenheit, but what caused our dismay, was the appellation, "Pinky Herman"....the use of our pen name by our superior could mean but one thing....he was kindly? ?? ? reserving space for "Words & Music."

★ ★ ★

Of course, what with the heat and all we profanely—so sorry, we mean profusely thanked him for his consideration....about fifteen minutes later, after we had cooled down somewhat, we again found ourselves whistling "Lazybones"....our eyes strayed to the typewriter, out the window towards the Jersey shore, back to the faithful L. C. Smith but to no avail....hard as it was to shake the inertia to which we were so pleasantly addicted, it was a greater struggle by far, to find a subject or subjects, which might lend themselves as suitable pillar filler-dillers....what to write about? that was the question....gazing for the stenth time out of the window, we idly watched several reporters of the New York "Times" sunning themselves on the "gardened terrace" of the Times Building....a bit to the right and over toward Eighth Avenue was the triple-winged Lincoln Hotel....Maria Kramer, the owner of both the Lincoln and Edison Hotels, was quite a music personage....maybe we could write about the many bands which received their starts....but, that's an old story....every trade journal and newspaper carried that yarn and similar items....but all the while we kept whistling "Lazybones"....and then the inspiration....the author of the lyrics to that Hoagy Carmichael tune, was none other than Johnny Mercer, the summer replacement for Bob Hope.

★ ★ ★

Johnny Mercer, born 33 years ago in Savannah, Ga., wrote his first song at the age of fifteen and to date has written over 500 ditties, about 150 of them have been published, 55 of which were hits....that's a battling average of about 360....stellar performance in any league....in fact there was a recent year in which the Hit Parade played a Mercer Tune at least once a week during the entire year....At the age of 17 Johnny left the Woodbury Forest Preparatory School with a 'little theater group' which came to New York to enter the David Belasco annual one-act play tournament....His organization won the award, but when the others left for home, Mercer remained and became a bit player in various Broadway shows....Nothing developed but increased desire for nourishment on the part of his stomach, so temporarily shelving pride, Johnny took a job as runner in Wall Street.

★ ★ ★

Just about this time, Paul Whiteman was holding auditions for singers, and though Johnny's voice wasn't exactly what he was seeking, the King of Jazz, liked his personality and lyrics and plugged some of his tunes on the air....Result was two hits in rapid succession. "Here Come the British with a Bang Bang" and "Goody Goody"....When Hoagy Carmichael brought a new song to Mercer, titled, "Snowball," Johnny suggested some changes, wrote a new title and lyric and that's how "Lazybones" was born. Later he went to Hollywood to write for the Movies, turned out songs including "Blues in the Night," "That Old Black Magic" and "Mandy Is Two," the latter inspired by his little daughter Amanda. That's how songs and Columns, are written.

★ ★ ★

—Be A Rational National—

Post-War Advertising Looms Large—Mille

(Continued from Page 1)

conviction and to stimulate action McClintock stated, adding "we shall emerge from the war with a depleted economy and with a tremendous debt load. Not only this, but our duties will be vastly greater.

"We must have unity of feeling not only among our own people but among all of the people of the world whom we desire to help, in order that we may build together for universal and lasting peace. This means that we must think alike on fundamentals and, in turn, it demands that we have a common method of communication with our own and other people.

"The War Advertising Council continued the Mutual president, "deserves unlimited praise not only for having served as a rallying point for all advertising men and machinery, but also for its ability to convert advertising methods which have been used in the selling of goods into means for the selling of principles."

"It is perhaps proper for us in radio to feel that we bear an especially heavy responsibility, together with the business interests who use our facilities. Radio, its very nature is limitless and is bound by no political and universal boundaries. It leaps continents as easily as it leaps the oceans. These great voices which have been so important in our life at home and in our war economy must accept the challenge of speaking universally and constantly to the whole world."

With the Colors!

MARIE ELDER, MARIE CRONIN and VIVIENNE DENISON, member of the CBC staff have joined the Royal Canadian Navy and are now in training as WRENS....GEORGE C NORRIE, of CBC press and information, has joined the Royal Canadian Air Force. He will train for air crew....MAYOR MOORE and de B HOLLY, CBC producers, have joined the Canadian Army....FRED DARLING, on the announcing staff at Toronto, is now training in the R.C.A.F....LORNE GREENE, CBC chief announcer, has joined the Active Army.

—VVV—

RICHARD RAWLS, CBS coordinator of emergency protection, left Columbia last Friday and is being inducted for service into the Signal Corps this week.

—VVV—

CHARLES W. ROBINSON, master control engineer with WCAU, Philadelphia for the last seven years, has been commissioned a lieutenant in the United States Navy, Aviation Volunteer Special. He has served several "hitches" as a ship-going radio officer.

—VVV—

GEORGE HOGAN, WOR announcer, best known for his ad libbing on the Martha Deane show, is leaving to join the Navy.

Petrillo Will Meet Conciliators Re Transcription Co. Contracts

(Continued from Page 1)

Henry Friedman, would call sometime today by telephone, to arrange a meeting with James W. Fitzpatrick, representative of the Conciliation Service.

A few hours before Petrillo made a promise at his office here, A. Walter Socolow, attorney for the transcription companies revealed that on June 15 he had sent a letter to Dr. John R. Steelman, director of the U. S. Conciliation Service, asking that the case be certified for the consideration of the WLB. Fitzpatrick told RADIO DAILY that any offer on the part of Petrillo to confer with them would automatically stay any consideration for certification.

First Offer From Fitzpatrick

Petrillo admitted that he received the first offer of mediation from Fitzpatrick while the executive board was meeting in Chicago earlier this month. He said he read Fitzpatrick's letter to the board. He admitted, too, receiving the second wire wherein Fitzpatrick offered to go to Chicago, inasmuch as the board was there. However, Petrillo replied that he would communicate with the conciliator in New York when, he, Petrillo, arrived here. Though Petrillo had been in town all day Tuesday and yesterday, he did not communicate with Fitzpatrick, he explained, because he was waiting for his attorneys.

In committing himself to confer with Fitzpatrick, Petrillo, indignant statement which was issued earlier by the attorney for the transcription companies and which stated that a stalemate has again been reached as a result of the refusal of James C. Petrillo... to set a date to meet with the employers as requested by the United States Conciliation Service," declared forcefully:

"We do not pull any John L. Lewis stuff here. When we call a strike we call a strike. He calls a strike every two weeks and look what he gets. We will do everything the government tells us."

Calls Story "Unfair"

Then later he added: "If we never make another record or transcription it is all right with us. But, as long as they want to come to some agreement, we are ready to meet them half way."

Petrillo took further exception to Socolow's release with: "I think the story that lawyer has given out is very unfair. It looks more like a publicity stunt than an attempt to solve the problem."

He had a generous word to say for the transcription companies: "They are good employers. I have nothing to say against them, and do not want to hurt them."

After concurring on "we will be delighted to talk with the conciliator," Petrillo and Padway both made it

clear, however, that in talking with the conciliator they will point out that mediation for the transcription phase of the recording ban is only an insignificant segment of a much larger issue. Padway made it clear that he would not ask the conciliator to mediate the whole matter which would take in the phonograph record companies and the broadcasters. And though he did not say so directly, he indicated that it would be impossible to make a settlement with the transcription companies alone.

ET Firms "Small Segment"

Petrillo made it clear that the transcription companies were not the root of the trouble, but that they represented such a small segment financially, that even if the transcribers had yielded to his original tax plan there would not be enough money in the whole proposition to make it worthwhile for the union. Petrillo quoted the trade at averaging a four million dollar gross and a \$250,000 net profit a year. "So you see, they are small business, and if they would give us their entire profit we would have nothing. So we withdrew our fee plan from the electrical transcription companies because it wasn't worth it. We renegotiated on a control basis, but they said it was not legal. Maybe it isn't. We haven't done any more with it."

He said he was more interested in the phonograph record business because it produced over 130,000,000 discs a year which could yield between ten and fifteen million dollars, via the tax plan, to the union. Originally he figured on a \$35,000,000 a year yield for the union fund via the tax plan, but his board cut the tax expectancy down.

Socolow Statement

Feeling among the transcribers through their attorney, was that conciliation had failed. Socolow statement, issued prior to Petrillo's, stated in part:

"The dispute between the American Federation of Musicians and the music transcription companies has again reached a stalemate as a result of the refusal of James C. Petrillo, President of the American Federation of Musicians to set a date to meet with the employers as requested by the United States Conciliation Service.

"The Conciliation Service of the Department of Labor has vainly endeavored to induce Mr. Petrillo to attend a joint conference with the music transcription companies in an effort to mediate this long standing strike. More than two weeks ago the employers asked the Conciliation Service through Dr. John R. Steelman, its Director, to help bring about a settlement of this strike. Dr. Steelman immediately appointed James William Fitzpatrick, a member of his staff and an expert in theatrical matters, to undertake the task of mediation. Mr. Fitzpatrick promptly met with the employers and for the past two weeks has made daily efforts by wire, telephone and personal visit to the Union headquarters to arrange a joint conference.

"The first request for the joint conference from the Conciliator was received by the President of the Union while its Executive Board was in session in Chicago. The board disbanded shortly after receiving the Conciliator's request and Mr. Petrillo then advised the Conciliator that his Board was adjourning and that it would be impossible for him to attend a conference without his Board. The obvious delay on the part of

the Union is further manifest from Mr. Petrillo's statement that he would return to New York 'within the next few weeks' and his refusal to maintain his Board in session or to call another meeting of his group. Petrillo subsequently refused to meet with the employers and the Conciliator in Chicago during the week of June 14th, despite the fact that the Conciliator suggested that the conference be held at any time and place to be fixed by Petrillo at his convenience. All efforts by the Conciliator to communicate further with Mr. Petrillo have been fruitless.

"The normal process of conciliation involves mutual desire on the part of both the Union and the employers to accept the services of a Government representative in adjusting disputes and in avoiding or settling strikes. The music transcription companies in this instance have been available daily and have been ready and willing to meet with the Union representatives at all times since they asked the intervention of the Conciliator. Union officials, however, have thwarted every step of the conciliation process and have refused to accept the invitations of the Conciliator for a joint conference.

"The Conciliation Service has no power to summon or subpoena the Union officials to attend a joint conference. Petrillo being aware of this fact, has flouted not only the employers but the Conciliation Service in his failure to attend a meeting.

"The American Federation of Musicians is not only violating the no-strike pledge which organized labor made shortly after Pearl Harbor, but has persistently refused to utilize the regular agencies which the Administration has set up for the adjustment of wartime labor disputes."

Text of Request to Steelman

Socolow's request for WLB certification follows as addressed to Dr. Steelman:

"I wish to take this opportunity to thank you for your prompt action in appointing Mr. James Fitzpatrick to mediate the labor dispute between my clients and the American Federation of Musicians.

"Your Commissioner, Mr. Fitzpatrick, made prompt arrangements to meet with my clients and, to my knowledge, has vainly telephoned and wired Mr. James C. Petrillo, President of the American Federation of Musicians, repeatedly in an effort to arrange a joint conference between the employers and the Union. Mr. Fitzpatrick has advised me that he has received a telegram today from Mr. Petrillo advising that he cannot meet with the Conciliator and my clients without the Executive Board of the American Federation of Musicians. This Executive Board was in session in Chicago all day Friday, June 11th, 1943, after having received Mr. Fitzpatrick's wire requesting the joint conference. The Board appears to have suddenly disbanded on Friday night despite the fact that it had been previously announced that the Board would meet for two or three weeks, since their session was in lieu of the regular 1943 annual convention of the American Federation of Musicians which was dispensed with by action of the Board.

"I submit that the American Federation of Musicians has manifested its intention to avoid a joint conference and to thwart the efforts of the United States Conciliation Service in mediating the dispute and to continue its unwarranted strike as long as it is possible for the Union to do so.

"In the interests of justice and fair play, I respectfully recommend that the dispute which my clients have with the American Federation of Musicians be certified to the National War Labor Board for action, inasmuch as the Union has rejected its opportunity to avail itself of the facilities of your Department.

"I should appreciate your prompt action in the matter."

Cantor As Emcee

Eddie Cantor will emcee the broadcast of the launching of the liberty ship, "George M. Cohan," which his daughter Marjorie will christen. It will take place from 3:30-4:30 p.m., on Sunday, July 4.

FCC Denies 2 Pleas; WAAT Removal Ok'd

(Continued from Page 1)

without prejudice the application of Newark Broadcasting Corporation for a construction permit for a new station in Newark and the application of Eastern Broadcasting Co., Inc., for a new station on Long Island. The latter two decisions are based upon the BWC equipment freeze of April 1942.

Newark Broadcasting had applied for a frequency of 620 kilocycles, with 5,000 watts unlimited, using directional antenna day and night. It also had suggested that it be allowed only one kilowatt power for the duration. Eastern broadcasting had sought permission to construct a new broadcast station to use the 1,520 band, with one kilowatt power limited to WKBW, Buffalo.

WOKO Plea Denied

The FCC, in special executive session late yesterday decided to turn down the request of WOKO, Albany, N. Y., for a 30-day postponement of the hearings scheduled for next Thursday on its application for license renewal. The WOWO motion was heard yesterday morning by Commissioner Ray C. Wakefield, who reserved his decision temporarily, then placed the facts before the full Commission.

Attorney George Sutton, representing WOKO, explained yesterday that negotiations are on now for the sale of a large block of stock in the station and that sale of that stock might be of importance when the Commission acts upon the WOKO application. WOKO has offered to buy the stock, but, said Sutton its "alleged owner" has had better offers and negotiations are now on.

The Commission has twice postponed the hearing, originally scheduled on March 15, FCC Attorney John Southmaid declared during the motions hearing, adding that sale of the stock is not particularly relevant to the issues of the hearing. The Commission is interested in the ownership of that stock during the past 10 years he said, rather than in its present ownership. Wakefield said he was thoroughly in accord, but believes that efforts to clear up the transaction are also of interest.

The stock involved—25 per cent of the stock of WOKO—is reported to be held actually by a former government and network official. But this information has not been contained in the station's financial reports to the Commission.

Kemble Heads Zonta Club

Dorothy Kemble, continuity acceptance editor of the Blue Network, has been elected president of the New York Zonta Club and will represent the group at the Zonta International Convention at the Lake Placid Club June 24-27.

Members of the Zonta clubs, an international organization, are women executives, each one of whom is a leader in her particular profession. Miss Kemble represents radio communications. Another member is Alice Maslin, WJZ commentator.

★ ★ Coast-to-Coast ★ ★

ARTHUR SIMON, general manager of WPEN, Philadelphia, reports that Enid Hager, newspaper woman and feature writer, has been appointed director of publicity and news. Miss Hager, for the past five years, was director of radio promotion for the Philadelphia "Record" and prior to that was with the NBC continuity department.

Bill Fender, who joined WNEW, New York, last week to replace Roger Forster on announcing assignments, was director of the "The Players," a dramatic unit of the New York Junior League, who play fantasies and other dramatic shows for children in hospitals and settlement houses.

The Winchester Victory Show, written and produced by workers at Winchester, has signed for another 13 weeks over WELI, New Haven. This is the sixth renewal for the program created to further the sale of war bonds and build morale.

Francis Pettay, WHK-WCLE, Cleveland, announcer, who left five months ago to try his hand at radio on the West Coast, has returned to assume emceeing "Mutual Goes Calling" daily broadcast from WHK. Carl Mark, who took over when Pettay was in Hollywood, will return to the Coast. Pettay will also fill as special events announcer and have charge of studio activities at WHK... Jack Harrington, Indianapolis, is the recent member of the WCLE, sales staff.

Universal Microphone Co., Inglewood, Cal., has gone into mass production with the JK-37 jack, which is Army Signal Corps approved. The factory is producing microphones and cord assemblies, as well as plugs and jacks, for various units of the armed forces.

Genevieve Sullivan, sister of the five Sullivan brothers who died with the sinking of the U. S. S. Juneau, will relate on WNEW, New York, Monday, June 28, her life with her brothers at home... **Kenneth Spencer** and **Corliss Lamont** will be the guests of **John B. Kennedy** on "Knowing the News," Sunday, June 27, over WNEW. Spencer will read a letter written by an official Soviet news-cameraman who was trapped in the battle of Sevastopol.

Martin Weldon, program director of WKNY, Kingston, will describe the activity when the Red Cross Blood Bank rolls up to the local municipal auditorium, Monday, June 28, at 5:30 p.m. Weldon will describe how it feels when he, himself, donates his blood.

A luncheon celebrating the inauguration of the new Imogene Wolcott program "What's Your Idea" on Yankee and Mutual was held in the Marine Room of the Kenmore Hotel Monday following the broadcast from WNAC, Boston, key station of the Yankee network.

George Hamilton Combs, Jr., WHN, New York, commentator, interviews **Waldo Frank**, contemporary writer of Hispanic-American affairs, Thursday.

Seaboard Finance Corp., an advertiser on WGKV, Charleston, West Va., is doing the station a publicity favor by having large colorful displays in show-windows picturing **Julius Glass**, conductor of the WGKV program "Dollars and Sense" as well as other stars on WKGV shows. Passersby are invited in for a free list of local and network contests with the Seaboard loan rate printed on the reverse side.

Bob Tyrol, former WTIC, Hartford announcer, entered the June class of reserves at the United States Coast Guard Academy at New London, Conn. where he is taking the formal course that will lead him to a commission as ensign.

Now that **William C. Alcorn**, general manager of WBNX, New York, has left the heat of New York to recline in the pastoral pleasure of his other home in Sturgis, Mich., for his annual vacation, **William I. Moore**, the station's commercial manager, will be in charge... To be known as "The Bing Crosby of Latin American Ballads," **Raymond Phillips**, begins a new series of weekly musical interludes Monday, 8:15 p.m. June 28 on WBNX.

KPO-NBC manager **John W. Elwood** has been elected to directorate of the San Francisco Advertising Club... **Henry Grant**, popular night club emcee at the Music Box, has been added to KPO's song staff, to work with **Carl Kalash's** orchestra... **Roy Andriess** of the KPO sound effects staff was sworn into the Army Air Corps two days after celebrating his 18th birthday.

Rosemary Reddans, seen and heard in the stage play "Life with Father," has been added to the WTOL, Toledo, staff. She journeyed to Toledo to be with her husband who is stationed at the Toledo Naval Armory... By special arrangement with the Special Service Office of the Army WTOL has been able to present the voices of the hometown soldiers to their families on the "Salute from Our Armed Forces." The entertainment is provided entirely by men and women of the U. S. armed forces.

Ray Porter, Blue Network news analyst, heard five times weekly, will be sponsored locally over WTOL, Toledo, by the LaSalle & Koch Co., local department store. **Dorothy Coons**, LaSalle's director of homemakers center, handles the local tie-in commercials.

The other day, listeners to **WAPI**, Birmingham, were somewhat aghast by a greeting emanating from their speakers. When **Mrs. L. C. Fitzpatrick**, mother of **Gail Patrick**, the Hollywood star, introduced **Elise Sparrow** (now **Mrs. Thomas Yawkey**) on Brad's "Dear Public" feature, **Mrs. Yawkey** said, "Ye hills and dales I am with you once again!"

WSAI, Cincinnati fashion commentator, **Rita Hackett**, is in New York all this week gathering first hand information on what is happening in the ready-to-wear market by interviewing leading men and women in the show and fashion world. While in New York **Miss Hackett's** interviews will be presented by **Alms & Doepke**, Cincinnati department store during the fashion commentary "Views on Vogue and Value," on **WSAI** hookup.

John Lawrence, son of the famous Albany pediatrician, recently deceased, is **WABY's** Albany, newest announcer. **Joe Nolan**, sportscaster, is breaking him in **Lawrence** recently graduated from **Siena College**.

CJAT, Trail, B. C., transcribed a rather hot session on fishing through concealed microphones. On the alert to live up to their slogan of "more feature stories than your daily paper," invited a dozen of the more prominent sportsmen of the community to discuss the relative merits of barometer fishing, bait and fly fishing, and other all time-worn argumentative topics. Recordings were made with dubbed voices eliminating profanity. The net result was a feature for their **Kootenay Family Almanac**.

WHN, New York, through disc jockey, **Dick Gilbert** will present backstage interviews today, 8:30 p.m., of visiting celebrities as well as technicians, carpenters, stage hands, etc. as they prepare to open "Stars on Ice" at the Center Theater.

Alice Emel of the **KOMO-KJR**, Seattle, writes and produces the war bond selling radio show "The World Within Reach," heard every Saturday night at 9 p.m. and rebroadcast at 3 a.m. Sunday for swingshifters. The program features dramatizations of lives of famous men and women with commercials used only at the beginning and the end of the program to point out the value of buying War bonds and stamps. Sponsoring the program is the women's division of the United States Treasury Department and the Women's War Savings League of the State of Washington of which **Miss Emel** is state radio coordinator.

Grace Hickok, formerly a reporter of the Chicago Journal of Commerce, joined the WGN, Chicago, press department as a writer, and **Charles Wiley**, former WGN employe, has rejoined staff as a news writer. Other personnel additions are **Floreine Kurtzweil**, stenographer in the sales department, and **Russel Morgan**, mail room employe.

See No Change Imminent For Communications Act

Washington Bureau, RADIO DAILY
Washington—There will be no Congressional action pointing toward amendment on change in the Communications Act before this Fall at the earliest.

As already stated, hearings on the White-Wheeler bill have been postponed until Fall, with September set as the earliest date. Lack of interest on the part of most members of the Senate Interstate Commerce Committee, which is charged with consideration of the bill, makes it appear likely that the sessions will be held off for longer than the Summer. Senator **Burton K. Wheeler**, co-sponsor of the bill with Senator **Wallace H. White, Jr.**, has indicated that he is considering revision of the bill because, said he, he is not certain it does not go too far in prescribing the powers of the Commission.

On the other side of Capitol Hill, the House Interstate Commerce Committee has before it the **Holmes Bill** which duplicates largely the **Sanders bill** of last year. Although there are some Congressmen who feel that the **Sanders bill** might have made some progress in the House if its author **Jared Y. Sanders** of Louisiana, had not been defeated at the polls last year, there is, on the whole, little genuine interest in what is almost the identical bill. As presented by Rep. **Holmes** of Massachusetts, Democratic members for the sub-committee to be charged with considering the bill have been named, but the Republican membership has not yet been decided upon. The Democratic membership was named more than two months ago, but the Republicans have been so apathetic toward the bill that they have not even bothered to submit membership recommendations for the sub-committee.

Holmes, the author of the bill, has not lost interest in it, and he insists that public hearings will be held. He is not content to have consideration of the bill based upon the testimony taken last year during the hearings on the **Sanders bill**. **Holmes** intends to make some changes in his bill. However, he has not revealed yet what these changes will be, but has admitted that he contemplates altering the bill. The changes, it is believed, will be similar in spirit to those which may be looked for from Senator **Wheeler**, as **Holmes** is reported to feel also that his original bill was somewhat too sweeping in its curbs of Commission power.

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

June 24

- Ed Aaronoff
- Harry M. Baldwin
- Clellan Card
- Marty Martin
- Lois Ravel
- S. Kirby Ayers
- Frank Bastone
- Jack Dempsey
- Martin Pine
- Tom Wildman



RADIO DAILY

The National Daily Newspaper of Commercial Radio and Television



OL. 23, NO. 61

NEW YORK, N. Y., FRIDAY, JUNE 25, 1943

TEN CENTS

AFM Shutting Off Vocals

Television Society Awards To Gen. Electric—NBC

The awards committee of the American Television Society yesterday gifted General Electric that it will be presented with the plaque "for the greatest contribution to television of the year." NBC similarly was informed that it will receive the award "the greatest contribution to the field of television as a public service." The plaques are now being engraved and will be presented to representative officials in the near future. Television is destined to rise as one of the most important industries in

(Continued on Page 6)

Buy More War Bonds and Stamps

McDonald To Blue Net As Post-War Adviser

Appointment of James G. McDonald, diplomat, internationally-known journalist, and radio news analyst, as adviser to the Blue Network on post-war relations was announced yesterday by Mark Woods, president.

Selection of McDonald for this post according to the Blue, was based on his knowledge of domestic and world affairs, on his years of experience as

(Continued on Page 2)

Buy More War Bonds and Stamps

Royal Crown Cola Anns. Sked For 300 Outlets

Royal Crown Cola, through BBD&O will start an extensive seasonal campaign July 1, augmenting a wide newspaper and magazine drive with spot announcements on some 300 stations. The Corp. makers of the soft drink are planning a "taste-test" feature for the coming season which will also be the subject of the spot ETs used.

Mayorality Timber

While the Hartford, Conn. Board of Aldermen considered a successor to Mayor Thomas J. Spellacy, who resigned, Harvey Olson, WDRC, Hartford, chief announcer, declared himself a "gag" candidate on the "Ad-Liner" program Tuesday. Frequent bulletins were received to influence the board, creating quite an amusing situation.

More-The-Merrier

When the Blue Network employees held their annual outing yesterday at Sawane Club, Hewlett, L. I. a specially invited group enjoyed a well deserved relaxation. John McNeil, manager of WJZ had invited the WJZ Victory Troupe, comprised of artists. All golf, swimming and other prizes at the picnic were in War Bonds.

Industry's Bond Drive Honored With Citation

Washington Bureau, RADIO DAILY

Washington—Neville Miller, NAB president, will receive the Cross of Honor on behalf of American broadcasters next Monday for radio's service in connection with the Flag Week War Bond Campaign sponsored by the Treasury and the United States Flag Association. Presentation will be made at a special luncheon at the National Press Club Monday.

Buy More War Bonds and Stamps

Serutan Buys Alexander On Mutual, Sunday Nights

Serutan has bought the 8-8:45 p.m., EWT time period on Mutual for A. L. Alexander's "Mediation Board" program now heard on the network as a sustaining at 9:30-10 p.m. Monday night. Effective date will be sometime in July, as soon as time is cleared on certain outlets. Deal, handled by the Raymond Spector Agency utilizes at the start, WOR,

(Continued on Page 2)

Through Union Arrangers And Copyists Petrillo Seeks To Halt Singers Making ETs And Other Disks

100 Outlets To Take "East-West" Series

One hundred stations have accepted the offer of the East and West Association made through NBC Radio Recording division, for the 13 special recordings designed to give Americans a better understanding of Oriental peoples and culture. The series was supplied without charge to the first 100 stations applying for the pro-

(Continued on Page 6)

Buy More War Bonds and Stamps

Two Colgate Programs Going Full CBS Network

Colgate-Palmolive-Peet Co. a consistent CBS advertiser since 1936, announced yesterday it has scheduled the full U. S. Columbia network for both its CBS programs—the forthcoming "Judy Canova Show" and

(Continued on Page 2)

Buy More War Bonds and Stamps

Dell Pub. Half-Hour Show On 93 Blue Web Stations

Dell Publishing Company will sponsor a new half-hour program, "This Week in Hollywood" to plug its publication, "Modern Screen." Program is scheduled to start Friday,

(Continued on Page 2)

On the heels of the promise to confer with the government appointed conciliator, the AFM, through its Local 802, in New York, took another step yesterday, to further tighten up on the record and transcription companies. Latest move will make the recording ban more complete and effective by clamping down on the various devices now being used to circumvent the ban. Strate-

(Continued on Page 6)

Buy More War Bonds and Stamps

Three Committees Set By Talent-Pool Group

Three new committees have been named by the continuations committee of the National Entertainment Industries Council (new name adopted to replace the former National Conference of the Entertainment Industry for War Activities).

The speakers committee appointed

(Continued on Page 5)

Buy More War Bonds and Stamps

Publicity Club Devotes Session To Radio Talks

Yesterday's weekly luncheon meeting of the Publicity Club of New York Inc., held at the Belmont-Plaza Hotel, was devoted to radio, with represen-

(Continued on Page 5)

Hollister Tells Library Assn. Of Radio's Huge War Effort

Banner In New Assignment With U.S. Maritime Service

Lieut. Jack Banner, of the U. S. Maritime Service has been made Asst. Public Relations Officer of the Training Organization of that branch of the service. Lieut. Banner recently joined the Public Relations office of the U.S.M.S. going there from WNEW

(Continued on Page 2)

Addressing the Special Libraries Assn. at the Hotel Pennsylvania in New York, yesterday afternoon, Paul Hollister, CBS vice-president, outlined the tremendous war effort of radio and told of its readiness to take over the burden without disruption to its other public service or commercial broadcasting. His subject was, "United States Radio at War." Referring to the time immediately after Pearl Harbor

(Continued on Page 3)

Extraordinaire

Mary Mason, director of the WRC, Washington, D. C., "Home Forum," does a magnificent job of selling in the estimation of the WAAC. Mrs. Barney Oldfield, wife of a paratroop officer, after a visit took Miss Mason's hand to lead her to a WAAC recruitment office. Capt. Oldfield is a former Radio Daily correspondent.



Vol. 23, No. 61 Fri., June 25, 1943 Price 10 Cts.

JOHN W. ALICOATE : : : Publisher

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

Published daily except Saturdays, Sundays and Holidays at 1501 Broadway, New York, N. Y., by Radio Daily Corp. J. W. Alicoate, President and Publisher; Donald M. Mersereau, Treasurer and General Manager; Chester B. Bahn, Vice-President; Charles A. Alicoate, Secretary. Terms (Post free) United States outside of Greater New York, one year, \$10; foreign, year, \$15. Subscriber should remit with order. Address all communications to RADIO DAILY, 1501 Broadway, New York, N. Y. Phone Wisconsin 7-6336, 7-6337, 7-6338. Chicago, Ill.—Frank Burke, Suite 1800-A, Merchandise Mart, Phone Delaware 4950. Hollywood, Calif.—Ralph Wilk, 6425 Hollywood Blvd. Phone Granite 6607.

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

FINANCIAL

(Thursday, June 24)

NEW YORK STOCK EXCHANGE

	High	Low	Close	Net Chg.
Am. Tel. & Tel.	153 3/8	152 5/8	153 3/8	+ 7/8
CBS A	22 7/8	22 3/4	22 3/4	+ 1/4
CBS B	22 7/8	22 1/2	22 1/2	+ 3/8
Crosley Corp.	19 7/8	19 3/4	19 3/4	+ 3/8
Gen. Electric	38 1/2	37 7/8	38 1/2	+ 3/8
Philco	24 5/8	24 1/4	24 1/4	+ 3/8
RCA Common	11 1/2	10 7/8	11	+ 1/4
RCA First Pfd.	70 1/4	69 3/4	69 3/4	+ 1/4
Stewart-Warner	13 1/2	13 1/4	13 1/2	+ 1/4
Westinghouse	94 1/4	94	94 1/8	+ 3/8

NEW YORK CURB EXCHANGE

	Bid	Asked
Hazeltine Corp.	31	31
Nat. Union Radio	3 3/4	3 3/4

OVER THE COUNTER

	Bid	Asked
Farnsworth-Tel. & Rad.	8 1/2	9 1/2
Stromberg-Carlson	12	13
WCAO (Baltimore)	20	23

Banner In New Assignment With U.S. Maritime Service

(Continued from Page 1)
where he was publicity and special events director. His headquarters will continue in Washington.

Graves Quits BBC

Sir Cecil George Graves, joint director-general of the BBC, has resigned that post because of ill health. He had been associated with the organization since 1926.

Serutan Buys Alexander On Mutual, Sunday Nights

(Continued from Page 1)

New York; WGN, Chicago; WHK, Cleveland; KWK, St. Louis; KHJ, Los Angeles; KFRC, San Francisco; KGB, San Diego and CKLW, Windsor-Detroit.

By late September, other Mutual outlets will be added to a total of 56. Some of these new stations will in the meantime carry the "Mediation" program as a sustaining.

Serutan, according to an agency spokesman will be among the largest radio advertisers, considering the Drew Pearson show Sunday night's on the Blue at 7 p.m. and Victor Lindlahr five days weekly on 10 stations with at least four additional major outlets to be added soon. In addition Serutan uses considerable spot news programs in various markets.

Also reported that Serutan makers plan a new product to hit the market in August and it is possible the network program will be used for this product.

A. L. Alexander who uses prominent guests each week on the show is a pioneer in this type of program and a few years ago was sponsored by Chase & Sanborn with a similar type show he originated.

"American Forum of the Air," Mutual's leading public service sustaining, will be moved to a new time by WOL and WOR which has the show currently in the Sunday 8-8:45 p.m. spot.

Senate Criticizes Deal To Bar Watson, Dodd

Washington Bureau, RADIO DAILY

Washington—An aroused Senate yesterday for the second time refused to be swept along by the House vote to discharge FCC employes Goodwin B. Watson and William E. Dodd, Jr., and Governor Robert Morss Lovett of the Virgin Islands. By a vote of 52 to 17 the Senate rebuffed its conferees who had made a deal with House conferees and accepted the House rider to the Urgent Deficiencies Appropriation Bill.

Senator Kenneth McKellar (D., Tenn.), heading the Senate conferees, said he regretted that he had to report that, much as he had disliked doing it, the conferees had to accept the amendment as passed by the House in April. McKellar said it actually wouldn't be a great injustice to the employes affected as they could take the matter into the Courts.

When Senator Walter F. George (D., Georgia) gave it as his considered opinion that the amendment was not a bill of attainder, Eugene D. Millikan, (R., Colo.) said, sniffing in George's direction, that "this smells of the ancient toms." True, it was not technically a bill of attainder (aimed at individuals) but it was in the spirit of a bill of attainder, he said.

The fate of the employes, thus, is once again the subject of inter-chamber disagreement, with the Congress apparently at an impasse. The House is not at all certain to back down.

Two Colgate Programs Going Full CBS Network

(Continued from Page 1)

"Hobby Lobby." "The Judy Canova" program makes its debut on the Columbia network July 6. Broadcast Tuesday nights from 8:30-8:55 EWT, with rebroadcast at 12:00 midnight, Judy Canova, the singing comedienne, will be supported by a large orchestra and a cast of radio performers. On opening night this new Colgate variety-comedy series will be heard over 78 CBS outlets, increasing to the full network July 20. The show advertises Colgate Tooth Powder, and replaces "The Al Jolson Show." Sherman & Marquette, Inc. handles the account.

Colgate has sponsored "Hobby Lobby" on the Columbia network since October, 1941, but beginning July 17 the client places the hobby show, starring Dave Elman as master of ceremonies, on the full CBS network. By scheduling the full network for the program, Colgate, now utilizing 78 stations, adds 42 more to "Hobby Lobby's" network. Presented for Palmolive Shave Cream, the show is broadcast Saturdays from 8:30 to 8:55 p.m., EWT, with rebroadcast at 11:30 p.m. The business was placed through Ted Bates, Inc.

Dell Pub. Half-Hour Show Set On 93 Blue Stations

(Continued from Page 1)

August 13, for an 8:30 p.m., EWT airing over 93 Blue Network outlets. S. J. Andrews, radio director of Lennen & Mitchell, Inc., which is servicing the account, is on the Coast completing arrangements for the new series.

McDonald To Blue Net As Post-War Adviser

(Continued from Page 1)

a global observer and his wide and intimate acquaintance with diplomatic, business and industry leaders throughout the world. All of his background will bear on his new assignment.

McDonald's long experience ideally fits him for his new post. Keen diplomat and an authority on world and American economics, for more than a score of years he viewed with alarm the trend toward dictatorship and aggression.

A decade ago when Japan invaded and occupied Manchuria, he warned this nation of the menace of Japanese ambitions in Eastern Asia and the Pacific. In 1935, he was one of the first to recognize the true purpose of the Nazi movement. Then League of Nations High Commissioner for Refugees from Germany, he tendered his resignation to the League Council on Dec. 31. In his letter of resignation he denounced the Hitler policies, and pointed out the effect they would have on the world.

McDonald was chairman, Foreign Policy Association—1919-1933; League of Nations High Commissioner for German Refugees—1933-1936 and editorial writer on foreign affairs, N. Y. "Times"—1936-1938.

COMING and GOING

CHARLES B. BROWN, NBC director of advertising and promotion; JOSEPH A. ECCLES, network's promotion manager, and KENNETH GREENE and BARRY T. RUMPLE, of the research division, left yesterday for Chicago and Minneapolis, where they will call on agencies and clients.

RUSS JOHNS, of the CBS short-wave production department, is back at his desk following two weeks spent in Ohio, Maryland and Washington, D. C.

DOROTHY VANSTON, vice-president of General Sound Corp., left last night on a business trip to Washington, D. C. She will return next week.

EARL H. GAMMONS, director of WTOP, Columbia's OGO station in Washington, D. C., called yesterday at network headquarters.

HUGH M. SMITH, commercial manager a station director of WAML, affiliate of NBC Laurel, Miss., is in New York on station a network business.

SGT. GENE AUTRY in Rantoul, Ill., on Sunday, for the broadcasting of his CBS program from Chanutte Field.

COLEMAN CLARK, America's leading exponent of table tennis, to New York for engagement at the Hurricane and for a guest appearance next Wednesday on the Adrienne Ames program over WHN.

HOWARD LANE, central division field manager of CBS, is here for conferences at the station relations department of the network.

C. J. WRIGHT, president and general manager of WFOR, Hattiesburg, Miss., outlet NBC, is in New York for conferences at network headquarters.

Burnham to Morris Office

Bill Burnham, vice-president of Consolidated Radio Artists and executive for eight years, resigned to join the band department of the William Morris agency, it was announced Wednesday, June 23. Burnham will function as an executive salesman under Willard Alexander, head of Morris office band department, concentrating on permanent engagements.

THE DETROIT AREA NOW SOARS TO A NEW HIGH

—and this live-wire station keeps pace with a new high in retail time sales, a new high in program interest, a new high in primary coverage!

CKLW
5,000 WATTS
DAY and NIGHT
800 Kc.
MUTUAL SYSTEM

THE PROOF IS IN THE LISTENING

W P E N

Philadelphia

5000 WATTS • 950 ON THE DIAL

Affiliated Station of the Atlantic Coast Network

Hollister Tells Library Assn. Of Radio's Huge War Effort

(Continued from Page 1)

the "Minute Man" period, Hollister pointed out how well equipped radio was to change over to a war-time tempo. From December 7, 1941 on, radio poured war messages into the air in great volumes, and, with the efforts of the Office of Facts and Figures and its successor, the OWI, the torrent was organized into an orderly flow.

Using CBS figures as indicative of what all networks were doing, Hollister said that during the period December 7, 1941, to May 31, 1943—a total of 480 war days—CBS broadcast a total of 11,880 programs containing war matter, and treating 16,055 war items. These shows used 2,165 hours minutes of radio time, donated wholly by the network or advertiser. In addition, 6,221 war newscasts were broadcast; grand total of all broadcast being 18,101, treating 22,276 war items, and using 3,349 hours 39 minutes. Of the total, 9,272 shows were volunteered by sponsors, and 8,829 by the network.

Proportionate Analysis

Breakdown of programs of an average, typical day showed that "12 times the audience heard a sustaining war program, 22 times the audience heard a war program volunteered by advertiser, eight times the audience heard also a sustaining war news program five times the audience heard also a sponsored war news program. Thus, 47 times a day the radio audience of this single network heard war-information." And the total of war-information broadcast during an average CBS day was 37.6 per cent of the entire broadcasting day.

Quoting the OWI's estimate of 474,000 weekly Listener-Impressions from its weekly 74,450 station war-

information broadcasts, Hollister pointed out that while the figure seems huge, when it is divided by the total population "it provides no more than the exposure of the total of the American people about four times a week to a war message. Maybe it's not 'too much', but really too little after all."

Listener Impressions

Following is OWI list of Listener-Impressions for a typical week's schedule broadcasting during March, 1943:

War Bonds	165,320,000
Meat Rationing	154,960,000
U. S. Crop Corps	132,750,000
WAAC Recruiting	94,820,000
Victory Gardens	44,960,000
Social Security Cards	44,960,000
Red Cross	42,800,000
Home Forces	23,210,000
United Nations	19,450,000
Fighting Forces	16,570,000
Working Forces	11,680,000
The Enemy	9,530,000
Womanpower War	
Jobs	9,000,000
Lend Lease	4,800,000
Post-War World	2,910,000

After estimating the monetary contribution of broadcasting to the war effort, and presenting a resume of the percentage increase in various drives as a result of radio campaigns, Hollister concluded "figures like those I have recited, and they are indeed fragmentary, cannot be construed as apology by any but the mischievous. They stand on their own bottom. It would at least be equitable if the experts who want to tyrannize the radio structure, or to sand its machinery, could stand so securely on their own record of performance."

La Roche In Washington To Testify For The OWI

Chester LaRoche, of the Advertising Council, is in Washington to testify in support of the OWI domestic branch before the Senate Appropriations Committee. When his testimony will be given is not definitely known.

Gen. Olmstead Will Join Telecommunication Board

Washington Bureau, RADIO DAILY
Washington—Retirement of Major General Dawson Olmstead, Chief Signal Officer, was announced yesterday by the Army. General Olmstead will be retired at his own request on June 30, and will thereafter serve as military representative on the Telecommunications Board, which functions under the Secretary of State. The new Chief Signal Officer will be Major General Harry C. Ingles, a Signal Corps Officer who has been a member of the General Staff of the War Department in the Caribbean Defense Command, later Chief of Staff of that Command and Commander of the Mobile Ground Forces in the Panama Canal Dept.

General Ingles has lately been Deputy Commander of the U. S. European Theater.

General Olmstead, who recently returned from a tour of Signal Corps installations at the various fighting fronts, was named Chief Signal Officer in October, 1941. He has been instrumental in the development of Radar to its present position.

Sen. Thomas On CBS

Sen. Elbert D. Thomas, Democrat of Utah, will be heard in a special program over the Columbia network tomorrow from 10:45-11:00 p.m. His subject will be "The OWI" and the address will originate at WTOP, Washington, D. C.

SEEK OPPORTUNITY WITH METROPOLITAN BROADCASTING STATION

I have been employed in the business, as well as the promotion department, of a large motion picture company. I have had several years of formal voice training and have an excellent singing and speaking voice. I am twenty-five years old, classified 4-F. I believe I can be of service in one of several departments in your station. Salary is not important. B.A. Degree. Write Radio Daily, Box 625, 1501 Broadway, New York City.

WHAT THE RADIO TIME BUYER WANTS TO KNOW ABOUT

WTAM



AUDIENCE

● In Metropolitan Cleveland alone WTAM has 39% of the daytime audience and 49% of the evening audience as against 25% and 26.2% for the next station. In Akron, Youngstown, Canton, Massillon and other cities of WTAM's Primary Area the preference is even greater and in the rural areas, overwhelming. Yet the cost of WTAM is only \$.000073 per family.

* Hooper Index, March-April 1943

WTAM

C L E V E L A N D

NBC Network 50,000 Waits ● Owned and Operated by NBC REPRESENTED NATIONALLY BY NBC SPOT SALES OFFICES

Los Angeles

By RALPH WILK

WORD has been received here of the death in action in the South Pacific of Lt. Commander Weldon L. Hamilton, who appeared on the "It Happened in Service" program over NBC in June, 1942.

Our selection of the week of the most photogenic non-professional—Helene Himburg, assistant to Fair Taylor, Don Lee network publicity director.

Jane Pickens, Jimmy Newell, Truman Bradley, Paul Whiteman and his orchestra and a large chorus, consisting principally of the Sportsmen Quartette, have auditioned a 15-minute show for the Ford Motor Co.

Hollywood Victory Committee has added two new transcribed radio programs to its talent activities, "News from Home" and "Treasury Song Parade." Former, to feature Dinah Shore in a weekly quarter-hour song and talk waxing, is for the Overseas Bureau of OWI. "Treasury Song Parade," which will boost bond sales through music, has so far enlisted Gracie Fields, Eddie Cantor, Dinah Shore, Janet Blair, Chill Wills and Dale Evans for transcriptions.

John Nesbitt, who resumes his "Passing Parade" series June 29 when Fibber McGee and Molly go on vacations, is one of California's leading camillia fanciers. He has more than 2,000 plants on his new two acre home at Brentwood.

Carole Landis, popular pin-up girl of the fighting men, makes another service visit with Groucho Marx and his "Blue Ribbon Town" cast on July 10, when the troupe airs before the Naval Air Training Station at Alameda, Calif.

Basil Rathbone has turned down offers from Broadway theatrical producers because he prefers to say on the West Coast to make films and do his "Sherlock Holmes" Mutual Don Lee programs.

Frank Shipper has been appointed day supervisor for the war production department of Universal Microphone Co. His father, William, holds the same post on the swing shift.

It will be a "postman's holiday" for George Burns and Gracie Allen when they leave the CBS airplanes Tuesday (29) for an eight weeks' recess. The famed comedy team will tour the West for a series of service camp shows under sponsorship of the USO.

Gary Cooper is now definitely set as guest star July 5 of Screen Guild Players when they broadcast the new M-G-M picture, "Tennessee Johnson," Ruth Hussey will co-star.

Howard Joins "Keep Ahead"

Willie Howard has been made a permanent member of the cast of Edlebrew Beer's "Keep Ahead" variety program on Mutual, Friday evenings, 7:30 p.m. He starts tonight. Remainder of the cast includes Jerry Cooper, vocalist; Ray Bloch and his orchestra; Lynn Gardner, vocalist; Jack Egan, gossip columnist.



Reporter At Large . . . !

● ● ● Speaking of vocalists, the NBC Program Highlights, still lists, Dick Haymes as the featured vocalist with the Tommy Dorsey Band. . . . st its st. . . . such carelessness. . . . Procter & Gamble have taken a short term option on Bernie Shubert's "G.I. Blind Date" . . . Paul Stewart of the "Crime Doctor" cast, expects to be in uniform by mid-August. . . . Last Wednesday, five-year-old Bobby Hookey's television debut over Mutual facilities, had to be postponed when a defective tube exploded. . . . later that day, in trying to explain to his parents what had happened, Bobby said, "The station blew up" . . . Ted Malone's "History Is Fun" tonight over the Blue Net, will feature a quiz based on the Wild and Wooley west and to lead color to the setting, "Shorty" Sutton will don the regalia of a compuncher, Daniel Rood, champion knitter, whose handiwork is worn by Mrs. Rood and the (b)Rood of six children, will 'pearl and knit' while waiting for his questions and Ethel Gilbert will lend voice to songs of the Mauve Decade.



● ● ● Otto Kruger, screen star and suave sophisticate on the new NBC program, "Perpetual Emotion," started out to be a musician and at the age of 12 conducted a symphony orchestra in the William Tell overture. . . . Joe Rines and his orchestra, have been re-signed to furnish the music for the NBCComedy "Abie's Irish Rose," when it returns to the ether Aug. 28. . . . Tom Terris, world traveler, will paint a word picture of the "Progress of the Fighting Yanks in N. Africa" Sunday over the Blue Net. . . . the program will be short-waved throughout the world by the Special Service Div. U. S. Army. . . . Adele Ronson, who did the 'hitch-hike' for Royal Baking Co. on the O'Neills' daytimer, is still thumbing NBCycle rides on that show's successor, "The Open Door" . . . and doing a swell job. . . . Barney Hopkins, who plays 'Ridge Rutherford,' on the "Mary Marlin" show, allows he's the 'most earth-quake shakened' thespian on the air waves. . . . at the age of ten, the San Francisco trembler, tossed him from his bed. . . . in 1920, the quake in Los Angeles rattled his teeth and five years later, while driving his car through a Santa Barbara street, another earthquake made his car behave like a bucking bronc. . . . Barney, now plays safe. . . . he's living in Manhattan, built on solid bed-rock. . . . Jack Smith, a baritone, gave an audition Tuesday for Radio Execs and we can assume, by the reaction that he's been CBSigned to a contract.



● ● ● Beginning July 18, and each succeeding Sunday, Bob Crosby will give an 'air-break' to unknown girl vocalists on his new series of NBCasts for Old Gold Ciggies. . . . It might be that their 'food ration points' had been used, or then again the fame of that particular bistro's chef may have had something to do with it. . . . but whatever the reason, WIZ exets are happy. . . . they sent luncheon invitations marking the debut of Alma Kitchell's "Woman's Exchange" to 35 time buyers and agency biggies—and 35 showed up. . . . Hal McIntyre and his band are rather proud of their team record as soft-ball players. . . . while practicing one day on a sand-lot in a mid-western town, a group of kids, all under fourteen, watched them. . . . after a while, Hal asked them if they cared to play. . . . the kids rounded up a few more lads from the neighborhood, played the musicians—and trounced them 16 to 0. . . . Looks like the Cyril Armbrister-directed Blue Network show, "Saludos Amigos" will go commercial in the next week or so. . . . When Norman Tokar, "Henry Aldrich" guest arm chair sleuthed last week on the "Ellery Queen" program, he not only guessed the correct answer but explained it in detail.



—Remember Pearl Harbor—

Chicago

By FRANK BURKE

ALEX DREIER, NBC commentator and Mrs. Dreier, will leave Chicago on July 5th for a two and one half week vacation with relatives in San Francisco. During Dreier's absence his Skelly news program, heard Mondays through Saturdays, will be announced by Louis Roen. Dreier will broadcast his regular five-minute news summary on the "Fitch Band wagon" from the west coast on July 11 and 18.

Details for the Allis-Chalmre Manufacturing Co. sponsorship of two big baseball games from the Great Lakes Naval Training Station over the Blue Network stations, have been worked out. The first game featuring Lieut. "Mickey" Cochrane's "Blue Jackets" against the New York Yankees will be broadcast on Friday July 9, at 2:15 p.m., CWT, and the second game with the Brooklyn Dodgers will be aired on Tuesday July 27 at the same hour. Harry Wismer, Blue sportscaster, will describe the games.

Indicating popularity of the "Breakfast Club" in the Chicago area, ticket requests to the Blue Network for the tenth anniversary broadcast exceeded the capacity of Studio A in the Merchandise Mart. The show, featuring Don McNeill, emcee, "Breakfast Club" cast and a number of guest stars, including Bill Thompson and the "Quiz Kids," will be broadcast over the Blue Saturday night from 9:15-9:45 p.m., CWT.

Bruce MacDonald, WIND announcer, finds himself in a dual role as announcer and golfer at the Iradiana "Rom-Am" tournament being held this week at the Geleson Golf Club in Gary. Bruce, who shoots in the 70's and low 80's, hopes to come through a winner in the tournament.

Philip H. C. Henj, chief of the government liaison division of the OWI, will speak on "The Relationship of Government and Radio in War time" on June 29 at the second annual NBC Northwestern University Summer Radio Institute.

Radio executives from the East in town for business conferences this week were Leslie Joy, KYW, Philadelphia, and Frank V. Webb, sales manager of KDKA.

John McCormick, NBC salesman and Frank Ferrin, vice-president of the Leo Burnett Company, are in New York this week on business.

Stork News

Johnny Carsella, staff musician on NBC, is the father of a son born recently to Mrs. Carsella at Frank Cuneo Hospital, Chicago.

Luis Alcivar, Spanish announcer on the Latin-American staff of the CBS short-wave department, is receiving the felicitations of his colleagues. It's a boy.

Frederick T. King, WELL, New Haven, engineer, celebrated Father's Day with the arrival of a second boy Jeffrey.

GUEST-ING

JINX FALKENBURG, on Groucho Marx's "Blue Ribbon Town," tomorrow (WABC-CBS, 10:15 p.m.).

DOOLEY WILSON, Negro vocalist featured in the film, "Casablanca," in the "Keep Ahead" variety show, today (WOR-Mutual, 7:30 p.m.).

JOAN TOMPKINS and JANE WEAVER, on "Nellie Revell Presents," tomorrow (WEAF-NBC, 10:30 a.m.).

CONSTANTIN JOFFE, author of "We Were Free," on Frances Scott's "Who, What, When and Where," tomorrow (WEAF-NBC, 10:30 p.m.).

ROBERT STOLZ, conductor; HERB GLAZ, mezzo-soprano, and MARIO BERINI, tenor, on the "Saturday Concert," tomorrow (WJZ-Blue Network, 4 p.m.).

PATRICIA RYAN and VINTON JAY WORTH, on "Armstrong's Theater of Today," tomorrow (WABC-CBS, 12 noon).

WILBUR EVANS, baritone, on the "Saturday Night Bondwagon," tomorrow (WOR-Mutual, 10:15 p.m.).

WENDELL L. WILLKIE, discussing his "One World," on "Of Men and Books," tomorrow (WABC-CBS, 7 p.m.).

DR. RUTH ALEXANDER, associate editor of "Finance" magazine, and MAX LERNER, columnist on "PM," discussing "Does Modern Education Equip Our Children for Freedom," on "Wake Up, America," Sunday (WJZ-Blue Network, 3:15 p.m.).

Publicity Club Devotes Session To Radio Talks

(Continued from Page 1)
atives of the trade comprising the speaker and guest list. Mrs. Dorothy Lewis, coordinator of Listener Activities of the NAB, spoke on "Radio Our Newest Freedom," and Leon Levine, assistant director of Education at CBS used as his subject, "Broadcasting for Public Service in Wartime."

In her brief talk, Mrs. Lewis emphasized the importance of radio as "a means whereby we will build international good will after the war," and stressed the need for public support in freedom of speech and opera-

Writer-Director

for established radio comedy show. Must be thoroughly familiar with comedy writing and have successful radio background. Write

RADIO DAILY, Box 625A
1501 Broadway New York City

★ PROMOTION ★

Newspaper Promotion

By utilizing the columns of the local paper, the Marion County Review, Announcer Todd Branson, WMRN, Marion, O., by-lined with a two-column head "On the Beam with WMRN," enhanced by two line-cuts with WMRN in negative on two microphones, promotes the various features and advertisers in a weekly column of newsy chatter.

As a sustaining feature of the column, Branson writes in various names and activities he picks up throughout the county during the week.

Erpi's "Radio" Film

Newest of the Erpi Classroom Films which are used for classroom studies in 300 colleges and universities, and 500 public school systems in this and foreign countries, is devoted to "Sending Radio Messages" and will be used to tie in with the fundamental radio wartime classes.

WOR cooperated with Erpi in the production of the film, making available for the photographic study, its transmitter and studio facilities. Film is partly animated. All of its technical scenes were shot at WOR's transmitter in New Jersey, and in its studios and news rooms in New York.

Invasion News Tie-Ins

Foreseeing the day when the invasion of Europe by the United Nations will be the top news of the day and subsequent weeks thereafter, H. L. Krueger, commercial manager of

tion because "we have in the American system of broadcasting the means of demonstrating a high type of freedom." She told of the threat to free radio in the court-upheld FCC regulations, and warned that we "may lose what we are fighting for, quietly on the home front," if radio is permitted to become a football for politics or government agencies. She explained the functions of radio councils which she has founded throughout the country, and told of the necessity of public reaction via letters, etc., if programming is to continue in its best form.

Levine angled his talk to advise the publicist and public relations and promotion member of the club how best to use radio for their clients. He advised them to learn radio, first, its trends, needs and styles. To get the most out of radio, publicists should become "radio publicity directors" so that they know even the details and policies of the networks and stations from whom they seek cooperation in their activities.

Other radio execs at the luncheon were Dr. Harry Somers, educational director of the Blue; Murray Dyer, CBS; Edith Messerand, assistant director of War Services Division of WOR; Henrietta K. Harrison, Radio director of the International Council of YMCA; Bessie Beatty, commentator on WOR.

WGN Bond Drives

In order to spur local bond drives, servicemen from localities having bond drives will be presented on two overseas WGN and Mutual programs, "American Eagle Club," broadcast Saturdays and "Stars and Stripes in Britain" on Tuesdays. The bond promotion, which has been sanctioned by the U. S. Treasury Department, will not interfere with the regular structure of these programs, but will be developed in the program as an added feature. The British Broadcasting Corporation has offered its cooperation in presenting the servicemen.

Ration Book Folder

With every person possessing at least two ration books, WBIG, Greensboro, N. C. issued a number of attractive folders to their listeners as a convenient form to hold the books and maintain from loss or mutilation. The folder has a convenient band on the inside for the person to insert the books securely by slipping them in under the band.

Decorated in red and blue on white oaktag stock, several messages are imprinted on both sides, reminding the holders to buy war bonds today as well as the station call letters below their italicized slogan.

WTAG, Worcester, mailed a number of sales letters to a select list of local merchants, stressing the value of advertising by radio, particularly as the public will hear of the invasion by radio first.

Three Committees Set By Talent-Pool Group

(Continued from Page 1)
consists of Leonard Callahan, of Sesac; James Sauter, of UTWAC; George J. Schaefer, of the War Activities Council of the Motion Picture Industry; Bert Lytel, of Equity, Myrna Loy and James Cagney who will serve singly or together.

The organization committee comprises Philip Loeb, of Equity; Louise Silcox, of the Dramatists' League; Kermit Blumgarten, of the American Theater Wing; George Heller, of AFRA; Abel Green, of "Variety," and Frank Wilson, of the Negro Actors Guild. This committee will hold a luncheon meeting at the Astor on Tuesday.

Members of the credentials committee are Anita Grannis, Leonard Callahan and James Riley.

The Waldorf-Astoria Hotel has donated space for the general conference of the organization, which will be held July 14 and 15.

It was stated at last night's meeting that about half of the entertainment organizations contacted have already accepted and pledged cooperation and participation in the work and purposes of the patent-pooling council.

AGENCIES

ADVERTISING FEDERATION OF AMERICA announces another special speaker for its dinner meeting to be held Monday at the Waldorf-Astoria. Brig. Gen. David N. W. Grant, chief surgeon of the Army Air Force, will deliver an address titled "Only Smart Men Live."

EDGAR A. STEELE has been named director of research and media for Maxon, Inc. Formerly he was executive vice-president of L. M. Clarke, Inc.

ROBERT E. WALSH, formerly of Kenyon & Eckhardt, Inc., has joined the service detail department of Arthur Kudner.

NAN FITZGERALD has joined the radio commercial department of Benton & Bowles, Inc. She comes to the agency from The National Research Bureau, Inc. in Chicago.

EDNA F. SNYDER, formerly with the J. Walter Thompson Company, has joined the copy staff of Lennen & Mitchell, Inc., according to an announcement by James Egan, agency copy chief.

BUELL W. HUDSON, publisher of the Woonsocket (R. I.) "Call," has been elected a director of the War Advertising Council. The Council is a volunteer organization, representing all phases of advertising activity, created to act as liaison between government and industry in the development of information campaigns on the home front.

WARREN COX has joined the publicity department of McCann-Erickson, Inc. He formerly was director of public relations for the Second Service Command of the Army Quartermaster Corps.

BESSIE GALBRAITH, formerly associated with N. W. Ayer & Son, Inc., has joined Benton & Bowles as a member of the copy department.

KENNON JEWETT, formerly with J. Walter Thompson Co., has joined the copy staff of William H. Weintraub & Company in an executive capacity.

FRANK K. CASPERS, of N. W. Ayer & Son, Inc., has joined the overseas division of the OWI.

THIS LITTLE BUDGET
WENT TO



WORL
BOSTON
MASS.

AFM Barring Vocals Via Union Arrangers

(Continued from Page 1)

gically the achievement of this new move would place James C. Petrillo, president of the AFM, in a better bargaining position should he mediate the case.

Rule on Choral Backgrounds

Surprise move took place yesterday when the local's Trial Board began an investigation of the use of choral backgrounds as substitutes for instrumental music. Explained, that union arrangers and copyists are employed even though instrumentalists are not used, and that the union would probably order even this group in its membership to refrain from participating in mechanical reproduction of music. Use of harmonicas and such other instruments which are not specifically mentioned as being within the union's jurisdiction, would come in under the ban, too, then, via the arranger-copyist line of reasoning.

The local took the initiative in this latest move to clamp down on the circumstances which the trade has devised. After consultations with Petrillo, the Trial Board, chairmaned by Max L. Arons, summoned for questioning Ben Selvin, vice-president of Associated Music Publishers Inc., and Program Director of Muzak Transcriptions, and Leonard Joy, who is in charge of recordings for Victor Records. Both Selvin and Joy are members of the union. First session of the inquiry was held yesterday. Rex Riccardi, assistant to Petrillo, attended as an observer for the union president.

Seek All-Inclusive Order

Under the present set-up, union exec explained, arrangers and copyists are in competition with fellow members instrumentalists—who are not permitted to make recordings. Union's plan is to make the refraining order apply to every type of its membership so that the interests are not conflicting.

Further, it was hinted, that the majority of the record and transcription companies have AFM members in executive positions. As union members, then, they will be asked to cooperate, or at least refrain from participating in an activity which is deemed "inimical" to the best interests of the membership. Only last week the union removed from membership Eli Oberstein, head of Classic Record Co., on charges of making records in violation of the ban. If and when the ban is ever removed, union stated, Oberstein would be on the unfair list and could not be associated with a licensed organization, nor could union members perform for any organization with which he would be affiliated.

Many Singers Union Members

Investigation showed that many of the choral groups were members of the musicians' union by virtue of their combining their vocal activity with arranging or piano playing or some such phase within the union's jurisdictions. Outright vocalists are AFM members, beyond the jurisdic-

WAR-PROGRAM IDEAS

Calling Workers "In Overalls"

The Sun Shipbuilding & Dry Dock Co., facing a dire shortage of manpower for its liberty ships, is utilizing the facilities of WFIL, Philadelphia, to recruit more help "in overalls." The program is held Sunday afternoon from 1:30-2 p.m. Edward Obrist narrates, while Don Martin writes and produces the program. The show is divided into departments, dramatizing and discrediting current rumors; singing songs of victory and liberty; last minute news of the world; interviewing Sun shipyard employes; and dramatizing the completed ships in action.

Don Martin, in order to gain original and factual material, makes a weekly visit to John Pew, Jr., vice-president in charge of personnel, to talk to the employes.



Aids Convalescing Soldiers

A new way of aiding convalescing soldiers has been found by Mike Hunnicut and Al Stevens, both featured on WFIL, Philadelphia. In addition to public appearances at the hospitals in and around Philadelphia each has a pet promotion idea that

"Search For Genius" Replaced For Summer

San Francisco—"Search for a Genius," Remar Baking Company's novel quiz show over KGO, has been replaced for the summer by "Spell for Dough," a spelling bee to be broadcast each Friday night from the ballroom of Berkeley's Hotel Claremont. Art Linkleter, who conducted the "genius" show, is emceeing the new program, which is sponsored for the summer only by the baking firm. Format of the new show features teams from different organizations, clubs and business groups.

tion of the AFM.

Union would not commit itself on the possibility of asking AFRA to cooperate by asking its members not to make the records. Such a move on the part of AFRA would be equivalent to a sympathetic strike which AFRA is unlikely to endorse at this time. Union has been most cautious in its own employer negotiations to avoid such stringent tactics, particularly in the war period. AFRA is going to have its own transcription negotiations in the Fall, and would be slow to antagonize them now. There never was much love lost between the AFM and the whole of the performer unions, anyway, especially since the AFM and AGMA has a jurisdictional row. AFRA has always felt that it could handle its own problems without resorting to assistance from the AFM.

Report Being Prepared

Trial board is preparing a report on the investigation and will submit it to Petrillo who will determine the official course of action.

Helping U. S. Farmers

Designed to recruit teen-age youngsters to relieve the farm labor situation KIRO, Seattle, has launched a new series of programs in connection with the National Youth Farm Aid Program, entitled "Green Hands," written and enacted by Seattle High School students, is broadcast every Saturday morning. The quarter-hour programs are arranged and produced by Bill Moshier, public affairs director, and Miss Fran Berglund in cooperation with the Seattle Chamber of Commerce.

Each script presents the problem in a straightforward manner, striking a keynote of patriotism, followed by a dramatization of the typical reactions by the students. In addition to this quarter-hour program, a five-minute resume of the progress made by the students taking part in the Youth Farm Aid Program, written by Robert Marion and reported by Louis Garfinkle, is presented each Friday afternoon.

pays dividends to the boys. Hunnicut asks his listeners to send safety razor blades in to the station for distribution while Stevens collects jig-saw puzzles for the same purpose.

100 Outlets To Take East And West Series

(Continued from Page 1)

grams. Other applicants are required to pay only the cost of transcriptions.

Series is divided into two parts. Six 15-minute programs are devoted to China under the title "China Speaks to America," and six others of the same length are titled "India Speaks to America." The 13th program is an introductory address by Pearl S. Buck, noted author and Nobel prize winner, whose novels on Oriental life have established her as an outstanding authority on the Far East.

All speakers in the series are authorities on their subjects. Those who spoke in behalf of China are Jen-Ying Yen, newspaper correspondent; Bangnee A. Liu, editor of "China Today"; Elizabeth Seeger, author of books on Oriental affairs; Agnes Smedley, who spent several years with Chinese guerrilla armies; and Lin Mousheng, a noted Chinese scholar.

Those who delivered talks for India include Anup Singh, personal friend of Gandhi and other prominent Indian personalities; Horace I. Poleman, chief of the Indian Section, Library of Congress; Ananda K. Coomaraswamy, authority on Indian art and philosophy; Tarakanth Das, Hindu scholar; Krishnalal Shridharani, author of "My India, My America"; and Sir Norman Angell, Nobel prize winner and widely known as an economist.

The entire series designed for either sustaining or sponsored programming was produced and distributed by NBC's Radio-Recording Division for

Tele Society Awards To Gen. Electric—NB

(Continued from Page 1)

the immediate post-war reconstruction period was the general consensus of opinion at the close of the monthly meeting, which was held at the Capital Hotel, New York. The federal government, through the Federal Communications Commission, has asked the television industry to establish a standard from which immediate post-war production may be developed firmly before the next depression, Klaus Landsberg, engineer of Television Productions, Inc., Hollywood, Calif., said.

The development of television will require time and money, however Willard J. Purcell, chief engineer of General Electric broadcasting activities of WRGB, Schenectady, said "Unfortunately," due primarily to the present war, lack of personnel money and equipment, "television is not as perfect as it should be." Nevertheless, programs, according to a major company official who preferred to remain anonymous at this time have reached a satisfactory stage. The FCC rule limiting the number of stations or relay posts that can be owned by a company is the only impeding factor to a more consistent reception.

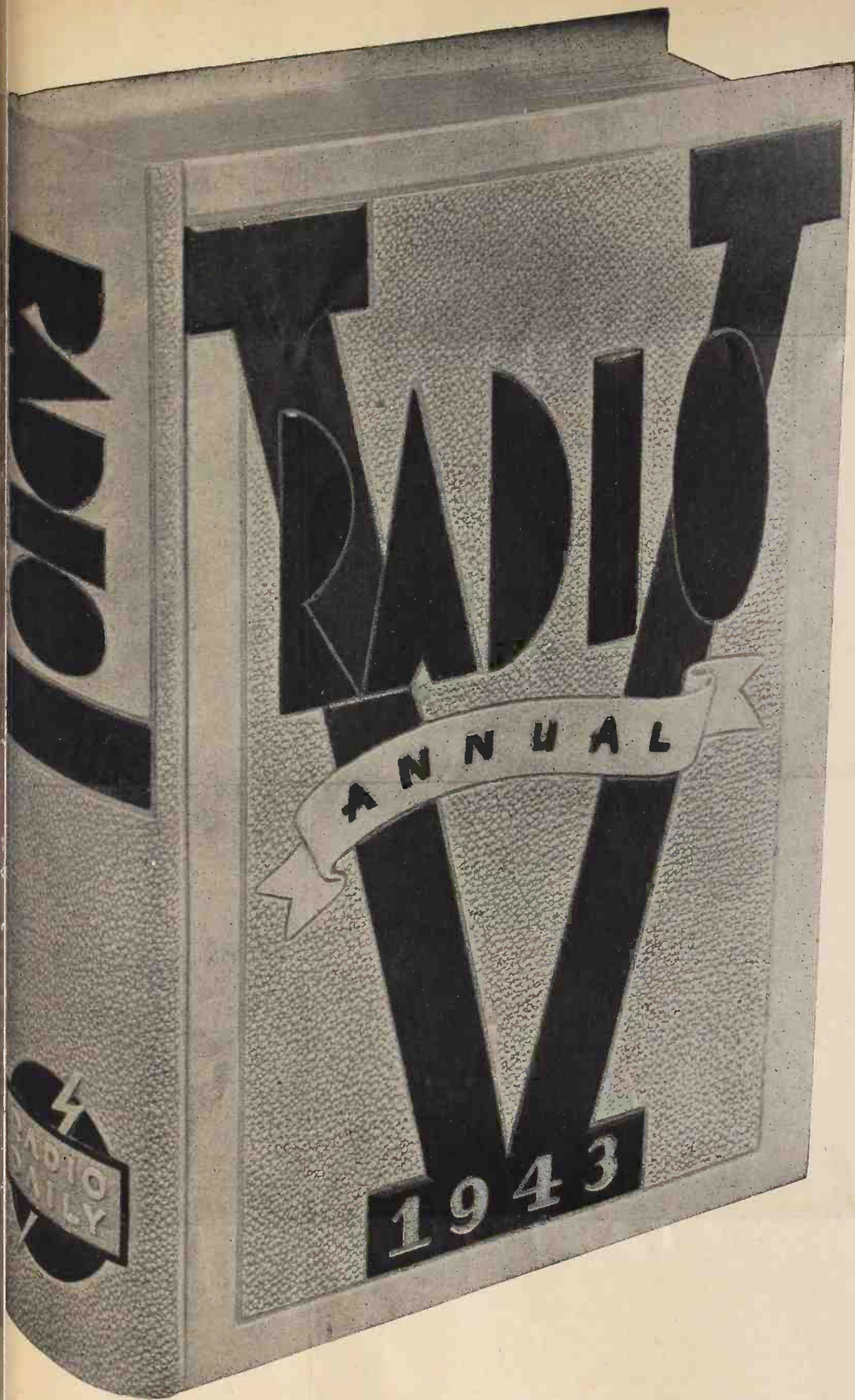
Boxing, Wrestling Popular

Robert B. Stone, program manager of WRGB, and Landsberg, W6XYZ, Hollywood, highlighted the progress of their individual television stations. Stone, in outlining the preferences of the home spectator-audience, listed boxing and wrestling matches first with news commentaries augmented by map readings and scale models on bas-relief maps, light operas and operettas, variety shows, plays and sketches and puppet shows following in that order. While the technique used on WRGB has been chiefly rehearsed, Landsberg said that his studio preferred the extemporaneous productions as it curtailed costs, an important factor in the limitations of television today.

Although the FCC rescinded commercialization on television broadcasts in July, 1942, WRGB only recently has considered soliciting advertising through the television media. Concentrated effort, indicated by the several representatives, to contract advertised-sponsored programs is expected to be made to establish a standard basis from which immediate post-war production may be developed.

At the meeting Wednesday night, Norman D. Waters was retained as president of the American Television Society for the term of 1933-34 with Charles Kleinman, vice-president; C. Matthew Dessner, treasurer and Kay Reynolds as secretary. The attending membership body moved to maintain monthly meetings throughout the summer holding one meeting each in July and August.

The East and West Association, an organization formed by Miss Buck to establish better relations between this country and our neighbors in India and China.



1943 RADIO ANNUAL

**CONTAINS
A COMPLETE
LIST OF
RADIO ARTISTS
AND
THEIR WORK
DURING 1942
•
PAGES 709-738**



- ✓MORE THAN 1000 PAGES
- ✓HARD COVER CLOTH BOUND
- ✓COVERS RADIO COMPLETELY

***Y**OUR check for \$10 will bring you a copy of the 1943 RADIO ANNUAL plus the next 260 issues of RADIO DAILY (full year's subscription).*



Coast-to-Coast



WHEN grocers of Kentucky gather at the Brown Hotel, Louisville, Sunday, June 27, for a war-time conference, they will be entertained by singing stars from WLW-WSAI, Cincinnati. Making the trip will be singers Doris Day, Dorothy McVitty, Bill Harrington, and J. A. Tappin, manager of the grocery department of the WLW trade extension division. On the same day, in Cincinnati, however, members of the "Hobos of America, Inc.," who recently held their convention there, will be heard in a number of interviews, one of whom will be Jeff Davis, "King of the Hobos."

Russ Wise has returned to the announcing staff of WHK, Cleveland after two years with WAKR, Akron. Allen Polster is the new announcer of WAKR. John Howard, mikeman at WJW, Akron, has taken a vacation before he answers Uncle Sam's call. Newcomer at WJW is Robert Hanners, announcer, who was formerly with WERC, Erie, Pa.

"Answering You," the BBC-Mutual Don Lee's transatlantic forum, marked its 100th program Sunday, June 20.

WICC, Bridgeport, Friday noon, June 25, will broadcast a sketch honoring the heroic exploits of the "Memphis Belle," a flying fortress active recently in the European theater. Mayor McLevy, Capt. John Lyddy and representatives of the General Electric factory, from where the broadcast will originate, will also participate.

WLAC, Nashville, placed its mike in front of a court house before a large assemblage in Waverly, Tenn., to present Boyd Hicks, 17-year-old son of a tenant farmer, with an award in the "Name the Bull" contest for his name selection for the bull sired by Milky Way's \$14,000 Tommy Domino. F. C. Sowell, WLAC's general manager, is proving a real pacesetter for Nashville victory gardeners. The

Sowell dinner table has already been augmented by squash, tomatoes, beans, corn, carrots and potatoes from the "vacant lot across the street."

Bill Baldwin, takes over the job of announcing the "East Bay Club," program of recordings heard on KGO, San Francisco.

Wilson Edwards of screen and radio has been added to the announcing staff of KHJ, Los Angeles. He will be in charge of the "Swing to Victory" shift on the local Don Lee station.

Helen Lee Smith, assistant to the sales and program manager of WEEI, Boston, terminated a decade of service when she resigned recently. Mrs. Smith was employed in 1933 as secretary to Harold E. Fellows, general manager. When CBS operated WEEI in 1936, Mrs. Smith was given the title of commercial office manager until she was appointed assistant to Kingsley F. Horton, sales and program manager. Nan Howard, WEEI sales-staffer, will substitute for Priscilla Fortescue, while vacationing from July 5 to 17, on the "Good Morning Ladies" program.

"Of Human Interest," a series of news for people about people, scheduled from 10:45-11 p.m. Monday through Friday starts Monday, June 28 on WPEN, Philadelphia. The program series will be supervised by Enid Hager, WPEN publicity and news director.

Rouben Mamoulian, who stages "Oklahoma," "Porgy and Bess," and other stage productions, will make his debut on WIP, Philadelphia, as a radio director when he produces "Bondwagon," Sunday June 27. The program will be based on Walt Whitman's poems titled "I Hear America Singing." Charles Kaplan, WIP salesman, celebrates another birthday June 29.

The "Your Neighbor Lady," WNAX, Yankton, S. D., has received eight orders from soldiers of the Sioux Falls Air Base for the special stationery offer. Since that reply to the offer the "Neighbor Lady" now includes advice to men.

With the new pay-as-you-go tax plan to be effective July 1 Mrs. Ruth Provan, WTIC, Hartford, interviewed Thomas O'Neill, chief of the Victory Tax Sub-division of the Hartford Internal Revenue office, on the numerous questions most frequently asked about the new plan.

A survey conducted by "1280 Club" program heard on WOV, New York, revealed that Harry James, Glenn Miller and Tommy Dorsey, Jimmy Dorsey, Charlie Spivak, Vaughn Monroe, Benny Goodman, Woody Herman, Duke Ellington and Kay Kyser were listed in that order through votes accumulated from November 21, 1942 to May 22, 1943.

Sam Friedman, engineer at WNLC, New London, Conn. transmitter, manages to keep cool these warm summer days by diving into the Thames beside which the transmitter is located. Besides Friedman, there is Bob Zweck and John Hillman who hail from New York.

WMRN, Marion, O., sold a nightly 45-minute broadcast of the Little Grand Circuit Races, held from June 10-26 to five firms, the National City Bank, Jim Dugan's Clothing store, Baker Wood Preserving Company, Marion Metal Products Co., and the Universal Cooler Corp., all local firms. Lou Marsh, WMRN, special events, gives the running description while Madge Cooper, director of women's activities, handles special interviews with the spectators.

WELL, New Haven, is another radio station that is helping to secure workers for war factories. The William Schollhorn Co., for over 75 years a manufacturer of pliers and other small tools, renewed its series of announcements appealing for help.

WLIB, Brooklyn, news commentator Cliff Evans desire for first hand information resulted in an exclusive interview with Senator Robert F. Wagner on the Senator's much discussed post-war plans. Evans trained to Washington, D. C., Thursday, June 24 for the interview and returned with an exclusive interview for his broadcast.

Kenneth Spencer, negro hero in the M-G-M film "Bataan," will appear as guest on WINS, New York, on behalf of the Skouras War Effort program and a special show dedicated to Russia with John B. Kennedy over WHN, New York.

Arthur Feldman, BBC correspondent, recently returned from abroad, will be Upton Close's guest on WEAJ, New York this Sunday at 3:15 for Sheaffer Pens.

Fred Johnstone, KGO announcer, has been inducted into the Army. Another departure is mikeman Marvin Graham, on leave for his health. Newcomer to the GKO mike staff is Herb Haley, former special events producer. "Profs Are Human," quizzer giving professors a chance to answer questions, is a new KGO-er, conducted and produced by George Fenneman, Bob Sweeney, and Dick Tate.

Bill Martell, KYA announcer, has resigned. A new daily KYA feature is "Blood for Victory," Red Cross interview program conducted by Len Curley direct from the Blood Procurement Center. Another Red Cross show on KYA is "The Red Cross Needs You," conducted by Louise Leonberger. Feature is the collection of dolls sent in by dialers, the dolls being sold to raise funds for the organization.

United States Senator James M. McLaughlin of Buffalo found time to look up his friend Dave MacNair, WOKO, Albany salesman, while in Albany last week for a war bond rally.

M. D. (Doc) Morris, hotel and restaurant manager of the New York "Sun," who has been with the paper for the past 10 years, will join WAAJ, Jersey City, as account executive July 6. Morris will work from the station's executive offices in Newark N. J.

Those six rhythm hill-billies, the "Kobblers" who grind their own particular brand of music out of such unorthodox instruments as cow bells, bird whistle, auto horns, wash boards, sweet potatoe even hammers and bottles, will return Monday, June 28 to the WOR, New York "It Pays to Be Ignorant" to heckle Tom Howard.

David Broekman, conductor of "Here's to Romance," heard on Sunday over WJZ, New York, and other network musicales, has recorded the score of the operetta "Rosalinda" for the Treasury Department as part of a series for the Treasury Star Parade broadcasts. Broekman used the entire Broadway cast of the musical show for the recording.

Bob Hawk, emcee of "Thanks to the Yanks," comedy program heard on WABC, New York, Saturdays, will celebrate his recent election to the Lamb Club, theatrical fraternity in New York by footing the bill for the club's weekly servicemen's dinner, Thursday, July 1. He will also be toastmaster and master of ceremonies to more than two hundred soldiers, sailors or marines who dine there weekly. Many other radio artists who are members, put on a two-hour entertainment for the boys.

CBS Show Writing Dept. Adding 3 New Scripters

CBS is expanding its department of program writing and adding three new members to the division: Elwood Hoffman, Virginia Rooks and Bruno Zirato, Jr., it has been announced by Robert J. Landry, director of the department.

Hoffman was most recently with the Office of War Information and is the author of the well-known government radio program, "This Is Our Enemy" and "You Can't Do Business With Hitler." Prior to that he was a script writer for WWJ, Detroit.

Miss Rooks, before joining Columbia was a free lance radio and film writer. She is the author of the original story for the current motion picture, "Mr. Big," and has written many scripts used on the CBS program "Stars Over Hollywood."

Bruno Zirato, Jr. joins CBS as an apprentice script writer. He has written free lance musical criticism and is a student at Columbia University.

1943									
BIRTHDAYS									
17	18	19	20	21	22	23			
24	25	26	27	28	29	30			
June 25									
Leo Cohen	Martin Gosch								
Doug Larsen	Annette McGrady								
Arthur Tracy	Smiley Whitley								
June 26									
Octavus Roy Cohen	Mary Mason								
Irving Diamond	Truett Kimzey								
James F. Kyler	June Marshall								
Bob Nolan	Arthur Pryor, Jr.								
Robert J. Ross	John M. Sayre								
Fred Weber	William Wirges								
June 27									
Mrs. W. T. Bramblett	Simon Mann								
Seymour Heffer	Milton Mabie								



RADIO DAILY

The National Daily Newspaper of Commercial Radio and Television



VOL. 23, NO. 62

NEW YORK, N. Y., MONDAY, JUNE 28, 1943

TEN CENTS

'Vocalists Co-Op' — Petrillo

NLRB Will Negotiate RWG-AFRA Dispute

Question of jurisdiction over radio writer-commentators has been revived after about a six-year lapse of time, and is now in the hands of the National Labor Relations Board upon the request of Radio Writers' Guild which has asked for certification as bargaining agent for short-wave writers at the networks. Question of jurisdiction is between RWG and AFRA.

In several cities throughout the country, writers had been a part of AFRA in its early days of organization. Performer union, later, turned the writers, who were purely writers,

(Continued on Page 6)

NBC Promotes Garrison As Asst. Production Head

Garnet Garrison, who was director of the Radio Division, Wayne University, before joining NBC in December 1942, has been made assistant production manager of NBC in charge of dramatic programs, N. Ray Kelly, eastern division production manager announced Friday. At the same time, Kelly announced the addition to the production staff of Jack E. Hill,

(Continued on Page 5)

Atlantic Coast Network To Mark Time For Awhile

Because of shortages of personnel and material, the Atlantic Coast Network has dropped for the duration its plans for expanded activities, which included the building of new studios and the addition of more network programming, according to Ed-

(Continued on Page 2)

Yeh, We Heard It Too

As usual radio stations are called upon to perform unusual assignments. An Arkansan recently lost his horse. Emotionally moved he decided to advertise the fact over KWFC, Hot Springs, Ark. The horse was found and the station was immediately informed that afternoon. However, unfortunately, for the owner of the horse, the animal was found . . . dead.

The Squeak Won

Ever since Himan Brown heard the fascinating sound of a rusty hinged-door, he was determined to use it sometime on a radio program. When given the opportunity to air mysteries, he immediately "hinged" all stories around the sound effect. As you know, Himan Brown, is now the producer-writer of the Blue "Inner Sanctum."

Speed Increased 50% In Radio News Circuits

Indicative of a general speed-up in the sending pace of the nation's wire services as a means of furthering the war effort, UP and PA have ordered their entire radio news wire service high-speeded.

The considerable stepping up of the rate of transmission from 40 to 60 words a minute will represent a 50 percent increase in the speed of handling all news dispatches, accord-

(Continued on Page 6)

"New" Writing Technique For WGN Music-Dramas

Chicago—Heralded by WGN as a completely new radio and writing technique, a series of four music-dramas will be presented during July on "The Chicago Theater of the Air" broadcasts Saturday from 8-9 p.m., CWT, on WGN-Mutual. The new format will supplant that of the regu-

(Continued on Page 5)

Says Many Top Singers Promise Halt In Making Choral-Background ETs; Meets U. S. Conciliator Thursday

Womenpower Drives Cut Daytime Audience

Effect of the womenpower drives on the air and in newspapers for the past two months is showing up in decreased daytime audiences which are the targets for the persuasive campaign on the part of the government. Effect is so great that it manifests itself even though gasoline ra-

(Continued on Page 7)

More CBS Affiliates Against "Hitch-Hikes"

Hartford, Conn.—New England CBS station affiliates have adopted a resolution urging that "immediate steps be taken to eliminate from network programs the use of the hitch-hike, cow-catcher or other similar announcements as soon as may be practicable."

The announcement of the action

(Continued on Page 6)

Set 'World News Roundup' For Local Sponsorship

Beginning July 5, NBC's "World News Roundup," 8:00 to 8:15 a.m., EWT, will be available to network affiliates for local participation spon-

(Continued on Page 2)

Following through on his plans to plug the leaks in his original recording ban, James C. Petrillo, president of the AFM, announced on Friday, that he had obtained promises from the country's leading popular vocalists not to make any more records or transcriptions which use choral backgrounds, as a cooperative gesture toward the union leader. He declared at the same time, that he would meet with the U. S. conciliator and representatives of the transcription companies next Thursday, at 3 p.m., at his offices, in keeping

(Continued on Page 7)

NAB Committee Told To Fight Gov't Control

Washington Bureau, RADIO DAILY
Washington—The broadcasting industry should give the FCC and the present administration "the damndest fight it's ever had," the NAB public relations committee was told last week during its Chicago meeting by James W. Irwin, assistant to the president of the Monsanto Chemical Co. Irwin, describing himself as an aver-

(Continued on Page 6)

Blue's "Sneak Previews" To Gauge Public Reaction

For the specific purpose of gauging public reaction to program series still under consideration, the Blue Network will launch a new series, "Sneak

(Continued on Page 5)

★ THE WEEK IN RADIO ★

. . . OWI's Domestic Branch

By PEGGY BYRNE

INDUSTRY was quick to rally to support of the OWI Domestic Branch after the House voted its discontinuance in the War Agencies Appropriation Bill on June 18. Blue Network took the lead in expressing appreciation for, and backing of, the Bureau with a wire from Mark Woods to Senator Kenneth McKellar. CBS and Mutual followed suit with wires to the Senate Appropriation Committee. Burden of messages was that Bureau has been an important

factor in organizing and disseminating information, acting as a clearing house for government agencies, and the Radio Division has been invaluable in aiding the industry to make the broadcasting medium as effective as possible in aiding the war effort. . . . Although no collective action on the part of independent stations has yet been taken, indications are that they will give the Bureau support. Bert Georges, general manager of WHEB,

(Continued on Page 2)

The Riot Squad

The radio producer of "Sherlock Holmes" has his hands full when sound effects are used to dramatize the series. Basil Rathbone, Nigel Bruce and Announcer Owen Babbe join in the melee of sound as "howlers" and "horses hooves" so enthusiastically that it is all the producer can do to subside the noise and return the men to characteriza-

tion.

THE WEEK IN RADIO

... OWI's Domestic Branch

(Continued from Page 1)

Portsmouth, N. H., came out for the Bureau in a letter to three House members... Hope is that Senate will reinstate the organization, but great differences are expected in conference between House and Senate Conferees.

New hope for at least a partial solution of the recording ban problem was accompanied by a sudden move on the part of the AFM to make it even more stringent. On Thursday Petrillo agreed to meet with James W. Fitzpatrick, conciliator appointed by the Department of Labor at the request of the transcription companies. In agreeing to meet Petrillo took exception to a statement by Walter Socolow, attorney for the transcription companies, which declared that Petrillo had caused a stalemate by refusing to set a date for the meeting as requested by the U. S. Conciliation Service. Joseph A. Padway, AFM attorney, indicated that only the matter concerning the transcription companies would be mediated, and that possibilities of making a settlement were not very probable. Petrillo stated that he was more interested in the phonograph business than in the transcription companies, as the former's income was much greater and could yield more to the union, while the latter's contribution would be negligible.

On Friday AFM came forth with a surprise move to tighten the ban. Union arrangers and copyists are being asked not to participate in the mechanical production of music, thus eliminating the use of choral backgrounds and instruments not under union jurisdiction. Such methods have been used in the past to get around the ruling. As arrangers, copyists, vocalists and other union members are in this way competing with the instrumentalist members, plan is to have all types of membership cooperate to avoid conflict of interests. Trial Board, which is conducting investigation of substitution of choral backgrounds for instrumental music, will submit a report to Petrillo, who will decide official course of action... Incidentally, the

Department of Justice intends to examine any settlement reached by the AFM, Tom C. Clark, assistant attorney general, announced last week.

CBC revenue was upped to almost \$5,000,000 during the past year, Dr. J. S. Thomson, general manager, told House of Commons Radio Committee last week... Mutual Broadcasting System and Radio Mil, Mexican chain, signed contracts for the exchange of programs. Service will go into effect as soon as engineers set up long and short wave connections... Hooper ratings showed a rise of 12 per cent in sponsored network hours, as compared to last year in mid-June... OWI applauded the work of women in radio's war effort in an article showing how they are participating in all branches of the industry... Dispute between WTOP, Washington, and engineers, which sent station off the air for a whole afternoon, will be settled by the WLB. Decision will establish a precedent, as engineers have asked for time-and-a-half overtime while station says they are administrative personnel and not entitled to it... NBC has prepared summer replacements for serials taking short vacations. Special shows are about wartime problems.

American Television Society announced that it will award General Electric for the greatest television contribution of the year... Neville Miller, NAB president, will receive, for the industry, a citation from the Treasury and U. S. Flag Association for its part in the Flag Week War Bond campaign... Three new committees (speakers, organization, and credentials) have been set up by the National Entertainment Industries Council... After much discussion, and despite a vote against the Kerr amendment to the Urgent Deficiencies Bill, the Senate Conferees have decided to send the Bill to the White House as is—demanding the elimination of salaries for Goodwin B. Watson and William E. Dodd, Jr., of the FCC, and Governor Robert Morss Lovett of the Virgin Islands.

Atlantic Coast Network To Mark Time For Awhile

(Continued from Page 1)

ward Codel, ACN general manager. Codel said, however, that the network would continue operations on a limited basis, preparatory for an immediate expansion at such time as conditions will permit.

Adds Star To "E" Flag

Sylvania Electric Products, Inc. now manufacturers of precision electronic devises for the armed forces, received another Army-Navy award, a white star, to be added to the "E" flag as a token of continued production excellence of high quality and high quantity of its products, which are important in the war effort.

Allen, Barber And Corum For All-Star Ball Game

Mel Allen, Red Barber, and Bill Corum will describe the 1943 All-Star Baseball Game, sponsored by the Gillette Safety Razor Company when it is aired exclusively over the Mutual network, Tuesday, July 13, 8:30 p.m., EWT. Maxon Inc. handles the account.

Allen and Barber will do the play-by-play, and Corum will handle the color. The game will be played in Shibe Park, Philadelphia. In case of rain it will be held the following afternoon, 1:30 p.m., EWT. Gillette paid \$25,000 for the broadcasting rights. Money will be turned over with all other receipts to the major leagues' baseball equipment fund to buy equipment for armed forces.

COMING and GOING

MILLER McCLINTOCK, president of Mutual, left Los Angeles on Saturday and will arrive in Chicago tomorrow for meetings with affiliates.

FRED M. THROWER, JR., vice-president of the Blue Network in charge of sales, left Saturday on a business trip to Detroit and Chicago.

THOMAS D. CONNOLLY, CBS director of program promotion, has returned from Milwaukee, where he was guest speaker at a luncheon given by WISN, Columbia's outlet in the Wisconsin city.

DAN GOLENPAUL, JOHN KIERAN, OSCAR LEVANT, CLIFTON FADIMAN and FRANKLIN P. ADAMS are in Chicago for tonight's "Information Please" program and a bond-selling appearance.

JOHN WELLINGTON, Blue Network producer, is in Houston, Texas, for the airing of tonight's "Spotlight Bands" show from the plant of the General Tire Company.

A. M. ROBERTS, merchandising manager of WWL, New Orleans outlet of CBS, and MARY LOU JACOBS, of the station staff, have left town for Louisiana following a combined business and vacation trip in New York.

H. RUSS HOLT, commercial manager and sales promotion director of WOLS, Florence, S. C., was here Friday for conferences at the headquarters of the Blue Network. He left for home over the week-end.

Set 'World News Roundup' For Co-Op Sponsorship

(Continued from Page 1)

sonship. The Sunday broadcasts at 9:00 a.m., will continue as a sustaining feature. This is probably the first such move on the part of NBC. The participation plan specifies a 90-second opening by newscaster W. W. Chaplin, from New York, followed by a 30-second break for a local commercial after which NBC's foreign correspondents will be heard for approximately 10 minutes. Affiliates are then given a 90-second break for the insertion of local announcements, and the news period ends with a 40-second summary by Chaplin.

Henderson, Conner At Rally

Nadine Conner, Metropolitan Opera soprano heard on the "Salute to Youth" program, will sing at the closing rally of the United Jewish Appeal which will be held at 8:30 tonight at the Town Hall. Leon Henderson will deliver the principal address of the evening.

5000 WATTS 1330 KILOCYCLES

WEVD

NEW YORK'S STATION OF DISTINCTIVE FEATURES

ENGLISH • JEWISH • ITALIAN

The roster of advertisers using WEVD year after year reads like "Who's Who" in National Advertising. List on request.

HENRY GREENFIELD, MANAGING DIRECTOR
WEVD—117 W. 46th Street, New York, N. Y.

Vol. 23, No. 62 Mon., June 28, 1943 Price 10 Cts.

JOHN W. ALICOATE : : : Publisher

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

Published daily except Saturdays, Sundays and Holidays at 1501 Broadway, New York, N. Y., by Radio Daily Corp. J. W. Alicoate, President and Publisher; Donald M. Merseu, Treasurer and General Manager; Chester B. Bahn, Vice-President; Charles A. Alicoate, Secretary. Terms (Post free) United States outside of Greater New York, one year, \$10; foreign, year, \$15. Subscriber should remit with order. Address all communications to RADIO DAILY, 1501 Broadway, New York, N. Y. Phone Wisconsin 7-6336, 7-6337, 7-6338. Chicago, Ill.—Frank Burke, Suite 1800-A, Merchandise Mart, Phone Delaware 4950. Hollywood, Calif.—Ralph Wilk, 6425 Hollywood Blvd. Phone Granite 6607.

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

FINANCIAL

(June 25)

NEW YORK STOCK EXCHANGE

	High	Low	Close	Net Chg.
Am. Tel. & Tel.	154	153 3/4	154	+ 3/8
CBS A	22 3/4	22 3/4	22 3/4	0
CBS B	22 7/8	22 7/8	22 7/8	0
Crosley Corp.	20 3/4	20	20 3/4	+ 1/4
Gen. Electric	38 3/4	38 1/8	38 3/4	+ 1/4
Philco	24 1/2	24 1/8	24 1/2	+ 1/4
RCA Common	11 3/4	10 7/8	11 3/4	+ 3/4
RCA First Pfd.	70	70	70	+ 3/4
Stewart-Warner	13 7/8	13 1/2	13 7/8	+ 3/8
Westinghouse	95 1/2	94 5/8	95 1/2	+ 1 1/8
Zenith Radio	34 1/4	33 7/8	34 1/4	+ 1

NEW YORK CURB EXCHANGE

Hazeltine Corp.	31 1/2	31 1/2	31 1/2	+ 1/2
Nat. Union Radio	3 3/4	3 3/4	3 3/4	0

OVER THE COUNTER

	Bid	Asked
Farnsworth Tel. & Rad.	8 3/4	9
WCAO (Baltimore)	20	23
WJR (Detroit)	26	28

CBC's Sunday Sign-On Now 9 a.m. For Duration

Montreal—Effective yesterday and continuing each Sunday thereafter all CBC stations will begin the day's operations at 9 a.m. EDT. The new signing on time effective throughout all program regions has been adopted in the interests of conservation of equipment and manpower.


Para. Exec Ames Guest

Adrienne Ames, on her 12:30 program over WHN today, will interview Richard Melland, eastern story editor of Paramount Pictures, who will give background of his firm's acquisition of film rights to "For Whom the Bell Tolls."

BALTIMORE'S BLUE NETWORK OUTLET

W C B M

National Representatives:
SPOT SALES, INC., New York - Chicago - San Francisco



**50%
Faster!**

**NEW HIGH-SPEED WIRE
COAST-TO-COAST**

UNITED PRESS is taking another great stride to improve its radio news service.

It has arranged to step up its sending pace from 40 to 60 words a minute.

This means both quicker news and more of it — getting news flashes priceless seconds sooner, having time-room on the 24-hour wire for half again as much news and news-feature material.

Installation of new high-speed equipment for United Press clients has been ordered completed as rapidly as possible.

United Press is foremost among news services because it offers most. Its new word-a-second wire is a fresh example of the unceasing betterment which keeps United Press foremost.

UNITED PRESS *Radio News*

Los Angeles

By RALPH WILK

A FEW months ago, Major Knox Manning jokingly wrote from "somewhere in Africa," that "maybe after the war, if the damned thing ever ends, I can have a spot on the 'I Was There' program." On June 21, Knox, who is here on a furlough, did appear on the premiere broadcast of the new "I Was There" series over the stations of the Columbia Pacific network.

Definite starting date of the new "Ceiling Unlimited" 30-minute program has not been set but it is expected to switch to Sundays at 2 p.m., EWT, in late July or sometime early in August.

Anita, dark-haired swingstress on the "Tommy Riggs and Betty Lou" show appeared as guest-star on the Coconut Grove, Los Angeles, Calif. Bond Rally show, aired Sunday, June 20.

'Heinz Vacation Serenade' To Replace "Info Please"

Summer replacement for "Information Please" will start July 19, under the title "Heinz Vacation Serenade." Among talent for the hot weather substitute will be Dorothy Kirsten, member of the San Carlo Opera Company, who has been booked for the seven-week run. On August 9 broadcast, however, while she is meeting commitments in Memphis, Tenn., Christine Johnson will have the vocal role. Both singers are booked by National Concert and Artists Corp. Reported that Wilfred Pelletier will get the orchestra assignment.

Extend Red Cross Show

NBC in cooperation with the American Red Cross, will continue the Red Cross program, "That They Might Live," for another 13 weeks, beginning July 18.

The series, heard Sundays from 12:30 to 1:00 p.m., EWT, first went on the air January 17. It has been devoted exclusively to furthering recruitment of graduate nurses, nurse's aides and home nursing students, but during the coming 13-week period, the scope will be broadened to include all phases of Red Cross service.



"Since WFDF, Flint, Michigan, stopped broadcasting the weather, I've had to rely on my newspaper."



Memos Of An Innocent Bystander. . . !

● ● ● Although Joe Bell, the director of "Information Please," went with the Blue Network, when NBC was split up, he has continued with that show...and when the NBCifton Fadiman program goes on a War Bond tour this week, Bell will go along...When the NBCamel program goes to the coast early in August, Garry Moore and Jimmy Durante will double in brass by appearing before the cameras...Is it true that "Manhattan At Midnight" will leave the airwaves soon?...Jeri Sullivan has been signed as featured vocalist on the CBSstoopnagle program "Meet The Colonel" which will be launched July 6 under the production supervision of Herb Polesie...Did Bud Barry, who spent the week-end at Detroit with the Ford people, succeed in selling the "Stars From The Blue" show which they auditioned last week?...The late Stephen Vincent Benet's stirring poem, "Listen to the People" will be themed by the NBCavalcade of America when that program stars Ethel Barrymore July 5. . . written before America went to war, the poem concludes with a grim warning to aggressors... "Don't tread on us, Don't hinder us, Don't cross Us; we won't have tyranny here"... Eric Hatch, annotator of Morton Gould's "Cresta Blanca" over CBS, is the author of a novelette which will appear this August in Cosmopolitan magazine.



● ● ● The novel description of the geographical location of the news, reported by a newscaster, which a feminine voice supplies, is a unique and decidedly enlightening feature of Irene Beasley's program, "Let's Read the Headlines"...Mary Margaret McBride flew to Newark, N. Y., Friday to be present at the Annual Rose Carnival, where the Mary Margaret McBride Rose, developed by Charles Perkins, was awarded the title, All-American Winner of 1943...Arthur Hanna, B-S-H director is on vacation...Carlton Alsop, director of "Abie's Irish Rose" will spend an eight-week vacation with his wife Martha Scott, on the coast...All of Joan Brooks' broadcasts are CBSshort-waved to service men overseas... Carol Lee Sutton, the vocallovely discovered in Florida by Bob Kerr, starts a series of Blue Network songfests, tomorrow...When the new "Silver Theater" series starts July 4 on CBS, Felix Mills' orchestra will provide the musical backgrounds...Frank Lovejoy, of the "Joyce Jordon, M.D." cast, is being screen-tested in Hollywood...Johnny Mercer, whose new radio show, is pinch-hitting for Bob Hope, during the latter's summer lay-off, has checked onto the MGM lot to write the film version of "Ziegfeld Follies."



● ● ● Just after Chet Stratton, Blue Net's "Hop Harrigan" went off the air, one day last week, he was paged by the receptionist on the third floor and told there was a long distance phone call from Lebanon, Pa.... the moment Chet heard the phrase, "I am eleven years old...." he hung up...said he in explanation "I had to do that...I hate to think what his mother will say to him—when she gets home"...Dale Carnegie, at present lecturing at the University of Wyoming, will launch a new 15-minute MBSeries, titled "Little Known Facts on Well-Known People," about Sept. 1. . .Leo Reisman's Orchestra has been booked to supply the rhythms at the Waldorf-Astoria Starlight Roof, beginning Thursday...Georgie Auld, former hot saxophonist with the Artie Shaw and Benny Goodman bands, has been honorably discharged from the Army and is leading a musical quartette at the Three Deuces Club...Ginny Simms knows a lawyer who isn't too ambitious...all he wants are three square meals a day and one triangle each week...Milton Berle will guest-clown on Frank Sinatra's "Broadway Band Box" CBSshow, next Friday...According to wags, the autobiography, "So Help Me," is nothing else but George Jessel's 'wife' story.



—Remember Pearl Harbor—

Chicago

By FRANK BURKE

BARBARA LUDDY, leading lady of the WGN-Mutual "First Nighter" series, has been named best radio actress in America in a recent fan magazine poll, and will be the guest star on the "Chicago Theater of the Air" on WGN-Mutual, 8-9 p.m. CWT, Saturday, July 3.

A new show featuring Prairie Ramblers sponsored by the George H. Lee Company of Omaha, Nebr., starts on WLS, July 10. Show is a 15-minute program and will be heard for 52 weeks on Saturdays from 6:30-6:45 a.m.

Marilou Neumayer, former leading lady of the "Captain Midnight" show leaves this week-end for Hollywood where she will vacation and get a screen test.

Lieutenant Tom Gootee of the Army Air Force, attached to the RAF, is visiting at NBC this week. Lieut. Gootee, decorated with The Purple Heart after being wounded twice in bombing raids, spent five years as a radio engineer before entering the service.

William Ray, manager of NBC central division news and special events, starts a two-weeks' vacation on Monday. Kenneth L. Pettus, former NBC employee, is back in news and special events as a vacation replacement.

New business at WMAQ includes 179 live and transcribed announcements. Largest order was placed by Procter & Gamble Company through Compton agency, New York, and consisted of 104 spots.

Shortage of portable radios necessitates the "Quiz Kids" show to discontinue the practice of sending portables to persons whose questions are used on the program. Hereafter they will receive certificates good for a post-war priority on a short-wave, portable, or, if they prefer a war bond of \$50 denomination.

Kroger Renews Three

Kroger Grocery and Baking Company is renewing "Linda's First Love," "Mary Foster, the Editor's Daughter," and "Hearts in Harmony" for 52 weeks on WHAS, Louisville and the first two of their daytime shows on WBOW, Terre Haute, Ind. for this month. A year's renewal of "Hearts in Harmony" was recently announced on station WHIS, Bluefield, West Va.; WBTM, Danville, Pa.; WOOD, Grand Rapids, Mich.; WLVA, Lynchburg, Va. and WDBJ, Roanoke, Va.

SEEK OPPORTUNITY WITH METROPOLITAN BROADCASTING STATION

I have been employed in the business, as well as the promotion department, of a large motion picture company. I have had several years of formal voice training and have an excellent singing and speaking voice. I am twenty-five years old, classified 4-F. I believe I can be of service in one of several departments in your station. Salary is not important. B.A. Degree. Write Radio Daily, Box 625, 1501 Broadway, New York City.

GUEST-ING

EDDA HOPPER, on "Three Ring Circus," today (WABC-CBS, 10:30 p.m.).

LORETTA YOUNG and FRANK COTTON, in an adaptation of "Remember the Day," on the program of "Screen Guild Players," today (WABC-CBS, 10 p.m.).

BARBARA STANWYCK and SEPH COTTEN, in an adaptation of "The Great Man's Lady," on the "Six Radio Theater," today (WABC-CBS, 9 p.m.).

NELSON EDDY, in the Great Artists Series of the "Telephone Hour," today (WEAF-NBC, 9 p.m.).

WALTER YUST, editor of "The Encyclopedia Britanica," on "Information Please," today (WEAF-NBC, 10:30 p.m.).

MAUREEN O'SULLIVAN, on "Cavalcade of America," today (WEAF-NBC, 8 p.m.).

Asks For Servicemen To Be Picked Up By City

Collection of old phonograph records for the armed services will be made by fire and police stations during the Records for Our Fighting Men drive, July 3 to July 31. The records, regardless of condition, will be sold to manufacturers at ceiling prices. Proceeds of the sales will be used to purchase new popular and classical records at the lowest factory prices for shipment to the services overseas. The official record collection is an activity of the American Legion and Legion Auxiliary.

Engines Music Program Shifts To WOR On July 5

"The World's Most Honored Music," quarter hour recorded program which Longines Wittnauer Watch Co. is sponsored on WEAF, will shift to WOR, same sponsor, July 5 for a week run on the Mutual outlet, daily, 10:45-11 p.m. Frank Knight will do the announcing. Arthur Rosenberg Co. set the deal.

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

Blue's "Sneak Previews" To Gauge Public Reaction

(Continued from Page 1)

Preview" July 4, to be heard regularly Sunday from 5:30 to 6 p.m., EWT. Each program heard on "Sneak Preview" will be a "sample" or a possible continuous series, with no restrictions as to the type of show. Comedy, tragedy, variety, news, foreign pick-up or soap opera may be presented. Following each broadcast, a commentator will explain the purpose behind "Sneak Preview" and ask the public to express its opinion. When public reaction is favorable, the "sample" will be developed as a series and presented at a different time.

"Undoubtedly some will be stinkers," said Phillips Carlin, vice-president in announcing the new series, "and these we will discard. But we think that 'Sneak Preview,' by going direct to the public and asking for an opinion, will offer us a good register of audience reaction before we go to the expense and time involved in putting on a complete series."

Snows for "Sneak Preview" will come from all available sources, including agencies and producers. A different producer and announcer will be employed on each broadcast, according to the nature of the show.

First broadcast in the series will be "America the Beautiful," dramatizing the significance of the United States as a country for foreign-born adults on the verge of becoming citizens. Ralph Bellamy will be starred.

"New" Writing Technique For WGN Music-Dramas

(Continued from Page 1)

lar "Theater of the Air" series for four weeks while Marion Claire, soprano of the program, takes her first vacation from the show in three years. The series will be prepared and produced by Jack LaFrandre, writer-director.

Scheduled for performance are complete dramatic and musical treatments of Rimsky-Korsakov's "Sheherazade" (The Arabian Nights) on July 10; Grieg's "Peer Gynt" on July 17; Mendelssohn's "Midsummer Night's Dream" on July 24, and Dvorak's fifth symphony ("New World") on July 31. In these presentations, LaFrandre said, the conventional radio procedure of underscoring drama with appropriate musical effects will be reversed. Drama, possibly for the first time in radio history, will be used as a supporting medium for music, the main substance of the shows. The WGN symphony orchestra directed by Henry Weber and the chorus, led by Robert Trendler, will be utilized for the series.

A Cappella choral nuances prepared by Trendler will be used extensively in the series as a medium for the translation of certain dramatic sequences into musical form. The dramatic cast, also, will be employed for extraordinary purposes. In a large measure it will handle its own sound effects to attain greater realism in the productions.

NBC Promotes Garrison As Asst. Production Head

(Continued from Page 1)

former production director at NBC's Chicago headquarters.

Garrison came to NBC to direct the network's newly organized Employees Production Group which provided employees with free instruction in the fundamentals of program production, especially Directing, Sound Effects, Script Writing and Announcing.

While a Wayne undergraduate in 1931, Garrison began his radio career as a full time announcer at WEXL, Royal Oak. After graduation he was affiliated with stations WMBC, WXYZ and WJIM, later returning to the university as Radio Director.

Jack Hill came to New York after World War I, and played in bands directed by Meyer Davis, Rudy Vallee, Vincent Lopez and others, eventually organizing his own orchestra which played in Havana, Cuba, for a season.

Entering radio in 1924, he played at several metropolitan stations and then joined WWJ, Detroit, where soon he was made Talent Head. He joined NBC's Chicago Division in 1942 and produced "Whatcha Know Joe," "Sammy Kaye's Sunday Serenade," "Words and Music," and various other local and network sustaining shows.

AGENCIES

GOLDEN STATE COMPANY, LTD., San Francisco, announces the appointment of BBD&O, to handle its advertising of dairy products, effective immediately. Both the San Francisco office and the Los Angeles office of the agency will be active in serving the account.

RICHARD MANVILLE, formerly with Donahue & Coe and Newell-Emmett Company, has joined Warwick & Legler, Inc. as director of research.

AMERICAN ASSOCIATION OF ADVERTISING AGENCIES has elected to membership Oakleigh R. French & Associates.

PHILLIPS-JONES CORP., manufacturer of Van Heusen shirts and collars, is planning spot radio for use in its forthcoming campaign. Grey Advertising is placing the business.

COL. WILLIAM C. BENTLEY, assistant chief of air staff intelligence, U. S. Army, will deliver an address today at the luncheon of the Industrial Advertising Assn., which will be held in the Biltmore.

"GLOOM DODGERS" ★ BOB HOWARD ★ TINY RUFFNER ★ MORT LAWRENCE ★ DON BESTOR and his fifteen piece orchestra ★ MAURICE ROCCO ★ KAROLE SINGER ★ DON SAXON ★ BARRY SISTERS ★ IRV KAUFMAN ★ ADRIENNE AMES ★ CHARLES MAGNANTE ★ KAY STEVENS ★ JEAN COLLINS Total weekly TALENT COST \$4,700! \$4,700 worth of star talent blended into one gay, informal, showmanship program! "GLOOM DODGERS" MONDAY through SATURDAY - 9:00 A. M. to 1 P. M. Four hours of songs and fun when the major competition is the daytime serial. You can buy a fifteen-minute participating strip, six days per week, at an amazingly low package price for TIME and TALENT! It's a great radio buy! STATION WHN NEW YORK NEW YORK 19 N. Y.

Speed Increased 50% In Radio News Circuits

(Continued from Page 1)

ing to UP sales head A. F. Harrison, and will give 50 per cent more "elbow room" for expansion of UP's radio news feature services. It will also enable a greater volume of foreign, national and sectional dispatches.

"This development, which has been our goal for several years, is the greatest single expansion of our radio news facilities since the United Press inaugurated the first transcontinental wire circuit serving radio exclusively," Harrison said. "It will make available to broadcasters in every state the fastest radio news transmission system in existence."

Harrison also said all mechanical equipment required for high-speeding has been ordered under high priority ratings and that installations will be completed as rapidly as the American Telephone and Telegraph Co. can handle the assignment.

"We are particularly pleased to announce this great stride in the expansion of United Press radio news facilities at a time when tremendous war developments and news events of unprecedented importance are anticipated," Harrison said.

Over 500 stations and networks subscribing to UP service will be benefited by the speed-up.

The special AP radio wire of Press Association will be transmitting at 60 words a minute—also a 50 per cent increase—as soon as technical adjustments, now being made, are completed.

Suburban Papers Stress Femme-War Effort Radio

Suburban newspapers in Connecticut and New Jersey are devoting more and more attention, via highlights and listings to shows dealing with women and the war effort, despite the fact that there is a general tendency to condense radio departments. Observation was made by Leon Goldstein, Director of Special Events and Publicity at WMCA, upon a recent trip among the papers in the neighboring states. Visit is an annual pilgrimage for Goldstein for station's good will.

P. A. told RADIO DAILY that there were few traces of the old newspaper vs. radio attitude, and that the papers no longer entertained the fear that the local stations were cutting in on their business. Evidently, papers can get enough advertisers. Their worry instead, is the threatened shortage of newsprint. It is that threat, they explained, which has caused them to cut down on the amount of radio material being run, and not any anti-radio attitudes. Goldstein's jaunt took him as far north as New London, Connecticut, and as far south as Asbury Park, New Jersey.

Major reason for the newspaper interest in womenpower and womenwar effort programs is the greater impact war has on communities outside of New York.

NAB's Public Relations Group Told To Oppose Gov't Control

(Continued from Page 1)

age radio listener, told the public relations men that the industry's refusal to buck the Administration is weakening radio "as a means of selling institutional good will and product acceptance."

"I have the positive feeling in my own mind, and had this feeling for last several years," said Irwin, "that radio has compromised with its conscience and has not fought back against the efforts of the bureaucrats and the 'do-gooders' to regiment and rule the industry for fear of reprisal in the revocation of station licenses.

"Afraid of Mr. Fly"

"Over a period of years your industry has lived in fear and trembling of the Federal Communications Commission. I know of one instance, although I cannot recall the date, when Mr. Fly desired to go on the network with some type of a statement, lines were cleared and he was permitted to run over the scheduled time so that the following programs were delayed—a courtesy you would not accord any one else in the United States other than the President, or a visiting Prime Minister, or some one of equal rank. All of which gives me—and others like me—the feeling that you are afraid of Mr. Fly.

"For example, I know that you are worried over the Frankfurter decision, because it so happens that my good friend Merle S. Jones, general manager of KMOX, had mailed a copy of it to me on June 15, which I found on my return to St. Louis. I believe that the fact that all three networks give Elmer Davis clear channels once a week impugns the confidence of the public in other commentators who have freedom of action uninfluenced by any apology from a badly run Administration. I don't disagree with the policy that the air should be available at any time to give top officials the opportunity to disseminate to the public facts about the war, which the people are paying for. Still, it appears to me that we are getting entirely too near to Goebbel's Nazi technique when we have an ordained minister of propaganda who takes every station in the country once a week and shoos every other program off the air; saying, in effect, you will listen to me or else."

Asks Press-Radio Co-Op

A broadcaster, said Irwin, must insist upon the same freedom in handling news as newspapers. "Davis and the OWI and other departments should be placed in the position of giving a memorandum to the press and radio on a particular subject that they want to put across and leave the treatment or interpretation of such memoranda to the experienced editors and commentators who are on your private payrolls and not on the government payrolls," he said.

"It is my studied opinion that the radio industry and the press of the nation, have so much in common

and are in such a dangerous position that now is the time to forget all petty disagreements between the two great industries. Both need to recognize that they are the only two major channels for the dissemination of information to the people that make up this nation and that therefore, they should bury whatever little hatchets they still use and form a united front.

Outlines Publicity Duties

"I know that each of the major networks and a great many of the larger and better-financed stations have qualified public relations executives on their staffs, and I would like to stress here that I mean public relations and not publicity executives engaged in program promotion. It is the duty of these men, one of whom—Frank Mason—happens to be a very good friend of mine, to watch the broad trends of the industry they serve, and the national trend as well, and help guide policy and operating management in the making of decisions that will be to the best interests of the country and the industry.

"I do believe, however, that each of the networks or the industry as a whole should also retain outside public relations counsel to give it a broader and more objective viewpoint. I believe that each of the networks should select for election to its board of directors a man who is chief public relations officer of some American industrial organization and pay him a salary as a working director. Then, the man so retained on each network board should serve on an advisory committee on public relations to the National Association of Broadcasters, thus bringing into your picture additional minds who can think a little bit more independently than can those who are so close to your operating problems.

"I think that NAB and its advisory group and its outside public relations counsel should carry on a continuing listener opinion research program under the direction of some able poller of opinion.

Suggests Advisory Groups

"Based on a very enjoyable experience I had for several years as a member of the educational advisory group of KMOX in St. Louis, I believe that you should develop a 'grass roots' activity by forming in each locality in which there is one or more stations a joint advisory board, the members of which have no formal contact with the radio industry. Such a board would sit with the members of the local radio stations regularly at luncheon or dinner to discuss problems of public relations affecting radio. Such groups should be made up of representative citizens who are leaders in the formation or influence of public opinion."

In conclusion, Irwin declared, "something must be done to prevent the bureaucrats from suppressing what little freedom of action there is left in radio."

NLRB Will Negotiate RWG-AFRA Disputes

(Continued from Page 1)

over to the Guild, but claimed jurisdiction over those who appear before the mike. RWG, last summer, negotiated contracts with NBC and CE covering staff news writers in both the long and short wave departments. In recent weeks, RWG has been organizing members of the network shortwave departments some whom are in the foreign language groups, preparing their own material and later making shortwave broadcasts.

Since the Guild asked the NLRB for certification, AFRA reps were called in by the NLRB simply for conference, and not a regular proceeding. AFRA, naturally, maintains that the newscasters and commentators are primarily performers, who may or may not do their own research at writing, and that they, therefore, belong to the talent union.

More CBS Affiliates Against "Hitch-Hikes"

(Continued from Page 1)

taken by the First District CBS Affiliate meeting at the Hotel Statler in Boston late last week was made by general manager Franklin M. Doolittle of WDRC, Hartford, First District Representative on the CBS Advisory Committee.

This action by the New England group follows a similar move two weeks ago by the 7th District Affiliates of CBS and is held to be indicative of the sentiment among broadcasters that such announcements when incorporated in network program are detrimental to the industry and advertisers.

The resolution follows:

"WHEREAS the so-called hitch-hike and cow-catcher announcements presently used on network programs tend to lower the standards of good broadcasting, and,

"WHEREAS, such announcements are considered to be a violation of the responsibility placed upon radio station licensees to operate in the 'public interest, convenience and necessity,' and,

"WHEREAS, the use of such announcements was without consent of their affiliates,

"Now, therefore, be it resolved that Franklin Doolittle, 1st District Representative of the CBS Advisory Committee, is instructed to convey to the proper officials of the Columbia Broadcasting System a request that immediate steps be taken to eliminate from network programs the use of hitch-hike, cow-catcher or other similar announcements as soon as may be practicable."

Wedding Bells

Bernie Barth, WFIL, Philadelphia announcer, having been discharged from the hospital for treatment of an eye disorder, left for a vacation and a wedding to take place at Sturgis, S. D. June 29.

Vocalists Will Co-Op In ET Ban—Petrillo

(Continued from Page 1)

In his original promise to confer with the transcribers whenever they might to reopen negotiations. Possible complications with AFRA as well as with record and transcription companies cropped up in the week-end developments, with the union elucidating on its plans to make choral productions by unioning all arrangers and copyists. The Phonograph record companies would comment on any of the new union moves, other than to question the accuracy of Petrillo's declaration that the vocal biggies had pledged to make more recordings.

Mentions Sinatra, Crosby

The union exec specified that Frank Sinatra, the newest and biggest thing in recordings currently; Big Crosby; Annie Boswell, Dick Haymes and Perry Como were among those artists who promised cooperation with the union. They were not summoned to the office, as originally supposed. In the case of Bing Crosby, Petrillo explained, the union's Los Angeles local handled the talks. Others were handled through the AFM's office here in New York, directly.

Record companies for whom these artists have been recording, would say whether or not they would continue productions against choral backgrounds. Leonard Joy, in charge of production for Victor, is a member of Local 802, and at the Trial Board hearing Thursday, had to commit himself to have nothing to do with choral productions, but both he and Selvin, of AMP and Muzak, made clear to the union that these commitments in no way bound their firms.

Whether or not the record companies will adopt a policy to conform with the new union restriction is almost a moot point, as is the refraining from production which Petrillo claims was needed to by the vocal talent, because the union has but to order its arrangers and copyists to discontinue their services, and the popular record production would cave in.

Plan "Roundup" Campaign

Among the transcription companies, however, there are many vocalists and groups which do their own arranging. They are members of AFRA and have never been pressed by AFM to join because of their multiple activities, one of which AFM claims is within AFRA jurisdiction. Union cited, as an example, Walter Preston, vice-president of AFRA. He is a vocalist and organizes vocal groups and makes his own vocal arrangements. Musicians' Union explained that such a person could be also a member of the AFM, and that the union would make a drive to round up all such persons in order to crack down on all mechanical productions. Such a campaign would not go unnoticed by AFRA. Similarly, the actor union has an interest even in the Petrillo claim that the vocalists promised cooperation on the ban. No overture was made via the AFRA union. Not hav-

Coast-to-Coast

BOB HAWK, quizmaster of "Thanks to the Yanks," will emcee a special Army Air Force salute Monday, June 28 at 9:45 p.m. via WMCA, New York. The program has been produced primarily to recruit women volunteers for the Aircraft Warning Service. The recording will be re-broadcast on 55 stations throughout the country. In addition to Bob Hawk the program will feature Bob Trout, Kay Lorraine and a scene enacted by the original cast from the Broadway play "Three's a Family."

WINS, New York Announcer Joe Tobin has returned from his vacation in New Hampshire where 3.2 beer is the only choice besides soda pop. The WINS managing director spent last week-end flying his own plane at Lockhaven, Pa. The staff presented war bonds to Stan Shaw, a bridegroom recently, and Don Dunphy for his new paternal role.

Norman Brokenshire, WMAL, Washington, D. C. emcee, was judge Saturday in the popularity contest held by the Lions Club in the Silver theater, Silver Springs. The winner was crowned "Miss Victory," receiving a \$50 war bond. While Claude (Just off the Milkwagon) Mahoney is on his vacation, the 7:45 a.m. commentary will be filled by Ray Henle, Washington correspondent for the Pittsburgh Post-Gazette.

WMAS, Springfield, Mass., is using extensive newspaper space to plug CBS and local commercial shows. Studio Tech. Larry Johnson had gone to the Berkshires for his vacation and fishing. OPA, please note! Johnson traveled by train and bus.

Turnover is quite rapid in the continuity department of KSAL, Salina, Kan. Emma Lou Bireline is engaged to be married soon to S/Sgt. Bob

ing officially been informed of these moves wherein AFRA would be interested, AFRA execs could make no comment. They are watching the situation, however, and will step in if execs agree that their jurisdiction is being invaded, or if protection of members warrant it.

Three to Attend Thursday

Plans to meet with the conciliator Thursday were settled last Thursday evening during a preliminary meeting held between the union execs and James William Fitzpatrick, Department of Labor conciliator. At the conference Thursday, the union will be represented by Petrillo; Leo Cluesmann, secretary, and Tom Gamble, newly appointed Treasurer. Petrillo told RADIO DAILY that he had been in touch with his board, and that the board had authorized the committee of three.

Just when the AFM would start to invoke its ban against the arrangers and choral groups was not made known by the union. Expected, however, that the union would call in key persons, one at a time.

Rodini, Philadelphia, while Mrs. Letha Ritter has left to free lance. Helen Geis has also resigned. Irene Strotkamp filled in a breach recently. Chief of continuity, Connie Cochran remains status quo.

Kay Kenney, syndicated columnist and author of radio scripts, left New York to join WFMI, Youngstown, O., to be featured in a new type of woman's column, "Kay Kenney's Conclusions." Her column "Just Among Us Girls" was featured in 250 newspapers daily for three years.

The voice of Boatswain George A. Heigelmann, USN, who made his 111th broadcast recently on "This Navy of Ours" over WELI, New Haven, will not be heard as he has been assigned to a new duty by the Navy Recruiting Service in Connecticut. Chief Specialist Charles Brougham will assume Heigelmann's post to recruit WAVES, SPARS and men for Seabees and general service.

Norman Ruvell, WLW-WSAI, Cincinnati baritone, is now filling a singing engagement at the Patio restaurant. William Brothers, the WLW-WSAI quartet, will also be heard on a special contract at the local Coney Island dance pavilion and amusement park. Ralph E. Visconti, manager of the drug department of the WLW trade extension, addressed a wartime conference of the Ohio State Pharmaceutical Association on "Radio Selling." Bill Harrington, WLW singer, entertained the association with several renditions.

Geri Andrews is the latest addition to the publicity staff of KOMO-KJR, Seattle. Tom McCann, young newscaster, has announced his engagement to Ann Short, singer on the local Bon Marche "Evening Reveries" program. Geneva Holt is now in the commercial department of KOMO-KJR.

Jack McDonald, new KYA, San Francisco sportscaster, has been recreating out-of-town San Francisco Seals' games on special nightly broadcasts. Clarence Myers, former KYA press agent, recently with the OWI, has been transferred to the London office. Tom McGowan, recent winner of a student audition at KSFO, San Francisco, has been assigned to announce the nightly "Hour of Melody." Sid Sidley, who airs KSFO's "I Know, Do You?" was a grandfather at 40.

Jack Lawrence, WEEL, Boston, announcer, who has been attending the special radio course given by the army, has been nominated by the Signal Corps for advanced training at Northeastern U in Boston. While he has been training, he has been relief announcer for WEEL.

WHIO, Dayton has made arrangements with the Dayton Business Manager, Clarence M. Greer, for a special broadcast reminding drivers of the July 1 deadline for the new auto tax stamp. The "Ohio Baseball Championship" between the Cleveland Indians and the Cincinnati Reds will be aired by WHIO.

Womenpower Drives Cut Daytime Audience

(Continued from Page 1)

tioning would ordinarily serve as a contradictory agent helping to up the audiences as it has been doing for evening programs.

June daytime national program ratings just completed by C. E. Hooper show that the daytime available audiences have been on the steady decline since March this year. Last year, however, the measurements showed slight increases from April through June. Further evidence that women are being taken out of the home by the war is found in the continuous decline in sets-in-use figures for the past three months. June showed a drop of over 9 per cent over May's figures. Since the total number of shows has been fairly steady in a comparison with last year, the reduced total audience is spread more thinly over all the shows, so that average ratings dipped also.

Expected, that when the major part of the womanpower drive starts rolling in September, reaction in audience data will be even more pronounced and startling.

Pharmaco Renews Hookey

The Pharmaco Company, through Clements, Philadelphia, has renewed five-year old Bobby Hookey's "Rocking Horse Rhythm" program over 33 stations of the Don Lee-Mutual network for an additional 13 weeks, effective July 11. "Rocking Horse Rhythm" is heard every Sunday, 10:45 to 11 p.m., EWT, reaching the sponsored area 7:45 p.m. Pacific Coast Time.

Bobby broadcasts from New York, and is heard on other Mutual network stations with commercial credits deleted. War bond messages are substituted, making Bobby the nation's youngest war bond salesman.

Pharmaco also sponsors the veteran quiz show "Double or Nothing" over Mutual for Feen-A-Mint, through William Esty Co.

WJTN To Rambeau

William G. Rambeau Company has been appointed by WJTN, Jamestown, N. Y. as their national representative effective July 1. WJTN operates on 1,240 kc with 250 watts and is affiliated with the Blue Network.

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

June 28

- William A. Abernathy
- Frank Chase
- Forrest Clough
- Kelvin Keech
- Ann Leaf
- J. Leonard Reinsch
- Richard Rodgers
- Ruth Russel
- Charles B. Tramont

NOTICE TO ALL AFFILIATED STATIONS

The special AP radio wire will go to sixty words per minute, as contrasted with the present forty speed sending, just as soon as the necessary equipment can be installed.

There are both mechanical and technical difficulties involved — made doubly difficult because The AP service has been constantly expanding, thereby utilizing all available facilities — but the change will be made at the first possible moment.

This is a step that has been contemplated ever since the special AP radio wire, inaugurated in 1941, became a nationwide circuit last year.

PRESS ASSOCIATION, INC.

Radio Subsidiary of The Associated Press
50 Rockefeller Plaza, New York, N. Y.



RADIO DAILY

The National Daily Newspaper of Commercial Radio and Television



VOL. 23, NO. 63

NEW YORK, N. Y., TUESDAY, JUNE 29, 1943

TEN CENTS

OWI Strongly Supported

Miller Accepts Citation For Radio Bond Drive

Washington Bureau, *RADIO DAILY*
Washington—NAB President Neville Miller accepted yesterday for the broadcasters of America the citation of the United States Flag Association in recognition of radio's job in the Flag Week bond sales campaign. Miller accepted with an expression of the gratitude of American radio for the opportunity to take part in the drive.

Main speaker at presentation luncheon was Walter D. Fuller, presi-

(Continued on Page 3)

CBC Murray Replacement Hit By Montreal Paper

Montreal—Last year the Parliamentary Radio Committee recommended a salutary housecleaning of the CBC. Among other things, it recommended that another general manager be found to replace W. Gladstone Murray, and it was severely critical of the CBC Board of Governors. Recalling this, "Montreal Gazette," comments:

"Mr. Murray was removed all right,

(Continued on Page 2)

Half-Hour Disk Series Readied For Latin Amer.

First of a series of 26 half-hour shows to be known as "For Those Who Love Music" was recorded yesterday by Muzak, produced in cooperation with the Coordinator of Inter-American Affairs—Radio Division. The transcriptions will be sent to 72 stations in 20 Latin American countries for blanket coverage of all

(Continued on Page 2)

Coincidence

The intentions of WEBR, Buffalo, were good. However, the cooperation just wasn't there. WEBR had scheduled three war workers to appear on the "Absenteeism vs. Production" feature recently only to learn at program time that one of the workers had absented himself on a specialty to discourage just such a situation.

To The Rescue

Bronx couple were sailing in their canoe in the Long Island Sound the other night and realized they were lost. They stumbled upon the float attached to CBS' Columbia Island Transmitter in the Sound and enlisted the aid of two Columbia engineers, Andy Anderson and Joe Zelle, who guided the lost duo back to City Island.

Nat. Advertiser Lead Again Claimed By CBS

For the second successive year, 100 leading national advertisers chose radio as their principal medium and for the third straight year (1942) the network most favored by these same clients was CBS, according to media expenditures breakdown revealed by the network.

Of the three biggest clients, in order of advertising expenditures, Procter & Gamble led with \$8,904,887 on networks, almost half of its

(Continued on Page 3)

Radio Women Win Awards At AFA's Annual Meet

Two sets of awards were made yesterday at the opening sessions of the annual conference of the Advertising Federation of America, at the Waldorf-Astoria. The Josephine Snapp Award through the Women's Advertising Club of Chicago, went to Mrs. Julia Kiene, manager of the Westing-

(Continued on Page 2)

FCC Not To Assume Functions Of Domestic Radio Bur.—Fly

Appoint Sanville, Ward CBS Program Directors

Richard Sanville and Albert Ward, formerly assistant directors in CBS Network Operations Department, have been made directors in the Program Department, it was announced yesterday by Douglas Coulter, CBS Director of Broadcasts. Donald Acher has completed his apprenticeship and is

(Continued on Page 2)

ANA, Advertising Council Execs Heard In Favorable Testimony Before Senate Appropriation Group

Trade's War Problem Occupies AFA Confab

Instead of cuddling advertising for its accomplishments thus far, the opening addresses at the annual meeting of the Advertising Federation of America, yesterday, pointed to problems besetting the entire industry, advertising's responsibility in this country's war economy, and the question of trade marks, grade labelling and price control such as is now

(Continued on Page 6)

Eddie Cantor in N. Y. C.; Seek Radio, Film Talent

Eddie Cantor, at a press interview held yesterday at the Waldorf-Astoria, stated that he is in New York not only in quest of personalities with radio possibilities but also to prepare "Show Business," the RKO film which

(Continued on Page 2)

Canada Allots \$100,000 As Radio Training Subsidy

Montreal—Hon C. D. Howe, Minister of Munitions, in the Canadian House of Commons obtained approval in committee for an item of \$100,000

(Continued on Page 2)

Washington Bureau, *RADIO DAILY*
Washington — Two outstanding representatives of media trade associations were heard Saturday by the Senate Appropriations Committee as the committee attempted to arrive at a decision as to what to recommend to the full Senate regarding the OWI funds. Paul West of ANA and Chester LaRoche of the Advertising Council were the men heard. LaRoche spoke specifically of the two OWI operations with which the Advertising Council works—the

(Continued on Page 7)

Sen. Thomas On Air Defends Elmer Davis

"If Adolf Hitler, Premier Tojo and Benito Mussolini should make up a list of the 10 Americans whom they would most like to see done away with it is my belief that Elmer Davis would stand high on that list," Senator Elbert Thomas, Utah, Democrat, told the nation Saturday night over CBS

(Continued on Page 6)

WHN Sets Pinch-Hitters While Gilbert Tours

Barry Wood, star of the "Million Dollar Band" program heads the list of guest stars who will pinch hit for Dick Gilbert, WHN's singing star, from July 5-17, while he tours the

(Continued on Page 2)

The Bull-Pen

It's the bull-pen for the person who pulls a boner on KSAL, Salina, Kan. The bull-pen is an ordinary glass jar with a small slit in the lid. Each mistake in continuity is subject to one-cent fine, while each boner on the air costs two cents. When the accumulation is sufficient, the entire staff empties the jar for an evening of entertainment complete with chicken dinner.



Published daily except Saturdays, Sundays and Holidays at 1501 Broadway, New York, N. Y., by Radio Daily Corp. J. W. Alicoate, President and Publisher; Donald M. Mersereau, Treasurer and General Manager; Chester J. Bahn, Vice-President; Charles A. Alicoate, Secretary. Terms (Post free) United States outside of Greater New York, one year, \$10; foreign, year, \$15. Subscriber should remit with order. Address all communications to RADIO DAILY, 1501 Broadway, New York, N. Y. Phone Wisconsin 7-6336, 7-6337, 7-6338. Chicago, Ill.—Frank Burke, Suite 800-A, Merchandise Mart, Phone Delaware 950. Hollywood, Calif.—Ralph Wilk, 6425 Hollywood Blvd. Phone Granite 6607.

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

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

CBC Murray Replacement Hit By Montreal Paper

(Continued from Page 1)
 but the CBC governors filled his job with one of their own number—not precisely, we think, that the Radio Committee had in mind. One year's operation under the new management has led to a number of new questions which the Radio Committee, now once more in session, might profitably take up.

"One is the matter of the CBC's governors themselves, their powers, their responsibilities, and their personnel. Ottawa newspapers recently noted the fact that E. H. Charleson, who became a CBC governor in May, 1942, last week, presided at a meeting of the Ottawa West Liberal Association—surely an odd position for a new member of a guaranteed non-political radio board. And the Toronto "Telegram" takes occasion to inquire on which side Mr. Charleson's vote was cast in the divided decision, so revealed, to the Radio Committee recently, to refuse radio time as Right Hon. Arthur Meighen at the Winnipeg convention of the Progressive Conservative Party.

"This question is serious, and it is not partisan. Inevitably, Cabinet Ministers will speak on the national radio more often than their out-of-office rivals. Doubtless a large percentage of such appearances are genuinely non-political. But the fact remains that a state-owned radio network monopoly, effectually barred to all political parties save the one in power, is a grave threat to liberty. When one governor of that radio network is actually award worker for the party in office, the gravity of the threat is not decreased."

Canada Allots \$100,000 As Radio Training Subsidy

(Continued from Page 1)
 for the subsidization of radio operator students who are taking a course established some months ago when there was an acute shortage of such operators. Howe said his department built radio services for the armed services along the Alaska Highway and operational routes of the air services. In many cases the department operated the radio. Weather information services had been extended to provide accurate data for the armed services.

Howe said the radio operators' school was in association with the University of Toronto and the students received a small salary while taking the course.

Eddie Cantor in N. Y. C.; Seeks Radio Film Talent

(Continued from Page 1)
 will be released around Christmas. The comedian is acting as producer of the picture and will collaborate on the writing of the screenplay. The present trip is Cantor's first visit to New York in two years.

Appoint Sanders-Ward CBS Program Directors

(Continued from Page 1)
 now an assistant director in the Network Operations Department.

Sanville, free-lance writer before coming to CBS in August, 1942, has been assigned to direct Columbia's five-days-a-week sustaining serial, "This Life Is Mine."

Ward has been in the theater field for the past twelve years, and, among other things, directed the Laurence Oliver-Vivien Leigh "Romeo and Juliet" production. Prior to coming to CBS in December, 1941, he had radio production experience. Ward has been assigned to several new sustaining features soon to be heard on the Columbia network.

Acher, who came to CBS in December, 1942 as a sound effects apprentice, has been a member of the Network Operations Department for the past three months. Formerly assistant to Frank Donovan, independent motion picture producer known for his "Information, Please" shorts, Acher will work as assistant director on two CBS daytime serials and several local programs heard over WABC, CBS outlet in New York City.

WHN Sets Pinch-Hitters While Gilbert Tours

(Continued from Page 1)
 country by plane on behalf of the "Recorded for Our Fighting Men, Inc. Other guest conductors who will take over Gilbert's spot on WHN include Connie Boswell, composer Walter Gross, John Robert Powers, Dick Haymes, Bea Wain, Tito Guizar, Helen O'Connell of the Basin Street broadcasts, band leader Van Alexander, Twinkle Watts, 7½ year old skating star of "Stars on Ice," Duke Ellington, Vera Barton, Andrews Sisters, and Dick Todd.

The vacation taken by Dick Gilbert will be the first he has had in two years and he is spending it by visiting key cities of the Eastern United States to organize and further the campaign to collect old phonograph records to be converted into new ones for American servicemen throughout the world.

Half-Hour Disk Series Readied For Latin Amer.

(Continued from Page 1)
 the Latin portion of the Western Hemisphere. "For Those who Love Music" is produced by Ted Cott and his associate Gerald O. Kaye. The format includes a personalized interview in Spanish with renowned North American artists who have appeared in Latin America, including Rise Stevens, Lily Pons, Andre Kostelanetz, Jose Iturbi, and others.

Cravens In Movietone

New Movietone reel made up of interviews with a cross-section of women on their opinions of drafting women for war work features Kathryn Cravens, WNEW commentator, as the first in the series. Picture is being released today.

COMING and GOING

E. J. "MIKE" ROWELL, chief of the radio and market news section of the Food Distribution Administration, off on a two-week trip in the interest of radio food reporting. He will include stops at Chicago, Kansas City and Omaha.

JONAS WEILAND, president and station manager of WFCT, Kinston, N. C., a visitor yesterday at the Blue Network offices. He plans to remain the rest of the week.

WILLIAM SCHUDT, JR., Eastern division field manager in the station relations department of CBS, has left for a vacation of three weeks at Lake Ronkonkoma, L. I.

R. S. PEARL, manager of broadcasting for WGY, is in town from Schenectady on station business.

ZAC FREEDMAN has returned from California, where he made the arrangements for the broadcasting of the "Vox Pop" program from the Marines base in the Mojave Desert.

WILLIAM F. MALO, commercial manager of WDRC, Hartford, is in town to attend the convention of the Advertising Federation of America.

H. STILWELL BROWN, commercial manager of WHCU, Ithaca, has returned to the home offices following a few days in New York.

JULES ALBERTI, of the U. S. Treasury Department, is here from Washington on a short business trip.

F. W. "BILL" MAYER, owner of KMYR, Denver, Colo., is on a business trip to Chicago, New York and Washington, D. C.

ARTHUR STRINGER, of the NAB in town for the AFA conference, returns today to Washington.

L. D. CALLAHAN, general counsel for Sesac, among the contingent which left last night for Washington to attend Cox-FCC hearings, scheduled for today.

FCC Won't Take Duties Of Domestic Bureau—Fly

(Continued from Page 1)
 manner," Fly said, "and rumors that the FCC might assume some of its functions—specifically those of the radio bureau—are without foundation. So far as I know the FCC has not the slightest desire to enter into this work in any way. It is an inappropriate line of work for the Commission."

Fly declared that "at a time when so many false and malicious statements and rumors about the Commission undertaking to run the programs of radio stations are circulating I think it ought to be made doubly clear that it, (the FCC), has not done anything of the sort, does not contemplate anything of the sort. In view of the importance not only of keeping radio free but also of having everybody understand that it is completely free so far as licensing power is concerned, I cannot but feel that any suggestions that the Commission take over any of these operations comes from those who want to make trouble for the Commission and perhaps secondarily, for the OWI."

Fly would not admit that he knew the origin of the rumors, but he said those spreading them include individuals who subsist as "parasites on the industry." As to the suggestion itself, he said he doubts that it is a serious suggestion.

FINANCIAL

(Monday, June 28)

NEW YORK STOCK EXCHANGE

	High	Low	Close	Net Chg.
Am. Tel. & Tel.	154 7/8	154	154 7/8	+ 1/2
BS A	22 5/8	22 1/2	22 1/2	— 3/8
BS B	22 1/4	22 1/4	22 1/4	— 3/8
rosley Corp.	21	20 3/4	21	+ 1/4
en. Electric	39 1/4	38 7/8	39 1/4	+ 1/2
ilco	24 5/8	24 3/8	24 1/2	— 1/8
CA Common	12	11 3/4	11 7/8	+ 1/8
First Pfd.	69 7/8	69 1/2	69 7/8	— 1/8
ewal-Warner	14 1/8	14	14	— 1/8
estinghouse	97	96	97	+ 3/4
at. Union Radio	3 3/4	3 3/4	3 3/4
OVER THE COUNTER				
	Bid	Asked		
arnsworth Tel. & Rad.	8 3/4	9 3/4		
romberg-Carlson	12 3/8	13 3/8		
CAO (Baltimore)	20	23		

Radio Women Win Awards At AFA's Annual Meet

(Continued from Page 1)
 House Home Economics Institute, Mansfield, Ohio. Among the four their women receiving certificates of honorable mention for their accomplishments in advertising during the year were Mrs. Elizabeth B. Grove, formerly radio director of the McCord company, Minneapolis, Minnesota, and currently a writer and director with WTOP, Washington, D. C. The award is presented annually to the woman, who, in the opinion of five judges, has made the most outstanding contributions to the profession of advertising during the preceding year.

Advertising Club achievement awards were made last night at the dinner. Among cities of 300,000 or more, first prize went to the Advertising Association of Houston; second, Advertising Club of the Columbus Chamber of Commerce. Among cities of less than 300,000, first prize went to Advertising and Selling Club of Georgia, and second, to Advertising Club of Springfield (Mass.). Clubs were judged on their participation in war effort programs such as promoting sale of bonds, salvage campaigns, recruiting, etc.

Miller Accepts Citation For Radio Bond Drive

(Continued from Page 1)

dent of the Curtis Publishing Co., and executive chairman of the Flag Association National Council. Declaring that America has turned the tide of the war toward a United Nations victory, Fuller said, "It is a further fact, but not so well recognized, that without our courageous and independent American press and radio such an amazing record would have been impossible."

Now Most Powerful

"Without our free press and radio," declared Fuller, "America would have been as disunited and as apathetic as Hitler thought we were—a few years ago—". Today, he continued, we are the most powerful nation in the world, and "this accomplishment is a miracle that can be understood only by those who understand the tremendous force of a free press and radio, and who appreciate the patriotic fervor with which the press and radio have done their jobs during the hectic months since war first threatened.

Big Job of Preparation

"The job was that of uniting 130 million people who had boasted of their differences and made a rivalry of their partisan, geographic, occupational, fraternal and even education individuality. It was a job of preparing every American to do his part in sacrificing, producing or fighting so that freedom would be preserved.

"In doing all this, it has been a job of the press and radio to maintain the way of democracy and freedom, so that when we have won this war we can go forward, with competitive enterprise and freedom of initiative, to an American future of happiness, opportunity and progress such as will justify the coming military victory over regimentation and dictatorship.

Radio Contributions Tremendous

"The contributions which the radio stations of America have made to furthering the war effort have been tremendous. They certainly cooperated marvelously in the Flag Week bond campaign. Five hundred and thirty-five radio stations made a total of more than 10,000 Flag Week announcements. In addition, Flag Week programs were broadcast, many of

PROMOTION

Cooperative Promotion

Cooperating with the Florist Telegraph Delivery, the Telegraph Delivery Service and the Society of American Florists to popularize the florists' new slogan "Send flowers to your mother on her birthday," Model Tobacco (U. S. Tobacco Co. through Arthur Kudner, Inc.) is sponsoring a series of programs on CBS titled "Columbia's Gay Nineties." Members of the audience were given cards on which to write the names and addresses of their mothers who were celebrating their birthdays that day.

Embodying a sentimental tie-up as well as the fact that there are so many servicemen who cannot send their mothers the customary presents provides an unlimited scope of publicity material. Special arrangements are being made for the handling of requests from servicemen who are in camps or not in the neighborhood of a florist with FTD or TDS.

Special streamers and placards will be sent to every florist in the country to advertise the program, the network, the time and the novelty of the program.

NBC Mat Service

Highlighting the personalities and events of their scheduled programs, NBC has prepared for release a one-column mat service enhanced by half-column half-tones of the subjects of the day under the title "Radio Scene" by George Wright. The column, running about twelve inches, presents a dissertation of a conversational topic of the time, followed by studio squibs and gossip.

In presenting the new mat feature NBC has asked the editors using the service to report what the readers would prefer to read.

Imbues Patriotism

Members of the KGO, San Francisco, "Red Ryder Victory Patrol" were guests of the San Francisco Seals baseball club at a week-end contest. Admission was granted free on presentation of a Victory Patrol membership card, while the day was officially designated "Red Ryder Victory Patrol Day." A short program

them being heard on national webs."

The award received by Miller carried the following citation:

In recognition of distinguished service whose high ethical standards and conduct give to the American people further reason to be proud of the efficacy of our Constitutional guarantee of freedom of speech as exercised by a private industry under our democratic system of free enterprise. The contribution of America's radio broadcasting stations to the success of the Flag Week war bond campaign of 1943 is an additional compliment to their magnificent record of unselfish service to the ideals and institutions symbolized by the flag of the United States.

in honor of the patrol preceded the contest to the members who collected the most scrap. One dozen Pacific Coast baseballs, autographed by the teams of the day, were given away to members, who are pledged to aid America's war effort by collecting scrap tin, rubber, metal, paper, etc. and to buy war stamps and bonds.

Membership in the patrol is free to children who can obtain the blanks at grocery stores in the area while the program reminds the children constantly of the value as a member of the Red Ryder Victory Patrol.

Promoting "Crime Doctor"

Now planning details of a cooperative campaign to promote "Crime Doctor" on the screen and on the air are Arthur Perles, assistant director of Press Information for CBS; Jack Johnstone, director of the "Crime Doctor" series on the air; Joan Howard, member of the radio "Crime Doctor" cast; and Joe Wieggers, director of publicity for McFadden Publications. Margaret Lindsay, actress featured with Warner Baxter in the film version of "Crime Doctor," recently greeted the aforementioned radio celebrities in a special screening at the New York home office auditorium.

Nat. Advertiser Lead Again Claimed By CBS

(Continued from Page 1)

total advertising budget. Lever Brothers Company expended \$5,004,731 on network advertising, more than half of its total for all media; and General Foods Corporation placed \$7,854,668 with radio, or more than two thirds of its entire budget. (Radio expenditures are for facilities cost only and do not include talent costs.)

Tops All Networks

Three of the nation's four leading advertisers, for the third year in a row; placed most of their radio advertising with CBS. The network lists them as follows: Lever Brothers Company, \$4,226,550; General Foods Corporation, \$4,223,395; R. J. Reynolds Tobacco Company, \$1,779,100.

CBS points out that with 47 clients among the leading 100, topped all other networks in the number of leading clients, as it has consistently done since 1934. Of these 47 advertisers, 21 are exclusive CBS accounts. In this category Columbia claims to have led since 1933.

10th Anniversary

Alfred Wallenstein's "Sinfonietta," a Mutual program, will celebrate its 10th birthday Tuesday night, June 29th. A special program has been arranged for the occasion.

AMERICA AT WAR

A patriotic program series combining a timely dramatization with an inspiring talk by nationally prominent speakers. Cooperatively sponsored and we even sell it for you. Has already made good money for 25 radio stations. Write for details to Don Searle.

SALES FEATURES CO.
1023 NO. 17TH ST. OMAHA, NEBRASKA

IN METROPOLITAN CINCINNATI

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

L. B. Wilson

CBS

FIFTY GRAND IN POWER

Los Angeles

By RALPH WILK

PHIL BAKER, who just completed a feature role in "The Girls He Left Behind," for 20th Century-Fox, is now en route to New York. While there he hopes to complete arrangements to stage "Charley's Aunt" at some theater on the West Coast, with himself in the title role. Upon his return to Hollywood, Baker also plans to resume his motion picture career, having been set by 20th Century-Fox for a prominent part in "Greenwich Village" a forthcoming Technicolor musical.

Hollywood Canteen, in all probability, will draw Billy Mills and his orchestra once each week when they vacation from the Fibber McGee and Molly program.

Templeton Fox, well known New York stage and radio actress and the wife of Pvt. Bob Welsh, formerly producer of the Jack Benny show, has been signed by Young & Rubicam, Inc., to play the part of Ann Brook in the NBC radio drama, "Those We Love." The show is taking over the Jack Benny spot for the summer season.

A new series of programs reviewing the "top tunes of the week" will be presented each Sunday afternoon on KHJ, 12:15-12:30 p.m., PWT. J. E. Coberly, Inc., is sponsor of the program. The title of the new series will be "Top Tunes"

Wilson Edwards, well known in radio and motion picture work in Hollywood, has been added to the announcer staff of KHJ. Edwards will have charge of the "Swing to Victory" shift on the local Don Lee station.

"Pee Wee" Hunt, recently retired from the Casa Loma Orchestra after 16 years, launches his own airshow over KFVB this week for Smith and Bull advertising under sponsorship of Marshall and Clampett, automobile dealers. Program will feature Pee Wee's own selection of recorded music and informal chatter Mondays through Fridays. This is his first airshow on his own.

Gale Robbins, who is under contract to 20th Century-Fox and who was on the Wrigley Air program, is being sought by Mike Todd and Cole Porter for their Broadway show, "Light Wines and Dancing." She is represented by Herman Bernie.

Dinah Shore this week added to her clean sweep of every radio national popularity poll in the country. She was voted in Movie-Radio Guide's annual poll the top gal singer on the air. Dinah has already scored first in polls conducted by the New York "World-Telegram," and "Radio Daily" and "Motion Picture Daily," trade papers.

Mutual Renews 'Cisco Kid'

"The Cisco Kid," dramatization of the legendary character created by O. Henry, has been renewed by the Mutual network for an additional 13 weeks effective July 3. The extension on its completion will give the program a full year on the air.



A Reporter's Report Card. . .!

● ● ● **WALTER WINCHELL:** Luella O. Parsons, the Hollywood columnist, will bat for you on the 9 o'clock Blue Network Sunday nite show for four weeks while you vacation. . . **BOB HAWK:** Beginning July 9, your "Thanks to the Yanks" giving, will be changed from Saturday to Friday nights, CBSupplanting the Camel Caravan (coast show). . . **NELSON ROCKEFELLER:** In line with the "Good Neighbor Policy," the Blue Network has inaugurated special monthly program, dedicated to the observance of So. American Fete Days. . . the music is under the direction of Jose Reemes, who is none other than Boston's own Joe Rines. . . **FLETCHER WILEY:** When and if you decide to return to the coast, your CBSpot will be filled by Frank Parker and Elinor Steber, a pair of vocalistenables. . . **SAMMY KAYE:** The script writer of your Old Gold program, Ted Key, is the proud papa of a seven-ounce himage. . . **WILLIAM FORD MANLEY:** You certainly like to play safe. . . you get the names for your NBCountry scenic "Snow Village," from the local cemetery up there in Snow Village, N. H. where you live.



● ● ● **JIMMY DURANTE:** Ray Potter, manager of the Hotel Forrest has named a drink, concocted by Gus, the head bartender, "The Schnozzola" . . . if you'd like the recipe, a self-addressed envelope, sent to this desk, will be filled with the 'prescription'. . . **PETER DONALD:** Don't be surprised if the Paramount people call you for a test. . . they're considering you for future character and dialect roles. . . **JOSE ITURBI:** After your guest appearance July 7 on Morton Gould's "Cresta Blancapades" CBSatisfyer, you go to Hollywood to portray yourself in an MGMovie. . . **WALT DISNEY:** When Mary Margaret McBride interviews Major Alexander de Seversky, today at 1 over NBC, it will mark the start of a terrific ballyhoo for your forthcoming picture, "Victory Through Air Power," based on the Major's book of the same name.



● ● ● **ANNA SOSENKO:** Hildegard will open at the Copley-Plaza in Boston July 8, doubling from there on the "Beat The Band" program via NBC. . . **RAY KELLY:** The former producer of "Everything Goes" show over NBC, Bob La Bour, goes to B.B.D.&O. and will head a new department, seeking and developing new ideas for radio programs. . . **PARKS JOHNSON:** While you vacation deep in the heart of the Lone Star State, the Vox Pop program, enters its ninth year on the CBStem. . . when you return to the mike July 9, you will be ethered over the entire network. . . **JOHN PERONA:** Your contemporary, Sherman Billingsley, the Storkid, will be "Ellery Queen's" armchair detective next Saturday on NBC. . . **DICK HIMBER:** Your orchestra will be featured Saturday, July 10 on the "Victory Parade of Spotlight Bands". . . **BENNY DAVIS:** Joe Howard, who has redecorated your old Frolics Club and opens on that site "The Cafe Zanzibar," tomorrow night, is taking no chances. . . his opening show features a roster of Copper-colored stars including Ella Fitzgerald, Don Redman & Band, Berry Brothers, Avis Andrews and Moke & Poke. . . **CAPT. GLENN MILLER:** Marion Hutton and the Modernaires, who haven't appeared before the cameras since "Orchestra Wives," leave July 20 for the Universal Studios, to vocalize in the forthcoming Olsen & Johnson flicker, "Crazy House," based on the Broadway hit "Sons O' Fun". . . **JOHN W. TINNEA:** We can't blame you for the sKwaWK. . . imagine saying "Carl Ravazza NBCasting from the Chase Hotel," when KWK, not only is situated at that hostelry but is a Mutual affiliate. . . **MARK WOODS:** Thought you'd like to hear the latest. . . seems to be none other than Barney Baruch who might 'buy' the Blue Network.



—Remember Pearl Harbor—

Chicago

By FRANK BURKE

RUSSELL F. CLARK, executive head of the Erwin, Wasey & Company's English organization for twelve years, has been appointed by the H. W. Kastor agency as an account executive. Prior to the Erwin, Wasey association in England, Clark worked for the English agencies of Crawford Advertising and S. T. Garland Advertising Services, Ltd. He left England in 1940.

Rumored that the Kellogg Company of Battle Creek, Mich., through the J. Walter Thompson agency, is negotiating for an important block of time on the Don McNeill "Breakfast Club" on the Blue Network. Details are expected to be announced this week.

Parker Gibbs, director of "Beat the Band" on NBC, reports that 10,000 letters posing musical questions were received the first week.

Keith Wheeler, Chicago "Times" correspondent, just returned from Attu where he covered the American campaign from beginning to end, will be the guest observer on the "World Front" program, Sunday, July 4, over NBC, 11 a.m., CWT.

Jim Hanlon, Chicago correspondent for "Movie-Radio Guide," will present the "Vic and Sade" cast with a statuette during the broadcast, tomorrow on NBC, 10:15 a.m., CWT, in recognition of their winning first honors in the daytime serial division.

Jack Ryan, NBC publicity director for the central division, is back at his desk after taking a week's vacation.

Pat Buttram, Lulu Belle and Scott, the "Hoosier Hot Shots" and "Dining Sisters," stars of the NBC "National Barn Dance," will make personal appearances in the Tulsa, Okla., Coliseum, June 29 and 30. The group also will appear at Camp Gruber, near Muskogee, Okla., on the afternoon of June 30.

Margery Mayer, NBC's "Hymns of All Churches" soprano, has returned to the program after completion of her tour with the San Carlo Opera Company.

WBBM's open-house war bond show, "Victory Matinee" joins the Treasury Department again Saturday, July 3. The bond drive jamboree features a well known star of stage, screen or radio and a "hero" of the fighting forces or civilian war effort. Eddie Dunn acts as master of ceremonies. It is heard on WBBM 2-3:15 p.m., CWT.

DuMont Asks FCC Reopen CP For Capital Tele

Allen B. DuMont Laboratories, Inc., with offices, laboratories and plants in Passaic, N. J., have just filed with the FCC a request for the reinstatement of a commercial television station application for Washington, D. C. The station will operate on Channel 1 or 50,000 to 56,000 kilocycles.

Already the Du Mont organization is operating a New York television station, W2XWV, at 515 Madison Ave., on a scheduled program basis.

GUEST-ING

CHARLES ZIMMERMAN, BILL GAR and BOLUS GABOUR—all others— and **GERTRUDE HATCH**, wife of Eric Hatch; **MILDRED CRISS**, children's author, and **HELEN MELVETREES**, actress, on **Walter Deefe's Battle of the Sexes**, today (CAF-NBC, 9 p.m.).

APT. FRANK BENNETT and THOMAS FINNE, of the Air Tarnst Command, on "This Nation at the Top" today (WJZ-Blue Network, 10:30 p.m.).

RAY MILLAND and LEE BRISLAW, president of the sponsoring organization, Bristol-Myers, at "Duffy's," today (WJZ-Blue Network, 8:30 p.m.).

RONALD LIPPERT, Ph.D., assistant director of research and statistical service, Boy Scouts of America, discussing "Can Democracy Begin with Children," on "The Baby Institute," today (WJZ-Blue Network, 10:30 a.m.).

ROSEMARIE BRANCATO, coloratura soprano, on "Great Moments in Music," tomorrow (WABC-CBS, 10 p.m.).

PIERRE LUBOSCHUTZ and GENIA MENENIOFF, duo-pianists, and **THE DREWS SISTERS**, on the "Cresta Blanca Carnival," tomorrow (WABC-CBS, 10:30 p.m.).

JOEL McCrea and JOAN BLONZELL, on "Soldiers with Wings," tomorrow (WOR-Mutual, 9:30 p.m.).

DUKE ELLINGTON and GEORGE HASSOUD, sailor wounded at Guacanal, on Wally Butterworth's "Take-A-Card" quiz show, tomorrow (WOR-Mutual, 8:30 p.m.).

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

REP. SOL BLOOM of New York, chairman of the House Foreign Affairs Committee, and **REP. CHARLES A. TATON**, of New Jersey, minority member of the committee, discussing "Planning for Post-War Peace," on the "National Radio Forum," tomorrow (WJZ-Blue Network, 10:35 p.m.).

JOSE ITURBI and JOAN BROOKS, on the "Cresta Blanca Carnival," tomorrow (WABC-CBS, 10:30 p.m.).

ALEC TEMPLETON, on the Sammy Kaye broadcast, tomorrow (WABC-CBS, 8 p.m.).

Tremayne On O. G. Show

Les Tremayne who this season reigned from the male lead in the "First Nighter" series for Campana Sales on Mutual, will be a permanent feature on the new Old Gold Show debuting July 18 on NBC for Sunday airings 10:30-11 p.m. Show is being subtitled "Bob Crosby and Company." J. Walter Thompson handles the cigarette account.

NEW PROGRAMS—IDEAS

Give-away Renewed

"The Barrel of Dough," a give-away variation, has been renewed by Bell Bakeries for 100 more shows over WAOV, Vincennes, Ind. The program features informal phone calls to Vincennes and nearby cities, giving away dollars to the lucky people having Bell bread in their homes, and three free loaves of bread to those who haven't any at the time. The present contract expires, January, 1944.

Change of the Times

Changing a daytime show, especially designed for the younger generation, into a night production for the entertainment of men and women in the armed services might seem like a rather drastic proposition. However, that is what was done with the "What's the Answer?" program, sponsored by The Robert Simpson Co., Ltd., Toronto, over CFRB, Toronto.

The move was influenced by the large influx of men and women into the Canadian armed services and the limited audience due to the summer vacation. The program is now moved from camp, to canteen or training center with as effective results.

Library Assn. Ad Group Elects New Officers

At the annual business meeting of the national advertising group of the Special Libraries Association, held at the Hotel Pennsylvania, Rosalind Morrison, librarian of Lennen & Mitchell, Inc., as chairman of the nominating committee of this group, announced the election of these officers for 1943-44; Chairman, Miss Delphine V. Humphrey, Librarian of McCann-Erickson; Vice-Chairman, Miss Mildred Tree, Librarian of Campbell-Ewald of Detroit, and Secretary, Mrs. Rita Allen, Librarian of Newell-Emmett Company.

Miss Morrison also served as chairman of arrangements for the convention, which was held at the Hotel Pennsylvania. The attendance was approximately 700 special librarians, assembled from all over the United States and Canada. It was the largest convention of the Special Libraries Association ever held.

Don Lee Tele Station Visited By McClintock

Los Angeles—Harry R. Lubcke, director of Don Lee Television, played host to Miller McClintock, president of the Mutual Broadcasting System, the other day, when the network chief, on a trip to West Coast cities, made his first call at Mount Lee and Television Station W6XAO. Accompanying McClintock was Lewis Allen Weiss, vice-president and general manager of the Don Lee Broadcasting System and vice-president of Mutual.

Wedding Bells

John Bartlett, WTOP, Washington, D. C., announcer, wed Jeannette Murphy, Saturday, June 19. Lee Vickers, fellow-announcer, was best man.

Election Time

With gasoline rationing and priority on trains and planes limiting and restricting traveling the opportunity to sell time to politicians with the approach of the primaries and elections is propitious.

WCBI, Columbus, Miss. is now besieged by politicians with the primaries only a few weeks away. The engineering department is busily engaged in cutting recordings of political spot announcements and speeches. Other local politicians, sensing the difficulty of reaching their listeners as in former years, have been booking time for "live" speeches. However, the idea of making a series of talks and spot announcements at one "sitting" has shown to advantage up to date.

The program is now moved from camp, to canteen or training center with as effective results.

The program is produced by the Harry E. Foster agency of Toronto with Harry "Red" Foster emceeing.

House Group To Consider FCC Employee Deferments

Washington Bureau, RADIO DAILY

Washington—Draft deferments of FCC employees will probably be brought up during the course of the group of public sessions planned for late this week by the special House committee to investigate the FCC. Counsel Eugene L. Garey said yesterday. Definite announcement of the date these sessions will get under way may be expected within a day or two, he said.

Garey insisted that the main topic of the special group of hearings he plans for the immediate future has been kept secret. A statement last week by Committee Chairman Eugene E. Cox, he said, was nothing more than a general policy statement. Cox was particularly anxious he said, to make it plain that no inquiry into broadcasting practices aside from their connection with the FCC is contemplated. Reminded that Rep. Richard T. Wigglesworth, a member of the committee, has stated that he interprets the resolution under which the committee was formed in a broader sense—permitting inquiry into broadcasting practices, Garey said he was aware that Wigglesworth feels that way and, if so, there is nothing he (Garey) can do to prevent Wigglesworth from demanding testimony on those matters.

Tillson to Wilkins Office

Ken Tillson, radio writer and producer, has joined the Mac Wilkins, Cole & Weber advertising agency in the Portland, Ore. office to assume position as radio contractor. He was formerly associated with KGW-KEX, Portland, as continuity chief. Mac Wilkins, senior partner of the agency, announced the addition of Tillson as part of a continuing expansion pro-

AGENCIES

ADVERTISING FEDERATION OF AMERICA announces election to membership of Lennen & Mitchell, Inc., Adam Hat Stores, Inc., KHMO, Hannibal, Mo., Consolidated Broadcasting Corp. Long Beach, Cal.; Bohemian Distributing Co., Los Angeles, and Eastman, Scott & Co., Atlanta.

CAMPBELL-EWALD COMPANY has elected as vice-presidents Emerson A. Elliott, media director, and William McNabb, art director of the eastern division.

THE KLEPPNER COMPANY has been named to handle the advertising of A. C. Horn Co., manufacturers of paints, varnishes and waterproofing materials.

ROBERT D. WOLFE has been appointed assistant radio director of Kenyon & Eckhardt, Inc. Wolfe joined the agency as a radio producer in Dec., 1941.

FRANK M. FOLSOM, assistant head of the office of procurement and materials of the U. S. Navy, will speak today at the weekly luncheon of the Sales Executives Club, which will be held in the Hotel Roosevelt.

M. H. HACKETT COMPANY has received a citation from the U. S. Treasury Department "for distinguished service rendered in behalf of the War Savings program." The campaign which led to this citation was prepared by the agency in conjunction with a local War Loan Committee in charge of the New Brunswick, N. J., area and resulted in subscriptions 237 per cent above the allotted quota.

EMERSON RADIO & PHONOGRAPH CORP., manufacturers of home radios and electronic instruments, has placed its advertising account with Wm. H. Weintraub & Co., Inc. Radio will be included.

Luddy, Barrymore Win Awards

Barbara Luddy, leading lady of the Mutual "First Nighter" and Lionel Barrymore, actor of screen, stage and radio, CBS' "Mayor of the Town," received, respectively, the Movie-Radio Guide Magazine awards "as the best radio actress and actor of the year."

THIS LITTLE BUDGET WENT TO



WORL BOSTON MASS.

Trade's War Problem Occupies AFA Confab

(Continued from Page 1)
before a Congressional Committee. Annual awards and citations were distributed at both the luncheon and dinner sessions.

The entire day, today, will be devoted to local advertising clubs and the annual business meeting and election.

Prior to the official opening luncheon, yesterday, at the Waldorf-Astoria, Congressman Charles A. Halleck, (Rep.) of Indiana, and a member of the House Committee on Grade Labeling, held a special press conference since his official talk after the luncheon was off the record.

Credits Advertising

He reiterated his sympathies for advertising by saying: "No one can contend that brand names and trade marks are not part of our all over economy. They have contributed measurably to the development of the economy of our country, and in a like capacity to the war effort, and will be important in building our economy after the war. There should be no standardization out of the OPA unless it can be shown to be essential to price control. A free press and free radio are dependent upon revenues from advertising, and I believe that advertising has served a very definite purpose in the whole country." He commented on the removal of a free press and radio should the government control or eliminate brand labeling, and gave credit to advertising for having established our high standard of living.

Urges "Clean House"

Keynote address was delivered by Colonel Willard Chevalier, vice-president of McGraw-Hill Publishing Company, and chairman of the convention's program committee.

Carroll B. Larrabee, president of Printers' Ink Publishing Company, urged the industry to clean house and get beyond the stage of having to defend itself. He enumerated some of the harmful practices in the field, and urged the industry to overcome these by individual and cooperative campaigns of writing to advertisers, broadcasters and other media every-time an advertisement violates the set standards for the field. To judge advertising, he recommended the following standards: Can advertising contribute to winning the war? How can advertising contribute to winning the war? Can advertising be more informative?

Must Keep in Line

He urged the formation of local pressure groups to keep all advertising within a locality in line with standards adopted, suggesting that the stations and newspapers be brought in on this community plan. "Your media are just as anxious as you are that the advertising business live up to its full potentialities."

Lou R. Maxon, deputy administrator of the OPA, and chairman of the board of Maxon, Inc., talked

TODAY'S AGENDA
WAR ADVERTISING CONFERENCE
ADVERTISING FEDERATION OF AMERICA

COUNCIL ON ADVERTISING CLUBS
8:00 A.M.
Breakfast
NORSE GRILL

Presiding
FORBES McKAY, Chairman
Report of Nominating Committee
Election of Chairman and Two Vice Chairmen

COUNCIL ON WOMEN'S ADVERTISING CLUBS
8:00 A.M.
Breakfast
NORSE GRILL

Presiding
BEATRICE ADAMS, Chairman
Report of Nominating Committee
Election of Chairman

ADVERTISING CLUB CONFERENCE ON WAR ACTIVITIES
9:30 A.M.
EAST FOYER

Presiding
FORBES McKAY, vice president, Advertising Federation of America and chairman of its Council on Advertising Clubs, and BEATRICE ADAMS, AFA vice president and chairman, Council on Women's Advertising Clubs, REVIEW OF THE WORK OF THE AWARD WINNERS. Four Advertising Clubs will receive Awards for outstanding work in promoting the war effort. These Awards were presented at the annual dinner last night. A first and second Award was presented to clubs in cities of more than 300,000 population, and a first and second Award to clubs in cities of less than 300,000 population.

The Jury consisted of the following: Chairman ALLAN T. PREYER, executive vice president, Vick Chemical Company; JOHN H. PLATT, director of advertising, Kraft Cheese Company; CHESTER J. LA ROCHE, chairman, War Advertising Council, Inc.; JAMES G. ROGERS, JR., deputy of the director, Office of War Information; DOROTHY SHAVER, vice president, Lord & Taylor.

SPECIAL LUNCHEON
12:15 O'Clock
MAIN BALL ROOM

Presiding
COL. GILBERT T. HODGES, chairman Executive Committee of "The Sun"; former chairman, Advertising Federation of America.
MAJOR GEORGE FIELDING ELIOT, Military Analyst, New York "Herald Tribune", "The Present State of the War."
MAX HILL, foreign correspondent, Associated Press, former head of Tokio office. "Japan—Our Enemy in the Pacific."

PREMIUM ADVERTISING ASSOCIATION OF AMERICA, INC.
1:30 P.M.
LE PERROQUET X

Presiding
M. H. RICHARDS, executive vice president, Premium Advertising, Association, premium buyer, Colgate-Palmolive-Peet Company.
Departmental Chairman
F. H. WAGGONER, editor "Premium Practice" magazine.
CHARLES WESLEY DUNN, ESQ., general counsel of the association, "How the decks have been kept clear of impeding legislation."
HERBERT L. LEWIS, eastern manager, direct mail division Reuben H. Donnelley Corporation, "Premiums in the war and post-war economy."
GALAN VAN METER, regional manager, Committee for Economic Development, "Planning now for premium post-war development."

ADVERTISING CLUB CONFERENCE ON WAR ACTIVITIES
2:30 P.M.
EAST FOYER

Presiding
WILLIARD D. EGOLF, vice president, Advertising Federation of America.
"How the Council Serves the Federation and its Member Clubs." CHESTER J. L. ROCHE, Chairman, War Advertising Council, Inc., New York.
"How Advertising Can Promote Production," HERMAN WOLF, assistant chief of staff, War Production Drive Headquarters, Washington, D. C.
"What the Clubs Can Do to Help the War Agencies," PAUL BOLTON, former chief, Campaigns Section, Office of Defense Transportation, Washington, D. C.

ANNUAL BUSINESS MEETING
4:00 P.M.
EAST FOYER

ELECTION OF AFA DIRECTORS.
REPORTS OF OFFICERS AND COMMITTEES.

off the record on "Washington Report." Elon G. Borton, director of advertising at La Salle Extension University, Chicago, chaired the meeting.

At the annual dinner last evening, Colonel Chevalier acted as toastmaster. Speakers included Captain Leland P. Lovette, director of public relations, United States Navy, on

"The Navy Looks At Advertising"; Lt. John D. Stamm, USN, on "War Advertising in Russia"; J. B. Powell, editor of the temporarily suspended "China Weekly Review," on "My Fight for a Free Press in China"; Brig. Gen. David N. W. Grant, air surgeon in charge of the Medical Corps, Army Air Force, on "Only Smart Men Live."

Sen. Thomas On Air Defends Elmer Davis

(Continued from Page 1)
Delivering an outspoken defense OWI, Senator Thomas referred to rallying of the various information media to the support of the agency.

"Everyone who really knows OWI," he said, "who is really close to work, approves and endorses its work with the possible exception of a few individuals in whose case private tagonisms may be involved." ferring to the flood of protest which have come to Washington since the House voted to eliminate OWI, domestic branch, Thomas said all the groups have been among the protesters. "The very people and organizations who are alleged to be suffering because of the OWI are the ones who are demanding that it be continued and made ever more strong in work" he said.

Need Vigorous OWI

"I have said that those who know the OWI and who work closely with it are in favor of it," said Thomas. "Here in Washington there is an organization called the war agency correspondents association. It made up of the newspaper men and radio reporters from all over the United States who cover the Washington war news. Last Monday they passed a resolution saying, in part and I quote: 'it has been the experience of members of the war agency correspondents association who have daily contact with OWI that the agency has consistently tried to hide the facts about the homefront operations and to present them in a fair competent manner—a manner which is not a dead OWI is needed.'"

"What does the radio industry think about the OWI? Besides the major commentators like Major George Fielding Eliot who have come to the defense, the radio stations and networks are speaking in vigorous tones. RADIO DAILY the newspaper of the industry carried this headline last Wednesday: 'Industry for Domestic Bureau. Trade Executives Favor Radio Branch as Clearing House for Government Shows.'

"The same thing is true of the motion picture industry, which has endorsed the Motion Picture Bureau, magazine and book publishers, and on down the line."

Senator Thomas, veteran of many years in Japan, has made numerous broadcasts in Japanese for OWI, and has been active in various other phases of the agency's work. His feelings are extremely strong on the matter of saving the agency.

With the Colors!

DEAN MAXEDON, a member of the WOWO, Fort Wayne, Ind., "Black hawks," and singing star on several of the programs, is now serving.

TED HODGE, program director of WLNC, New London, has been classified to 1-A.

Senate Group Hears Testimony Backing OWI Domestic Branch



WHN, New York: B. C. Remedy Co. (Headache Powder), through Charles W. Hot Co., N. Y. C., 13 additional weeks of anns., Monday through Sunday; Folies Bergere, through Aetna Advertising Agency, anns., Monday through Sunday; Murphy and Holzer (Used Cars), through J. R. Kupsick Advertising Agency, anns., Monday through Saturday, 13 weeks; Times Square Motors (Used Cars), through Oscar Kronenberg, Brooklyn, anns., Monday through Saturday, 13 weeks; Coronet Magazine, through Schwimmer & Scott, Chicago, anns., one week; Spangles (Circus), through The Caples Co., anns., one week.

(Continued from Page 1)
bureau and the office of program coordination. The function of each, said, is vital and indispensable. Reviewing the specific results of the public's response to the various home campaigns during the past two years, he told the Senators the success of the various campaigns is "the result of an enormous amount of hard, fact-finding, opinion study, planning, organization—all of which included huge programs of information and persuasion. In all of these," he explained, the War Advertising Council, OWI and the federal agencies involved have collaborated.

Cites Vast Contribution
The entire mechanism by which information is given war messages through commercial radio programs was worked out by the War Advertising Council in close cooperation with the Office of War Information. LaRoche said "Every line of Washington-based advertising supporting the War Loan was prepared by the War Advertising Council, with its costing tax payers a penny per second for the creation of the material for the space and time. Through the work of OWI and the Council, a total estimated space, time or cost contributed to all government information the past year is conservatively estimated at \$247,000,000. It is needed for OWI or a similar organization was strongly made by LaRoche, who stated on behalf of the Council that "This war needs—needs most urgently—a vastly greater degree of understanding by the American people of what they are expected to do or not do, why they should do it and how they are to go about taking action. Fogs of confusion, misunderstanding and uncertainty must be dispelled by clear-cut, positive information—circulated to every nook and cranny of the coun-

ty, including the directorship of the radio industry, LaRoche described as one of the most important in the radio industry, LaRoche described as essential the bureau's part in bringing order and sense into the nation's broadcasting operations. The Council must be done, he said, adding that the Council from its own experience does fully endorse the principle of a central, coordinating radio bureau."

On Senate Floor Today
Eville Miller, NAB president, issued no formal statement, although he believed that he told to Senators that the job being done by OWI is vitally necessary, and that it must be carried on by private operation since the OWI bureau is unable to continue.

The appropriations committee is expected to bring its recommendations on the bill to the Senate floor today. Although it is not certain that there will be any discussion of OWI at the Senate today, the OWI appropriation is included among those

for OPA, OCD and 15 other agencies in one overall appropriations bill.

Paul B. West, president of the Association of National Advertisers which he described as a non-profit membership corporation, founded in 1911, was heard Saturday before the Senate Appropriations Committee. After explaining that the organization is comprised of manufacturers who use advertising nationally as an aid in the sale of their goods and services and in keeping their brand names and trade marks before the public, West spoke as follows:

"We believe that there are necessary functions performed by certain divisions of the Domestic Operations Branch of the Office of War Information which should not be abolished through the cutting off of funds as proposed in H. R. 2968, nor should they be crippled by restriction of funds to a point where they could not effectively perform those functions that are indispensable to the successful carrying out of war campaigns to the public.

Manufacturers Eager to Co-Op
"The manufacturers of this country who use and have used advertising over the years have been eager to cooperate with our government in bringing the war to a quick and successful end. That is proven by their production record, by their wholehearted conversion to the manufacture of war materials and by their compliance with government edicts made necessary by the war.

"Because of their experience, they know, better than any other class in America, the power of that branch of business called advertising. They have seen it sell their goods; they have seen it raise the standard of living in this country to a level never even approached in any other country.

"Soon after the war began, these manufacturers, whom I shall hereafter call advertisers, were approached by a very large number of Federal Bureaus and agencies and asked to include in their advertising certain government messages. Many of these requests were quite insistent. The pressure was particularly heavy on radio network advertisers. This grew to embarrassing proportions. Because of long experience, the advertiser as sponsor of a radio program knew that the public would only absorb a certain amount of selling messages per broadcast. He knew that if the proper amount of time for commercials was exceeded, not only would the whole effect of the commercial be lost but an adverse reaction to the product advertised and to all radio would set in. This is just as true whether the product be a government objective or a commercial item. It is quite as true that one can overdo war bonds as baked beans.

"The radio sponsor was willing and eager to cooperate, to place at the disposal of government the vast listening public he had built up by a popular program but he very obviously could not accede to all the requests made to him by the many government agencies or the entire fifteen minutes or half hour would be filled with nothing else. Again, he knew that if the public were told to 'buy bonds' or 'start victory gardens' on every program or even on a considerable portion of the programs each day, the public would get heartily sick of the message and react unfavorably. Lastly, he was in no position to judge which of the many government messages was important and which was not.

"The result was chaos. On the one hand, we had the advertisers with proven methods of reaching millions of the American public, with stars like Jack Benny, Fred Allen, Eddie Cantor, Bob Hope, etc., to whom vast segments of the public listened regularly. On the other we had a host of government agencies, all with different messages, asking these advertisers to use these radio programs.

"I have dwelt upon radio but the same story might be told for newspaper, magazine and outdoor advertising.

Solution Obvious
"The only solution was the obvious one. There was a need on the part of the advertiser and on the part of business for some

central agency in government through which all of these requests might funnel, an agency which could map out an intelligent selling campaign exactly as it would be done by private enterprise with its years of experience in the use of advertising to sell goods and ideas. On its part, advertising set up a central coordinating agency right after Pearl Harbor when the War Advertising Council was formed. Incidentally the Association of National Advertisers which I represent was one of the prime movers in its establishment and is one of its chief sponsors. In government the result was finally achieved under the Domestic Operations Branch of the Office of War Information.

"Here, for example, was set up, with the aid of skilled, experienced radio men, what is now widely known and universally accepted as the Radio Allocation Plan, a plan which has been of untold help to the government in such widely diverse ways as obtaining student glider pilots, nurse recruiting, combating the menace of forest fires, and explaining point rationing of foods. That plan has been functioning smoothly and efficiently under the Radio Bureau of the Domestic Operations Branch, a bureau headed by a man with years of experience in commercial radio.

"Another problem appeared. Advertisers were asked by this Federal bureau or that to devote a portion of their advertising to certain government objectives—farm goals, victory gardens, nutrition, conservation, rationing, manpower, recruiting, transportation, fuel, housing, to name but a few. They then learned that not one but often as many as five Federal agencies were concerned with different facets of the same problem. In other words, to map out an intelligent campaign it was necessary to come to Washington and see the right men in five different agencies—and too often these agencies were not in agreement as to the nature of the problem nor how it should be solved.

"Let us suppose, to take a hypothetical case, that a food manufacturer, a canner let us say in Michigan or Wisconsin or California, felt that he would like to devote some of his advertising to the problem of farm manpower. Should he go to the War Manpower Commission, to Selective Service, to the Department of Agriculture or to some other agency he had never heard of for information as to what the problem was, whom the Federal government wanted to reach, and what it wanted said? Possibly by spending weeks in Washington he could find out but the chances were against it.

Coordinating Body Needed

"A coordinating body was needed, a central agency with which the advertiser could communicate and which could give him immediately the information he sought or tell him exactly where he could get it. Further, that agency might tell him that for the present it would be of more assistance to the government if he would devote his advertising to a more urgent message of another sort.

"That agency was set up as the Office of Program Coordination of the Domestic Operations Branch of the Office of War Information. It is headed by a man with years of experience in the advertising department of one of the nation's largest advertisers. It is manned by men literally drafted from private industry who speak our language, who understand what the advertiser requires in the way of facts and information and what the government objectives and needs are.

"Our relations—and I am speaking for advertisers—have been of the best with all of those with whom we have come in contact in the Domestic Operations Branch. We have found them extremely helpful and cooperative. We have found their assistance invaluable in gathering together in one place the facts we must have if we are to render the aid we desire to extend to the government in getting its messages to the American public.

"I know I need not point out to this committee the value of advertising in addition to speeches, press releases, etc. Bonds could not be sold for example, solely by speeches and news releases, as important as they are. Nor could the vital scrap salvage job have been done, people could not have been told and re-told and aroused to action without effective and large scale advertising.

Stork News

It's a boy at the Dorothy and Paul Brenners. Michael Bruce is baby's name. Paul Brenner conducts two daily record programs on WAAT, Jersey City, N. J.

The same for nutrition, conservation, victory gardens and a dozen other major government campaigns.

"The people of America are accustomed to being informed and motivated to action in the American way through advertising. It is the way of our American Democracy. It is an inspiring and a fortunate thing that American business came forward and offered its great facilities of selling and advertising to the government war effort, just as it did its production facilities and genius, when the government decided not to appropriate funds for advertising. Over two hundred million dollars in official war theme advertising have been contributed by some 1,250 advertisers thus far, according to an incomplete estimate now in process of compilation, and the job is only just begun.

Not Concerned With Politics

"I want to make it clear and explicit that we are not concerned with the political issues involved or with defending OWI or any individuals or group of individuals therein. We are greatly concerned, however, over the prospect of the abolishment of a needed government mechanism to bring order out of the chaos of requests on the part of a multitude of Washington agencies for advertising assistance. If the government reverts to the disorganized method of having each separate government agency left to its own devices for securing the help of advertisers for their campaigns in which the contributed space of national advertisers is so essential, the executives of these national concerns would soon be besieged with requests and pressures of all kinds and the result undoubtedly would be chaos. There would be no coordination or over-all planning, but instead duplication, waste, conflicting claims. In short a great and vital job that is now being done for the war effort through the power of advertising could not be done and we would all be the losers.

"And may I add one other thought. I have been very close to the national advertisers of this country. I have been fairly close to Washington. Never, in all my experience, have I found the Divisions of the War Information Branch of the Office of War Information with which we have dealt asking any advertiser to include in his advertising a single message which had a political import of any nature whatever. That is a didactic statement and I mean it just that way. Of course, no intelligent business man would ever consent to run such a message but the important fact to us—and to you and the public you represent—is that we have never been asked to do so."

Sees "Distinct Disservice"

"For the reasons we have outlined in this testimony, we feel that it would be rendering a distinct disservice to the public, to the war effort and to business to abolish or seriously curtail the functions being performed by OWI as described herein."



Coast-to-Coast



PHILIP R. UNDERWOOD, radio control engineer for WLW-WSAI, Cincinnati, will be an instructor for a 100-hour night course in aviation radio, radio code and radio operations. The course, which will be given at the Salmon P. Chase College of the Cincinnati YMCA, begins July 2. . . . Renewing participation sponsorship on Ruth Lyons' WSAI "Petticoat Party Line" program are Lowenthal, Inc., Cincinnati fur store, and Arnold's Fairyland (toys and books) for 52 weeks.

An auditorium studio with stage equipment and monitor booth, having a seating capacity of 200, has been completed for KGVO, Missoula, Mont. The first program to originate from there will be the West Coast Church of the Air for Columbia, July 4. The new facilities will be used regularly thereafter for a KGVO Saturday Night Barn Dance. Another feature of the unit is a staff lounge with fresher-up vending machines and juke box. Window space will be utilized for promotional displays. . . . Bon Ton Bakers increased their budget on KGVO to sponsor the noon local news period on Saturdays. Previous schedule was for the same periods, Mondays and Thursdays.

General Electric has contracted for three nightly spots a week for 52 weeks over W65H, FM unit of WDRC, Hartford. The account was placed by Maxon, Inc., New York.

Tex McGuire and his Mississippi River Boys have added a girl, Wavalene Bromagen, as a singer with the hillbilly group heard regularly over WHIO, Dayton. . . . Wm. L. Sanders, news commentator over WHIO, is now giving his listeners a new war map through the cooperation of his sponsor, Metropolitan Clothing Co.

Sanford M. Reece, former director of the Savannah Playhouse of Armstrong College and director of dramatics at Culver Military Academy, has been appointed to the program staff of WSAV, Savannah, Harben Daniel, general manager, announced. . . . Nathan W. Brandon, commercial manager of WSAV on leave with the armed forces, having completed a special four weeks training course in Air Transportation in New York, has just left for Miami Beach to enter OCS of the U. S. Army Air Forces.

WNAX, Yankton, S. D. has been bolstered by Ted Matthews' return on an honorable discharge from the armed forces. . . . Jack Paige is in charge of the promotional department. . . . Harold Storm has gone to KSO-KRNT, Des Moines, while Lillian Larson transfers to the Sioux City studios. Hazel Dowling is now secretary to Phil Hoffman, WNAX vice-president. . . . George Johnston, WNAX continuity director, assumes editorship of "Johnny's Journal."

Rush Hughes, emcee for KWK, St. Louis twice daily record program, has created a furor amongst the listeners by asking them to determine the relative popularity of Bing Crosby and Frank Sinatra. At this writing Crosby is in the lead.

Forty-three more enlisted men and WAACs of the 43rd Anti-Aircraft Brigade have enrolled in the WFIL, Philadelphia, code school for instruction in transmission and reception of International Morse code. Ninety civilians are now in training prior to enlistment in the services. Almost 250 men and women have been turned over to the Army and Navy upon completion of the three-months course. No charge is made for the service.

WLIB, Brooklyn is preparing a series of interviews with concert music names to promote the Records for Our Fighting Men record salvage drive.

For the first time since it has been on the air WCBI, Columbus, Miss. will broadcast the general election returns. Arrangements are being made by the staff of announcers and engineers to set up equipment in and outside the Commercial Dispatch Building where the WCBI news room is located. Associated Press teletype machines will carry the tabulations from all over the state. . . . Sgt. Frank Everett, formerly associated with the continuity department of WCBI and announcer, was a visitor to the studios.

Brown Greer & Co. has purchased the "Funny Money Man" program for markets in Tennessee and North Carolina, beginning today. WROL, Knoxville, WJHL, Johnson City, Tenn. and WSJS, Winston-Salem will carry the program 25 minutes, five times weekly. The deal was set by Edwin C. Huster Co., Knoxville, with Allen A. Funt Radio Productions, syndicators of the "Funny Money Man" program.

The Terre Haute Brewing Company is now one WAOV's, Vincennes, Ind., time buyers when they purchased the "World News" 15-minute program and the "sign off summary." Emmitt Jackson, WAOV's program director, will be at the mike at 9:45 while station manager Vic Lund will continue at the 6:15 period. . . . Paul Ford, holder of a first class engineer's license now handles the frequency checks after heckling Vic Lund to give him the opportunity. Reid Chapman and Neil Van Eils, who alternated, are quite happy about it.

Phyllis Chudy, Buffalo, who attended the Katherine Gibbs' school in Boston, has joined WING, Dayton, as a secretary in one of the offices. . . . WING special events department interviewed Nancy Basche, author of a new American history book, "The American Profile" to be released nationally June 28 by a Chicago publishing house.

Emma Mae Roberts has joined the staff of WCAU, Philadelphia, as sales promotion manager, replacing Ted Oberfelder who reports July 5 for service with the overseas branch of the American Red Cross. . . . A double farewell party was staged by the WCAU staffers in the Variety Club of Philadelphia June 25 for Ted Oberfelder and Bill Rafferty, former purchasing agent for WCAU.

Robert Johnson, writer on the KOY, Phoenix, news staff, leaves July 1 to enter OCS at the new Marine officers school, Arizona State College, Flagstaff, Ariz. . . . Dale M. Riley has been added to the business and publicity staff of KOY. His radio experiences covered training with WHK-WCLE, Cleveland.

The Globe-Union, Inc. has joined other Milwaukee war industries sponsoring live shows over WTMJ and W55M, the Milwaukee Journal stations, to begin a series of dramatic programs titled "Globe-Union Play house," featuring talent chosen from the Milwaukee Junior Achievement group, a youth and talent training organization directed by local business men.

The Greater Cincinnati "Tackle-for-Troops" drive, sponsored by WCKY, Cincinnati and the newspapers and fishing tackle dealers of the area, netted 450 pounds of equipment for the American fighting forces in the Aleutians and Alaskan areas.

Barbara Meyer, one of the first apprentices to join the KNX-CBS, Los Angeles, sound effects staff graduated recently to the post of senior effects engineer. Miss Meyer, trained by sound chief Allspan, will take her regular turn on network shows.

Ken and Carolyn of the Yankee network "Yankee Kitchen," known otherwise as Eugene Gieringer and Carolyn Fuller, have been invited to serve on the food committee for Boston's new Stage Door Canteen to be opened sometime in July.

The J. A. Lickendorf Co. of Toledo renewed its contract extending their "Soldiers of the Press" broadcasts over WTOL, Toledo. The dramatized transcribed series depicts the experiences of UP war correspondents in combat zones.

J. B. Conley, manager of WOW-WGL, Westinghouse stations at Fort Wayne, Ind., has been named a member of a publicity advisory board for Northern Indiana for the War Finance Committee to promote sale of war bonds and stamps.

Mark Schreiber, KMYR, Denver, special announcer has been selected by the special services division of the war department to do overseas sports casts via all wave for the men in the service.

A war service department has been created at W51R, the Stromberg-Carlson FM station in Rochester, N. Y., headed by George Driscoll. At present W51R is providing daily radio programs to war workers in plants throughout the city.

New to Westinghouse WOWO-WCFort Wayne, are George Hatch and Kenneth Bachman to the engineering department. Hatch worked at Indiana Service Corp. as a radio operator, while Bachman is a recent graduate of the Dodge Radio Institute in Valparaiso, Ind.

Greater Payroll Deduction Hoped For By Roosevelt

Washington Bureau, RADIO DAILY

Washington—President Roosevelt has sent a letter to Secretary of the Treasury Morgenthau congratulating him on the success of the voluntary payroll plan and also expressed hope that the people would continue to enlarge their savings in this manner. The letter follows:

"Through you, as Secretary of Treasury, I want to congratulate the American people on the way in which they have supported the voluntary payroll savings plan.

"I am proud of the fact that 27,000,000 patriotic Americans are regularly investing more than \$420,000,000 a month to help pay the cost of the war. And since all of this money comes from wages and salaries—nearly 90 per cent from people earning less than \$5,000, and the bulk of it from those working in war plants—I do not hesitate to say that the payroll savings plan is the greatest single factor we now have in protecting ourselves against inflationary spending.

"This is a great record, both from the standpoint of curbing inflation and from the standpoint of financing the war. However, I heartily endorse your present drive to improve the record, and I agree it must be improved if we are to keep pace with the increasing demands of the war.

"I therefore join you in calling upon the American people—and upon labor and management particularly—to do still more. Additional people should be convinced of the necessity of participating. Everyone now on the payroll savings plan should materially increase the amount of bonds he is buying. We originally asked for 10 per cent, but now we need considerably more.

"I hope every American on a payroll will figure out for himself the extent to which he can curtail his spending, and will put every dollar of additional saving thus made into the payroll savings plans."

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

June 29

- | | |
|-----------------|------------------|
| Jack Baker | Nelson Eddy |
| Dorothy Gregory | Milt Josefsberg |
| Charles Kaplan | N. S. Livingston |
| Roy Post | Adrian Rollins |
| Ruth Warrick | Muriel Wilson |



RADIO DAILY

The National Daily Newspaper of Commercial Radio and Television



VOL. 23, NO. 64

NEW YORK, N. Y., WEDNESDAY, JUNE 30, 1943

TEN CENTS

LaRoche Issues Warning

Senate Group Favors Continuing The OWI

Washington Bureau, RADIO DAILY
Washington—Continued operations of the OWI Radio Bureau and Office Program Co-ordination was recommended to the Senate last night by its Appropriations Committee; \$3,000,000 for the Domestic Branch of OWI was recommended. The bill covering all war agency appropriations is scheduled as the first business to come up today.

The motion picture bureau and publications section were dropped in
(Continued on Page 2)

Buy More War Bonds and Stamps

Outlets Sold Out For Day That Hitler Capitulates

Waterbury, Vt.—The Green Mountain Broadcasting System sold every available minute of an entire day, subject, of course, to previous commitments, to be used on the day that the war with Germany ends. The order covers WDEV, Waterbury and WWSR, St. Albans, using the periods at the discretion of the station managers who will incorporate many special features and remote pickups in
(Continued on Page 2)

Buy More War Bonds and Stamps

WHN's Foreign Pickups To Air Soldier Interviews

WHN will make its first three-point international broadcast from Northern Ireland, England and North Africa. Monday, July 5, 8:00-8:30 p.m. by airing "Spirit of 43" a program arranged through the cooperation of Major Jack Harris of the
(Continued on Page 3)

Playing Safe

While WNAX, Yankton, constructed America's tallest radio tower, the most interested spectator has been Phil Hoffman, station vice-president. As the tower neared 800 feet, Hoffman's throat was stricken. The physician diagnosed it as a simple case of sunburned throat caused by gaping into the skies. Now Hoffman stands 3½ miles away using binoculars.

Rubbing It In!

As the WHIO, Dayton, air conditioning stalled, Don Wayne wiped his brow in Studio B as the thermometer reached 99. The engineer in the control room, thinking that Wayne meant to clear the microphone, opened it for broadcasting just as Wayne exclaimed "Whew, it's hot!" The WHIO phones immediately began to ring with listeners saying that it wasn't necessary to remind them.

Pass AFA Resolution Hitting FCC Decision

In a resolution adopted at its annual business meeting yesterday afternoon, at the Waldorf-Astoria, the Advertising Federation of America looked askance at the recent Supreme Court interpretation of the Communications Act as a jeopardy to all advertising media, and communication, and not only radio. Declared the resolution:

"The Advertising Federation of
(Continued on Page 7)

Buy More War Bonds and Stamps

NBC Skeds Special Show Re Essential War Info.

In cooperation with advertisers, the War Advertising Council and the OWI, NBC is scheduling two special programs aimed at furnishing the public with essential information on the roles of business and advertising
(Continued on Page 5)

Sees Mexican Business Men Commercial-Radio Minded

Takes Another 13 Weeks—Asking Women Not To Buy

Although their seven alternate weeks have not expired, McKettrick-Williams, Inc., N. Y., dress manufacturers of McKettrick Classics, has purchased 13 additional consecutive weeks on WOR, New York, to inform the public "not to buy McKettrick Classics unless it is necessary
(Continued on Page 2)

Tells AFA Advertising Must Dedicate Itself To War Despite Political Discords, Or Suffer Later

By Sylvia Weiss
RADIO DAILY Staff

Unless advertising cleans its own house thoroughly, and rids the field of vulgarities, exaggerated claims and ads in bad taste, "the government will have to do it." If that happens, advertising will not be the free force capable of surviving the war, because public confidence
(Continued on Page 6)

Buy More War Bonds and Stamps

Industry 'Unanimous' For OWI, Says Miller

Washington Bureau, RADIO DAILY
Washington—Neville Miller, NAB head, has put the industry squarely on record for the continued operation of the OWI Domestic Radio Bureau in a prepared statement read by him before the Senate Appropriations Committee. Broadcasters "unanimously" hope the needed funds will be provided, he said, believing
(Continued on Page 7)

Buy More War Bonds and Stamps

FCC Clears William Dodd Re "Testimony" Charges

Washington Bureau, RADIO DAILY
Washington—Another day passed with the House and the Senate only slightly closer to agreement on the matter of discharging FCC employees
(Continued on Page 2)

Gals Lounge

The Blue Network feminine members, while preparing to move into their new quarters on the second floor of the RCA Building early in August, are anxious to enjoy their modernly furnished lounge and luncheon. Plans under supervision of Dorothy Kemble, continuity acceptance editor; Mary Coyne, promotion dept., and Grace Sniffin, secretary to Mark Woods.

CBS Signs Phila. Orch To Extended Contract

CBS has signed the Philadelphia Orchestra to an exclusive three year contract with the network.

One of the world's greatest symphonic ensembles, the Philadelphia Orchestra will begin a series of weekly Saturday afternoon concerts on the WABC-Columbia network October 2. The performances are to be broadcast at 1:00-2:00 p.m., EWT, the series extending through April 30 each year, and will be broadcast from
(Continued on Page 5)

Buy More War Bonds and Stamps

Radio Analysts Reiterate Stand On "Censorship"

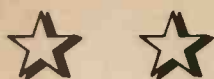
Association of Radio News Analysts, through H. V. Kaltenborn, chairman of the Code Committee, has replied to the letter from Paul White of CBS
(Continued on Page 5)

Buy More War Bonds and Stamps

Blue Net-WJZ Moving Into Larger Quarters

Because of expansions in several departments, various members of the Blue Network staff and the entire staff of WJZ will move tomorrow
(Continued on Page 2)

(Continued on Page 3)



Coast-to-Coast



PHILIP R. UNDERWOOD, radio control engineer for WLW-WSAI, Cincinnati, will be an instructor for a 100-hour night course in aviation radio, radio code and radio operations. The course, which will be given at the Salmon P. Chase College of the Cincinnati YMCA, begins July 2. . . . Renewing participation sponsorship on Ruth Lyons' WSAI "Petticoat Party Line" program are Lowenthal, Inc., Cincinnati fur store, and Arnold's Fairyland (toys and books) for 52 weeks.

An auditorium studio with stage equipment and monitor booth, having a seating capacity of 200, has been completed for KGVO, Missoula, Mont. The first program to originate from there will be the West Coast Church of the Air for Columbia, July 4. The new facilities will be used regularly thereafter for a KGVO Saturday Night Barn Dance. Another feature of the unit is a staff lounge with fresher-up vending machines and juke box. Window space will be utilized for promotional displays. . . . Bon Ton Bakers increased their budget on KGVO to sponsor the noon local news period on Saturdays. Previous schedule was for the same periods, Mondays and Thursdays.

General Electric has contracted for three nightly spots a week for 52 weeks over W65H, FM unit of WDRC, Hartford. The account was placed by Maxon, Inc., New York.

Tex McGuire and his Mississippi River Boys have added a girl, Wavalene Bromagen, as a singer with the hillbilly group heard regularly over WHIO, Dayton. . . . Wm. L. Sanders, news commentator over WHIO, is now giving his listeners a new war map through the cooperation of his sponsor, Metropolitan Clothing Co.

Sanford M. Reece, former director of the Savannah Playhouse of Armstrong College and director of dramatics at Culver Military Academy, has been appointed to the program staff of WSAV, Savannah. Harben Daniel, general manager, announced. . . . Nathan W. Brandon, commercial manager of WSAV on leave with the armed forces, having completed a special four weeks training course in Air Transportation in New York, has just left for Miami Beach to enter OCS of the U. S. Army Air Forces.

WNAX, Yankton, S. D. has been bolstered by Ted Matthews' return on an honorable discharge from the armed forces. . . . Jack Paige is in charge of the promotional department. . . . Harold Storm has gone to KSO-KRNT, Des Moines, while Lillian Larson transfers to the Sioux City studios. Hazel Dowling is now secretary to Phil Hoffman, WNAX vice-president. . . . George Johnston, WNAX continuity director, assumes editorship of "Johnny's Journal."

Rush Hughes, emcee for KWK, St. Louis twice daily record program, has created a furor amongst the listeners by asking them to determine the relative popularity of Bing Crosby and Frank Sinatra. At this writing Crosby is in the lead.

Forty-three more enlisted men and WAACs of the 43rd Anti-Aircraft Brigade have enrolled in the WFIL, Philadelphia, code school for instruction in transmission and reception of International Morse code. Ninety civilians are now in training prior to enlistment in the services. Almost 250 men and women have been turned over to the Army and Navy upon completion of the three-months course. No charge is made for the service.

WLIB, Brooklyn is preparing a series of interviews with certain music names to promote the Records for Our Fighting Men record salvage drive.

For the first time since it has been on the air WCBI, Columbus, Miss. will broadcast the general election returns. Arrangements are being made by the staff of announcers and engineers to set up equipment in and outside the Commercial Dispatch Building where the WCBI news room is located. Associated Press teletype machines will carry the tabulations from all over the state. . . . Sgt. Frank Everett, formerly associated with the continuity department of WCBI and announcer, was a visitor to the studios.

Brown Greer & Co. has purchased the "Funny Money Man" program for markets in Tennessee and North Carolina, beginning today. WROL, Knoxville, WJHL, Johnson City, Tenn. and WSJS, Winston-Salem will carry the program 25 minutes, five times weekly. The deal was set by Edwin C. Huster Co., Knoxville, with Allen A. Funt Radio Productions, syndicators of the "Funny Money Man" program.

The Terre Haute Brewing Company is now one WAOV's, Vincennes, Ind., time buyers when they purchased the "World News" 15-minute program and the "sign off summary." Emmitt Jackson, WAOV's program director, will be at the mike at 9:45 while station manager Vic Lund will continue at the 6:15 period. . . . Paul Ford, holder of a first class engineer's license now handles the frequency checks after heckling Vic Lund to give him the opportunity. Reid Chapman and Nell Van Els, who alternated, are quite happy about it.

Phyllis Chudy, Buffalo, who attended the Katherine Gibbs' school in Boston, has joined WING, Dayton, as a secretary in one of the offices. . . . WING special events department interviewed Nancy Basche, author of a new American history book, "The American Profile" to be released nationally June 28 by a Chicago publishing house.

Emma Mae Roberts has joined the staff of WCAU, Philadelphia, as sales promotion manager, replacing Ted Oberfelder who reports July 5 for service with the overseas branch of the American Red Cross. . . . A double farewell party was staged by the WCAU staffers in the Variety Club of Philadelphia June 25 for Ted Oberfelder and Bill Rafferty, former purchasing agent for WCAU.

Robert Johnson, writer on the KOY, Phoenix, news staff, leaves July 1 to enter OCS at the new Marine officers school, Arizona State College, Flagstaff, Ariz. . . . Dale M. Riley has been added to the business and publicity staff of KOY. His radio experiences covered training with WHK-WCLE, Cleveland.

The Globe-Union, Inc. has joined other Milwaukee war industries sponsoring live shows over WTMJ and W55M, the Milwaukee Journal stations, to begin a series of dramatic programs titled "Globe-Union Play house," featuring talent chosen from the Milwaukee Junior Achievement group, a youth and talent training organization directed by local business men.

The Greater Cincinnati "Tackle-for-Troops" drive, sponsored by WCKY, Cincinnati and the newspapers and fishing tackle dealers of the area, netted 450 pounds of equipment for the American fighting forces in the Aleutians and Alaskan areas.

Barbara Meyer, one of the first apprentices to join the KNX-CBS, Los Angeles, sound effects staff graduated recently to the post of senior effects engineer. Miss Meyer, trained by sound chief Allspan, will take her regular turn on network shows.

Ken and Carolyn of the Yankee network "Yankee Kitchen," known otherwise as Eugene Gieringer and Carolyn Fuller, have been invited to serve on the food committee for Boston's new Stage Door Canteen to be opened sometime in July.

The J. A. Lickendorf Co. of Toledo renewed its contract extending their "Soldiers of the Press" broadcasts over WTOL, Toledo. The dramatized transcribed series depicts the experiences of UP war correspondents in combat zones.

J. B. Conley, manager of WOW-WGL, Westinghouse stations at Fort Wayne, Ind., has been named a member of a publicity advisory board for Northern Indiana for the War Finance Committee to promote sale of war bonds and stamps.

Mark Schreiber, KMYR, Denver, announcer has been selected by the special services division of the war department to do overseas sports casts via air wave for the men in the service.

A war service department has been created at W51R, the Stromberg-Carlson FM station in Rochester, N. Y., headed by George Driscoll. At present W51R is providing daily radio programs to war workers in play throughout the city.

New to Westinghouse WOWO-WCFM Fort Wayne, are George Hatch and Kenneth Bachman to the engineering department. Hatch worked at Indiana Service Corp. as a radio operator, while Bachman is a recent graduate of the Dodge Radio Institute in Valparaiso, Ind.

Greater Payroll Deduction Hoped For By Roosevelt

Washington Bureau, RADIO DAILY

Washington—President Roosevelt has sent a letter to Secretary of the Treasury Morgenthau congratulating him on the success of the voluntary payroll plan and also expressed hope that the people would continue to enlarge their savings in this manner. The letter follows:

"Through you, as Secretary of the Treasury, I want to congratulate the American people on the way in which they have supported the voluntary payroll savings plan.

"I am proud of the fact that 27,000,000 patriotic Americans are regularly investing more than \$420,000,000 a month to help pay the cost of the war. And since all of this money comes from wages and salaries—nearly 90 per cent from people earning less than \$5,000, and the bulk of it from those working in war plants—I do not hesitate to say that the payroll savings plan is the greatest single factor we now have in protecting ourselves against inflationary spending.

"This is a great record, both from the standpoint of curbing inflation and from the standpoint of financing the war. However, I heartily endorse your present drive to improve the record, and I agree it must be improved if we are to keep pace with the increasing demands of the war.

"I therefore join you in calling upon the American people—and upon labor and management particularly—to do still more. Additional people should be convinced of the necessity of participating. Everyone now on the payroll savings plan should materially increase the amount of bonds he is buying. We originally asked for 2 per cent, but now we need considerably more.

"I hope every American on a payroll will figure out for himself the extent to which he can curtail his spending, and will put every dollar of additional saving thus made into the payroll savings plans."

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

June 29

Jack Baker	Nelson Eddy
Dorothy Gregory	Milt Josefsberg
Charles Kaplan	N. S. Livingston
Roy Post	Adrian Rollini
Ruth Warrick	Muriel Wilson



RADIO DAILY

The National Daily Newspaper of Commercial Radio and Television



VOL. 23, NO. 64

NEW YORK, N. Y., WEDNESDAY, JUNE 30, 1943

TEN CENTS

LaRoche Issues Warning

Senate Group Favors Continuing The OWI

Washington Bureau, RADIO DAILY
Washington—Continued operations of the OWI Radio Bureau and Office Program Co-ordination was recommended to the Senate last night by its Appropriations Committee; \$3,000,000 for the Domestic Branch of OWI was recommended. The bill covering all war agency appropriations is scheduled as the first business to come up today.

The motion picture bureau and publications section were dropped in
(Continued on Page 2)

Buy More War Bonds and Stamps

Outlets Sold Out For Day That Hitler Capitulates

Waterbury, Vt.—The Green Mountain Broadcasting System sold every available minute of an entire day, subject, of course, to previous commitments, to be used on the day that the war with Germany ends. The order covers WDEV, Waterbury and WWSR, St. Albans, using the periods at the discretion of the station managers who will incorporate many special features and remote pickups in
(Continued on Page 2)

Buy More War Bonds and Stamps

WHN's Foreign Pickups To Air Soldier Interviews

WHN will make its first three-point international broadcast from Northern Ireland, England and North Africa. Monday, July 5, 8:00-8:30 p.m. by airing "Spirit of 43" a program arranged through the cooperation of Major Jack Harris of the
(Continued on Page 3)

Playing Safe

While WNAX, Yankton, constructed America's tallest radio tower, the most interested spectator has been Phil Hoffman, station vice-president. As the tower neared 800 feet, Hoffman's throat was stricken. The physician diagnosed it as a simple case of sunburned throat caused by gaping into the skies. Now Hoffman stands 3½ miles away using binoculars.

Rubbing It In!

As the WHIO, Dayton, air conditioning stalled, Don Wayne wiped his brow in Studio B as the thermometer reached 99. The engineer in the control room, thinking that Wayne meant to clear the microphone, opened it for broadcasting just as Wayne exclaimed "Whew, it's hot!" The WHIO phones immediately began to ring with listeners saying that it wasn't necessary to remind them.

Pass AFA Resolution Hitting FCC Decision

In a resolution adopted at its annual business meeting yesterday afternoon, at the Waldorf-Astoria, the Advertising Federation of America looked askance at the recent Supreme Court interpretation of the Communications Act as a jeopardy to all advertising media, and communication, and not only radio. Declared the resolution:

"The Advertising Federation of
(Continued on Page 7)

Buy More War Bonds and Stamps

NBC Skeds Special Show Re Essential War Info.

In cooperation with advertisers, the War Advertising Council and the OWI, NBC is scheduling two special programs aimed at furnishing the public with essential information on the roles of business and advertising
(Continued on Page 5)

Sees Mexican Business Men Commercial-Radio Minded

Takes Another 13 Weeks—Asking Women Not To Buy

Although their seven alternate weeks have not expired, McKetrick-Williams, Inc., N. Y., dress manufacturers of McKetrick Classics, has purchased 13 additional consecutive weeks on WOR, New York, to inform the public "not to buy McKetrick Classics unless it is necessary
(Continued on Page 2)

Tells AFA Advertising Must Dedicate Itself To War Despite Political Discords, Or Suffer Later

CBS Signs Phila. Orch To Extended Contract

CBS has signed the Philadelphia Orchestra to an exclusive three year contract with the network.

One of the world's greatest symphonic ensembles, the Philadelphia Orchestra will begin a series of weekly Saturday afternoon concerts on the WABC-Columbia network October 2. The performances are to be broadcast at 1:00-2:00 p.m., EWT, the series extending through April 30 each year, and will be broadcast from
(Continued on Page 5)

Buy More War Bonds and Stamps

Radio Analysts Reiterate Stand On "Censorship"

Association of Radio News Analysts, through H. V. Kaltenborn, chairman of the Code Committee, has replied to the letter from Paul White of CBS
(Continued on Page 5)

Buy More War Bonds and Stamps

Blue Net-WJZ Moving Into Larger Quarters

Because of expansions in several departments, various members of the Blue Network staff and the entire staff of WJZ will move tomorrow to
(Continued on Page 2)

By Sylvia Weiss
RADIO DAILY Staff

Unless advertising cleans its own house thoroughly, and rids the field of vulgarities, exaggerated claims and ads in bad taste, "the government will have to do it." If that happens, advertising will not be the free force capable of surviving the war, because public confidence
(Continued on Page 6)

Buy More War Bonds and Stamps

Industry 'Unanimous' For OWI, Says Miller

Washington Bureau, RADIO DAILY
Washington—Neville Miller, NAB head, has put the industry squarely on record for the continued operation of the OWI Domestic Radio Bureau in a prepared statement read by him before the Senate Appropriations Committee. Broadcasters "unanimously" hope the needed funds will be provided, he said, believing
(Continued on Page 7)

Buy More War Bonds and Stamps

FCC Clears William Dodd Re "Testimony" Charges

Washington Bureau, RADIO DAILY
Washington—Another day passed with the House and the Senate only slightly closer to agreement on the matter of discharging FCC employees
(Continued on Page 2)

Gals Lounge

The Blue Network feminine members, while preparing to move into their new quarters on the second floor of the RCA Building early in August, are anxious to enjoy their modernly furnished lounge and luncheon. Plans under supervision of Dorothy Kemble, continuity acceptance editor; Mary Coyne, promotion dept., and Grace Sniffin, secretary to Mark Woods.

(Continued on Page 3)

RADIO DAILY



Vol. 23, No. 64 Wed., June 30, 1943 Price 10 Cts.

JOHN W. ALICOATE : : : Publisher

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

Published daily except Saturdays, Sundays and Holidays at 1501 Broadway, New York, N. Y., by Radio Daily Corp. J. W. Alicoate, President and Publisher; Donald M. Merseureau, Treasurer and General Manager; Chester B. Bahn, Vice-President; Charles A. Alicoate, Secretary. Terms (Post free) United States outside of Greater New York, one year, \$10; foreign, year, \$15. Subscriber should remit with order. Address all communications to RADIO DAILY, 1501 Broadway, New York, N. Y. Phone Wisconsin 7-6336, 7-6337, 7-6338. Chicago, Ill.—Frank Burke, Suite 1800-A, Merchandise Mart, Phone Delaware 4950. Hollywood, Calif.—Ralph Wilk, 6425 Hollywood Blvd. Phone Granite 6607.

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

FINANCIAL

(Tuesday, June 29)

NEW YORK STOCK EXCHANGE

	High	Low	Close	Net Chg.
Am. Tel. & Tel.	154 7/8	154	154 7/8	0
CBS A	22 1/2	22 1/2	22 1/2	0
CBS B	22 1/4	22	22 1/4	0
Gen. Electric	39 3/4	39 3/4	39	- 1/4
Philco	24 5/8	24 1/4	24 3/8	- 1/8
RCO Common	11 7/8	11 3/8	11 5/8	- 1/4
RCA First Pfd.	69 7/8	69 7/8	69 7/8	0
Stewart-Warner	13 7/8	13 3/8	13 7/8	0
Westinghouse	97 3/4	96 1/2	97 3/4	0
Zenith Radio	33 3/4	33 1/4	33 1/4	0

NEW YORK CURB EXCHANGE

Nat. Union Radio	3 5/8	3 1/2	3 1/2	0
------------------	-------	-------	-------	---

OVER THE COUNTER

	Bid	Asked
Farnsworth Tel. & Rad.	8 3/4	9
WCAO (Baltimore)	20	23
WJR (Detroit)	26	29

Judge Jones On CBS

In the second of a series of three anti-inflation talks from Washington, Judge Marvin Jones, new War Food Administrator, will broadcast over Columbia network, tomorrow, from 10:30-10:45 p.m., EWT.

Holiday Shifts NBC Tele Show

Because of the holiday, the television program of NBC station WNBT, scheduled for Monday, July 5, is scheduled to be telecast Tuesday, July 6.

FCC Clears William Dodd Re "Testimony" Charges

(Continued from Page 1)

Goodwin B. Watson and William E. Dodd, Jr., and Governor Robert Morss Lovett of the Virgin Islands. The Senate rejected by a 43-31 vote the compromise agreed upon over the week end by conferees representing both the House and the Senate. This would have prevented payment of salary to the three men after Nov. 15 of this year, unless they were re-appointed by the President and confirmed by the Senate.

The Senate voted the compromise down and the House shortly thereafter insisted upon its original position by an overwhelming vote. In the meantime the FCC yesterday cleared Dodd of charges that his testimony before the House Committee which charged him with being subversive differed in important respects from that given before FBI investigators. The Commission found no important differences of sufficient weight to cast doubt upon his reliability. Senator Bennett Champ Clark, Mo. Democrat, insisted on the Senate floor, that the compromise is "just as objectionable" as the original House ban.

"Instead of cutting these men's heads off today or tomorrow" said majority leader Alben Barkley, "we are going to wait until November 15, and bring their heads in on a platter for King Herod. It is almost incredible that any legislative body would resort to the tyrannical method in this bill. Of the three million federal employees, is Congress so afraid of three men because of what they think of what they say, or of what they quoted some one else as saying?"

Once again, therefore, the bill goes back into conference.

Takes Another 13 Weeks—Asking Women Not To Buy

(Continued from Page 1)

and at that buy only one to last for the duration." Irving Serwer advertising agency placed the contract.

With only a limited stock available due to war conditions, McKettrick-Williams first purchased four weeks of time to inform the public not to buy their dresses. However, as the demand increased, the firm was moved to buy two more weeks of time to plead with the public. Nevertheless the siege maintained, causing McKettrick-Williams to purchase the seven alternate weeks and now the 13 consecutive weeks contract.

Outlets Sold Out For Day That Hitler Capitulates

(Continued from Page 1)

celebration of final defeat of Hitler.

The programs spots will be sponsored by the Old Bee Hive, department store of Burlington, Vt. Arrangements for the celebration will be completed this week between Paul Chamberlain of the Old Bee Hive and Lloyd Squier, co-owner of WDEV and WWSR.

Blue Net-WJZ Moving Into Larger Quarters

(Continued from Page 1)

new quarters on the second and fourteenth floors of the RCA Building from their present quarters on the third floor.

With the move to the second floor, WJZ will have separate quarters for the first time, instead of using the same rooms occupied by the Blue. Among those who will move to the WJZ quarters are John H. McNeil, manager, John Hade, commercial program manager; Slocum Chapin, acting sales manager; Tom Ellsworth, sales promotion manager; Joseph M. Seiferth, audience promotion manager, and Luellen L. Stearns and Stuart MacHarrie, salesmen.

Those of the Blue Network staff who will move with their respective assistants to new offices in another part of the building on the second floor include Dr. H. B. Summers, director of public service; Grace Johnson, director of women's activities; Stanley Florsheim, in charge of local cooperative programs, and Alma Kitchell, women's news commentator. The accounting department of the Blue will move to new quarters on the 14th floor.

The Blue's offices on the third floor will be arranged to take advantage of the space left vacant. Among those who will move into new offices with their respective staffs are C. P. "Pete" Jaeger, commercial program manager; Ronald B. Jamieson, assistant legal counsel, and Helen Guy, program business manager. Paul Whiteman, musical director, will make his headquarters in new offices on the third floor.

Senate Group Favors Continuing The OWI

(Continued from Page 1)

the committee report, with the News Bureau the Radio Bureau, the Special Service Division, the Office of Program Co-Ordination and the Office of the Director provided for in the recommended \$3,000,000. In addition, the Senators recommended \$27,000,000 for the OWI Overseas Branch, as against the \$22,000,000 voted by the House.

The motion picture budget called for over a \$1,000,000 this year and the other functions cut out would probably bring the total to \$2,000,000. Thus the Committee recommendation is still extremely small compared with OWI funds for the year ending today. In proportion, considering the elimination of some parts of the agency, the funds will still permit less activity on the part of the radio bureau than would have been possible had the agency received the full \$5,500,000 recommended by the House Appropriations Committee.

It is possible that there will be a sharp fight on the Senate floor today and tomorrow, with a strong attempt made to increase the funds for OWI domestic operations—and possibly to retain the motion picture bureau. Most observers feel, however, that very little if any more than \$3,000,000 will be granted the agency finally.

COMING and GOING

LOWELL THOMAS, commentator on the Blue Network, has left by plane on a two-week tour of South America. He will broadcast from several of the more prominent Latin-American cities.

WILLIAM G. RAMBEAU, president of the station rep organization bearing his name, plans to leave for Chicago tomorrow.

HAROLD E. FELLOWS, station manager of WEEL, Boston, is in town for conferences at the headquarters of CBS.

JAMES M. GAINES, of the NBC station relations department, has left for a tour of Texas outlets. He will be gone about a month.

CY BRIGGS, of the Food Distribution Administration of the U. S. Department of Agriculture, is in Chicago to replace the Army-bound Lance Hooks, FDA radio man in the Windy City.

MARK RUSSELL, program director of WOC, Davenport, Iowa, a caller yesterday at the offices of the Blue Network.

CRAIG LAWRENCE, vice-president of The Cowles Group and station manager of KSO-KRNT, Des Moines, is here for conferences with the New York representatives.

HOWARD LANE, central division field manager of CBS who has been in New York for a few days, left last night for the Chicago offices.

GIL NEWSOM, Blue Network program director, in Charlotte, N. C., today, to handle the "Spotlight Bands" program which will originate tonight at the Launenburg Air Base.

MILLER McCLINTOCK, president of Mutual, will return today from an extended trip which took him as far as the West Coast.

J. WYTHE WALKER, president of "The Walker Company, Chicago station reps, is here for confabs at the company's local branch.

SAMMY KAYE will broadcast his CBS program tonight from Detroit.

LOUIS SAIFF, JR., commercial manager of WJNY, Watertown, N. Y., is in Chicago this week on station business.

JACK M. DRAUGHON, station manager of WSIX, Nashville, left last night for Tennessee following a short visit here on business.

C. L. MCCARTHY, general manager of KQW, San Francisco outlet of CBS, is spending a few days in town.

TIM HERBERT, stage and radio comedian, has returned to New York for an engagement at the Paramount and several guest appearances on WMCA and WHN.

TONY ROJAS, vice-president and general manager of XEOM, Mexico City, left New York by plane Monday en route back to the station.

F. C. EICHMEY, station manager of KGLO, Columbia outlet in Mason City, Iowa, conferring this week at network headquarters.

★ INDUSTRIAL PAYROLL up 53%

For the year 1942 compared with 1941

A MUST Market in MASSACHUSETTS

WTAG WORCESTER

"Your Western New York Salesman"

WHAM

50,000 Watt... Clear Channel
1180 on Dial... Affiliated with the National Broadcasting Company and The Blue Network, Inc.

ROCHESTER, N. Y.
National Sales Representative:
GEORGE P. HOLLINGBERRY CO.

"The Stromberg-Carlson Station"

Sees Mexican Market Easy Job To 'Cover'

(Continued from Page 1)

to Americanize as far as possible his station below the border.

Rojas pointed out that in the past, Mexican business houses used radio as a necessary evil and merely charged it to overhead. When it was found that radio brought results, regular commercial programs were scheduled. On XEOY, all live talent is used, due to some extent to recording privileges being sewed up by other companies. This will be remedied shortly, Rojas stated.

An estimated 400,000 radio families are within the 100 mile radius of Mexico City which has a population of 2,000,000. Rojas claims the major portion of all Mexican buying power in so far as radio is concerned lies in this area. It lies in this area for various reasons peculiar to Mexican affairs.

Another peculiarity of the Mexican client, says Rojas, is that he insists upon a shortwave complement to his standard wave commercial broadcast. The fact that he may be a shoe-merchant with a store or stores only in Mexico City, does not alter the situation, nor does he care what the wavelength is. While excess power is another Mexican fallacy this still appears to be desirable to many clients despite the fact that the excess power goes far beyond the realm of buying-power listeners.

Recently with the Mexico City branch of the Grant Advertising agency, Rojas believes that along with the ad agencies springing up to handle the new radio business on tap, many American agencies will soon establish branches in the Mexican capital. The field is wide open and lucrative in the opinion of Rojas.

WHN's Foreign Pickups To Air Soldier Interviews

(Continued from Page 1)

Public Relations Branch of the War Department.

In making the broadcast which will comprise exclusively of New York boys in those areas WHN is leasing RCA over-seas shortwave facilities. Soldiers on the broadcast will make a comparison of what they were doing on the Fourth of July before Pearl Harbor and the present celebration.

This is the second time in ten days that WHN effected a shortwave international pickup. Last Friday station made a pickup broadcast of Anthony Eden, Secretary of Foreign Affairs of Great Britain and Lt. General Jacob C. Devers, Commander in Chief of Allied Operation in the European theater of war. At that time the men spoke from a secret operational air field in England.

Station sound effects files were augmented by the broadcast which took place while heavy bombers were taking off on a operational flight to Germany. Records were cut of the background sounds as well as the talk of the two men.

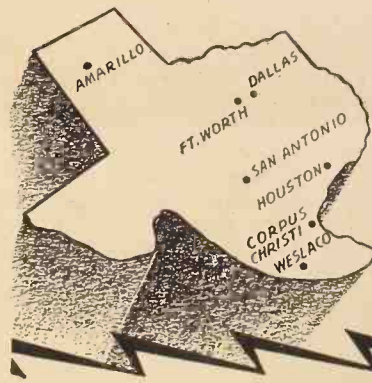


LONE STAR CHAIN
with **LIVE TALENT**
gives you **BIG TEXAS!**

For every problem there is a solution — at least, we think so. Specifically, we are thinking of the difficulty you may be having with recordings, and we want to offer this friendly suggestion:

Texans like programs designed for Texans. We have plenty of proof of this. So why not let us help you build a live talent show . . . designed to appeal to Texans . . . and then watch it get results over the LONE STAR CHAIN.

For rates and further information, write Ken L. Sibson, Tower Petroleum Building, Dallas, Texas.



Lone Star Chain ★

KGKO
FT. WORTH - DALLAS
KGNC
AMARILLO

KXYZ
HOUSTON
KRIS
CORPUS CHRISTI

KTSA
SAN ANTONIO
KRGV
WESLACO

Los Angeles

By RALPH WILK

ARCH OBOLER, impresario of "Lights Out," is rushing between radio and pictures these days, casting or his RKO movie "An American Story." The yarn is in five episodes and uses radio technique. The last scene is based on the famous Oboler radio play "Ghost Story." Writing for the cinema is not a new chore for Arch Oboler. He wrote the highly successful "Escape," and "This Precious Freedom" with Claude Rains.

Last Saturday night dancers enjoyed a variety of tuneful music by Charles Dant and his orchestra during their Saturday, June 26 (NBC) broadcast. Included on their musical set-up were "Fascinatin' Rhythm," "Ja Da" and "You Rhyme With Everything That's Beautiful."

1st Lt. William D. Shaw a former member of the radio colony, will be married on July 6th to Jacqueline Parkinson in Sacramento. He is serving in the air corps at San Marcos, Tex.

Bob Garred, (Lt. j.g.) who was a top-notch announcer before entering the service, and who is the Officer-in-charge of the navy elementary school at Boulder, Colo., expects to be transferred to San Francisco in August.

"I Don't Believe in Rumors," written by Harry Glick and Jimmy Lamberg, is becoming a very popular tune. Frances Langford sang it on the Bob Hope show several weeks ago, and Rosemary Lane used it as one of her numbers in the Universal picture, "All By Myself."

Walton Goldman will return to Hollywood Saturday (26) from New York and Toronto after working out expansion plans for his new firm, Walton Goldman, Inc., music publishers. Goldman arranged for opening a branch office in the Canadian city. After a few days at his Hollywood headquarters, Goldman will go to Mexico City to further develop Walton Goldman international de Mexico S.A.

Rudy Vallee will turn his radio "village store" over to Comedienne Joan Davis on the Sealtest broadcast, Friday, July 2. (KFI-NBC). Vallee, now a lieutenant in the U. S. Coast Guard, is leaving the program to assume other duties. Jack Haley, a frequent guest on the NBC Sealtest program, will appear on both the July 2 and July 9 broadcasts. Tenor Dennis Day will also be guest starred July 9th. Vallee has been a coast guard bandsman for nearly a year, but has continued to broadcast by special permission of the U. S. Navy and Coast Guard, with all his radio earnings going into the Coast Guard Welfare Fund.

Have You Met the Voices
of
GILBERT MACK
?

LEX. 2-1100



Notes From A Ringside Seat . . . !

● ● ● Something like six weeks ago we noticed and mentioned in this pillar the fact that Lowell Thomas seemed to be getting restless and that we wouldn't be surprised if he suddenly left for parts unknown. . . . well "he dood it" and we're not surprised. . . . but Blue Net Execs were . . . they barely had time to get Hugh Gibson, former U. S. Ambassador to Brazil, to pinch-hit for the voyaging newscaster on the latter's daily 6:45 p.m. spot. . . . and talking about the Blue Network. . . . while discussing wine, women and the "as unpredictable weather" with Harry Rauch at that network's press department yesterday, the breeze, accompanying the noonday downpour, was fanned to gale-like proportions by the sudden exit of the distaff side of the Mullin premises. . . . the gals had just learned that Ray Milland had arrived to rehearse for the "Duffy's Tavern" broadcast. . . . Mitchell Benson, producer of "Cities Service" and "Bourjois" programs for Foote, Cone & Belding has resigned. . . . Fred Bethel, formerly with the Blue and Mutual nets and Bert Prager, formerly with Donahue & Coe have joined that firm's radio dept. . . . Though Virginia Maxey has been signed for M-G-Movies, she will continue to thrush with the Bob Allen Band for the next six months. . . . Les Damon starts his third year as the CBSleuth, "The Thin Man," July 9.



● ● ● The Hal McIntyres bade the Stork welcome last week at their Cromwell, Connecticut home. . . . a seven pound boy. . . . John M. Gunn, radio director for World Broadcasting Co. is seeking an actress to portray the 68-year-old Madame Chao, dauntless leader of 30,00 Chinese Guerrilla troops, who have been making "Chao's of the Nip's plans. . . . radio script is based on a story by the UP correspondent in Chungking, Karl Eskelund. . . . Dudley Wilkinson, pianist-composer, has joined the talent dept of M-G-M. . . . he'll scout Kilocycle Row for new faces, types and voices. . . . Mose Gumble of Music Publishers Holding Corp. is proud of the fact that Herman Hupfeld's "As Time Goes By" has been featured 18 consecutive times on the "Hit Parade" and has hit the 500,000 sheet sales mark. . . . What's more the recordings are re-pressings of 12 years ago. . . . Now Herman can again make that trip "down in Cuba where Yuba played the Tuba". . . . Charlie Spivak says it happened on the Pennsy Railroad where they have female conductors. . . . a young man asked one of them a leading question and she told him where to get off. . . . The Camel Caravan NBCast, Garry Moore, Jimmy Durante, Hope Emerson, Roy Bargy and the Double Daters, will visit nearby Army Camps every Monday night. . . . Elmore Jones, one of WNEW's most popular employees, leaves the staff, after eight years, to enter the Armed Forces next Saturday.



● ● ● Bing Crosby and Rochester, whose hobby lobby is "the sport of kings," had better make room for another radiolite, Charles Martin, who has taken unto himself another mouth to feed. . . . this mouth belongs to a newly-acquired race-horse which he's renamed "Philip Morris". . . . Ginny Simms gets the coveted honor of opening the Hollywood Bowl's summer concert season, Sunday. . . . When the announcer signed Civilian Defense News Director Lillian Okun off the WMCAirwaves last Thursday, it was with "You have been lilianing to Listening Okun". . . . Harry Wismer, Blue Net's ace sportscaster, draws the "plum" of the season. . . . he'll do the play by play mike job on the July 9 game between the Yankees and Great Lakes Navy Team, played at Great Lakes, Ill. . . . the full chain of 155 stations will be augmented by an additional 22 independent wires and will also be short-waved to "Fighting Yanks" on all fronts. . . . the Dodgers-Great Lakes game, July 27, ditto.



— Remember Pearl Harbor —

Chicago

By FRANK BURKE

THIRTY-FIVE HUNDRED Chicagoans bought a total of \$6,818,107 in War Bonds to attend the broadcast of "Information Please" at the Civic Opera House Monday night. This set a new high in War Bond grosses for the quiz show on the current tour. Oscar Levant, John Kieran, Franklin P. Adams and Clifton Fadiman were the "Information Please" regulars on the show and Walter Yost, editor-in-chief of Encyclopedia Britannica, was guest on the program.

Holland Engle, WGN's farm editor, will spend much of his two weeks' vacation which starts July 1 on a farm. Others at WGN starting vacations this week-end are Betty Kobald and Louise Sasso, of the program department, and Marie Grace of the music department.

On Saturday, July 3rd, WBBM's "Victory Matinee" will present the harmonica virtuoso, Larry Adler, as guest star at the open house bond-selling jamboree. Eddie Dunn will be emcee and Bob Cunningham will interview guest heroes.

Jack Baker, "Breakfast Club" tenor, overcome with the heat on the golf links last Saturday and unable to participate in the tenth anniversary birthday broadcast was greeted by radio associates yesterday on the occasion of his own birthday. During Jack's absence, Earl Tanner is handling "Breakfast Club" male vocals.

Network Div. Engineers Complete Annual Meet

Division engineers from NBC headquarters in Chicago, Denver, San Francisco, Hollywood, Cleveland, Washington and New York, have completed their annual meeting in Radio City after a week of discussion and inspection tours. Those attending were A. H. Saxton, Hollywood; H. C. Luttgens, Chicago; George Greaves, San Francisco; R. H. Owen, Denver; S. E. Leonard, Cleveland; Don Cooper, Washington, D. C., and F. A. Wankel, New York. George McElrath, NBC Operating Engineer, acted as chairman of the sessions.

A considerable part of the discussions concerned personnel problems created by the loss of skilled manpower to the armed forces. One of the speakers on this topic was Ernest de la Ossa, NBC personnel director.

O. B. Hanson, NBC vice-president in charge of engineering, addressed the group on "The Future of Network Operations," emphasizing some of broadcasting's post-war problems. Hanson also discussed new and expanded services that radio will provide after the war.

Other subjects on the meeting's agenda included improved recording technique and the emergency training of technical employees.

While in the east, the visiting engineers inspected the new RCA Research Laboratories at Princeton, N. J.

GUEST-ING

EL McCREA and JOAN BLON... on "Soldiers with Wings," to... (WOR-Mutual, 9:30 p.m.).

ESTER (HOP HARRIGAN) ATTON, on "Manhattan at Mid..." tonight (WJZ-Blue Network, p.m.).

AKE FENN, Norwegian writer, on "Is Our Enemy," tomorrow (WOR-Mutual, 8 p.m.).

ALPH CHAPLIN, editor of "Laborocate," Tacoma; CARL C. CROW, president of Crow's Pacific Coast... S. EUGENE ALLEN, editor of the Oregon Labor Press, and HAROLD YOUNG, president of... on Business and Tax Research, discussing "Is Labor Co-operating Fully with the War Effort," on America's Town Meeting of the Air," tomorrow (WJZ-Blue Network, 8:30 p.m.).

AUREEN O'SULLIVAN and EDWARD GWENN, at the "Stage Door Seen," tomorrow (WABC-CBS, p.m.).

DROTHY LAMOUR and ALAN ED, on Bing Crosby's "Kraft Music" tomorrow (WEAF-NBC, 9 p.m.).

ADMIRAL ERNEST J. KING, commander-in-chief of the U. S. Fleet... Chief of Naval Operations, on Navy School of Music's "For Victory" show, Friday (WOR-Mutual, p.m.).

RANCES FAYE, night club entertainer, on the "Keep Ahead" variety show, Friday (WOR-Mutual, 7:30 p.m.).

RED ALLEN, PORTLAND HOF... and other members of his production company, on the "Camel Comedy Caravan," Friday (WABC-CBS, 10 p.m.).

ILLIE HOWARD, on "Double or Nothing," Friday (WOR-Mutual, p.m.).

MILTON BERLE, on Frank Sinatra's "Broadway Bandbox," Friday (ABC-CBS, 11:30 p.m.).

CBS Signs Phila. Orch To Extended Contract

(Continued from Page 1) the Academy of music in Philadelphia, the orchestra's permanent home.

Eugene Ormandy, musical director and conductor of the Philadelphia Orchestra, will direct most of the concerts in the series, although guest-conductors will appear with the orchestra from time to time as will eminent soloists.

The Philadelphia Orchestra gave its first concert November 16, 1900, under the direction of Fritz Scheel. In its entire history it has had only four permanent conductors—Scheel, Carl Pohlig, Leopold Stokowski, and Eugene Ormandy. Many world-famed musicians have been guest-conductors of the orchestra, however, among them being Arturo Toscanini, Sir Thomas Beecham, Igor Stravinsky, and Vincent d'Indy.

The Philadelphia Orchestra has received the warmest praise from authorities. The late Sergei Rachmaninoff, for example, said of it, "Philadelphia has the finest orchestra I have ever heard at any time or any place in my whole life."

Native of Hungary

Eugene Ormandy, the son of a musical family, was born in Hungary, and established an excellent reputation as a violinist while still in his teens. He became a teacher at the Budapest Conservatory when only 17.

Coming to the United States a few years later, he accepted a position as concertmaster of the Capitol Theater Symphony in New York City, later becoming the orchestra's conductor. At this time he also conducted many programs on the CBS network.

In 1931, after seven years at the Capitol Theater, Ormandy was appointed conductor of the Minneapolis Symphony. Each year that he directed this mid-western orchestra he conducted several Philadelphia Orchestra concerts.

In 1936 he was invited by Stokowski to become co-conductor of the Philadelphia Orchestra, and two years later he was appointed to his present post.

Recently announcement was made that the Philadelphia Orchestra has signed a contract with Columbia Recording Corp. to record exclusively for Columbia Masterworks.

Tomlinson Assumes New Duties

Washington—Edward Tomlinson yesterday assumed his new post as adviser and analyst on inter-American affairs for the Blue Network. To celebrate the occasion and also the publication of the commentator's new book, "The Other Americas," a cocktail party was held at the Carlton Hotel, with Mark Woods, president of the network, as host.

Anti-OWI Talk On CBS

Pursuant to its policy of offering network time to speakers for the presentation of both sides of controversial questions, CBS today will broadcast a speech by Rep. John Tabor, New York Republican, in opposition to the continuance of the domestic bureau of the OWI. The talk will be heard from 5:30-5:45 p.m.

Radio Analysts Reiterate Stand On "Censorship"

(Continued from Page 1) relative to the recent Code of Ethics adopted by the ARNA. Kaltenborn's letter follows:

"Your interesting expressions concerning the ARNA Code were discussed at a meeting of our members.

"As detailed in the recorded minutes of that meeting, the Code Committee, of which I am chairman, was authorized to answer it (the letter) with a brief statement pointing out the distinction between censorship and editorial revision; reiterating that the association itself exacts accuracy, sound judgment and good taste; and expressing our opinion that the copy desk is not competent to censor experienced news analysts."

"While your letter outlines certain other differences of viewpoint between ARNA and CBS, we do not feel that any good purpose will now be served by a detailed analysis of these differences. I am sure you will agree."

CBC Basing New Series On True Stories Of War

Montreal—Stories of heroism are providing the pattern of the new CBC series "Somewhere Before the Dawn." Announced last week, these 10 special feature broadcasts are being written by Merrill Denison, Canadian playwright and novelist, who is basing his scripts on the actual reports which are reaching the United Nations information office in New York.

The first program was presented in honor of Norway, and was heard over the national network of the CBC on Sunday, June 27, at 8:00 p.m. This was the story of one of Norway's bravest sons, a young man who did courageous service for his country, escaped the Gestapo, came to Canada and has now joined the Royal Norwegian Air Force, in order that he may return with his brothers, and comrades of the United Nations, to free his homeland.

The next program, also based on actual records which have reached this continent, will be heard on Sunday July 4, at 8:00 p.m., and will tell the story of Pim-Lim, the young Chinese merchant seaman who spent 132 days on a life raft in the South Atlantic and who is fighting once more for freedom.

Two Webs Airing Race

The Empire City Handicap to be run Saturday at Jamaica, will be broadcast on both NBC and CBS at 4:15 p.m. Ted Husing and Jimmy Dolan will cover the event for Columbia while Clem McCarthy, with Bob Stanton doing the color, will report the running for NBC.

Granik "Forum" On Tuesdays

With A. L. Alexander's "Mediation Board" program taking the 8 p.m. Sunday spot on Mutual starting July 11, Theodore Granik's "American Forum of the Air," currently heard at that time, will move to Tuesday and will be broadcast from 8-9 p.m. on that day starting July 11.

AGENCIES

SWEETS COMPANY OF AMERICA, makers of Tootsie Rolls, have announced the appointment of the Duane Jones Company to handle the advertising of their new milk fortifier, Tootsie V-M, according to Bert Rubin, president. Detailed plans for promotion and advertising on a market-by-market basis will be revealed in the near future.

DUANE JONES also has been named to handle the advertising of Robert Reiner, Inc., Weehawken, N. J., manufacturer and importer of knitting and embroidery machines.

NBC Skeds Special Show Re Essential War Info

(Continued from Page 1) in the war effort. One, on July 14, 1:30-2 p.m., EWT, will initiate a nationwide drive to rally all business and advertising to contributing at least one third of their advertising expenditures toward official war messages. The other will be a closed circuit talk, July 6, as a preliminary for the network program.

In announcing the July 14 broadcast, over 138 stations, Chester La Roche, chairman of the War Advertising Council explained that local advertising clubs throughout the country, as well as chamber of commerce and other organizations would be notified of the program, and will be urged to hold special luncheon sessions with the broadcast as the feature attraction. Elmer Davis, head of OWI, will emcee the program. Donald Nelson, head of WPB, and La Roche will speak. Other government execs will be added to the program. Chester Davis had been penciled in for the program, too, but in light of his resignation a replacement will be sought to represent the food administration. Frank E. Mullen, of NBC, and La Roche, will talk on the closed circuit session.

W P E N Philadelphia 5000 WATTS • 950 ON THE DIAL Affiliated Station of the Atlantic Coast Network

WENR Blue Points WENR recently delivered 700% more returns than the advertiser expected! Here is real pulling power! WENR is Chicago's Basic Blue Network Station. 50,000 watts on a clear channel, 890 k.c. Represented nationally by Blue Spot Sales.

LaRoche Issues Warning

Gives Suggestions Of Vulgarly And Untruths In Ads

(Continued from Page 1)

in it will have been dissipated. Furthermore, advertising must dedicate itself immediately to the war regardless of political discord in Washington, D. C., if it is to stand a chance in peace time.

Straightforward warning and challenges were issued yesterday by Chester LaRoche, chairman of the War Advertising Council, in an address before the Advertising Club Conference of War Activities of the Advertising Federation of America's war advertising conference at the Waldorf-Astoria.

At an earlier session, during the luncheon period, the conference heard talks by Major George Fielding Eliot, military analyst of the New York "Herald-Tribune"; Max Hill, former head of the AP's Tokio office; George Sokolsky, author and lecturer. Edwin S. Friendly, business manager of the New York "Sun," substituted for Col. Gilbert T. Hodges, chairman of the "Sun's" executive committee, as presiding officer. Hodges was reported ill with a cold.

Egolf Chairman

Williard D. Egolf, vice-president of the AFA, and assistant to the president of NAB, chairmanned the afternoon session, which, in addition to LaRoche, offered Herman Wolf, assistant chief of staff, War Production Drive Headquarters, Washington, D. C., on "How Advertising Can Promote Production"; Paul Bolton, former chief, Campaigns Section, ODT, Washington, D. C., on "What the Clubs Can Do to Help the War Agencies."

LaRoche's reference to the political discord in Washington and his urging advertising to live up to its functions despite all else, were pointed rebuttals aimed at George Sokolsky, writer and lecturer, who, at the luncheon session preceding the LaRoche address, accused the administration of hampering the war progress through its ineptitude and political bickerings.

In fact, LaRoche veered from his prepared text, to open his talk with: "We feel we can do something despite Harry Hopkins and the NAM." Sokolsky had quipped bitingly, about the advisory position of Hopkins to the President, and in no uncertain terms, opined in keeping with the barrages leveled at the government by the NAM in recent months.

Have Enough Codes

Continuing his unmitigated attack on the substandard advertisers, LaRoche declared: "There is too much vulgarity, shading or absolute disregard for truth in this business. Many speeches have been made on the subject. But we can't go on

without taking action. There is no use writing more codes. We have plenty of codes, but it is apparent they are not doing their job. The job, to my mind, belongs in one place. It belongs with those who have the power to prevent such advertising appearing, and that is with the four great media of the nation. We should ask these four media to get together to set up a strong force of their own that will do this job, and if we don't there is no doubt that the government will have to do it for us. We will not be able to do our peace-time job to the full, unless we have lived up to our opportunity in this war."

Asks Positive Action

Throughout his talk, LaRoche's attitude was a constructive one, holding that mistakes have been made, and that politics do prevail, but that advertising should do its own job well and not only set an example, but extend itself beyond the current defensive status. On this score he declared:

"Must we wait until Washington has its house in order? No. Fortunately, there is a greater power than any in Washington. That is the resourcefulness, initiative and will of the people. This war cannot be won in Washington. Nor do I want to claim that advertising can win it either. All things must work to-

gether. The worse they do in Washington, the better we want to do."

"Businessmen are constantly criticizing Washington for lack of leadership, coordination and planning. Far better than argument is a demonstration of how we can organize and plan ourselves."

Applauds Gov't Adv. Policy

Giving further evidence of his constructive attitude toward government and advertising LaRoche pointed out: that "the government has a definite advertising policy. It has said that the job of informing the people through advertising should be done by business. This is the kind of a decision that should be applauded by business, for it is one that allows business to keep its name before the public, and at the same time to make a definite contribution to unify the nation. And it keeps advertising out of politics; prevents huge sums from being expended by government for advertising in a way that might cause suspicion, and that would certainly be wasteful, since they do not know the business."

Agreeing with the warnings sounded yesterday by Carroll H. Larrabee, president of Printers' Ink Publishing Co., who condemned advertising trading on war themes and other dishonest advertisers, LaRoche set up a definition and standard of what

Give Suggestion For War Copy; Backs OWI

would constitute proper advertising from now on in during the run of the war. He said:

"What is a war message? Do war advertising simply show pictures of tanks, or ships or soldiers. Obviously not. It is 18 months since Pearl Harbor. Is war advertising that which tells how the company products are helping win the war. Generally, no. This sort of advertising doesn't help get action by the people, and in the midst of a struggle for survival, it is even questionable whether it can build goodwill. There is one exception—advertising which tells us of the new advances and scientific achievements of the industry."

Hits "E" Award Advertising

He placed in the category of no war advertising, boasts about "E" and "M" awards, and in committing himself strongly on that score, noted that the standard would cut off many sources of advertising revenue in both newspapers and on the radio, but added that the same moneys spent could be put to better use if the organization sponsored a program of advertisement which carried a specific war message educating the public to nutrition, or manpower ration problems helpful to the nation's war effort.

Hits "Production Record" Copy

Good production records which firms have been using as a basis for advertising, he said, are nothing more than compliance with duty and obligation, and even then the firms are making a profit at it, so the achievements are hardly fit for advertising expenditures when the same expenditures could be put to better use.

As a guide to advertisers, then, he defined war advertising: "War advertising is advertising which induces people, through information, understanding or persuasion, to take certain actions necessary to the speed winning of the war. War advertising follows official themes. It is based on official copy policy."

"Advertising is the voice of business. It is the only way the public has of judging what business thinks. Business by cooperating wholeheartedly in the spreading of war messages, has a chance to prove itself alert, again, unselfish, and deeply concerned with the winning of the war."

Supports OWI Domestic Branch

LaRoche reiterated his support of the OWI's Domestic Branch, and particular its Radio and Program Coordinating divisions. He reported on his testimony before the Senate Committee, and paid high tribute to the integrity of Elmer Davis as "a man who knows no politics" in performing his duty.

TODAY'S AGENDA WAR ADVERTISING CONFERENCE ADVERTISING FEDERATION OF AMERICA

NATIONAL ASSOCIATION OF BROADCASTERS

9:30 A.M.

Sales Managers Division
SERT ROOM

Presiding

LEWIS H. AVERY, director, Department of Broadcast Advertising, National Association of Broadcasters.

Panel Discussions on

WHAT THE NEW FCC REGULATIONS MEAN TO ADVERTISERS
THE WARTIME RADIO AUDIENCE

DIRECT ADVERTISING CONFERENCE

Sponsored by

GRAPHIC ARTS VICTORY COMMITTEE

and

DIRECT MAIL ADVERTISING ASSOCIATION

9:30 A.M.

LE PERROQUET X

Presiding

HENRY HOKE, program chairman, Graphic Arts Victory Committee.
Panel discussions on new government projects in which private industry is co-operating. The place of graphic arts in the post-war development.

LEADERS OF DISCUSSION:

HOWARD HOVDE, special consultant on small business clinics, United States Department of Commerce.

HERMAN WOLF, assistant chief of staff, War Production Drive Headquarters.

HARRISON SAYRE, American Education Press, Inc., Columbus, Ohio.

PAUL BOLTON, recently campaign manager Office of Defense Transportation.

Members of Graphic Arts Victory Committee executive board: RICHARD MESSNER, EDWARD MAYER, HARRY PORTER.

GENERAL SESSION LUNCHEON

12:15 o'Clock

WEDGEWOOD ROOM

Presiding

MERRIL C. MEIGS, vice president, The Hearst Corporation, Chicago; director, Advertising Federation of America.

PAUL G. HOFFMAN, chairman, Committee on Economic Development, president, Studebaker Corporation, South Bend, Indiana, "Industry's Job in the Post War Era."

JOHN E. WILEY, vice president, Fuller & Smith & Ross, Inc., New York, "Advertising's Place in the Post War Era."

Mass AFA Resolution Hitting FCC Decision

(Continued from Page 1)

America notes with profound concern the recent supreme judicial interpretation that the Communications Commission not only confers upon the Federal Communications Commission the power to supervise the traffic of radio broadcasting but also 'puts upon the Commission the burden of determining the composition of that traffic.' The serious implications of the decision thus interpreted go far beyond the field of radio. Freedom of the press, and in fact, freedom of all forms of communication are apparently placed in jeopardy. All advertising media and the content of advertising itself could be embraced in this line of reasoning.

We respectfully urge the members of Congress to weigh the need for legislation to clarify and make secure the freedom of communications against the possibility of capricious regulation."

Three other resolutions adopted supported descriptive labelling of consumer products as against the government's proposed assigned grades; endorsed the campaign to rid the land of irresponsible advertisers and advertising which reflects bad taste, rigidity and wilful perversion; urged advertising to greater concentration on war tasks though recognizing its great achievements thus far.

Dawson AFA President; Other Officials Chosen

At the annual business meeting of the Advertising Federation of America, late yesterday afternoon at the Waldorf-Astoria, Joe M. Dawson, president of Tracy-Locke-Dawson, Inc., New York, and a hold-over director of the AFA, was elected president of the Federation to succeed James A. Welch of the Crowell-Willier Publishing Company. Bruce Barton, president of BBD&O, was elected as a new director and chairman of the board.

Clara H. Zillissen, advertising manager of the Philadelphia Electric Co.; Albert S. Peare, manager of GE's Publicity Department, Schenectady, N. Y. and Charles E. Murphy, attorney, were re-elected secretary, treasurer and general counsel respectively.

At the election of the Council on Advertising Clubs, held in the morning at the 39th meeting of the Advertising Federation of America, Forbes McKay, Associate Advertising Manager of the Progressive Farmer-Ruralist Company, Birmingham, Ala., was elected chairman; Paul A. Kelly, Capital Finance Corp., Columbus, Ohio and Willard D. Egolf, assistant to the President, National Association of Broadcasters, Washington, D. C., vice-chairman. McKay and Egolf were re-elected to their offices.

By virtue of these offices these three men automatically become vice-presidents of the Advertising Federation of America.



PROMOTION



"Mail Bag" Anniversary

A year ago this June, CBS mailed the first issue of its "Mail Bag" to former CBS men in the armed forces. The "Mail Bag," written by Jack Hoins, member of the CBS Press Information Department, contains letters from former Columbia men now serving their country as well as Hoins' humorous home front observations, network news and servicemen's pictures. During the year the "Mail Bag" issues contained more than 300,000 words. The "Mail Bag" is sent to camps in the 48 states, to United Nations bases throughout the world and is read avidly by ex-CBSers and buddies.

At the end of 1940, Columbia had 11 men in the services. A year later—three weeks after Pearl Harbor—there were 108, of which 65 were from CBS New York. When the first "Mail Bag" was issued it was sent to 256 men. The mailing list today is 610. New York leads with 355. KNX, Los Angeles is next with 92; followed by WBBM, Chicago, 43; KMOX, St. Louis, 31; WEEL, Boston, 26; WTOP, Washington, 25; WCCO, Minneapolis, 22, and WBT, Charlotte, 11.

Cartoon-Illustrated Letters

Capitalizing on the predilection of the American public for cartoons, WFIL, Philadelphia has acquired the services of John Rosol, free-lance artist famed for his "Cat Cartoons" in the "Saturday Evening Post" and the "Farm Journal," to illustrate a series of letters to be sent to agencies, time-buyers and a selected group of advertisers to promote WFIL's "News 'n' Music," the sponsorship of the Philadelphia "Eagles" football series, "Polly and Mike Hunnicutt," "Tom Moorehead," "The Pulse of American Opinion," "Those Were the Days," and "The Korn Kobblers."

Each letter will be illustrated with subjects appropriate to programs.

NAB's Dorothy Lewis Parties Gals At AFA

Mrs. Dorothy Lewis, Coordinator of Listener Activities of NAB, gave a cocktail party, yesterday, at the New Weston, for visiting women directors attending the AFA convention. Most of them are members of the Association of Women Directors of NAB, an organization which Mrs. Lewis has promoted as a means of exchanging trade data and developments for the improvement of radio production. Membership now totals 580.

Among those present at the party were Ruth Chilton, president, of WSYR, Syracuse, N. Y.; Rhea McCarty, WCOL, Columbus, treasurer, delegate of the Columbus, Ohio, advertising Club winning one of the AFA achievement awards; Ann Ginn, WTCN, Minneapolis; Gertrude Broderick, WRC, Washington, D. C.; Linnea Nelson, time buyer at J. Walter Thompson; Elsie Dick, Religious Director, Mutual Broadcasting

"National Heckle Hour"

Under the authorship of Priscilla Jaquith the July Coronet features the Blue Network "Town Meeting of the Air" as the "National Heckle Hour."

Miss Jaquith captivates the readers' interest with the topic sentence "Anything can happen—and usually does." Having presented a brief anecdote of a usual incident occurring at one of the broadcasts, the authoress digresses to the origination of the Blue Network series. According to Miss Jaquith, George V. Denny, Jr., former actor and play manager who is ring master of Town Meeting, said that one spring evening in 1934 he stepped out to take a walk after listening to one of President Roosevelt's fireside chats and he met a friend. He asked him what he (the friend) thought of the President's speech. The friend replied that he hadn't heard it as he had been visiting a neighbor who was such a rabid Roosevelt hater that he wouldn't even tune in. That remark stirred Denny to thinking, believing that there must be millions of other Americans who were closing their minds to the other fellow's viewpoint. That wasn't democracy, not as Denny understood it. Before he went home that evening Denny had devised a radio show on which free speech would be free for all.

A coincidental meeting at a luncheon Mrs. Richard C. Patterson, Jr., whose husband was then executive vice-president of NBC, expressed an interest and conveyed the possibilities to her husband. He in turn told John F. Royal who placed the program on the air, signing Denny to six trial shows.

Miss Jaquith, whereupon, presents a brief history of the series, citing the difficulties, the incidents and other unusual events that eventually occur in arranging the weekly program.

"March Of Time" Show To Vacation Until Aug. 19

"March of Time" goes off the air for a six-week summer vacation following tomorrow's broadcast, returning on August 19 at the same hour, 10:30 p.m., EWT, over NBC. Westbrook Van Voorhis, "Voice of Time," will again serve as commentator. During the past year, the show has been streamlined to give listeners first-hand reports on the war and 213 "people who make the news" have appeared before the "March of Time" microphone.

System; Lucile Clark, director of publicity of the American Girl Scouts organization; Grace Johnsen, public service division of the Blue Network; Alma Kitchell, commentator, Blue Network; Gracia Wood, National Association of Manufacturers; Kathryn Cravens, commentator, WNEW; Lt. Hazel Markel, now a WAVE; Henriette K. Harrison, radio director of the National Council of YMCA's.

Industry 'Unanimous' For OWI, Says Miller

(Continued from Page 1)

that failure to continue the bureau would mean a "chaotic condition, very detrimental to the war program."

"I have communicated with our board of directors," said Miller, "based on their replies and other information, I can state that broadcasters are practically unanimously of the opinion that the radio bureau of the Office of War Information has done an exceedingly good job in program coordination and clearance activities and has produced a condition which is vastly superior to the chaotic condition which existed prior to the commencement of these activities.

Lauds Bureau's Work

"Broadcasters and advertisers early offered their cooperation to the government and over the last several years have contributed radio time valued at millions of dollars to assist in campaigns and other activities in connection with the war program. It early became evident that to make the most effective use of the radio time available it was necessary that some agency be empowered to coordinate the requests and needs of the various government agencies and to determine the relative importance of the various campaigns and other activities. The radio bureau of the Office of War Information assumed that task and by the creation of the program allocation plan and in other ways has rendered a service of the greatest value to the government, to advertising sponsors, to broadcasters and to the listening audience. We have worked in close cooperation with the radio bureau and I am glad to state that in our opinion this work of coordination and program clearance has been carried on in an able, intelligent and satisfactory manner.

"Broadcasters are unanimously of the opinion that this work has been very helpful and express the hope that funds for its continuation will be provided. They believe that failure to continue this work would produce a chaotic condition similar to the one which existed prior to the creation of the radio bureau, and the result would be very detrimental to the war program."

Members of Congress were also provided with copies of the CBS speech delivered in defense of the OWI last Saturday by Senator Elbert Thomas, Utah Democrat. This address, in which Senator Thomas declared that the broadcasting industry, as indicated by "RADIO DAILY, the newspaper of the industry," supports OWI, was inserted in the Congressional Record by Senator Lister Hill of Alabama.

McBride Festival Guest

Mary Margaret McBride, heard over WEAF, Mondays through Fridays, 1 p.m., EWT, will be the guest of honor at the Strawberry Festival under the auspices of the Dorcas Society in Danbury, Conn., July 2,

★ ★ Coast-to-Coast ★ ★

GIMBEL BROS. has become the first of Pittsburgh's large department stores to place a continuous full year daily program on a 50,000-watt station, KDKA, Pittsburgh. Newscaster Bill Hinds reports on the news daily from Monday through Friday. The contract began Monday, June 28. The business was placed with KDKA by L. H. Neipin of the J. Grant agency in Pittsburgh.

Eighteen quarter-hour periods a week have been contracted over KOY, Phoenix and the Arizona network by Miles Laboratories for Alka-Seltzer. Three and one-half hours will be devoted to World News and the other hour to Lum and Abner. The news broadcasts began Sunday, twice daily, at 11 a.m. and 10 p.m. Glenn Hardy is the newscaster. The entire account, amounting to 234 hours in a year was placed with KOY through Associated Advertisers, Inc., Los Angeles.

Jack Beck, who portrays the Cisco Kid on Mutual, has been chosen by a girl scout troop as their pin-up boy for July.

A new program, "Junior Bookshelf," presented by the Junior League of Oklahoma City, features dramatizations from the best children's books in the public library over WKY, Oklahoma City, NBC outlet, each Saturday morning. John Martin, formerly with KARK, Little Rock, is the new WKY announcer.

Bea Berk, assistant to WINS, New York, program director Herbert Sheldon, has been transferred to the promotion and publicity department as assistant to Bill Carley, director of news, promotion and publicity. Frank King, in charge of the WINS mail room, no sooner had started his annual vacation, than Uncle Sam called him. WINS sports commentator Don Dunphy and news editor Sid Schechtman played softball with the radio sports announcers' team recently on Long Island. The game was played to raise funds for war charities. Dunphy was the only casualty as an adversary poked his elbow in Dunphy's left eye coming into second base.

Fern Rivers left the program department of KFAR, Fairbanks, Alaska, to enlist in the women's auxiliary Marine Corps. Mrs. Beryl Swift, formerly of the University

of Alaska, will replace Miss Rivers. Henry Portine, formerly with KEVR and KOL, Seattle, now with the communications division of Pan-American Airways in Fairbanks, is announcing part-time for KFAR. Manager Bud Foster recently returned after a long distance business trip covering 10,000 miles, flying most the time. Assistant manager Al Bradstedt handled the NBC features during his absence.

The Turbo-Aire Corp., manufacturers of fuel saver, is sponsoring true stories of the courageous deeds of our fighting men over WTOL, Toledo, six nights a week on the program titled "Today's American Heroes."

Roy Drushall, KDYL, Salt Lake City, has been promoted to chief announcer. W. E. Wagstaff, commercial manager, returned to his desk after conferring with station representatives on a new station plan of war advertising.

WING, Dayton, announced that their stamp house in the downtown area, operated in cooperation with the D. A. R. has sold to date \$1,200,000 worth of war stamps, representing an average sale of 25 cents each.

L. O. Klivans, president and general manager of Burt's Department store in Cleveland, signed a renewal contract with WCLE, Cleveland, for the "Big Broadcast" program. The program will have been on air for eight years coming October.

Ruthrauff & Ryan, representing Noxzema's "Quiz of Two Cities" between Springfield and Hartford on WTIC, Hartford, sent the jackpot refund to the national campaign to raise funds for the erection of a shrine at Waterloo, Ia. to the memory of the five Sullivan brothers who lost their lives with the sinking of the Juneau in the Pacific.

The new announcing staff member of WTAG, Worcester, is William Fariss who comes to the station from WHN, New York. He was formerly associated with WOV, New York; WCOP, Boston; WBYN, New York and WSN, Nashville. Fariss replaces Earl Steele who is now staff announcer on CBS.

WWNY, Watertown, N. Y., broadcast a half-hour program recently from the Massena plant of the Aluminum Company of America, featuring the presentation of 43 awards by the Labor Management Committee of ALCOA for prize winning suggestions on how to increase production and efficiency at the war plant.

As he has numerous letters forwarded to him Bill Kitay, former record jockey of WBYN, WWRL and WEVD, all of New York, has informed Radio Daily that his friends may contact him in the editorial room of the Toledo (O.) "Blade." He is now a general assignment reporter. Say hello to Tom Harris on the copy desk for RD's Mike.

Bill Fittler, Philadelphia, while helping out the announcers at WNLC, New London, Conn., wound up with a job. Helen Sutton, women's program director at WNLC has no worries about gasoline rationing as she drives an ambulance for the New London chapter of the Red Cross.

Rex Howell, owner and manager of KFXJ, Grand Junction, Colo., has been commissioned a first lieutenant in the Civil Air Patrol, serving as commander of the newly organized squadron at Grand Junction. Plans are in the making for a district NAB meeting sometime in July with Glenwood Springs, Colo. as the choice city. When Dailey Bros. Circus arrived in town all the top flight performers were pressed into service over KFXJ to put on a bond selling campaign on one of the downtown streets.

Frank McGrann, a former exploitation director for Columbia pictures and more recently engaged in radio work, will enter the employment agency field, inaugurating a radio and motion picture division for the Positions Securing Bureau, Inc. McGrann will make his headquarters on Madison Avenue, the midtown office of the PSB, headed by George L. Stone.

All phases of Red Cross activities will be brought before the public in a new series of WAAT, Jersey City, programs. The first will be heard Wednesday, featuring a Red Cross appeal for dietician aides.

Constance Estey has returned to the secretarial staff, of WHEB, Portsmouth, N. H., replacing Mrs. Florence Violet, who resigned to return to her Minneapolis home after her husband left for submarine duty. The painters now busy giving the air-conditioned, all-steel structure of WHEB a gleaming summer coat of white. The interior will also be painted. Disgusted at the delay of carpenters to move in and do the job, WHEB's Chief Engineer, Paul Lindsay, assembled his gain-riders and set up a work bench in the control room. Although it is not finished, it looks good so far, according to Lindsay.

Scott Douglas has resigned from the announcing staff of WOR to engage in freelance work.

Carl Nielson, formerly of KJBS, San Francisco, has replaced Don Staley as sales representative of KPO, San Francisco. Selling staff of KPO now consists of A. I. Crapsey, sales manager and Walter Tollison as well as Neilson.

The new addition to the CKBI, Prince Albert, Sask. staff is Steve Michner.

Bob Dixon, special events chief at WTAG, Worcester, is an expert hand-crafter who spends his off-moments carving wooden figures in relief. He is also a talented leather carver and before the war fashioned pewter utensils.

With countless thousands of men and women working irregular hours in factories in Hartford, WDRC, Hartford has begun an early morning and late night spot campaign to have radio listeners turn the volume of their receivers down for war workers who may be sleeping at the time.

The WJZ Victory Troop moved the USO Club House Tuesday, at La Beach, L. I., for the 119th performance for soldiers, sailors, merchant mariners and coast guardsmen featuring Vicki Vickee, Donald Bar The Kibitzers, Blanche Norma Elissa Minet, Jeanne Roy, Texas J. Robertson and Walter Fleisher. WJZ Victory Troop Shows are under the supervision of John McNeil, station manager, and directed by Jose Seiferth, audience promotion manager.

Ruth Howard, daughter of comedian Tom Howard, and her husband, Rex Howell, will collaborate on a new stationer which will get under way next week on WBYN. Material will be concerned, primarily, with topics of interest to women. New program will supplement their production on WOR.

Bob Purcell, recently appointed special events director of KECA-KI Los Angeles, was introduced to the audience during the "Music to Remember" broadcast.

KGO, San Francisco, has been fortified with two additions to the sales staff. Rh Rhodes, sales manager, announced. They are; Frank Samuels who spent two years as regional sales manager for KO Omaha, KFAB and KFOR, Lincoln, Neb. John Springer, was formerly with the sales department of KIRO, Seattle. Larry Robertson, former production manager KGO, has been transferred to the Hollywood office of the Blue Network. He signed to the production department.

"Dancing Under Stars" Name Bands, On WNY

Presented as a public service through Mayor F. H. LaGuardia with the cooperation of Musicians Union Local 802 AFM, Consolidated Edison Company and the New York City Park Department WNYC, New York will broadcast once again the program "Dancing Under the Stars" featuring name bands during the month of July and August, beginning tomorrow.

Thursday broadcasts from 8:30 to 9 p.m. will be heard from the Prospect Park dance area while the Friday programs from 9:30 to 10 p.m. will be broadcast from the Mall in Central Park. Bob Allen is scheduled to be heard tomorrow followed by Judy Kayne, July 2; Sammy Kaye, July 1; Johnny McGee, July 9; Jerry Wall, July 15 and 16; Joe Venuti, July 22 and 23, and Will Osborne, July 29 and 30. The August schedule has not been released yet.

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

June 30

- Phil Carlin
- H. R. Gross
- Nina Klowden
- John Mayo
- Frank Gallop
- Barbara Heinze
- Sunda Love
- George McCullough