

# Durr Urges Free Speech

## Talent Parity In AFRA-ET Pact

Following Friday's meeting between the American Federation of Artists and the signatories of the AFRA-ET pact, it was agreed that the items of the talent union would be paid and artists be paid for transcriptions as for their programs. Contract which was signed yesterday will result in a new agreement, possibly today. An accord has been reached and it is held to be about all that can be done for. Meetings have been held for. (Continued on Page 6)

## Committee Of NAB Meet In N. Y. Dec. 1-2

Washington Bureau, **RADIO DAILY**—The new NAB music committee will meet for the first time on December 1 and 2 at the Hotel Roosevelt, New York, to review the status of the music field in connection with AFM and ASCAP. The whole music field is coming before the committee, says a source here, and that the music field have "too long" been neglected.

## Industry Learns About Sponsored Programs

Washington Bureau, **RADIO DAILY**—A substantial increase in the number of sponsored hours on the Blue Network for October this year compared with the same month in 1942, according to figures released by Edward J. Evans, research manager. The average number of stations per sponsored hour has also increased. (Continued on Page 3)

## Life Saver

Clas jumped the gun at network offices the other day. He found packages of Life Saver at their desks when they returned to work. "Did the gifts have a commercial sponsor?" one of the building was queried, and it was reminded that Edward J. Evans, new owner of the web, also of the Life Saver organi-

### No Paper Tomorrow

Tomorrow, being Election Day, when Americans exercise their traditional right of expressing their preferences at the polls, **RADIO DAILY** will not be published.

## Mutual Web Enlarges Station Relations Dept.

Expansion of the station relations division of Mutual with Richard F. Connor named director of the network's station relations department was announced Saturday by Miller McClintock, MBS president.

Connor, who came to Mutual from OWI in May, will have complete charge of station relations, station traffic and engineering traffic and will also direct the activities of six key managers in various parts of the country. Named as regional managers are: (Continued on Page 2)

## NBC Will Broadcast Davis Awards, Tomorrow

Results of the third annual competition for the H. P. Davis National Memorial Announcers' Award will be broadcast by NBC in a special program Tuesday, Nov. 2 at 12:30 p.m., EWT. At that time, the national winner and four sectional winners will be named.

The awards were established in 1941 by Mrs. H. P. Davis, widow of H. P. Davis. (Continued on Page 3)

## Commissioner Of FCC In Address To Free World Congress Discusses Nets, NAB, CBS News Policy

### Shirer Defends CBS News Policy

Defending CBS' view of freedom of speech on the air and asserting that his broadcasts have not been restricted by any network policy, William L. Shirer, commentator, spoke before the third Free World Congress which was held in New York on Friday.

"A great deal has been said about the pressure on commentators by their sponsors," Mr. Shirer declared. (Continued on Page 2)

## Aluminum Co. Buys Show On Full NBC Network

Utilizing the full NBC coast-to-coast network, the Aluminum Company of America will sponsor a serial drama, "Lighted Windows," which will be heard each Saturday beginning December 4, 11:30 a.m. to 12:30 p.m. (Continued on Page 3)

## OWI New York Meeting Sets Plans For 1944

OWI officials, along with clients, agencies and network representatives held a completely off-the-record meeting late Thursday afternoon with OWI officials. (Continued on Page 2)

Stressing the need of more freedom of speech on the air, FCC Commissioner C. J. Durr addressed the third Free World Congress at the McAlpin Hotel, New York, last Friday. Commissioner Durr took occasion to give the networks a verbal spanking, dwelt on the NAB code and touched on the controversial issues incident to the CBS declaration of its new broadcast policy.

"In the United States," Commissioner Durr said, "we have endeavored to obtain a maximum of freedom of speech." (Continued on Page 7)

## Victor Tells Artists AFM Dispute Status

Coincidental with RCA Victor, Columbia Recording Corp. and NBC Radio Recording Division appearing before the War Labor Board in the disk dispute with the American Federation of Musicians, J. W. Murray, general manager of the RCA Victor Recording Division, late Friday in New York. (Continued on Page 6)

## Denny Denies Approving Affiliate Contract Of CBS

Washington Bureau, **RADIO DAILY**—Charles Denny, FCC general counsel, said Friday that he had not approved the affiliation contract CBS is currently using. He did not say whether he had approved the contract. (Continued on Page 7)

## ★ THE WEEK IN RADIO ★

### NAB Protests AFM Deal

By PEGGY BYRNE

NATIONAL Association of Broadcasters, via its Steering Committee, vehemently condemned the AFM contract recently signed by nine disk firms. Predicting that payments to the union would "be destructive of good relations between all labor and all industry," the Committee charged AFM chief James C. Petrillo with establishing a "vicious" principle "as economically and socially unsound as extortion is immoral and illegal." Columbia Recording Corp., RCA-Victor

and NBC-Thesaurus were praised for opposing the agreement, and the WLB panel conducting the hearings was chastised for stepping out of its mediatory role and abetting the formation of the contract. NAB pointed out that the panel must now try to consider impartially what it previously advocated. WLB hearings on the case of the remaining petitioners (Columbia, RCA, NBC) were held. (Continued on Page 3)

### Spot News

John Whitmore, of WOR's War Service and News Division hid himself and Soundscribe recording outfit down the New Jersey coast when word was received of impending disaster to two merchant marine vessels about to run aground. Later he aired sound of the breeches buoy being played out, foghorns, barked orders as well as interviews with survivors.





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# FINANCIAL

(October 29)

## NEW YORK STOCK EXCHANGE

	High	Low	Close	Net Chg.
Am. Tel. & Tel.	156 7/8	156 1/2	156 1/2	- 3/8
CBS A	23	23	23	0
CBS B	23	23	23	+ 1/2
Crosley Corp.	19 5/8	19 1/4	19 1/4	- 1/4
Farnsworth Tel. & Rad.	10 7/8	9 3/4	10 1/2	+ 1/2
Gen. Electric	36 7/8	36 1/8	36 3/8	- 5/8
Philco	23 3/4	22 1/2	22 1/2	- 1/2
RCA Common	10 1/2	10 1/8	10 1/4	- 1/8
RCA First Tfd	70 1/4	69 1/2	70 1/2	+ 1/8
Stewart-Warner	11 7/8	11 3/4	11 3/4	- 1/4
Westinghouse	95 7/8	95 1/4	95 1/4	- 1/4
Zenith Radio	34 3/4	33 7/8	33 7/8	- 1/4

## OVER THE COUNTER

	Bid	Asked
WCAO (Baltimore)	20	
WJR (Detroit)	29	

## Resinol On KGO

Blue Spot Sales has sold a contract for KGO with the Resinol Co. for Resinol ointment and soap, the sponsor taking six participations weekly in the "Noon Hour Club Program" for 26 weeks. Agency is Courtland D. Ferguson.

# 20 YEARS AGO TODAY

(November 1, 1923)

Movie actor Lou Tellegen scheduled to be heard on WOR... David Lloyd George made a "chain" broadcast over WJAF, WCAP and WJAR while on a good will tour of the United States... Progress is reported by engineers on short wave broadcasting with tremendous advances being made by Marconi.

**W M F F** THE NETWORK  
Plattsburg, N. Y.

CONSISTENTLY SELLING THE NORTH COUNTRY'S RICHEST MARKET  
George P. Hollingbery, Rep.

# Latitude On Radio Defended By Shirer, Beatty and Sergio

(Continued from Page 1)

"I, myself have never had as much as a whisper of a suggestion from my sponsor about the content of my broadcasts, but I concede—or at least I have been told—some commentators have not always been so fortunate.

"Certainly, it is to the interest of the broadcasting companies and stations themselves as well as, in the long run, to the advertising sponsors that there be no interference in the presentation of news or news analysis over the air by the sponsor, otherwise you would have the air filled with nothing but commentary reflecting the political, economic and social views of the few business men in America who happen to advertise on the radio. Despite perhaps a few abuses here and there, I do not think that is true of the situation in radio today.

"Recently, as you know, there was some controversy about the policy of a network—CBS—about the advisability of a commentator expressing his personal opinions over the air. The problem involved is not so simple as it might at first seem. Naturally, all of us whether we are on the air or would like to be on the air—which takes in quite a few citizens—would like to be free to shoot off our mouths as we damn well please, but on the other hand, it seems to me the handful of men who are now analyzing news on the air have a certain responsibility because of their peculiar position and that very responsibility, when you come right down to it, imposes certain restrictions. It makes, in other words, our freedom less absolute.

"The Association of Radio News

Analysts, for example, has drawn up a code of ethics which opposes all censorship of broadcast material except by the government in the interest of the public during a national emergency; that second paragraph which got us into some trouble and got a lot of publicity. What the public did not hear was that the analysts themselves in their code of ethics require commentators to exercise sound judgment, good taste and the avoidance of sensationalism in both the substance of their broadcast material and in the manner of its presentation."

## Calls Public Most Important

Public's role as recipient of news, said WQXR commentator Lisa Sergio, is more important than the giver of news. Contrasting the restraints of totalitarian countries with our own democratic processes, she stressed the responsibility of listeners to become aware of facts and situations so that they can properly evaluate the opinions of commentators.

Bessie Beatty, Mutual woman's commentator, stated that almost all of the censorship she had encountered had come from her radio audience. Only once, she declared, was she challenged by a sponsor, who responded to a listener's complaint that her husband (also on her program) had a British accent. MBS had given her latitude to talk about the things that interested her, she said, and wartime Government regulation was reasonable.

Miss Beatty said in conclusion that compromise was not possible on the principle of free speech, which must have support from commentators and public alike.

## OWI New York Meeting Sets Plans For 1944

(Continued from Page 1)

additional meetings reaching into the evening hours, with the result that tentative plans were outlined for the coming year. Plans of course related to the OWI's allocation setup for advertisers and networks. It is expected that it would take OWI officials a few days yet to digest carefully the plans fully and the results of the sessions which were held highly successful.

With allocations the subject, various speakers were heard followed by open discussion by the comparatively small but representative group. Elmer Davis, head of the OWI knepoted the meet with considerable praise of both the efforts of the advertisers, radio and the work of the OWI staff. Other speakers included Phil Cohan, Geo. Ludlam, Jack Mullen, John Hymes, Wm. Fairbanks, Cornwell Jackson, from Hollywood, Peter Barnum and Bill Spire. All of the OWI New York or Washington bureaus.

Organizations represented were the War Advertising Council which is headed by Chester LaRoche and the Radio Advisory Committee, headed by Hegan Bayliss.

## First Vacation Scheduled For "Stars And Stripes"

"Stars and Stripes in Britain," Anglo-American servicemen's exchange feature presented over Mutual via BBC, is taking its first vacation from the air waves since it began about a year and a half ago, has been announced. More than 1,300 members of the U. S. forces, stationed in Great Britain and North Africa, are reported heard on the program.

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.

# Mutual Web Enlarges Station Relations Division

(Continued from Page 1)

are: Edwin T. Otis, manager Eastern division; James A. Ma manager of the western division; Charles Godwin, manager of southern division, Andrew L. manager of engineering traffic; Nicoll, manager of station traffic; manager of the central division; Chicag is yet to be appointed.

## McClintock Comments

"The enlargement of our station relations division is typical of the general departmental expansion Mutual is experiencing in all branches of the organization," McClintock "a natural and healthy development motivated by Mutual's encouragement and record-breaking sales growth at Mutual desire the closest possible affinity to the problems and plan our member and affiliated stations and are pledged to consolidate relations we now enjoy, for a complete understanding of each other's problems, which we believe, is key to successful network operation. I am confident that under Dick Nor's able guidance Mutual's station relations division will perpetuate network-station relationship."

## Other Appointments

Other assignments announced: Gertrude Buchta, Supervisor Line Facilities, Margaret Rice, Supervisor of Wire Communication; Dorothy Rubel, Supervisor of Commercial Program Affidavits; Jaffe, Supervisor of Traffic Memoranda; Secretaries Matilda Price, Can Lederer, Eleanor Berk, Alice Cor Clerks Mary Rice, Dorothy Ack Martha Kirk, round out the station relations department. Dorothy Nicoll will be assistant to Paula Ni

## 10 Credit Houses . . . Exclusive!

To look over sponsors using W-I-T-H . . . is to look at the variety of firms that make up Baltimore business! From the specialty shop with its high priced clothes . . . from the fellow who'll shingle your roof . . . to the credit houses that look for low cost results. 10 of these credit houses use W-I-T-H exclusively.

**W-I-T-H**

**IN BALTIMORE**  
TOM TINSLEY, President  
REPRESENTED BY HEADLEY-REED



**THE WEEK IN RADIO**

**... NAB Protests AFM Deal**

*(Continued from Page 1)*

the AFM resumes this morn-  
10:30.  
al Communications Commis-  
st week asked the Columbia  
isting System for a full ex-  
an of several recent affiliation  
ts and statements made coin-  
with the signing of them, on  
unds that the network and the  
s may be violating the web  
ons. Commission also referred  
S circular letter sent out last  
a which Columbia stipulated  
rs for afternoon and evening  
sting segments instead of the  
ours required under the regu-  
and in which the Commission  
"time schedule specified....  
t an option time schedule"....  
re to its affiliates, CBS claimed  
e contracts mentioned were  
ed with FCC general counsel  
Denny and had been ap-  
by him, and that the FCC had  
strued its June letter.  
Arney, Jr., NAB secretary,  
rshall Pengra, chairman of the  
mall-market stations commit-  
eared last week before the  
Banking and Currency Com-  
hearings on the Bankhead bill  
ublish a fund to buy advertis-  
War Bonds in small news-  
to present the industry's rea-  
opposing the bill....Incorpo-  
papers of the Cosmopolitan  
esting Corp. were filed last  
New firm will own and oper-

ate WMCA, New York, with Nathan  
Straus and Davega-City Radio, Inc.  
as owners. Station was sold to Straus  
by Edward J. Noble, new owner of  
the Blue Network....Senate Inter-  
state Commerce Committee hearings  
on the White-Wheeler bill to reor-  
ganize the FCC will start this Wednes-  
day, it was announced last week....  
Seventh Annual Meeting of the School  
Broadcast Conference will open in  
Chicago on November 28. First day  
will be devoted to special meetings  
of the Association for Education by  
Radio, the National Association of  
Educational Broadcasters, Alpha Ep-  
silon Rho and FM Educational Broad-  
casters....Eugene O'Fallon, head of  
KFEL, Denver, filed suit against the  
"Denver Post" to compel the paper  
to publish its program listings, and  
claiming damages based on lineage  
fees collected from the station by the  
"Post" for listings, which, KFEL main-  
tains, three other local stations re-  
ceive gratis....Select Committee In-  
vestigating the FCC will ask for new  
funds, it was announced by Chairman  
Clarence F. Lea last week....Hooper  
survey showed "Big Sister" as top  
week-day show for the week ending  
October 14....U. S. Army announced  
that the Signal Corps is now using a  
new midget microphone which is  
worn on the upper lip....FCC last  
week approved the sale of KFMB, San  
Diego, to O. L. Taylor and Jack O.  
Gross.

**Will Broadcast  
Prize Awards, Tomorrow**

*(Continued from Page 1)*

H. P. Davis, "the father of  
casting." Competition is limited  
to announcers of NBC affiliated  
stations, and selections are made on  
basis on personality, diction  
ability, voice and versatility.

**Writing Mag. Yarns for Radio**

Maet Menken has been commis-  
ioned to adapt a number of stories  
from Hillman magazines, especially  
"The Story," "Real Romances," and "Real  
Life," for radio broadcasting.  
Menken is a script writer, direc-  
tor and former radio columnist on  
several newspapers in New York.

**Blue Net Shows Big Gain  
In Sponsored Programs**

*(Continued from Page 1)*

night-time program on the Blue this  
month is 106; in the daytime the figure  
is 116. A year ago the average was  
84 night-time and 52 daytime.  
Total sponsored station hours day-  
time and evening, for October,  
reached a peak of 4,162 per week, an  
increase of 102 per cent over Octo-  
ber, 1942.

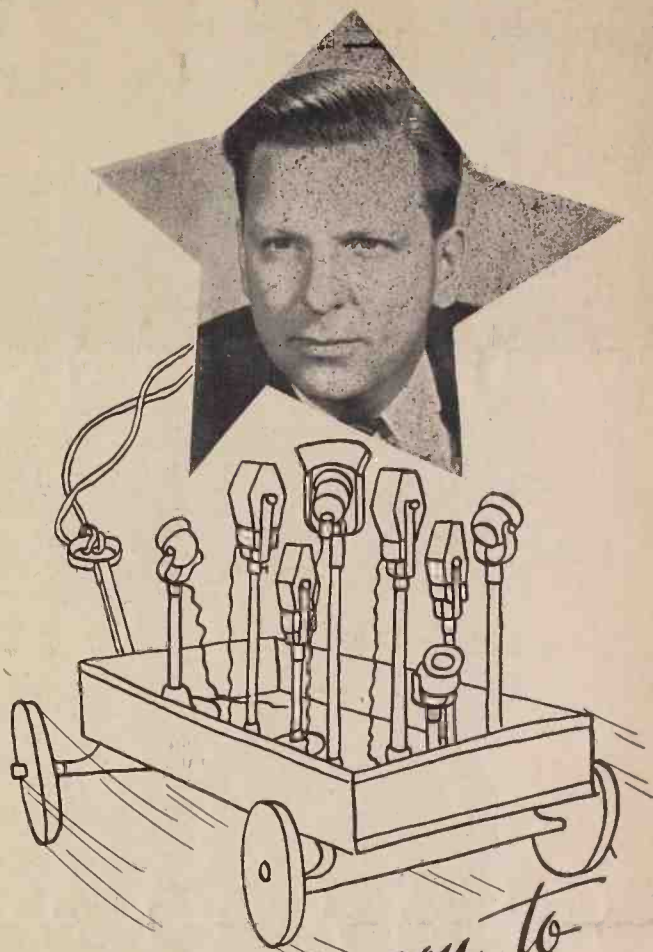
**Aluminum Co. Buys Show  
On Full NBC Network**

*(Continued from Page 1)*

noon. Fuller & Smith & Ross, Inc.,  
placed the account.  
Written by Charles Robinson with  
Fulton Oursler as consulting editor,  
and produced for the agency by  
Transamerican Broadcasting and Tele-  
vision Corp., the half-hour script un-  
folds the home-life story of a typical  
American family in wartime. Basil  
Loughrane, director of NBC's, "Light  
of the World," will direct "Lighted  
Windows."

**Dimout-Lifting On WEAF**

Description of the lifting of the  
dimout on Broadway will be broad-  
cast over WEAF tonight from 6:30-  
6:40 p.m. Pickups will be made from  
the Hotel Astor and from atop the  
RCA Building.



*Hitch your wagon to  
America's No. 1 Star Salesman*

**FULTON LEWIS, JR.**

Mutual's Ace Commentator is currently sponsored on  
more than 160 stations... **SELLING** merchandise,  
selling good will, for practically every type of business.  
Check your prospect list and get them on the Fulton  
Lewis wagon... it's going places.

*Sell him at your one time quarter hour rate per week. Call,  
wire or write WM. B. DOLPH, WOL, Washington, D. C.*

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

**DENVER MARKET**

**Top in SALES in the U.S.**

**KLZ Denver**  
Represented by The Katz Agency, Inc.

Here



242



# Adelaide Hawley

## NOW ON WEAFF...

*with her distinguished program for women*

*Monday through Saturday, 9:30—9:45 A. M.*

**B**EFORE that happened, you could admire Hawley's show from a distance, and that's all. But now, for an interval, *you can buy it!*

Her success with New York women — plainly shown in product sales — kept her program a sell-out. Today, several Adelaide Hawley participations are available. Tomorrow, the ranks will close again—the tremendous interest in her program on WEAFF and her past performances tell you so.

Study the woman. Listen to her show. It's full of life and intelligence and contrast. A warm and human part of her programs are interviews with neighbors carefully chosen from the listening audience. And celebrity guests give the show flair and glitter. But the imparting of information and news useful to the housewife is the plan of it all. Whatever the day's subject, it leads Adelaide Hawley—or rather, she leads it—to completely natural talk about the sponsors' products.

More than incidentally, she is also the

leading newsreel fashion editor; seen and heard each week in the MGM News, not only by countless WEAFF listeners, but also by millions of her followers throughout the nation.

Adelaide Hawley's urbane selling skill is yours to tap the rich New York market—but you'd better act fast!

*Phone or write* **NBC SPOT SALES**

*Radio City, New York 20, N. Y.*

NBC's KEY STATION  
**Weaf**  
NEW YORK • 50,000 WATTS  
*660 on the dial*



## Victor Tells Artists AFM Dispute Status

(Continued from Page 1)

formed its artists of its position in the matter.

Relative to the controversy, Murray sent the following letter to its signed talent, which has been standing by since a year has last August 1:

"It had been hoped that before this time we would have been able to settle the differences with the American Federation of Musicians, but the Union has remained adamant in demands which we cannot accept.

"The RCA Victor Division of the Radio Corporation of America has for a long time been a party to negotiations with the American Federation of Musicians in an endeavor to end the strike which started on August 1, 1912. We have not yet been able to reach a satisfactory solution. Therefore, in order to avoid further delay, we are presenting our case to the appointed panel of the War Labor Board, at formal hearings that will start Wednesday, November 3.

"From the very beginning it has been RCA Victor's position that we are willing to negotiate an agreement which has to do with the welfare of the performing musicians employed by the company to make records. The Union states that they have no dissatisfaction with either wages or working conditions which prevailed at the time of the strike.

"However, the Union has demanded that we pay money directly to them for the benefit of unemployed musicians. We are unwilling to pay money either direct to a union or to persons not employed by us and who never have been employed by us. That is the principal point at issue, so far as we are concerned, that is holding up a settlement of the controversy.

"What complicates the situation seriously is that one record company, which was in full accord with RCA Victor and the other record companies on this important principle, dating back to the earliest conferences with the Union, has seen fit to abandon this principle, and has signed a contract which contains other provisions unacceptable to us.

"To protect our eminent position in the record field, and in the best interests of our artists, our dealers, and the millions of music lovers who look to Victor for the newest and best in the world of music, we are sincerely endeavoring to bring to an end the strike which has now been in effect for seventeen months.

"We are ready and anxious to begin recording again, so that the music-loving public will no longer be denied the pleasure and enjoyment of the wealth of music that is new and great and satisfying during these troubled times. It is only through continuous new recordings that the public as well as the men and women in our armed services will have the benefit of the matchless artistry and interpretive genius of the greatest living artists in every category of music who are under contract to RCA Victor.

"I want you to know our position in the matter, because we realize you are most anxious to know when we shall be able to start recording again. I will keep you informed of any further important developments."

### "World's Front Page"

The Christian Science Monitor news program is now being called "The World's Front Page," and effective with its title change, to be made today, the program will be made available for local sponsorship. The program is being heard over the Mutual network, Monday through Friday, 6:30 to 6:45 p.m., EWT.

#### NATIONAL REP WANTED

Smart, aggressive, independent 250 watter, alone in prosperous field, full UP wire, RCA equipment, all services, full library, needs producing Rep.

RADIO DAILY, Box 769

1501 Broadway, New York 18, N. Y.



### Memos of an Innocent Bystander. . . !

● ● ● Add Truth is Stranger Than Fiction Dept. . . . . When the Hi, Lo, Jack and the Dame quartette returned from Hollywood where they appeared before the cameras, in the film capital, they learned that they had been booked into the Oriental Theater in Chicago, opening Friday last. . . . not having much time to prepare new vocal arrangements for the act, they spent the entire time on special arrangement of "Pistol Packin' Mama" which was to be the act's rousing finale. . . . arriving in Chicago, they discovered that Al Dexter, "Mr. Pistol Packin' Mama" himself was also on the same bill. . . . "Oh Death where is thy sting?"

Our Hollywood & Vine Spy "grape-vines" the info that Emil Coleman's music at the Mocamba should be coast-to-coasted. . . . Chester Gierlach leaves CBS and will go to B B D & O where he will produce the Squibb Program with Eileen Farrell, the show's vocalist. . . . Jim Boles, regularly heard on "Valiant Lady" and "When A Girl Marries," will be seen in the Osgood Perkins role when "Goodbye Again" opens next Monday at the New Amsterdam Roof. . . .

★ ★ ★ Wedding Bells will ring out today for Brad Reynolds, Network thrush who will sing an "I Do" et with Eta Fry, Harry Conover model. . . . ceremony takes place at York, Pa. . . . What started out as a gag is developing into quite a nice stunt for Alan Courtney and Station WOV. . . . some time ago, the Disc Jockey, accidentally bumped into an idle piano in one of the studios and when Alan got to the Microphone, he gave vent to his feelings (he first counted 10 of course so that what he said was strictly kosher)

for the next several days, Courtney kept telling his listeners, between records, that he couldn't understand why that particular piano was kept anyhow, that it is never used and that even if it were it probably was so out-of-key that if one were to play "Mendelssohn's Spring Song" it would probably sound like "Yes, We have No Bananas". . . . last week, tuning in, we heard Alan threaten on the air, to chop the piano at 8 o'clock tonight. . . . we'll be listening. . . . Twice during the past week, Walter Winchell, referred to him as Dick Haynes. . . . there is an 'n' in Winchell but none in the correct spelling of Dick's name, HayMes. . . . Look look who's talkin'. . . . who, us? yes, you Scoops Ol Boy. . . . don't be talking about Winchell. . . . how about yourself? in your column Thursday, you said that Carl Post was handling the "space-grabbing" for Bobby Sherwood. . . . and for the past year you've been getting items every day on Sherwood from Gary Stevens. . . . tee-hee.

★ ★ ★ NBC and RCA will honor Ed Noble with a banquet Wed. at the Belmont-Plaza. . . . a television satire will be presented by Ray Kelly, Garnet Garrison and Tony Leader. . . . Hope Emerson, the comedienne, surprised everyone by switching to a straight character role, with a swell performance, as a gun moll, in "The Falcon". . . . Because the time was sold, Blue Net switched Welcome Lewis' morale-builder "Singo" to a new time (12:15-12:25 p.m.) starting today. . . . WHN inaugurates a new across the board variety show "Murphy's In" featuring comic Dave Murphy beginning tonight at 10:30. . . . The November 6 issue of the Saturday Evening Post, has a timely article on the MBS Commentator Raymond C'apper, penned by Otto Fuerbringer. . . . Henry Hayward succeeds Charles Martin as director of the CBS Playhouse with Milton Geiger writing the scripts. . . . Little Jackie Ayers, heard on "Aunt Jenny" and "Death Valley" serials, is captain of the Professional Childrens' School football team which needs a coach. . . . Raymond CBSScott has just completed a musical short subject for Universal Pictures. . . . Lou Levy arrives from the coast today. . . .

★ ★ ★  
Remember Pearl Harbor

## Live Talent Parity Won In AFRA-ET P

(Continued from Page 1)

held for the past several weeks the last three sessions were regarded as the most important ones.

New ET scale will pay actors, singers and announcers, \$23.10 for 15 minute shows. This comparison with approximately \$18 which was paid for the transcriptions for same period. Sound effects minus equipment will be paid at minimum rate of \$7.50 per hour. Where equipment is brought in by the artist, then a separate agreement is to stand, whatever the parties agreed upon, above the scale.

Scale on the one to five minute announcement ETs will be \$2 to plus \$6.60 an hour for rehearsals. Rehearsal rates will be 10 per cent generally.

In attendance at the meeting Monday which was indicated as being final one since the old contract to run out yesterday, were transcription producers and companies as well as agencies and some network men. Some difficulty was experienced eventually all was ironed out, satisfactory to AFRA. All new rate creases are based on free-lance licenses and no discounts are concerned in the new pacts.

#### Text Available Today

Official language of the new contract may be available today according to AFRA officials. This will include all phases of the new contract. AFRA originally spoke to the signatories last spring and when tentatively approved an increase in accordance with the "rise of living" clause in the current pact the proposal was forwarded to the War Labor Board which gave sanction to negotiations.

New pact to be signed today will run until Oct. 31, 1944 in accordance with a previous agreement that the present contract could be extended for one year if both sides agreed. The only complication was the use of AFRA of its "rise of living" clause in the pact.

Washington Bureau, RADIO DAILY

Washington—Two new radio contracts were submitted to the WLB last week in one a dispute between WMAL, Washington, and AFRA, as to whether the station must pay staff announcers extra fees for all local commercials, and the other between WCOU, Montgomery, Ala., and the IBEW as to whether non-union members could handle the studio controls. Both are expected to be settled by arbitration with the AAA naming the arbitrators.

BEST RADIO BUY IN BALTIMORE!

W C B M

IRIE & PETERS Exclusive National Rep. John Elmer, President Geo. H. Booder, Gen. Manager



# More Freedom Of Speech Needed, Comm. Durr Tells World Congress

(Continued from Page 1)

through a diversification of ownership and controls of the radio industry. We have rejected the idea of monopoly, whether by private groups or the Government. In an attempt to avoid both types of monopoly, we have placed the operation of broadcasting stations under a reserved title in the people to be exercised through private channels, which are the ways over which the broadcasts

Congress has expressly provided that the channels shall not be privately owned. It has provided that they must be used in the public interest.

### Comments on CBS

According to commentators' control which arose from CBS defining its broadcasting policy, Commissioner Durr said:

"The development which may have an important effect upon the discussion of public issues over the air is the recently adopted program policy of the Columbia Broadcasting System. It disclaims for itself all right to editorial policy, except as to radio news. I am not certain that I understand the implications of the exception. It also requires commentators to state their own personal opinion on the issues. A strong argument in support of this restriction on commentators is that it minimizes the opportunities for business concerns, the guise of advertising, to buy time for the exposition of their philosophies. I will not attempt to argue the merits or demerits of this policy. The commentators themselves have taken up the cudgels and it looks as if this is an issue which will be adequately aired. CBS should be commended for making its facilities available for the discussion of its own policies."

### Sees "Life or Death" Power

In referring to the aim of obtaining maximum freedom of the air by having a diversification of radio ownership, Durr declared that the stations through their affiliation with the stations, exercise the power of life and death over the output. Attention was directed to the "strong position to influence and control the program policies of affiliated stations." He also indicated the close relationship between network administration and the primary NAB "Code of Ethics" by the public testimony of a Blue Network official, who stated "there is no substantial conflict between

its program policies and the policies laid down by the Code."

Radio's function as a medium for the sale of goods and services was examined in relation to the ban governing purchase of time by non-commercial organizations, such as labor unions, which are considered controversial. Example was given that the Blue Network, according to the testimony of the same executive, would sell time to General Motors to sponsor

### Rep. Mundt On WHN

Washington — Rep. Karl E. Mundt, South Dakota Republican, will speak on "Preserving the Freedom of the Air" Tuesday night on WHN's "Congressional Record of the Air," at 8:30 p.m. He will speak from Washington. Rep. Mundt is the Congressman who took the House floor last month to defend the CBS news policy and warn radio of the danger of Government control.

sponsor Vandercrook as a commentator but declined to sell time to the AFL to sponsor the news analyst, although the witness was sure that Vandercrook would say the same things for either party. According to the witness, the speaker continued, time was not made available on any basis to a consumers' co-operative because co-operatives solicit memberships. Yet, time was sold to mutual insurance companies, which sell memberships and insurance policies.

Commissioner Durr quoted the NAB Code Manual warning to members about discussions of labor unions and controversial issues. He cited: "The situation is further complicated by the fact that employers, as a rule, won't discuss their labor problems on the air," and said they "are inclined to frown on those stations, especially in smaller communities, which open their facilities to labor unions."

### Interprets Provision

Interpreting the NAB provision, the speaker said, "I think we are warranted in accepting with some degree of skepticism the assurance that this attitude on the part of employers, who may also happen to be advertisers, has nothing whatsoever to do with the amount of free time made available for the discussion of union problems or with the policy against the sale of time for such purposes. We may ask, too," he questioned, "whether the attitude of the large advertisers has anything to do with the policy relation to consumer co-operatives."

Allocation of sufficient free time for the discussion of public issues was indicated as a problem. With the demand for advertising time on the increase, he asserted, the unpaid time tends more and more to be the poorest from the standpoint of reaching the widest audience. "We may well

reach the point," he said, "when broadcasters will be able to find a profitable market for every single minute of the broadcasting day. What, then, will be their policy? Can they be relied on to resist the pressure to make the maximum profits which, after all, is what they are in business for?"

### International Broadcasting

International broadcasting in the post-war period was also surveyed on the matter of policy. Growth of U. S. shortwave outlets, since the war put them under Government control, was introduced as an operating problem after the peace—Government or private operation, or both. "Whatever alternative we choose," the Commissioner said, "will we recognize that listeners abroad, like listeners at home, are entitled to receive a fair presentation of the news and a well-rounded discussion of... public questions? Should we have one standard for what we shall hear from our domestic broadcasting stations and another for what we shall beam to the people of other countries?"

And, finally," he queried, "can we afford to let democracy's story remain untold or be misrepresented to the people of any nation merely because it is unprofitable, from a business standpoint, to operate the facilities with which to tell that story?"

### Washington Bureau, RADIO DAILY

Washington—All Missouri Senators and Representatives have been asked by the Kansas City Chamber of Commerce if any threat to freedom of speech allegedly contained in the Communications Act in the light of the May 10 Supreme Court decision was intended, and if Congress intends to amend the act so as to remove any possible threats.

### KMBC Takes Initiative

KMBC, Kansas City, reports that the chamber wired the state's legislative representatives here in Washington that the Supreme Court's decision implies that the Communications Act "goes far beyond the field of radio," and that "the freedom of the press and, in fact, the freedom of all forms of communications are apparently placed in jeopardy. Under this interpretation, all advertising media and the contents of advertisements themselves would be embraced in this line of reasoning. We are strongly of the opinion that Congress did not intend to place the freedoms in jeopardy when it enacted the law, and that the court ruling to the contrary would indicate the need of some amendment."

### WANTED

Sixteen inch transcription play back machine. Must be in good condition. Write Box 768 giving full details.

### RADIO DAILY

1501 Broadway, New York, 18, N. Y.

# Denny Denies Okaying Affiliate Pact Of CBS

(Continued from Page 1)

not see it until two weeks ago, he said.

Denny explained that when the network rules went into effect last June CBS had submitted to Chairman Fly for Commission approval a wire it was sending all affiliates to make the various changes required in contracts by the new rules. This was approved as a temporary measure, he added, with the understanding that new contracts would be altered. It was said that Earl Gammons and Joseph Ream, CBS vice-president, came to Denny in August to discuss these new contracts, but did not show them to him although he (Denny) did ask to see them.

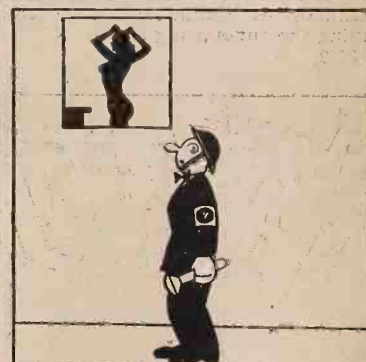
### Contract Addenda a Factor

The current CBS contract is similar to the old contract, with the difference that there is on the end of it an addenda stating that certain phases of it are invalid so long as the network rules are in effect. The Commission feels that there is some question as to whether these addenda are sufficiently exclusive, and there is also some question as to whether CBS has entered into unwritten agreements, or understandings to the effect that stations should give more than the three-hour limit in each segment of the broadcast day over to the network.

### Blue Network Submitted Pact

Denny said the Blue Network had submitted for approval a "clean contract" explaining that the contract was so drawn up that it was in full conformity with the network rules in all detail, with no provision that the affiliation agreement should revert to something else as soon as the network rules are declared in-operative, if they ever should be. Don Lee and the Texas Network have also made up "clean contracts," Denny said, adding that NBC and Mutual have not yet submitted to the Commission contracts for approval.

The questions regarding the CBS affiliation deals arose from a complaint received by the Commission from the 50-kilowatt CBS affiliate in New Orleans.



"Let me see, what did WFDF, Flint, Michigan, say about this emergency?"

### RADIO SERVICE MEN

Brooklyn war plant. Must be able to use equipment, to set up and use laboratory test equipment and supervise production testing of parts and electronic equipment. Will consider men with amateur radio experience. Call or write stating age, education, experience. Availability certificate required. Personnel

FEDERAL MANUFACTURING & ENGINEERING CORP. Reuben St. Brooklyn



# ★ ★ ★ COAST-TO-COAST ★ ★ ★

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## Music Committee Of NAB To Meet In N. Y. Dec. 1-2

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a children's program which has universal adult appeal  
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Hear it on the  
Blue Network Saturdays at 11:30 a.m.

Arthur Ashley, A & S Lyons, Inc.  
Personal Representative  
515 Madison Ave., New York 17, N. Y.  
PLaza 3-5181

HAPPY  
BIRTHDAY  
TO  
YOU

Nov. 1

E. H. Borkenhagen Al Rose  
Webster Ellenwood Stan Shaw  
Berry McKinley Ray Sinatra





# AFRA's New ET Scale

## Mundt In Criticism Opinionated News

Washington Bureau, RADIO DAILY  
Washington—"The power of the air" threatens to dominate radio and opinion in the absence of statutory or legislative correctives, Karl E. Mundt, South Dakota Republican, said last night while speaking here over the "Congressional Record of the Air," a program of WNYC, New York. Without such statutory action on the part of the industry, he said, either the FCC or Congress must step in to control the  
(Continued on Page 10)

## Elects Coulter, V. P.; Keesely Joins Web

Board of directors of CBS on Monday elected Douglas Coulter, director of broadcasts, to the position of vice-president in charge of programs. Coulter has been with CBS since April 1936. He came from N. W. Ayer & Sons, where he had been for 11 years in an advertising agency's radio department. He was born in Baltimore and attended Johns Hopkins University from which he received an A.B.  
(Continued on Page 2)

## Dates Set For N. Y. Showing NAB Retail Sales Film

More than 2,000 retailers, advertising executives and newspaper representatives are expected to be present at the Barbizon-Plaza Theater, 58th Street and Sixth Avenue, on the evenings of Nov. 15, 16, 17 and 18. A business the New York exhibitions of the radio industry's film presentation  
(Continued on Page 2)

### Country Gentleman

Display "ad" in Herald-Tribune's farm page Sunday was notice to the effect that there is now offered for sale, "baby beef, especially raised for locker (quick freezing) trade; sows, with litters; registered Hamshires, young boars, special prices on gills, also pure bred Aberdeen Angus heifers," etc. Advt. placed by none other than, Paul Whiteman's Walking Horse Farm, N. J.

## KOMO Announcer Wins Davis Award

Third annual competition for the H. P. Davis National Memorial Announcers' Award, announced yesterday via a special NBC program at 2 p.m., EWT revealed the National Winner to be Dick Keplinger, of KOMO, Seattle. Several Sectional Winners were also announced at the same time.  
During the broadcast William S. Hedges, NBC vice-president in charge of stations, announced the Eastern time zone winner, followed in turn  
(Continued on Page 2)

## Mail Entry Blanks For Peabody Awards

Athens, Ga.—Closing date for entries to receive the 1943 George Foster Peabody Radio Awards is Dec. 10, it was announced early this week by the University of Georgia. Official entry forms for the annual citations are  
(Continued on Page 2)

## Tele Group And Ad Club Plan First Joint Meeting

### NAB Committee Studies Washington Bills

Washington Bureau, RADIO DAILY  
Washington—Full discussion of the White-Wheeler, Holmes and Bankhead bills, the Lea committee investigation of the FCC, the AFM music fracas and the industry tax outlook were scheduled for discussion yesterday morning when the NAB legisla-  
(Continued on Page 4)

## Rates Call For Disk-Live Talent Parity; Now Go To WLB For Official Okay; Would Be Retroactive To Nov. 1

### Nets Give Wide Cover To Moscow Decisions

Coincident with the termination of the Moscow conference, networks yesterday moved fast when official word came that an agreement had been reached favorable to all parties. Unable to pick up Moscow early in the day due both to time element and other conditions, NBC put on three 15-minute programs between 1 and 2 p.m., EWT. Pickups included com-  
(Continued on Page 9)

### Army May Reject D. Kaye; Slated For Texaco Show

Danny Kaye, comedian, who was inducted into the Army last Saturday, and found to have high blood pressure, remains under observation at Fort Jay, N. Y. for the next few days. In the event he is rejected, he will join the Texaco show on CBS  
(Continued on Page 4)

### NBC Plans Big Show For Overseas Forces

"Soldiers in Grease Paint," Thanksgiving broadcast for U. S. troops here and abroad, will be heard over NBC Thursday, Nov. 25, 12:15-1 p.m., EWT.  
(Continued on Page 4)

AFRA's new transcription scale which brings it to parity with that of the live talent scale, will be off the press today and then be ready for official signatures of the signatories concerned. Proofs of the contract and scale were read over Monday and it stood as prepared with but slight changes to correct typographical omissions.  
New Schedule of Minimum Fees and Conditions for Transcription, Recordings and Other Mechanical Reproductions will go to the War Labor  
(Continued on Page 10)

## Fred Allen To Resume On Texaco Program

Fred Allen returns to CBS and the "Texaco Star Theater" on December 12th following a five months absence because of ill health. With his return, Allen will begin his twelfth year of network broadcasting and his fourth year with the same sponsor.  
This season's "Texaco Star Theater" will have the same general format  
(Continued on Page 2)

## CBS' 39-Week Gross Reaches \$53,846,108

Gross revenue for CBS for the 39-week period ending Oct. 2, 1943, totaled \$53,846,108.58 which compares with \$45,293,614.56 for the same period in 1942. Net income for the same 39  
(Continued on Page 10)

### Special Attraction

New item now on the NBC tours conducted for visitors from in and out of town is the network's news room, located in a part of the building where "tourists" were never taken until a couple of weeks ago. Included to make up for something discontinued due to the war, the news room with the bouncing keys is now considered an ace attraction.

### Hard Bargain

Macon, Ga.—Lee Blaine, WBML announcer, is now a sadder but wiser War Bond salesman. Recently he offered to go to the kitchen of any housewife and wash the dishes while she went out to buy a Bond. Response was immediate and Blaine set out for the address given—Cochran Field. He showed up at a WAC mess hall in an effort to catch the full KP job.



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PLaza 3-5181

HAPPY  
BIRTHDAY  
TO  
YOU

Nov. 1

E. H. Borkenhagen Al Rose  
Webster Ellenwood Stan Shaw  
Berry McKinley Ray Sinatra



# RADIO DAILY

The National Daily Newspaper of Commercial Radio and Television

NOV. 25, NO. 22

NEW YORK, N. Y., WEDNESDAY, NOVEMBER 3, 1943

TEN CENTS

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ing executives and newspaper repre-  
sentatives are expected to be present  
at the Barbizon-Plaza Theater, 58th  
Street and Sixth Avenue, on the  
afternoons of Nov. 15, 16, 17 and 18,  
to witness the New York exhibitions  
of the radio industry's film presenta-  
(Continued on Page 2)

### Hard Bargain

Macon, Ga.—Lee Blaine, WBML  
announcer, is now a sadder but  
wiser War Bond salesman. Re-  
cently he offered to go to the  
home of any housewife and wash  
the dishes while she went out to  
buy a Bond. Response was im-  
mediate and Blaine set out for the  
address given—Cochran Field. He  
arrived at a WAC mess hall in  
order to catch the full K-P job.

### Country Gentleman

Display "ad" in Herald-Tribune's  
farm page Sunday was notice to  
the effect that there is now offered  
for sale, "baby beef, especially  
raised for locker (quick freezing)  
trade; sows, with litters; regis-  
tered Hamshires, young boars,  
special prices on gills, also pure  
bred Aberdeen Angus helpers,"  
etc. Advt. placed by none other  
than, Paul Whiteman's Walking  
Horse Farm, N. J.

### KOMO Announcer Wins Davis Award

Third annual competition for the H.  
P. Davis National Memorial An-  
nouncers' Award, announced yester-  
day via a special NBC program at 2  
p.m., EWT revealed the National Win-  
ner to be Dick Keplinger, of KOMO,  
Seattle. Several Sectional Winners  
were also announced at the same  
time.

During the broadcast William S.  
Hedges, NBC vice-president in charge  
of stations, announced the Eastern  
time zone winner, followed in turn  
(Continued on Page 2)

### Mail Entry Blanks For Peabody Awards

Athens, Ga.—Closing date for en-  
tries to receive the 1943 George Foster  
Peabody Radio Awards is Dec. 10, it  
was announced early this week by the  
University of Georgia. Official entry  
forms for the annual citations are  
(Continued on Page 2)

### Tele Group And Ad Club Plan First Joint Meeting

### NAB Committee Studies Washington Bills

Washington Bureau, RADIO DAILY  
Washington—Full discussion of the  
White-Wheeler, Holmes and Bankhead  
bills, the Lea committee investiga-  
tion of the FCC, the AFM music  
fracas and the industry tax outlook  
were scheduled for discussion yester-  
day morning when the NAB legisla-  
(Continued on Page 4)

### Rates Call For Disk-Live Talent Parity; Now Go To WLB For Official Okay; Would Be Retroactive To Nov. 1

### Nets Give Wide Cover To Moscow Decisions

Coincident with the termination of  
the Moscow conference, networks yester-  
day moved fast when official word  
came that an agreement had been  
reached favorable to all parties.  
Unable to pick up Moscow early in  
the day due both to time element and  
other conditions, NBC put on three  
15-minute programs between 1 and 2  
p.m., EWT. Pickups included com-  
(Continued on Page 9)

### Army May Reject D. Kaye; Slated For Texaco Show

Danny Kaye, comedian, who was  
inducted into the Army last Satur-  
day, and found to have high blood  
pressure, remains under observation  
at Fort Jay, N. Y. for the next few  
days. In the event he is rejected, he  
will join the Texaco show on CBS  
(Continued on Page 4)

### NBC Plans Big Show For Overseas Forces

"Soldiers in Grease Paint," Thanks-  
giving broadcast for U. S. troops here  
and abroad, will be heard over NBC  
Thursday, Nov. 25, 12:15-1 p.m., EWT.  
(Continued on Page 4)

AFRA's new transcription scale  
which brings it to parity with that of  
the live talent scale, will be off the  
press today and then be ready for  
official signatures of the signatories  
concerned. Proofs of the contract and  
scale were read over Monday and it  
stood as prepared with but slight  
changes to correct typographical  
omissions.

New Schedule of Minimum Fees  
and Conditions for Transcription, Re-  
cordings and Other Mechanical Re-  
productions will go to the War Labor  
(Continued on Page 10)

### Fred Allen To Resume On Texaco Program

Fred Allen returns to CBS and the  
"Texaco Star Theater" on December  
12th following a five months absence  
because of ill health. With his return,  
Allen will begin his twelfth year of  
network broadcasting and his fourth  
year with the same sponsor.

This season's "Texaco Star Theater"  
will have the same general format  
(Continued on Page 2)

### CBS' 39-Week Gross Reaches \$53,846,108

Gross revenue for CBS for the 39-  
week period ending Oct. 2, 1943,  
totaled \$53,846,108.58 which compares  
with \$45,293,614.56 for the same period  
in 1942. Net income for the same 39  
(Continued on Page 10)

### Special Attraction

New item now on the NBC  
tours conducted for visitors from  
in and out of town is the network's  
news room, located in a part of  
the building where "tourists" were  
never taken until a couple of  
weeks ago. Included to make up  
for something discontinued due to  
the war, the news room with the  
bouncing keys is now considered  
an ace attraction.





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JOHN W. ALICOATE : : : Publisher

FRANK BURKE : : : : Editor  
MARVIN KIRSCH : : : Business Manager

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# FINANCIAL

(Monday, November 1)

NEW YORK STOCK EXCHANGE

	High	Low	Close	Net Chg.
Am. Tel. & Tel.	156 3/4	156 1/4	156 3/4	+ 1/4
CBS A	23 3/8	23 1/4	23 3/8	+ 1/8
CBS B	23 3/4	23 1/4	23 3/4	+ 1
Crosley Corp.	19 3/4	18 1/2	18 1/2	- 1 1/2
Farnsworth T. & R.	11 1/2	10 3/4	10 7/8	+ 1/8
Gen. Electric	36 5/8	36 1/8	36 5/8	+ 1/8
Philco	22 3/4	22 1/2	22 1/2	- 1/8
RCA Common	10 1/2	10 1/8	10 1/4	- 1/8
Stewart-Warner	12	11 3/4	12	- 1/8
Westinghouse	95	95	95	- 1/8
Zenith Radio	33 3/4	33 1/2	33 3/4	- 1/2

OVER THE COUNTER

	Bid	Asked
WCAO (Baltimore)	20	24
WJR (Detroit)	28 1/2	

### Gets Army-Navy "E" Flag

The Army-Navy "E" Flag will be awarded the Ampere Electronic Products Company at the Grand ballroom of the Hotel St. George today at 4 p.m.

## 20 YEARS AGO TODAY

(November 3, 1923)

"How To Cook An Entire Meal From an Ordinary Lamp Socket" was the subject of an address delivered by S. E. Kimball on WEA. Governor Al Smith spoke over WJZ at a "Better Times For New York" dinner. . . . New York station bills a new artist as "The Sunshine Lady in Stories and Songs For Shut-ins" . . . Phillips Carlin teamed with Graham McNamee as a sports announcer.

COVER THE 3rd LARGEST MARKET IN THE COUNTRY'S GREATEST STATE OVER STATION

### CBS Elects Coulter, V. P.; Nick Keesely Joins Web

(Continued from Page 1)

degree in the class of '21. After a period of post-graduate study devoted to geology, he went abroad for further study and to teach. He taught for a period at the American University in Cairo, Egypt.

On his return to the United States in 1925, Coulter joined the Ayer agency. Five years later, he became Ayer's vice-president in charge of radio activities. Coulter came to CBS as assistant director of broadcasts. He was named director of broadcasts in the Spring of 1941.

N. E. Keesely has joined CBS as manager of program sales, it was announced by William E. Forbes, network executive assistant. For the past 15 years, Keesely has been associated with N. W. Ayer & Son as a member of the radio department and more recently as an account executive.

### Fred Allen To Resume On CBS-Texaco Show

(Continued from Page 1)

identified with the Allen show for the past ten years and will be broadcast at the current Texaco-CBS time, Sundays, from 9:30 to 10 p.m., EWT.

Allen at present is in Hollywood for some picture work and it is reported that the first few programs of the new series will originate from the West Coast. At present the Texas company is sponsoring "Texaco Star Theater" featuring James Melton over the full CBS on Sundays.

### Dates Set For N. Y. Showing Of NAB Retail Sales Film

(Continued from Page 1)

"Air Force and the Retailer." Showings will start each day at 3:00 p.m. with Lewis Avery, director of NAB's department of broadcast advertising, as master of ceremonies. The New York meetings have been arranged by James V. McConnell, NBC; Arthur Hull Hayes, WABC; John McNeil, WJZ, and R. C. Maddux, WOR.

### Sponsor Buys Galen Drake

Los Angeles—The makers of "Soil-Off" recently celebrated their seventh consecutive year on KNX by doubling their radio outlay and contracting for Galen Drake to be heard three times weekly in a series of informal chats over Columbia Pacific web.

### Mail Entry Blanks For Peabody Awards

(Continued from Page 1)

now being mailed to the Nation's more than 900 broadcasting stations. Report blanks are also being sent to the chairmen of the listening-post committees, which have been set in about 23 universities and in approximately 118 cities in over 40 states.

In addition to awards for news, drama, music, education and children's programs, there will be two citations for meritorious public service by large and small outlets. Any station or network is eligible except that only local and regional outlets are qualified for the community welfare programs.

Entries may be submitted by anyone wishing to direct the attention of the Peabody Board to outstanding shows.

### KOMO Announcer Wins Davis Award

(Continued from Page 1)

by the three winners from the other zones. Each announcer replied from his home studio. Competition which is conducted under the direction of Majory Stewart, director of the Microphone Playhouse, Pittsburgh, resulted in the following sectional winners:

Eastern Zone: Don Lyon, WSYR, Syracuse; Honorable Mention, Paul Shannon, KDKA and Ben Grauer, WEA.

Central Zone: Orval Anderson, WFAA, Dallas; Honorable Mention, Jim Todd, KVOO, Tulsa and Wally Mehrling, WIRE, Indianapolis.

Mountain Zone: Winner, John Marion Woolf, KDYL, Salt Lake City; Honorable Mention, Jimmy Powell, KTAR, Phoenix; Steve Robertson, KOA, Denver.

Pacific: Herb Allen, KFI, Los Angeles; Honorable Mention, John Grover, KPO, San Francisco.

### Hold War Tune Tryouts

Quest for stirring war songs by the American Theater Wing's Music War Committee took the form of a tryout of new tunes last week at Cafe Society Uptown, New York night spot. WNEW's veteran disk jockey Martin Block emceed a special Theater Wing program in which songwriters Redd Evans and Milton Drake sang their own compositions, "Unconditional Surrender" and "Der Fuehrer Isn't Feeling Very Well," respectively.

## COMING and GOING

NILES TRAMMELL, president of NBC, JOHN F. ROYAL, vice-president of the work, who are abroad to study the war effort of Great Britain, have left London for posts in North Africa and Egypt.

MILLER MCCLINTOCK, president of Mutual, LESTER GOTTLIEB, publicity manager; ED DICK, religious director; and CHRIS CRO assistant publicity manager, leave tomorrow for Washington to attend Friday's luncheon under the auspices of the National Council of Christians and Jews which will honor the chaplains of the Army and Navy.

TED HUSING and JIMMY DOLAN, sportsmen on CBS, are back from Cleveland where they broadcast the game between Navy and Notre Dame. They're now setting the stage for the airing of the all-important clash between Army and Notre Dame at the Yankee Stadium this Saturday.

H. R. BAUKHAGE, commentator heard daily on the Blue Network, leaves Washington today for St. Louis, where he will address the Missouri State Teachers Assn. on the subject, "Democracy versus Psychocracy." His program will originate at KXOK, Blue Network, in St. Louis.

WILLAN C. ROUX, assistant manager National spot and local sales at NBC, and JAMES N. GAINES, of the NBC stations department, have left New York to take charge of two of the traveling units presenting the radio industry's retail show, "Air Force and the Retailer." Roux will emcee his first program in Toledo, while Gaines will present his premiere in Asheville, N. C.

TOM SLATER, Mutual's director of special features and sports, will deliver a Red Cross lecture tomorrow in Washington, D. C. Saturday he and RUSS HODGES, WOL sports commentator, will cover the football game in Philadelphia between Navy and U. of P.

HUGH FELTIS, general manager of KQED, Columbia affiliate in Omaha, Neb., in New York Monday and visiting at the headquarters of the network.

RAY GUY, NBC facilities engineer, has returned from a trip to San Francisco, where he conferred with executives of network stations on the West Coast.

★ ★ ★ ★ ★

1480 Kilocycles Full Time Operation

# WHOM

FOR BETTER THAN AVERAGE RESULTS

Joseph Lang, Gen. Mgr.

New York Studios: 29 West 57th Street, New York City

★ ★ ★ ★ ★

## 1,000 Letters A Week!

That's the pull Royal Crown Cola gets on its "Swing Class." A half hour of the kind of Music that reaches a market. 1,000 letters is good average in any league for attention getting.

W-I-T-H is the station that's listened to in Baltimore.

W-I-T-H

IN BALTIMORE

TOM TINSLEY, President

REPRESENTED BY HEADLEY-REED





## A Watch . . . and the Chicago Market

Watch? A steer? The Chicago market? What's the connection? Simply this . . .

American people know that a watch is essential . . . or back we might go to the glass and sundial.

American businessmen know that advertising in the *right markets is essential*—particularly today . . . or back they might go to living in caves.

Chicago is one of these *right markets*, and WMAQ is the *essential* station . . . in the market. There, industrial employment is up 50%; wage income has doubled; and, in a recent period, the area obtained 9,000 war contracts. Today, Chicago is one of the princely markets in the U.S.A., and WMAQ, a major NBC

outlet, delivers this market to advertisers day in and day out.

**WMAQ—CHICAGO**  
**One of Eleven Essential Stations**  
**in Eleven Essential Markets**  
*Represented by NBC Spot Sales*

Today, in business, as in living, *essential* things come first.

Here's why all eleven of these stations are essential to you:

1. They broadcast to 55% of the radio homes in the U. S.

2. They are in markets whose buying power is 34.2% higher than the country's average.

Essential? Yes, indeed. These eleven stations are as essential to American business for its sales—both now and in the post-war period—as a watch is to the promptness of America.

And WMAQ, Chicago, is a great *time* buy every time.

**WMAQ—CHICAGO**  
 WEAF—New York      KPO—San Francisco  
 KYW—Philadelphia      WGY—Schenectady  
 WRC—Washington      WBZ-A—Boston-Springfield  
 KOA—Denver      WOWO-WGL—Fort Wayne  
 WTAM—Cleveland      KDKA—Pittsburgh



# NBC SPOT SALES

A SERVICE OF RADIO CORPORATION OF AMERICA









$$r = \frac{\sum xy}{N \sigma_y}$$

No, it's not a "doodle." It's the mathematical formula for the Pearsonian Coefficient of Correlation—the formula that will answer the question . . . "Do my sales indicate that my spot radio campaigns are delivering?"

To Raymer men such static formulas are not expressed in algebraic equations, but in people who can be customers for your product and factors that are ever changing.

With years of practical brass-tack experience and study in the markets of the country, Raymer service can be a mighty help in the planning of your campaign. Put it up to Raymer for results.



**PAUL H. RAYMER COMPANY • RADIO STATION REPRESENTATIVES**  
NEW YORK • DETROIT • CHICAGO • SAN FRANCISCO • LOS ANGELES



The

# RADIO EXECUTIVES CLUB

OF NEW YORK

PRESENTS

**PAUL W. KESTEN**  
EXECUTIVE VICE-PRESIDENT  
COLUMBIA BROADCASTING SYSTEM

MR. KESTEN'S SUBJECT

## "RADIO'S RESPONSIBILITIES"

an illuminating discussion of a most important issue confronting the broadcasting industry and affecting the entire listening public in America today.

Thursday November 4th

**Gothic Lounge**  
**Hotel Shelton**

Members ..... \$2.00

Non-Members ..... 2.50

Table Service Starts at 12:30 sharp

## WHO'S WHO IN RADIO

### JOSEPH J. WEED

**A**CTION courses swiftly through the career of station representative Joseph J. Weed, head of Weed & Co. In the score of years since graduation from college, Joe—as almost everyone calls him—has progressed from newspaper and sales posts to his present place in radio, which all started ten short years ago.



Action

Perhaps his active pace may be traced back to his undergraduate days at Fordham University where he stood out in athletics—football, tennis, swimming. In later years he retained his interest in sports, became a member of the famed New York A. C. swimming team.

A New Yorker, Joe Weed naturally got his first job in the big city, as a field merchandising man for the old New York "American." His ability was soon recognized by the far-flung Hearst organization. He was promoted to national advertising salesman in the New York office of the Chicago "Herald & Examiner," then went to work for W. W. Chew, representing the Hearst chain of West Coast morning papers. After a spell

in the clock business, he returned to the newspaper game in 1929 with the Paul Block organization.

Radio was just getting out of its swaddling clothes when Joe Weed became New York manager in 1933 for the newly formed New England Network—WEEL, WTIC, WJAR, WTAG, WCSH. He made enough progress in three years to found his own firm. His later doings are part of the broadcasting record.

Family man and commuter, he lives in suburban Larchmont, N. Y., with his wife, the former Ruth Pederson, and their three children—Joseph William, 7; Mary Elizabeth, 5, and Cornelius John, 4. He spends his spare time at the Larchmont Yacht Club. A genial fellow, Joe also belongs to the links, that is, when he isn't at the New York A. C., Wykagyl Country Canadian Club, Rotary Club, Friendly Sons of St. Patrick and the Radio Executives' Club.

### Cleveland Station Sponsors Junior League Group New Series Of Programs Sponsoring Radio Pro

Cleveland—Launching a new public service program titled, "The American Scene," WGAR is encouraging civic debate and public discussion. Cleveland leaders in all fields will participate in the programs and international and local questions will be debated on alternate weeks. Subject for the initial broadcast was "What Are the Minimum Essentials For a Lasting Peace?" As a gesture to two public spirited organizations, John F. Patt, WGAR vice-president and general manager, presented gifts of \$250 each to the Council on World Affairs and the City Club Forum Foundation.

#### Air Force Cites UP Man

In Cairo recently, headquarters of the Ninth Air Force announced the citation of George Kirksey, former United Press sports writer, for meritorious achievement in participating in five Mediterranean mopping raids in connection with his duties as public relations officer.

#### Jose Ferrer On NBC

Jose Ferrer, who won the plaudits of New York's drama critics for his performance as Iago in this season's production of "Othello," joins the cast of NBC's "A Woman of America." He replaces Luis Van Rooten in the part of Emilio Prieto. Van Rooten is Hollywood-bound to work in Paramount's coming picture, "Hitler's Gang."

#### Cooper Contract Renewed

Jerry Cooper, singing star of Friday night WOR "Keep A-Broad" program has had his contract renewed for another 52 weeks on that show which celebrates its first anniversary with the November 5th broadcast. Cooper has been on the program since its inception. He will take a two week leave of absence as of November 6th, when he leaves for Hollywood to make his second starring film, "Rhythm" for Monogram.

#### Joins WOR Sales Staff

Latest addition to WOR's sales staff is Robert A. White, account executive who has just received an honorable discharge from the Army after months' service. He was formerly merchandising manager of Sorenson & Co., Chicago ad agency.



# Society, Od Club Plan 1st Joint Meet

(Continued from Page 1)  
 reside. Waters is head of his advertising agency.  
 red number of reservations available for the dinner (\$2) will start at 6:30 p.m. Immediately following the dinner there will be a demonstration of television (commercial programs) via receiving station in the club through the efforts of the Allen B. Dumont Laboratories. Descriptive motion pictures concerning television will also be shown.  
 Speakers scheduled to be heard are: Allen B. Dumont; Thomas Joyce, president of RCA; Robert L. Johnson, General Electric Co.; Thomas H. Ruthrauff & Ryan and John H. Batten, Barton, Durstine & Smith.  
 In setting up the ad club dinner, it was indicated that Point 5 in the Post-War Television Plans called for appreciation of the fact that in the American system of broadcasting, special sponsorship is the basic factor and adequate preparations must be made to supply advertising agencies, sponsors and other interested parties with such information as may be helpful in enabling them to form plans for the use of television as an advertising medium.

# Nation's Webs Give Wide Coverage In Reporting Conference At Moscow

(Continued from Page 1)  
 ment by Morgan Beatty; Elmer Peterson; Richard Harkness; Senator Tom Connally, chairman of the Senate Foreign Relations Committee; Senator Joseph Ball, sponsor of the Ball resolution; Robert Magidoff, recently returned NBC Russian correspondent in Moscow; H. V. Kaltenborn, Robert St. John and Carey Longmire.

Program set up in three 15-minute periods, some divided by two or more commentators. Program of Mary Margaret McBride over WEFW was cut a half hour.

**First Program At 1 p.m.**  
 First quarter-hour program went on the air at 1 p.m. from New York and immediately switched to Washington for comment by Beatty; Next pickup was 1:05 from London with Peterson. Moscow not being available at the time, the recently returned Magidoff was a perfect setup for the NBC news and special events department. Magidoff followed Peterson and this program concluded with a five-minute exclusive interview by Harkness of Senators Connally and Ball from the press gallery in the Senate.

Kaltenborn followed in the 1:15-

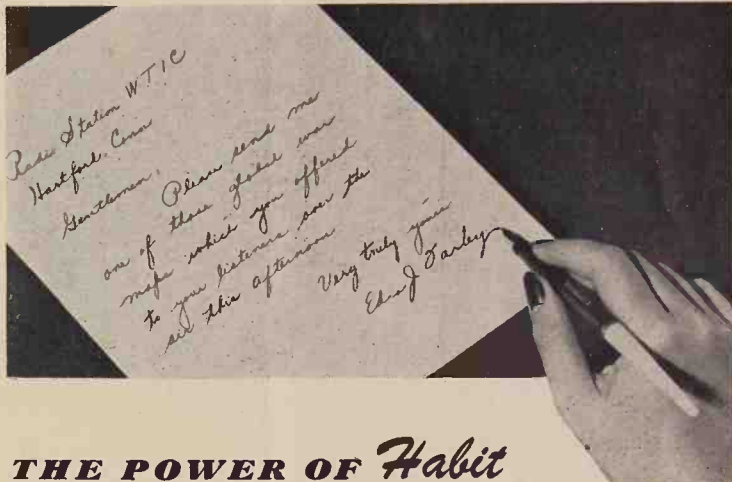
1:30 spot with Magidoff and St. John. The commentators exchanged opinions of the significance of the pact. At 1:45-2:00 p.m., Longmire in his regular period furnished listeners with up-to-the-minute reactions of important Washington officials and also rounded out the program with late news reports.

**CBS Analysis**  
 CBS put on a special program at 1 p.m. simultaneously with the announcement of the terms of the four-power accord. This agreement was analyzed on a special CBS "World News" broadcast by correspondents Charles Collingwood in New York and Edward R. Murrow in London. This was preceded by a factual report of the accord's provisions made

in the Capital by Bill Henry, CBS' chief correspondent there.

At 11:15 p.m. last night CBS followed up with editorial opinions on the Moscow accord. These were heard from New York, London and Washington. In addition there were two other broadcasts late in the afternoon, 3:15 and 6:15 p.m. respectively.

**Baukhage Announced for Blue**  
 Announcement of the four-power pact signing over the Blue Network neatly dovetailed with H. R. Baukhage's commentary at 1 p.m. News was released just before Baukhage went on the air, and he devoted his entire 15-minute broadcast to coverage of the story. Mutual Broadcasting System also gave the news thorough coverage.



## THE POWER OF Habit

You write your signature hundreds . . . perhaps thousands . . . of times a year. Instinctively, you do it the same way each time.

The people of Southern New England have developed a habit . . . over a period of more than 18 years . . . of turning to WTIC for entertainment and educational programs of the highest calibre. This ingrained habit of listening to WTIC has created an alert and ever-present audience for any advertiser's message.

Your sales story over WTIC can reach more than 3,500,000 friendly and attentive people who possess a buying income 50% in excess of the national average.

So, for real results from your radio appropriation, develop the habit of using WTIC to cover the wealthy Southern New England market.

IN SOUTHERN NEW ENGLAND  
 PEOPLE ARE IN THE Habit OF LISTENING TO WTIC



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



REACH THE WOMEN OF THE  
 RADIO VALLEY WITH . . . .

Olive Kackley  
 W C K Y

50,000  
 WATTS  
 C B S

THE L. B. Wilson STATION



AFRA's New ET Scale Ready For WLB Okay

(Continued from Page 1) Board for approval with the usual understanding that if approved it becomes retroactive to Nov. 1, 1943. Discontinued is the Class B contract and all ETs are now under Class A. Only important new clause to the Code is the WLB Clause which has been added and refers to the code being subject to the National War Labor Board approval. New scale in the AFRA Code of Fair Practice for Transcriptions and Recording for Radio Broadcasting Purposes is shown below—minus the contract provisions which are not changed from the old one.

Rep. Mundt Voices Criticism Of 'Opinionated' News On Air

(Continued from Page 1) traffic which is heard on the air today. Mundt, who spoke at length on the same subject in Congress last month, again lauded the recently announced CBS news policy. It is a step which all of radio should consider following, he implied, and declared that "unless correctives are developed from within the radio industry the signs of the time all point to the fact that the FCC or Congress, or both together, will have to step in to prevent the continued abuses of radio by the monopolistic corporations controlling the wavelengths assigned to them as a

public trust by temporary governmental license." One suggested remedy, said Mundt, "is that whenever any radio speaker uses sustaining or commercial time to attack or assail an individual, institution, organization or a cause over the air that upon written request that station or that network must make available without charge to the party mentioned an opportunity to present the other point of view on the same hook-up and at the same hour at the next regular program interval of the offending speaker or corporation.

CBS' 39-Week Gross Reaches \$53,846

(Continued from Page 1) weeks is placed at \$3,245,625.88 per share. This compares with 751.43 during the same weeks when the earnings at that amounted to \$1.69 per share, owing to the consolidated income. Board of directors of the company on Monday declared a year-end dividend of 90 cents per share—present Class A and Class B of \$2.50 par value. The dividend payable on Dec. 3, 1943 to stockholders of record at the close of business Nov. 19, 1943.

New AFRA Rates For Talent Used In Making Disks

I. CLASS A TRANSCRIPTIONS ACTORS AND ANNOUNCERS

Table with 2 columns: Length of Program and Fee per person. Rows include 1 minute or less, Over 1 minute and up to and including 2 minutes, Over 2 minutes and up to and including 5 minutes, Over 5 minutes and up to and including 15 minutes, Over 15 minutes and up to and including 30 minutes, Over 30 minutes and up to and including 60 minutes.

If a program runs over 60 minutes, the excess shall be computed in units of 15 minutes or part thereof and be paid for at the rate for 15 minute programs.

2. REHEARSAL: Rehearsal shall be paid for at the rate of \$6.60 an hour, one hour of rehearsal required on each program of over 5 minutes; thereafter rehearsal shall be paid at the rate of \$1.65 for each 15 minutes or part thereof. Individual compensation shall be on the basis of time set forth in the call and the number of programs contracted for, and additional rehearsal time may be requested and if agreed to, paid for at the regular rehearsal rate. On programs of five minutes or less, rehearsal shall be paid for at the rate of \$6.60 an hour, one hour of rehearsal required in any case, but the artists shall be compensated only for the full rehearsal time required for the number of programs made, provided the full session is consecutive and compensation is so computed.

SINGERS

CLASS 1—Groups of 9 or more voices

Table with 2 columns: Length of Program and Fee per person. Rows include 1 minute or less, Over 1 minute and up to and including 3 minutes, Over 3 minutes and up to and including 5 minutes, Over 5 minutes and up to and including 15 minutes, Over 15 minutes and up to and including 30 minutes, Over 30 minutes and up to and including 45 minutes, Over 45 minutes and up to and including 60 minutes.

2. REHEARSAL: Orchestra and all coaching rehearsal at the rate of \$1.40 per hour, one hour of rehearsal required on each program of over 5 minutes; after first hour, rehearsal shall be paid for and computed in quarter-hour periods at the rate of \$1.10 per quarter hour or part thereof. On programs of five minutes or less, rehearsal shall be paid for at the rate of \$4.40 an hour, one hour of rehearsal required in any case, but the artist shall be compensated only for the full rehearsal time required for the number of programs made, provided the full session is consecutive and compensation is so computed.

CLASS 2—Groups of 5 to 8 voices inclusive

Table with 2 columns: Length of Program and Fee per person. Rows include 1 minute or less, Over 1 minute and up to and including 3 minutes, Over 3 minutes and up to and including 5 minutes, Over 5 minutes and up to and including 15 minutes, Over 15 minutes and up to and including 30 minutes, Over 30 minutes and up to and including 45 minutes, Over 45 minutes and up to and including 60 minutes.

2. REHEARSAL: Orchestra rehearsal at the rate of \$1.40 per hour, one hour of rehearsal required on each program of over 5 minutes; after first hour, rehearsal shall be paid for and computed in quarter-hour periods at the rate of \$1.10 per quarter hour or part thereof. Coaching rehearsal need not be paid for. On programs of 5 minutes or less, rehearsal shall be paid for at the rate of \$4.40 an hour, one hour of rehearsal required in any case, but the artist shall be compensated only for the full rehearsal time required for the number of programs made, provided the full session is consecutive and compensation is so computed.

CLASS 3—Groups of 2 to 4 voices inclusive

Table with 2 columns: Length of Program and Fee per person. Rows include 1 minute or less, Over 1 minute and up to and including 3 minutes, Over 3 minutes and up to and including 5 minutes, Over 5 minutes and up to and including 15 minutes, Over 15 minutes and up to and including 30 minutes, Over 30 minutes and up to and including 45 minutes, Over 45 minutes and up to and including 60 minutes.

2. REHEARSAL: Orchestra rehearsal at the rate of \$5.50 per hour, one hour of rehearsal required on each program of over 5 minutes; after first hour, rehearsal shall be paid for and computed in quarter-hour periods at the rate of \$1.37 per quarter hour or part thereof. Coaching rehearsal need not be paid for. On programs of 5 minutes or less, rehearsal shall be paid for at the rate of \$5.50 an hour, one hour of rehearsal required in any case, but the artist shall be compensated only for the full rehearsal time required for the number of programs made, provided the full session is consecutive and compensation is so computed.

CLASS 4—SOLOISTS

Table with 2 columns: Length of Program and Fee per person. Rows include 1 minute or less, Over 1 minute and up to and including 3 minutes, Over 3 minutes and up to and including 5 minutes.

Table with 2 columns: Length of Program and Fee per person. Rows include Over 5 minutes and up to and including 15 minutes, Over 15 minutes and up to and including 30 minutes, Over 30 minutes and up to and including 45 minutes, Over 45 minutes and up to and including 60 minutes.

2. REHEARSAL: Orchestra rehearsal at the rate of \$6.60 per hour, one hour of rehearsal required on each program of over 5 minutes; after first hour, rehearsal shall be paid for and computed in quarter-hour periods at the rate of \$1.65 per quarter hour or part thereof. Coaching rehearsal need not be paid for. On programs of 5 minutes or less, rehearsal shall be paid for at the rate of \$6.60 an hour, one hour of rehearsal required in any case, but the artist shall be compensated only for the full rehearsal time required for the number of programs made, provided the full session is consecutive and compensation is so computed.

SIGNATURE VOICES: When a singer, actor or announcer is engaged to do a performance of a nature usually known as a musical or dramatic signature or theme, beginning or end, or both, of a program of any length, he shall be paid the following fees according to classification:

Table with 2 columns: Classification and Fee per person. Rows include For one recording which may be used for one year on one program, Soloists, actors or announcers, Duos and trios, per person, Four or more, per person.

The foregoing are minimum fees for the program rendition. In each case, rehearsal shall be paid for at the rate for each classification specified above, at least one hour of rehearsal required. By payment by producer to artist of fee equivalent to original rehearsal, use may be renewed for an additional year on same program.

DRAMATIZED COMMERCIALS

Where an artist is engaged for a dramatized commercial, the following minimum scales shall apply according to the length of program on which the dramatized commercial is used:

Table with 2 columns: Length of Program and Fee per person. Rows include Over 5 minutes and up to and including 15 minutes, Over 15 minutes and up to and including 30 minutes, Over 30 minutes and up to and including 60 minutes.

The artist may be required to rehearse without compensation for a period of 15 minutes and for the dress rehearsal of each program, provided entire rehearsal period, including dress, is consecutive.

II. LIBRARY SERVICE FOR SINGERS

For each 15 minutes or less of recorded music, to be designated as a "unit," the following minimum compensation shall be paid:

Table with 2 columns: Classification and Fee per person. Rows include CLASS I. 9 or more voices, CLASS II. 5 to 8 inclusive, CLASS III. 2 to 4 inclusive, CLASS IV. Soloists.

REHEARSAL: Applicable rehearsal rates for each Class, including the one hour rehearsal required, shall be paid in accordance with the rates and conditions for rehearsal set forth for Class A transcription for singers.

The call shall specify the number of "units" to be recorded and hours of rehearsal required.

If a member of a group steps forward as a "soloist" for one whole number (3, 4, 5, 6, 7, 8, 9, 10, 11, 12, 13, 14, 15, 16, 17, 18, 19, 20, 21, 22, 23, 24, 25, 26, 27, 28, 29, 30, 31, 32 consecutive bars or more), he shall be paid at the soloist rate.

III. SOUND EFFECTS ARTISTS

Sound effects artists shall be paid not less than a minimum fee of \$7.50 per first hour required, and thereafter time to be computed and paid at the rate of \$7.50 per quarter hour or part thereof. This hourly rate begins with the time of the artist's arrival and runs continuously thereafter. The artist shall not be required at this minimum to furnish any equipment whatsoever. If equipment is furnished by the artist, artist and producer shall mutually agree on satisfactory compensation which must be in excess of \$7.50 per hour for performance and equipment.

If transcription companies desire to employ sound effects men on staff on a permanent basis, the following minimum schedule must be included:

- 1. COMPENSATION: For the first six months of employment, \$300 per month. For the second six months of employment, \$350 per month. Thereafter, \$400 per month.
2. WORK WEEK: The work week of staff sound effects artists shall be forty hours per week.
3. OVERTIME shall be at the rate of time and a half.
4. Employment shall be on the basis of a thirteen-week continuous non-cancelable contract with the right of either party to give two weeks' notice of termination prior to the end of any thirteen-week period.
5. The work day begins with the time the artist reports, and ends at the conclusion of the artist's last assignment. All intervening time excepting one hour for meal constitute part of the work day.
6. This permission to have staff artists only applies to transcription companies and only to transcription work. Sponsors, agencies, independent contractors, stations and networks may not engage staff artists under this schedule.
7. Other working conditions pertinent to staff employment to be negotiated between the Company and AFRA.



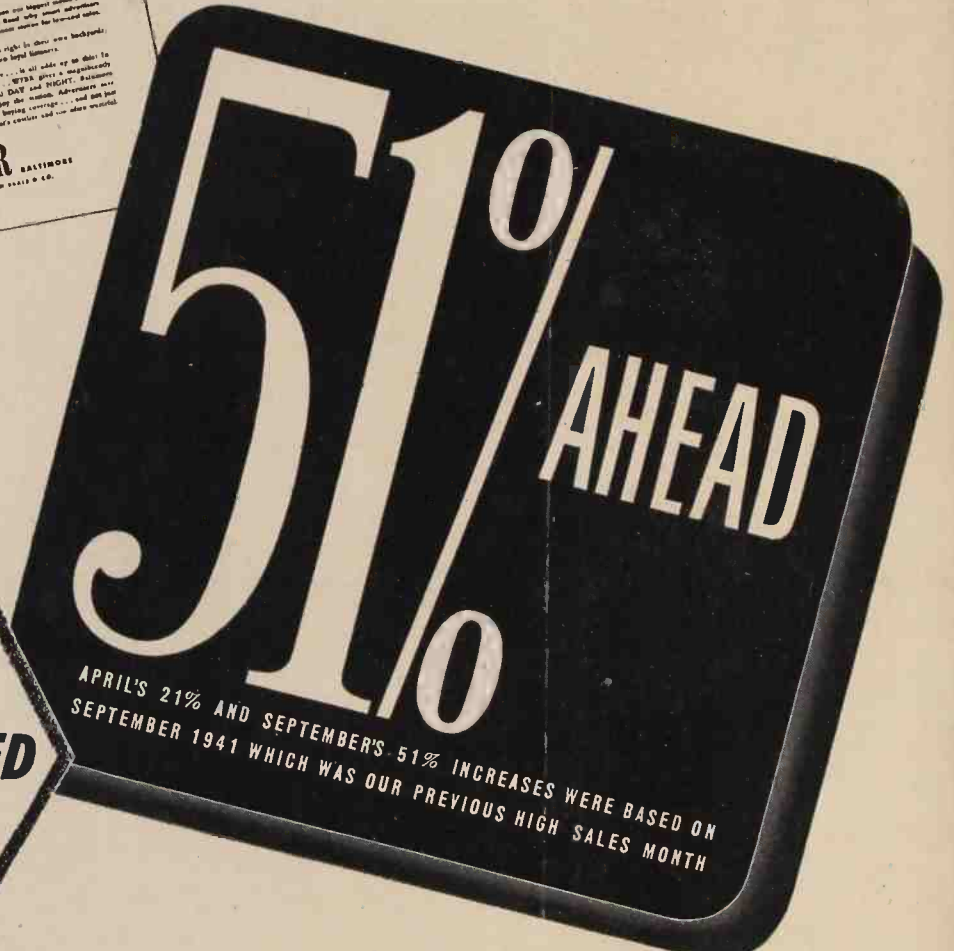
# INVITATION —TO AN OPPORTUNITY

THERE IS A GEM OF A MINATURE MUSICAL, NOW ON THE BLUE, THAT'S READY FOR THE RIGHT SPONSOR. IT IS BIG LEAGUE ENTERTAINMENT, THE COST IS INEXPENSIVE, AND IT OFFERS AN UNUSUAL BACKGROUND FOR COMMERCIALS. TUNE IN AND ENJOY IT YOURSELF, TO-DAY, 1:45-2:00 P.M., W J Z AND BLUE NETWORK STATIONS, COAST-TO-COAST. IT IS CALLED "FORTUNATUS CAP" FOR FULL DETAILS OF THIS "SHOW OF TOMORROW" CONTACT, COMMERCIAL PROGRAM DEPARTMENT, BLUE NETWORK COMPANY, R C A BUILDING, NEW YORK CITY.





**BACK IN APRIL  
 WE THOUGHT THIS  
 WAS A RECORD**



**BUT... LOOK  
 WHAT HAPPENED  
 IN SEPTEMBER**

**SURE, RADIO SALES ARE UP . . . BUT LOOK WHAT WFBR DID! THE REASON: RESULTS!**

It's a fact. When we looked at our sales figures for last April, we rubbed our eyes. It was hard to believe. We thought that it was one sales record that couldn't be beaten.

But look what happened in September! We reached a new high in sales. And we are mighty proud of that 51% increase because we know

that it is an outstanding radio sales record.

It all goes to prove that a lot of listeners and a lot of radio-wise advertisers think WFBR is a great radio station. In fact, it is the station for you in Baltimore . . . if you want to concentrate your radio efforts on the sixth largest city in the country.

**WFBR**  
 RADIO STATION BALTIMORE  
 NATIONAL REPRESENTATIVE: JOHN BLAIR & CO.



# Fly Opposes Wheeler Bill

## Nation-Wide Survey On Consumer Needs

Washington Bureau, **RADIO DAILY**  
Washington—A nation-wide survey will be conducted for the Office of Economic Requirements by the Bureau of the Census, starting November 7, to determine consumer needs for radio parts and repair, among 115 million household goods and services. About 7,000 will be visited.  
The survey is designed as a scientific cross-section of the entire United States, embracing, in proportion, every geographic area, every income level.  
*(Continued on Page 7)*

## OWI Shortwave Reports on Moscow Pact to Germany

Washington Bureau, **RADIO DAILY**  
Washington—German radio was silent on the allied agreement reached in Moscow for seventeen and one-half days after its announcement Monday while OWI overseas transmitters poured the details into occupied Europe and Germany itself, according to OWI Director Elmer Davis. Radio, thus was again the sole means of informing the people of Europe of a major war development.

## Kesten Speaks Before REC Today At Noon Luncheon

Paul W. Kesten, executive vice-president of CBS, will address the Radio Executives Club in the Gothic lounge of the Hotel Shelton at noon today on the subject of "Radio's Responsibilities." Kesten accepted an invitation to address the club as a result of FCC Chairman James Lawrence Fly's speech before the organization a few weeks ago.

## Anniversary

When Dale Carnegie airs his latest about-people show tonight over Mutual, he will talk from a chamber-dressing room of New York's venerable Empire Theater, celebrating the fourth anniversary of "Life With Father." Incidentally, it will mark his reunion with Howard Lindsay, the co-star, Carnegie's roommate when both made their Broadway debut in 1910.

**"Rodio"**

Harry Deines, advertising executive of General Electric Company, Schenectady, last night asked a cab driver: "how's the rodeo going?" The cab driver replied: "hasn't been working for a year in this car." Radio and rodeo were all the same to the cabbie.

## AFM-ET Hearings Resumed Before WLB

With both sides ready for a prolonged battle, hearings in the matter of the American Federation of Musicians and three recording companies which opened yesterday before a special tripartite panel of the War Labor Board in New York were highlighted by two important items. Disk firms are the Radio Recording Division of NBC; RCA-Victor Division of RCA and Columbia Recording Corp. and the proceedings opened with Ralph F. Colin, counsel for CRC reading a statement.  
*(Continued on Page 7)*

## WOR Shows 17% Increase In Business Past 9 Months

Business volume at WOR, New York, for the first three quarters of this year exceeds sales of any 12-month peacetime period, according to sales manager Eugene S. Thomas. Increase of 17 per cent for the first nine months of 1943 is reported over the same period last year.  
*(Continued on Page 7)*

# Industry Reports To Treasury On Success Of 3rd Loan Drive

## G. E. Executives Offer Insight On Post-War Plans

Revealing their organization as champions of post-war FM as well as television, officials of General Electric Company held a press luncheon at the Waldorf-Astoria yesterday and offered some predictions for the future.  
W. R. David, in charge of broadcast transmitter sales for G. E., ventured some thoughts on the future of radio.  
*(Continued on Page 2)*

## FCC's Chairman Raps Webs And NAB At ICC Hearing; Charges Measure Invites Monopolistic Practices

## WMCA Applies To FCC For License Transfer

Cosmopolitan Broadcasting Corp., proposed purchasers of WMCA from Edward J. Noble, has filed its formal application for transfer of the license with the FCC. Papers were filed by the law firm of Goldwater & Flynn of New York, and outlines method of financing the outlet whose purchase involves \$1,255,000 cash.  
Financing, according to the papers, will be in the form of a mortgage.  
*(Continued on Page 7)*

## Canadian Government To Reorganize Network

Montreal—The Canadian government is expected to consider at an early date the reorganization of Canadian Broadcasting Corporation and certain recommendations which have been made.  
*(Continued on Page 2)*

## 'Hook And Ladder Follies'; New Show On NBC

"Hook and Ladder Follies," a hill billy show with finesse, debuts on the full NBC network at 11 a. m., on Nov. 13 for the Goodyear Tire & Rubber Company (shoe division) through NBC.  
*(Continued on Page 2)*

Washington Bureau, **RADIO DAILY**  
Washington—The network rules were the subject of the major part of yesterday's testimony before the Senate Interstate Commerce Committee, with FCC Chairman James Lawrence Fly explaining the benefits of these rules as hearings got under way on the White-Wheeler bill, which would reorganize the FCC and revamp its administrative processes. Fly told the Senators that the reason for support of the bill by the major networks and the NAB was that, if passed, the bill would give the FCC the authority to regulate the industry.  
*(Continued on Page 6)*

## FCC Comment Treats CBS Affiliates Case

Washington Bureau, **RADIO DAILY**  
Washington—Confident that the whole matter of apparent violation of the network rules by CBS can be cleared up without any action against network affiliates, FCC Chairman James Lawrence Fly warned yesterday that "our only means of effectuating the rules is to proceed against the violator."  
*(Continued on Page 2)*

## RKO Pictures Use Radio For Southwest Premiere

San Antonio—The Texas Quality Network and station WOAI, its local member station sponsored the 50 Texas city Texas premiere of the RKO picture "Behind The Rising Sun" on the radio.  
*(Continued on Page 2)*

## Psychic?

Philadelphia—WFIL unconsciously forecast a Republican victory Tuesday night. As the GOP majority mounted, a Democratic spokesman closed with, "The election can still be carried by a handful of votes." WFIL picked up with "Beautiful Dreamer." Later, after Democrats had conceded election, switchback to studio caught "Birds Fly Over the Rainbow. Why Can't It?"

Compared with radio's participation in the 3rd loan drive.  
*(Continued on Page 8)*





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JOHN W. ALICOATE : : : Publisher

FRANK BURKE : : : : : Editor  
MARVIN KIRSCH : : : Business Manager

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# FINANCIAL

(Wednesday, November 3)

## NEW YORK STOCK EXCHANGE

	High	Low	Close	Net Chg.
Am. Tel. & Tel.	156 1/2	156 1/2	156 3/4	— 1/4
CBS A	24	23 1/2	23 1/2	— 1/8
CBS B	24	23 1/2	23 1/2	— 1/8
Crosley Corp.	18	17 1/2	17 1/2	— 1/8
Gen. Electric	36 3/4	36 1/2	36 1/2	— 1/4
Philco	22 1/4	22	22	— 1/4
RCA Common	10 1/4	9 3/4	9 3/4	— 1/4
RCA First Pfd.	70 1/4	70	70 1/4	+ 1/4
Stewart-Warner	12	11 1/2	11 1/2	— 1/4
Westinghouse	96 1/4	95 1/4	95 3/4	+ 3/8
Zenith Radio	34	33 3/4	33 3/8	— 1/2

## NEW YORK CURB EXCHANGE

Hazeltine Corp.	28	28	28	— 1/2
Nat. Union Radio	2 1/2	2 1/2	2 1/2	—
OVER THE COUNTER				
WCAD (Baltimore)			20	23
WJR (Detroit)			29	30

### Wedding Bells

Jacksonville, Fla.—Virginia Davis, continuity director of WPDQ, was married recently to Bob Mann, former WPDQ announcer.

## 20 YEARS AGO TODAY

(November 4, 1923)

Week of Nov. 25th has been set aside for experiments with two-way telephone conversations between England and America.... Radio "names" most referred to in the press this month are "Roxy," John McCormack, Lucrezia Bori, Vaughn De Leath, Bertha Brainard, Graham McNamee, and Milton J. Cross.... Industry enthused over success of "chain" broadcasting with telephone lines connecting WEAf, New York; KDKA, Pittsburgh; WGY, Schenectady and KYW in Chicago.

### A REAL SALESMAN

Successful newspaper salesman, available for Radio Station demanding highest type of salesmanship. Highly recommended. Draft exempt. Write Suite 1008, 521 Fifth Ave., New York City.

## G. E. Executives Offer Insight On Post-War Plans

(Continued from Page 1)

a prediction that within five years after the war America would have 750 AM stations; 500 FM stations, 100 tele stations and 50 international short-wave stations. Today, he continued, we have around 900 AM stations, 53 FM, nine tele and 36 international shortwave stations. He dwelt at length on the progress being made in the FM field and of post-war development plans.

Declaring that two basic problems confront the industry in their post-war planning, Dr. W. R. G. Baker, vice-president in charge of the electronics department, defined them, first, as agreement on system standards and frequency allocations and secondly, transformation of production from wartime government orders to equipment for civilian needs. He spoke highly of the work done by the National Television Standards committee and the present Radio Technical Planning Board whose work "represents an orderly approach" to solving post-war problems.

Paul L. Chamberlain explained a G. E. plan for equipment reservations for those who seek equipment after the war. Under this plan the company will give priority to those making formal application for new equipment at this time. Details of the plan are being released to the trade next week.

## RKO Pictures Use Radio For Southwest Premiere

(Continued from Page 1)

picture is now currently showing throughout the state. This is the second picture that the group have sponsored in recent months. Network was instrumental in premiering "We've Never Been Licked" and "Bombardier." Motion picture star Margo and author James R. Young, from whose book the film was taken were guests.

## To Air Wismer Award

St. Louis "Sporting News" plaque to Blue sportscaster Harry Wismer as the outstanding sports announcer of the year will be awarded tonight at a dinner in Toots Shor's New York restaurant. Ceremony will be broadcast over the Blue Network from 10:15 to 10:30 p.m., EWT, and via the BBC to London, where it will be relayed to U. S. servicemen overseas.

## Jostyn Joins MBS Show

Jay Jostyn, will play the lead in "Foreign Assignment" beginning this Saturday. Program is heard over WOR-Mutual 8:30 p.m., EWT. Jostyn will continue other commitments including his famed "Mr. District Attorney" role.

### TRAFFIC ASSISTANT

Real opportunity for young woman with one of America's prominent radio stations. Must have good traffic background. Also fully qualified stenographer. State salary, send photo and full details to Ray Shannon, KMBC, Kansas City, Mo.

## Canadian Government To Reorganize Network

(Continued from Page 1)

been made by the board of governors in connection with it. The present situation is clouded with some uncertainty. There is no general manager. The position vacated by Dr. J. H. Thomson, has not been filled. Dr. Augustin Frigon, the assistant manager, is carrying on.

The decision as to who will be general manager will be influenced by whatever action is taken on the board's proposal that the chairmanship be a full time salaried job concerned with questions of policy, while the manager's position would be essentially administrative. Rene Morin, K.C., the present chairman, has offered to resign to make way for such an appointment. Reorganization on such lines however, has not been dealt with by the government. Nor has any action been taken about the board itself upon which there are some impending vacancies due to terms expiring.

## FCC Comment Treats CBS Affiliates Case

(Continued from Page 1)

licensees who may violate them." Revocation is the only course, he said, but he is hoping the matter can be cleared up informally.

The CBS telegram of last week, he said, was "ill-advised" and too hurried. "I am quite sure it was inaccurate, particularly the suggestion that Denny had gone over their contract and approved it. Mr. Denny never saw their contract." Fly admitted seeing the June telegram to affiliates which "carved out and deleted" option time, "but that has nothing to do with their writing into new contracts provisions which in all practical effect are exclusive provisions."

## Hook And Ladder Follies' New Show On NBC

(Continued from Page 1)

W. Ayer & Son. Show will feature Ralph Dumke, Carson Robison, "Song Spinners," Ed Darlacher, president of the American Society of Square Dance announcers, Frank Novak and orchestra and Dan Gordon, commercial announcer. Jack Roche, will be director-producer, for the agency.

### ASSISTANT TIME BUYER

I am a young woman seeking a position with an Advertising Agency as an assistant time buyer. I have been connected with radio for 15 years—5 1/2 years as commercial traffic manager for a New York City station. Have excellent contacts and references. Very congenial personality. Write RADIO DAILY, Box 770, 1501 Broadway, New York, 18, N. Y.

## COMING and GOING

MARK WOODS, president of the Blue work, has returned from a vacation in Florida.

TOM CONNOLLY, CBS director of promotion is back from a business trip to Minneapolis and Chicago. He was away a week.

BEN DUFFY, executive vice-president B B D & O, in Los Angeles this week to discuss programs with members of the agency's Hollywood office.

WORTH KRAMER, manager of WGKV, Charleston, West Va., spending this week in York.

BOB HAWK leaves today for Providence, R. I., where he will emcee a rally for National War Fund Drive.

EDGAR BORROFF, vice-president of the Network in charge of the central division, New York for the dinner to be given by Sarnoff for Edward J. Noble. Borroff will turn to Chicago later in the week.

A. E. JOSCELYN, general manager of WC Columbia-owned station in Minneapolis-St. Paul is back at his Twin Cities headquarters attending the network's station managers meeting held here last week.

WENDELL WILLKIE and COL. LEONA WRAY are in town to participate in the "Minute of Time" program on NBC tonight.

HERBERT KRUEGER, commercial manager WRVA, Richmond Va., is in New York conferences at the offices of CBS.

CHARLES A. DAVIS, president of WWPG, Network affiliate in Lake Worth-Palm Beach is honeymooning in New York.

BARRON HOWARD, sales manager of WYF, Richmond Va., has arrived from Virginia for a few days on network business.

ROBERT D. HUSSEY, Universal Pictures' director of radio activities, has returned California following a visit of a month in New York.

DON STRATTON, representative of NBC sales, back from a short trip to Cleveland.

## And Now Football!

If it's sports Baltimore wants to listen to... it's 1230 on the dial.

W-I-T-H brought Baltimore baseball last summer. Now it's pro football. And it's 2 hours a day all year around for the latest race results!

And remember: This is the station that carries 8 of the smartest Charles Street shops... exclusively!

# W-I-T-H



## IN BALTIMORE

TOM TINSLEY, President

REPRESENTED BY HEADLEY-REED





# HOW BIG IS A MUTUAL HOOKUP?

In a word, the answer is bigger! It's impossible to be more specific. The size of a Mutual hookup depends first, of course, on the client's marketing area—Mutual being the network most flexibly adaptable to an advertiser's current needs. It also depends on the calendar—Mutual clients having a persistent habit of adding stations to their hookups, month after month and year after year.

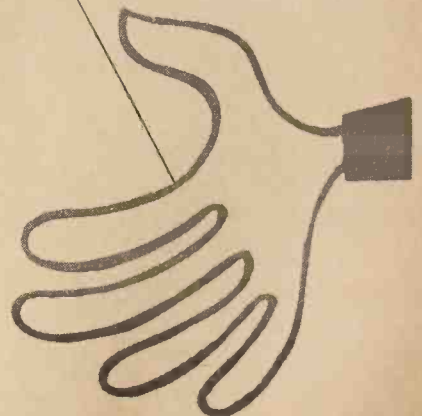
As of this writing, here's the scoreboard for a few Mutual clients:

ADVERTISER	PROGRAM	STARTING HOOKUP	CURRENT HOOKUP
Barbasol	Gabriel Heatter	14	171
Kellogg	Superman	39	200
General Cigar	Raymond Clapper	3	83
Gillette	World Series	119	344*
Pharmaco	Double or Nothing	109	200

\* Even the largest network in the world couldn't accommodate this client's needs, so we lined up a lot of additional, non-Mutual stations, including 50 in Canada.

WHATEVER THE SIZE OF THE HOOKUP, MUTUAL DELIVERS THE GOODS.

## THE MUTUAL BROADCASTING SYSTEM





# LOS ANGELES

By RALPH WILK

**D**ON E. GILMAN, v.-p. in charge of the Blue Western division, addressed the Women's Advertising Club Oct. 28, giving a talk on radio in general. On Nov. 3 he will address a luncheon meeting of the Wilshire-Ebell Club.

Amos 'n' Andy (Freeman F. Gosden and Charles J. Correll) have preserved the scripts of all their shows in bound files. To date, these files number 32 volumes.

Dick Haymes played host to Baladeer Buddy Moreno during a "Here's To Romance" rehearsal. Between tunes, the boys got together to discuss the days when Dick was vocalist with Harry James and his band, the famous Music Makers with whom Buddy now sings for his supper.

Jerry Bowen, aviatrix, temporarily helping out with the Universal Microphone Co. administrative force, just got her orders to enter the February class with the Ferry Command in Texas.

"The Silver Shield," one of the new programs individually produced at KMTR, tells the vivid story of the Coast Guard, its historic romance, and presents interviews with a number of the returned heroes from the South Pacific, African and Italian fronts. Kenneth O. Tinkham, general manager of the station, declares KMTR is eliminating, as rapidly as possible, so-called "phonograph record programs."

Announcer Ken Niles has returned from a hunting trip to Montana and South Dakota. He also found time to visit his "old home town"—Livingston.

A table for two developed into a party for 20 when Harry Von Zell, announcer on "The Dinah Shore Program," and Mrs. Von Zell celebrated a "quiet" 18th Wedding Anniversary. The 18 extra guests can be traced back to Joe Lilley, choral director of the Variety show, who promoted the surprise party.

## KDKA Sponsors Ice Show

Pittsburgh—A million dollar War Bond performance of the "Ice-Capades" will be staged in the Gardens on Sunday afternoon, Nov. 14 by station KDKA working in conjunction with the management of the rink spectacle. Admission will be limited to persons who purchase War Bonds through KDKA with two tickets for the ice carnival being given away free for each bond purchased, the bond value of the free tickets has been scaled from \$15,000 to \$25 to assure a million dollar bond sale if the capacity of the gardens is sold out.

# MAIN STREET

OL SCOOPS DAILY

## Radio Is My Beat . . . !

● ● ● J. Walter Thompson gets the Owens Illinois Glass account for Radio . . . . . CBS thinks so highly of his writing talents, that although Randy MacDougall is currently on the Warner lot in Burbank, Calif., he still is on the CBS payroll . . . . . The Dick Lewis' (he's with the Biow Agency) expect a visit from Sir Stork . . . . . Texas Jim Robertson, network cowboyodeler, makes a p.a. at the Hartford Auditorium Saturday . . . . . this handsome, six-footer belongs in pictures . . . . . Les Zimmerman heads the William Morris Agency Press Dept. starting Monday . . . . . Michael Chimes, network Harmoniking, so busy these days, he makes his musical arrangements on the train en route from his home in Westchester . . . . . And talking about arrangements, Earl (Saxophonist) Bostick's arrangements for Lionel Hampton's "Famous Door" Orchestra, is the talk of tin pan alley . . . . . The Sporting News will present Harry Wismer with an award as "outstanding Sports Announcer of the Year" at Toots Shor's tonight . . . . . Ted Cott's book, "So You Think You know Music," dealing with the lighter side of famous Maestri, will be published by Simon & Schuster . . . . .



● ● ● Will the Blue Network affiliated stations, in conclave next week in Chi., be offered the chance of purchasing stock in the company? . . . . . Yacht Club Boys, now in Hollywood may make a picture deal with Universal . . . . . a fitting reward for their nine-month overseas entertainment trip . . . . . Several weeks ago Wheeling Steelworker, Buddy Colvin sang a new song titled, "Seven Days A Week" on "Wheeling Steelmakers" Blue Net program . . . . . last Sunday Buddy started working for Uncle Sam, "seven days a week," joining the U. S. Air Forces . . . . . Happy Landings, Buddy . . . . . Judith Evelyn, CBSigned to a long term contract, will appear in the "Angel Street" radio version on Kate Smith's show, tomorrow . . . . . contract allows Judith to make two pictures annually and appear as Guest on other network programs . . . . . Olga Coelho the Opera Soprano-guitarist, opens a two-week engagement at Jacoby's Blue Angel Niteray late this month . . . . . When Judith Allen plays "Juliet" next Tuesday over WBYN, her Romeo will be none other than Johnny Kane (Brooklyn accent and all) . . . . .



● ● ● Morton Downey starts selling War Bonds for Uncle Sam, Monday at the Blackstone Hotel in Chicago . . . . . The Irish Thrush did a similar stunt for the Canadian authorities with great success . . . . . Erin Go Bragh . . . . . Shep Fields will be profiled in the Nov. 20 issue of Tune-in . . . . . Gwen Davies, former vocalovely with the Bobby Sherwood Orchestra, has been signed to sing the "Hind's Blind Date" commercials . . . . . NBConductor Irving Miller, whose early morning music is the hottest thing on the air, is readying a second combo, which will concentrate on suave interpretation of the classics . . . . . Bob White, writer-producer-director, who just joined the Blue Network production staff, will script the "Sea Hound" serial . . . . . Cyril Armbrister still seeking actor for the "Blubber, the Whale" role in "Land of the Lost" . . . . . Nora Marlowe, Radiolite will middle-aisle it with Jimmy McCallion, who is now in the Armed Forces, before the snow flies . . . . . Welcome Lewis, fencee of the "Singo" program, found a diamond pin worth several grand, in a taxi yesterday and reported it to the Gendarmes . . . . . Frank Lovejoy tendered wife (Joan Banks) a birthday party at Cafe Society Uptown . . . . . parked their baby with Les (Thin Man) Damon and his wife Ginger Jones . . . . . Arch Oboler, on a vacation from Radio, is putting the finishing touches on two plays and has completed three scenarios for M-G-M . . . . . (if that's a vacation, we'd rather go to work) . . . . . When Tom Slater, Mutual Special Events Director, does his regular "This Is Ft. Dix" program Sunday, he'll find himself face to face with his brother, Lt. Col. Bill Slater, of the Army Service Forces, who will be heard on the program . . . . .

—Remember Pearl Harbor—

# CHICAGO

By BILL IRVIN

**J**AMES G. HANLON, product head of Movie-Radio Guide who suspended publication, has joined WGN press department, effective Nov. 25. Other press department changes at WGN include the transfer of C. Wagner to continuity and Fred L. Kings to production.

Rosemary T. O'Brien, who resigned as supervisor in the Central Division Stenographic Department to become secretary to Russell Stewart, managing editor of the Chicago "Times," has been replaced by Hazel M. Buffington.

Fifteen WLS Barn Dance entertainers journeyed to Decatur, Ill. last week where they staged three shows, each an hour and a half long, as the climax to the Macon County scrap drive. The price of a mission to the shows, given in the Decatur High School gymnasium, was 100 pounds of metal. Members of the WLS troupe included Pat Buttrick, the Prairie Ramblers, Otto and Lil Genevieve, Jimmy James, Mac and Bob, Red Foley and Eva, and Jenn Lou Carson. The Macon County scrap drive is the third one that the WLS-Prairie Farm organization has aided within the past year. The entire Barn Dance cast played before 7,500 persons in Bloomington, Ill. in June, 1942, when 1,000,000 pounds of metal was contributed. In October last year the Barn Dancers staged three shows in Danville where 9,500 persons donated more than 1,000,000 pounds of metal. Proceeds from the sale of scrap donated at both shows amounted to more than \$7,500, all of which was turned over to local war service funds, as will proceeds from the Decatur show. Fifteen Barn Dance acts will appear at Mt. Morris, Ill., on Nov. 10 to aid in the Ogle County scrap drive.

## WHEB Being Sold

Washington—The FCC was yesterday asked to approve the sale of WHEB, independent one-kilowatt station in Portsmouth, N. H., by R. G. Letourneau to Charles M. Dale, Mayor of Portsmouth, lawyer and director of several corporations in the area. Sale price for the station, which broadcast on the 750 band, is \$60,000 with ten paid and remainder due upon commission approval.

## PEDIGREED

M A N P O W E R

RADIO PRODUCERS  
PROGRAM DIRECTORS  
ANNOUNCERS  
SCRIPT WRITERS  
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POSITION SECURING BUREAU, INC.  
(Agency)

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Have You Met the Voice  
of  
**BERNARD DUDLEY**  
?

L.A. 4-1200





Screwballs!

Sure!

But  
they do  
Sell!

**"The Kibitzers" . . . FOR SALE**

*Listeners know them as  
"those Wacky Guys" but sponsors  
know they sell!*

**T**HESE two multi-voiced comedians keep a growing proportion of WJZ's listeners in stitches between 8:00 and 8:30 six mornings a week. Their quips, gags, and comedy situations put them on top—in New York's morning radio.

Their handling of commercials is unique . . . and successful!

Right now, for example, their sponsors include Resinol, Tabasco Sauce, Quaker Oats, Rem and Rel Cough Syrups . . . each a product in a highly competitive field. "The Kibitzers" are doing a sales job on all of them in New York, a highly competitive market. Renewals testify to that.

We believe that "The Kibitzers" and WJZ can pull this sort of mail for you, too:

" . . . and many thanks for making the commercials palatable."

" . . . Incidentally, we especially like your handling of the commercials. And what's more, we buy your products. For example, we just got . . ."

" . . . Your advertisers are smart to let you handle the commercials in your own way. They're terrific!"

We believe that we can sell for you. Call or write for all the facts on "The Kibitzers," including the low cost per participation in their program . . . and their salesability.



**The Blue's Key Station in the**

**Great New York Multiple Market**

**Represented by Blue Spot Sales**



# Fly, In Opposing White-Wheeler Bill, Calls It Invitation To 'Monopolization'

(Continued from Page 1)

would nullify the network rules. The FCC chairman spoke out against alleged monopoly in broadcasting, and scored the NAB more strongly than at any time since the St. Louis convention two years ago.

As soon as he began his testimony, explaining that he did not wish to review the many pages of testimony on similar matters which he gave before the House Interstate and Foreign Commerce Committee sitting on the Sanders bill last year, Fly was interrupted by a question from committee chairman Burton K. Wheeler. The Montanan, a co-author of the bill under consideration, asked if it were true that the networks are still operating.

## Networks Making Money

Fly replied, "yes and it may surprise you in view of the representations that have been made to this committee that the networks are making more money today than they have ever made in the past." That is not due to the network rules, he continued, but "it is clear that the regulations have not impaired network operation." Wheeler spoke of the "great cry of ruin and destruction" frequently heard, at which point Fly launched into a peroration against the alleged misrepresentation of the issues involved by the major nets.

## Web Presidents Abroad

"The two major networks," he declared, "are making the most money today that they've ever made. They have standing room only. The presidents of both networks have seen fit to go to Africa, and I see no reason why they shouldn't. The office boy can run the network and handle the business so long as it comes over the counter. Their absence is a good indication of the worry the new rules are causing the networks." What they do want, said Fly, is to revert to the "monopolistic conditions and control over stations" which formerly prevailed.

Senator Albert W. Hawkes, New Jersey, (Rep.), here raised the point that programmers must be assured of their audience when making up and scheduling their programs, referring particularly to commercial shows. Fly declared that operation under the rules has not deprived them of this assurance, and remarked that Blue was recently able to schedule a full hour coast-to-coast for Philco radio on non-option time.

## Scores NAB Operations

The outcry against the regulations has come from two sources, Fly said, adding, "I might say, from two and a half." He then specified "CBS and NBC and 'a stooge organization' known as the National Association of Broadcasters." In response to a question from Senator Charles W. Tobey, New Hampshire (Rep.), Fly repeated

his description of NAB as a "a stooge organization." Whenever CBS or NBC needs help, he said, "the cry comes from Neville Miller." NAB reactions to any commission move which displeased the major nets amount to a "reflex action," he said. "Some one at NAB is sure to squawk." MBS and the Blue, said Fly, are not NAB members. He said in reply to Tobey that they had been, but had resigned. (This statement was denied by Miller,

## Materials 'Brownout'

*In response to questioning by Senator Clyde M. Reed, Kansas Republican, FCC chairman James Lawrence Fly revealed yesterday that he hopes soon to have permission from WPB and the military to permit the use of broadcasters of materials which they now have on hand and which it is not likely the military will need. Licensing of new transmitters and permission for the use of other needed broadcast equipment has been delayed even though the equipment was on hand because of the off-chance that the military might need it. Fly is hopeful he can now permit its use.*

who told RADIO DAILY that neither network has ever been a member.) Fly declared that MBS and Blue have not been opposing the net rules, "but NAB has been out beating the bushes . . . it got the radio affiliated newspapers to get editorials up, reprinted them and sent them around . . . to inspire other editorials."

## Charges Nets Control NAB

Control of NAB lies with the two major networks, Fly declared, charging that they exercise this control through their influence over their affiliates. He cited as an example to prove this statement the vote of the NAB board in St. Louis that he be removed, this vote having come only a couple of hours after he had made some remarks which displeased the nets. "NAB has been clicking that way for years," he said.

## Kansas Station Supports Bill

Senator Clyde Reed of Kansas, Rep., asked if NAB support for the bill should increase the committee's confidence in the bill, to which Fly suggested that it ought to create "some degree of skepticism." Reed replied that most Kansas stations are MBS or Blue affiliates, and that they generally support the bill. Fly declared that NAB has done a good propaganda job against the bill, "misleading a lot of people, including some Congressional representatives."

Reed took exception here, declaring that he had heard from Kansas broadcasters only after soliciting their opinions. Fly then pulled the neatest answer of the day, declaring that Reed's experience was to be expected,

since the "small stations are not really worried about the bill," he said. The fact that when solicited by Senator Reed they did indicate support for the bill was the result of NAB propagandists, said Fly.

Senator Chan Gurney, South Dakota (Rep.), asked if the failure of stations to make themselves heard were not through fear of the FCC. This was denied.

Fly held up as an example of the benefits of the network rules the figures on world series broadcasts last month, declaring that although there were only 154 MBS affiliates carrying the program, it was heard over 289 stations. Of the rest an additional 43 had contracts with MBS and another net, 45 were affiliated with another net and not with MBS and 49 were independent. Few of the later two groups could have carried the program but for the net rules, said Fly.

## Fly Against Bill

Gurney asked Fly to state briefly how the White-Wheeler bill would be detrimental to the public interest. The reply of the chairman was that it would be harmful in that "it would restore the industry to conditions of monopolistic practices, attitudes and policies, and would deprive the commission of the power to do anything about it." The line in the bill which declares that the FCC shall have no power over the business dealings of licensees "is language specifically designed to restore the monopolistic control of the networks," he said, and would, in effect, kill the May 10 Supreme Court decision.

Gurney then questioned Fly as to whether the FCC wanted to control program content, to which Fly replied that the commission has never exercised any control, has never suggested, endorsed, disapproved or killed a program. That is a blind which the networks are using as a lever "to restore the monopoly conditions," he said. Gurney, a former broadcaster, declared that his dealings with CBS did not support monopoly charges.

"They were fine and fair," he said, "and they never made any attempt to tell me how to run my radio station."

## Outlines His Opposition

Fly then outlined his opposition to the provisions of the bill regarding litigation, pointing out that passage of these provisions would enable broadcasters to delay the licensing of competition, through appeals both to the commission and the courts. There is a danger, he said, that the courts would be forced to assume administrative functions. These provisions, he said, "would open the door to dog-in-the-manger type of intervention."

Gurney declared that the language simply makes it easier for stations to get into court, to which Fly replied that every station with legal interest in the proceedings should be per-

## PROGRAM REVIEW

### "SYMPHONY OF THE

General Motors

NBC, Sunday, 5:00-6:00 p.m.  
Arthur Kudner, Inc.

### BETHOVEN—MOZART—HAYDN

"... under the distinguished direction of Arturo Toscanini." So read the prepared for a capacity audience studio 8H as General Motors inaugurated the current series of "Symphony of the Air" under the baton of great maestro.

"Distinguished direction" is debatable, yet this observer can understand adequately to describe the art of Toscanini and the almost electrifying which, without great effort on his exercises on audience and musicians appearance the very personification of a conductor destined to live in the world of music. Sunday's concert canini at his best. No higher can be paid any symphonic performance.

While the nation and the world wait to expect the finest from Toscanini as a matter of course, there still remains critical judgment the musical content of the program itself, particularly in the its interest value to radio's millions.

Here again, special tribute is due the happy confluence of Mozart's "The Magic Flute," Haydn's "Symphony and Beethoven's Eighth" programming flawless in its adaptation to the broadcast medium. Here is ideal lightness and melody of Mozart, ties set the stage, so to speak, for the passionately sonorous and spiritual round Beethoven, even in his "Eighth," ably most tuneful of his nine symphonies.

Sunday's treat, a wealth of deathless all of it more than century old, natural experience for all who heard us hope for more like it, and while let us give due thanks to the programmers, as well as to the illustrious and ated conductor, who as artist, citizen patriot, stands today as one of the GREAT men of the world: Arturo Tos-

mitted appeal rights with both commission and the courts. "That is now secure, but why open the door to intervention by people with legal interest to paralyze the proceedings for selfish reasons?" he asked.

Fly didn't raise serious objections to the provisions of the bill which would divide the commission into groups, one to handle common carriers and one public communication. He pointed out, however, that as yet the chairman would bear responsibility for both groups but not a vote with either except as a substitute member, terming it "an ability for conduct without authority." This division has been tried before, he said, but has not been desirable. It is permissible under present law. Here Wheeler pointed out that when former FCC Chairman Frank McNinch had proposed that it be written into the bill that the commission be divided, industry had opposed.

Fly pointed out also that because law forbids the appointment of more than four members of a single political party to the commission, the chairman would have to be of the minority party, or control of one of the two divisions would have to be with the minority party. Wheeler promised a review of this section.

Fly will be on the stand again tomorrow.



## Nation-Wide Survey on Consumer Needs

*(Continued from Page 1)*  
Every type of worker. The survey will include not only the farm operation and every group, but will be divided by according to relative size. A national sample, OCR Director Whiteside said, is the basis of a series of "spot surveys" OCR has conducted in various sections of the country to determine conditions in specific areas for specific products. As a result of these studies, OCR will have information from consumers which will carry out its function of maintaining an adequate supply of civilian goods and services within the limit set by the war demand for manpower, manufacturing and materials.

## Shows 17% Increase in Business Past 9 Months

*(Continued from Page 1)*  
...ing time in 1942. Last year's gross is noted as 48 per cent over October, 1942, and the past quarter, 34 per cent over last quarter period.

...attributed by Thomas to the amount of small sales. During the quarter new accounts signed for the Chamber subsidiary, exclusive renewals, are said to have increased to every two working

...also announces a record for the last month with a gross of \$773,221. For the first nine months of this year, sales are estimated as \$10,758,264, showing an increase of 36.8 per cent as compared with the same period last year's amount for the same which was \$7,865,138.

## Announces New FM Station

...-WDLM, new frequency station of Moody Bible Church was dedicated Monday in the tower studios, 820 N. LaSalle St. Directing the program will be Mel P. Loveless, program manager of WMBI and WDLM, with J. Parsons, assistant program

## Expands Cedric Foster Network

...Cedric Foster starts his new series of news commentaries on November 7, his sponsorship will be extended to 170 stations of the Mutual Network by the Employers Group. Co. H. B. Humphrey, Boston, is the agency.

## Proves Results

**T B O**

Cumberland, Md.

# Hearings On AFM's ET Ban Resumed Before WLB Panel

*(Continued from Page 1)*

copy of a telegram the three petitioners sent Tuesday to William H. Davis, chairman of the National War Labor Board in Washington, requesting (1) that no action be taken by the Board on the recent agreements concluded by the AFM and various signatories until the hearings by the three petitioners had been concluded, or (2) that they be heard "as amicus curiae" on the issues involved in the report. Copies of the telegram were also sent to all industry members of the WLB.

### Re NAB Statement

Second episode that held the limelight and which apparently the WLB panel resented, was the reading of a statement regarding the recent action of the Music Steering Committee of the NAB. This statement said that while the employer parties (recording men) did not participate in the preparation of the statement issued by the NAB, they were in accord with the comments referring to the recent AFM-ET and recording contracts as "vicious." However, the statement concluded, "Other comments therein having to do with the personnel of this panel do not reflect our views."

Panel member Max Zaritsky, representing labor, asked attorney Colin why it was necessary for the petitioners to make use of a statement from outside sources rather than prepare one of their own. Colin replied that the statement was not on a question of law, but that he would withdraw the statement entirely if the panel so desired. He said he merely sought to refer to it. Later in the day, Zaritsky asked if Neville Miller was present. He was told Miller was in Washington for the Wheeler bill hearings.

### Padway Against Delay

Joseph A. Padway, counsel for the AFM strongly objected to the move which sought either a delay in the WLB's approval or disapproval of the pacts concluded with recording and transcription firms, or the entering into the case by the present petitioners as friends of the court. He charged that it was a type of bad faith in procedure, that they should have gotten in at the beginning and seen it through instead of now wanting to see if the pacts were to be repudiated. He did not see of what concern it was to them that 22 contracts and signatories now were set. He said it was bad for the panel as well as for the AFM that their wagon and accomplishments be upset and wished to go on record as "protesting vigorously."

The telegram sent by the three petitioners to Chairman Davis and industry members of the NWLB is as follows:

"Dear Mr. Davis: We believe that you have, or will shortly have, before you a report from the panel consisting of Messrs. Meyer, Zaritsky and Fuller in the matter of Electrical Transcription Manufacturers and American Federation of Musicians, AFL. That report will deal with agreements

reached by certain of the transcription companies and one record company on the one hand with the musicians' union on the other. As you may know, the undersigned two record companies and one transcription company have reached no agreement with the union and intend to proceed with a hearing on the merits before your panel tomorrow morning. The agreements entered into by the other companies provide for payment of substantial sums of money by the employers direct to the union. Whether or not the making of such payments would violate any law or regulation or be socially or economically undesirable will be issues on which you will pass with respect to the agreements entered into and is also involved in our contested proceeding which will continue on the merits before your panel tomorrow morning.

"We assume that there will be no hearing or contest before you with respect to the panel's report on the agreements. Accordingly we respectfully request that your Board either (a) delay passing upon the panel's report on the agreements until our contested case is also before you or (b) that you hear us as amicus curiae on the issues involved in the report. Unless you grant either of these requests we in a contested proceeding may find ourselves before you arguing on issues which you have already disposed of in a proceeding in which you have not heard the opposing arguments. Since first payments to us on our agreements are not due for six months delay will not be prejudicial to union. We are taking the liberty of sending copies of this telegram to each of the industry members of your Board."

### Question of Jurisdiction

Relative to the question of jurisdiction of the WLB, the recording men brought in the war angle via the recordings needed by the armed forces and Robert Myers, RCA attorney read various letters from both soldiers, officers and organizations such as the USO which told of the need for recordings. This was continued into the afternoon session when the need and use of music in industrial war plants was emphasized by Myers, who read an official pamphlet on the subject.

### Payment Figures

Following this, Colin early in the afternoon hearing, cited examples to the panel of what would be expanded in payments to the musicians making the recordings and what the direct payment fee would be on such a particular record. Thus he said that a Benny Goodman record for instance with an old song "Why Don't You do Right" on one side which sold 683,983 records resulted in payment to the musicians at scale rates of \$400 for both sides. On strength of the sales, if the AFM fees were in force the union would have been paid directly \$3,419. Titles of the songs brought forth laughs on occasion, since the tune titles here and there, when mentioned, seemed to tie up with the case. Thus Colin pointed out that four to six times as much and some times 10 times as much would go to the union in direct payments as the musicians received for their work.

Taking the 1942 figures as a tentative basis, it appeared that Columbia would have paid the AFM a possible \$200,000 in direct fees above the union scale and Victor approximately \$285,000. This seemed to average lower than the total sum originally men-

*(Continued on Page 8)*

# WMCA Applies To FCC For License Transfer

*(Continued from Page 1)*

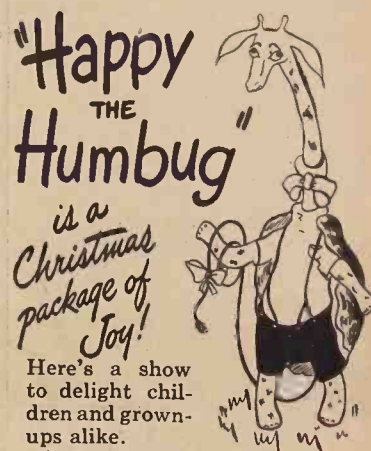
will be by issuance of stock and debentures. Stock at \$100 par value will be issued to the amount of \$675,000. Class A debentures to the sum of \$400,000 carrying 6 per cent interest will be issued and \$275,000 in Class B debentures. This will total \$1,350,000 covering the \$1,255,000 purchase price of the station plus \$95,000 left for working capital.

Officers of the new WMCA organization are: Nathan Straus, president; Charles Stark, vice-president (currently with station in same capacity); H. M. Stein, president of Davega-City Radio, will be secretary and treasurer. Board of directors will include two representatives from the Davega Company, A. Davega being the second one in addition to H. M. Davega. Other board members will include Straus, Stark and Monroe Goldwater, attorney.

Donald Flamm, former owner of WMCA who sold it to Edward J. Noble, is expected to intervene in the hearings, if such are called. Flamm will act through his attorney Phil Handleman, who could not be reached late yesterday afternoon. Flamm, who filed a suit as a result of sale of WMCA under alleged duress, some months before Noble bought the Blue Network is reported as ready to follow through before the FCC.

### Stork News

D. Gordon Graham, director of program activities at WABC, is the father of a boy born Saturday to Mrs. Graham at the Le Roy Sanitarium. The baby has been named David Perry.



Here's a show to delight children and grown-ups alike.

Kids will love "Happy the Humbug," starring Bud Hulick (of Stoopnagle and Budd fame).

Write today for details on the happiest kid show in years.

In twelve 15-minute episodes—a sure-fire puller!

**NBC**  
RADIO-RECORDING DIVISION  
NATIONAL BROADCASTING COMPANY  
RCA Building, Radio City, New York 20, N. Y.  
Chicago • Washington, D. C. • Hollywood



# AFM-ET Hearings Resumed Before WLB

(Continued from Page 7)  
tioned as accruing to the AFM under the new pacts sought.

### Padway Resumes

Padway for the AFM said that the figures cited showed the injustice of the setup. That the musicians on a best selling record got but \$500 while the juke boxes and radio stations made no end of money as a result of such a disk.

### Petrillo Winds Up

Petrillo arose to agree that his men were well paid for the recordings they made and had no argument along that line. But that the records made by the Whitman's, Harry James' and Dorsey's resulted in a great many other musicians being kept out of work. He mentioned the meeting about two weeks ago with William S. Paley and David Sarnoff, wherein Sarnoff agreed that a law should be passed whereby the AFM could have control of records being played in juke boxes for instance and that they would help the AFM along this line. He also said that if he were to be paid \$100,000,000 a year by the recording companies the AFM would not accept it in preference to having control of the recording after it was released.

He made the deal with other recording companies for four years he said in the hope that during this period the ET and record firms might find a solution to the problem of controlling the disks.

### Army Disks Played

Chairman Meyer of the WLB queried as to what percentage of recordings went to commercial use as distinguished from that sold for home use. It was believed by Colin that the figure would be about 20 per cent. Of this he said, radio bought but little as compared to the juke box operators.

Colin said that as against 700 outlets there were 400,000 juke boxes playing records. The AFM spokesmen said that in some cases the figure would go way above the 20 per cent mark.

AFM at the close which was after 5 p.m. brought a portable phonograph with samples of the recordings especially made for the Special Service Division of the U. S. Army headed by Brigadier General F. H. Osborn. These, it was pointed out cost the army nothing and paid for by the big recording companies and the AFM. Each disk is a new plastic material, unbreakable, little scratch and pressed at the rate of 100,000 each month. This point was made in answer to the need of morale recordings, etc.

### Paley and Sarnoff Meeting

As the hearing was adjourned to this morning, it was announced by Chairman Meyer that Wm. S. Paley, CBS president and David Sarnoff, RCA prexy, would hold a closed session with the AFM and the WLB panel this afternoon. Attorney Colin here pointed out this meeting of the officials was not as a result of yesterday's hearing but rather a continuation of a meeting held a couple of weeks ago.

Among those present yesterday for the recording companies were: Ralph Colin, attorney for CRC; Godfrey Goldmark, of the law firm of which Colin is a partner and counsel for CBS and CRC; Robert Myers, of RCA, J. M. Clifford, also RCA attorney; J. W. Murray, general manager of the RCA Victor Recording Division; Lloyd Egner, of NBC Radio Recording Division and Edward Wallerstein, president of Columbia Recording Corp. At the AFM table were Petrillo, Padway, Henry A. Friedman, attorney; Rex Ricardo of the AFM Executive Board and Harry Steeper, assistant to Petrillo. Gallery held many from the trade who were interested.

# COAST-TO-COAST

## —UTAH—

**SALT LAKE CITY**—Elizabeth Carter is the new receptionist and music librarian at KUTA... Herman Wilson, formerly of KFSD, San Diego, has joined the KUTA news department... Louise Winchell, formerly of the KUTA mail division, has been named national sales traffic supervisor.

## —ALABAMA—

**MUSCLE SHOALS**—Recent additions to the WLAY schedule are two weekly half-hour shows sponsored by the Reynolds Metal Company. Designed as morale builders, programs are composed entirely of employee talent.

## —NEW HAMPSHIRE—

**MANCHESTER**—Frederick W. Cole is the new program manager at WFEA. He formerly held the post of promotion manager with the outlet.

## —NORTH CAROLINA—

**RALEIGH**—WPTF's recently inaugurated Agriculture Department, featuring Connie B. Gay on a 15-minute commentary four times weekly, is receiving quite an audience response. One question, asked on one broadcast, seeking the farmers' opinion on a program of help for small farmers brought forth a request from a Congressional investigation committee for a transcript; letters of commendation from 11 U. S. Senators and Congressmen; over 1,000 opinions from farmers, and the U. S. Department of Agriculture reproduced the script and mailed copies to every County office in five states as educational material.

## —WEST VIRGINIA—

**CHARLESTON**—Ernest Saunders, formerly with NBC in New York, has joined the announcing staff of WGKV... Newest member of the WGKV engineering corps is Willis Toler, of Logan, W. Va... Post of traffic manager at WGKV has been filled by Phil Vogel, formerly with WJLS, Beckley, W. Va.

## —MARYLAND—

**BALTIMORE**—"Grouchy Gus," five-a-week 15-minute show on WITH, celebrated its second year with the outlet last week. Instead of the usual grump and growl routine, written and narrated by Hal Stewart, program was taken over by city dignitaries and representatives of the armed forces. Theodore R. McKeldin, Mayor of Baltimore, was principal speaker.

## —CANADA—

**EDMONTON, ALTA.**—Jim Allard, merchandising and publicity director for CJCA, last week attended the annual diner of the Association of Canadian Advertisers as a guest of honor. He received an award for "A Distinguished Contribution to Advertising."

## —OHIO—

**TOLEDO**—"Let's Learn Spanish," transcribed series originally conceived by "Time" magazine, is now being aired over WTOL thrice weekly... Marjorie Cunningham, WTOL's staff pianist, has resumed her programs after several months' vacation. She appears three times weekly on her own show in addition to guest spots on WTOL's "Navy Send-Off Breakfast."

## —CONNECTICUT—

**BRIDGEPORT**—Ken Rapieff's "Sports Headlines," formerly heard nightly on WICC, now has a new time and name. Sportscast is now aired at 7 a.m., moving into a field hitherto occupied by straight news spots and musical "early bird" programs, and is billed under the heading "Breakfast Table Sports Sheet."

## —IOWA—

**DES MOINES**—The Cowles stations (KSO and KRNT here; WNAX, Yankton, S. D., and WMT, Cedar Rapids) plan to incorporate in broadcasts of three Iowa University football games a between-the-halves special BBC feature from England. This will include talks with outstanding athletes from this section of the country who are now U. S. servicemen in England.

# NAB Cites Radio Aid To Third Loan Drive

(Continued from Page 1)  
in the Second War Loan drive, last campaign shows a substantial increase in time and talent. During Second War Loan drive, radio tributed 2,228 hours, 118,000 in announcements and talent value \$7,000,000.

In reporting radio's War Loan efforts to the Treasury Department Neville Miller, president of NAB, "it was the biggest job ever undertaken by the broadcasting industry and the broadcasters met the challenge with vigor and enthusiasm."

# Curtis Publishing Co. Sets Third SEP Show

Curtis Publishing Co. is ready a third one-shot "Saturday Evening Post Four Freedoms' Show" on Blue Network for Wednesday, Nov. 10, in connection with its travel exhibit of original "Post" paintings it was learned yesterday. Broadcast will originate from Philadelphia, an 80-station airing from 10:15 to 11 p.m., EWT. MacFarland, Aveyard Co. handles the account.

**"IT'S ALWAYS ON YOUR DIAL"**

710 770 880 930  
WVAF WVOR WVIZ WVBC WPAT

**WPAT**

**ON YOUR DIAL AT 93**

During the next 13 weeks... the New York and New Jersey listening public will become even more WPAT conscious through consistent advertising in the...

NEW YORK TIMES NEW YORK WORLD-TELEGRAM  
NEWARK NEWS PASSAIC HERALD-NEWS  
PATERSON CALL

Sell your clients WPAT... the fastest growing station in the metropolitan area.

**RADIO WPAT** } **PATERSON, NEW JERSEY** • **PARAMOUNT BLDG. NEW YORK**

## WANTED

Experienced Program Director-announcer, small New England city; draft deferred; network affiliation. Box 771, Radio Daily, 1501 Broadway, New York, 18, N. Y.





# RADIO DAILY

The National Daily Newspaper of Commercial Radio and Television



V. L. 25, NO. 24

NEW YORK, N. Y., FRIDAY, NOVEMBER 5, 1943

TEN CENTS

## Senators Back Web Rules

### Tele In Theaters Post-War Certainty

Washington Bureau, RADIO DAILY  
Washington—Television as theater entertainment is a post-war certainty was declared here yesterday by Jett, chief engineer of the FCC. In main function, he added, will be to report special events such as foot-games or other spectacles rather than to replace the motion picture. FCC technician sees theater television assured despite the fact that same shows would be available on the tele receivers.

Government industry conference to be held here Nov. 17 to go over  
(Continued on Page 2)

### Costello Resumes Show Despite Death Of Son

West Coast Bureau, RADIO DAILY  
Hollywood—Louis Francis Costello, 11-month-old baby of Lou Costello, of the Abbott & Costello team, accidentally drowned yesterday in the swimming pool adjoining his father's home. The tragedy occurred a short while before Costello resumed his program on NBC after an absence of 36 weeks as a result of illness. The comedian refused the offers of substitutes, however, and went on with his show.

### To Congressmen Hit Budget Grant To OWI

Washington Bureau, RADIO DAILY  
Washington—OWI came in for bit criticism from two Republican Congressmen yesterday, after the House Appropriations Committee had recommended that it be granted the  
(Continued on Page 5)

### Dinner For Fly

Washington — Leon Henderson will speak at the testimonial reception and dinner being tendered by the District of Columbia chapter of the National Lawyers Guild for FCC Chairman James Lawrence Fly at the Mayflower Hotel, Nov. 19. Vice-President Wallace and Elmer Davis also will speak. Toastmaster will be Robert W. Kenney, Attorney General of California.

### Look-See!

All that activity in the WOR-Mutual Theater lobby yesterday ayem, when Mrs. F.D.R. was guest of honor at Bessie Beatty's "Servicemen's Shower," was traced to a mysterious-looking machine in the cloak room. Apparatus turned out to be a portable X-ray unit through which packaged door offerings, contributed by audience for wounded servicemen, were carefully scrutinized by secret-service operatives.

### AFM Makes Forecast At WLB Panel Session

That industry must make new departures and accept the responsibility of technological displacement of workers, and that it would be no innovation if such costs are eventually passed on to the public, was the burden of AFM's counsel Joseph A. Padway's closing address to the WLB tripartite panel's hearing yesterday in the recording dispute as it  
(Continued on Page 6)

### NBC Using N. Y. Dailies To Sell WEAF As NBC Stat.

NBC will inaugurate an extensive advertising campaign for WEAF beginning Nov. 8 for 12 weeks in all New York dailies. Following out the phrase-theme, "660 on Your Dial; the Showcase of NBC" each piece of copy will draw a parallel between the re-  
(Continued on Page 4)

## Sees Radio As Traffic Guide For Airways After The War

### Flamm Filing Intervenor With FCC Re WMCA Sale

Donald Flamm, former owner of WMCA will definitely file as intervenor with the FCC relative to the proposed sale of the station by Edward J. Noble to Cosmopolitan Broadcasting Corp. headed by Nathan Straus, according to Philip Handelman of  
(Continued on Page 4)

## White-Wheeler Bill's Sponsors Endorse Network Regulations Of The FCC; Fly Continuing ICC Testimony

### Adv. Agency Meeting Gets Underway Today

New York Council of the American Association of Advertising Agencies which holds its Annual Meeting today at the Waldorf-Astoria Hotel, has invited speakers from other fields of business including radio which will be represented by Don Elias, executive director of WWNC, Asheville, N. C. and Chairman of the NAB Legislative Committee. Elias will speak on  
(Continued on Page 7)

### Tele Demonstration Set By WRGB, Schenectady

Schenectady—A television demonstration will be conducted today by WRGB, G. E. station, during which a special ten-page edition of the Albany "Times-Union" will be televised from the page one war news to the class-  
(Continued on Page 4)

### RCA Gross Income Shows Big Increase

Total gross income of RCA from all sources amounted to \$218,240,901 in the first nine months of 1943, compared with \$136,477,537 in the same  
(Continued on Page 4)

Washington Bureau, RADIO DAILY  
Washington—Hope within the industry that passage of the White-Wheeler bill would open the door to repeal of the network regulations received a sad setback yesterday when both authors of the bill assured FCC Chairman James Lawrence Fly that such would not be the case. Senators Wallace K. White, Jr., Maine Republican, and Burton K. Wheeler, Montana Democrat, both put themselves on record as favoring the principles  
(Continued on Page 7)

## Kesten Reiterates CBS News Policies

Reflecting the righteous attitude of the network in handling news broadcasts and commentators, Paul W. Kesten, executive vice-president of CBS, spoke at length before the Radio Executives Club at the Hotel Shelton yesterday. Mr. Kesten, rather than answering the speech of FCC Chairman Lawrence Fly made at a recent meeting, took occasion to reiterate the CBS policy and to admonish his  
(Continued on Page 6)

### WELI Re-Programs; Drops Italian Shows

New Haven—Reprogramming of WELI, basic Blue affiliate in New Haven, involving changeover from partial Italian language to all-English  
(Continued on Page 2)

### Real Gaucho

Radio and Movie fans of Roy Rogers, who also was a feature of the recent rodeo at Madison Square Garden, were surprised and pleased to learn that in his recent broadcast to South America via WNBI, shortwave outlet of NBC, the cowboy star used Spanish which, in the opinion of competent linguists, would do credit to a native Castilian.

Washington Bureau, RADIO DAILY  
Washington—Traffic control of the expanded, post-war airways will be handled by new ultra-high frequency radio, it was revealed here last week by William A. M. Burden, special aviation assistant to Secretary of Commerce Jesse H. Jones, in an address before the Institute of Aeronautical Sciences.  
Predicting that domestic civilian air traffic would increase to five times its  
(Continued on Page 7)





# Coming and Going

# Says Tele In Theaters Is Post-War Certain

(Continued from Page 1)

the entire problem of allocation of frequencies after the war for radio and other problems. This conference will be more of an organization meeting than anything else, FCC Chairman James Lawrence Fly announced with study topics probably to be assigned for further sessions.

Television networks are to be expected, Fly said. He does not think they will spring up right after the war, but they are technically feasible and will probably develop before long, he predicted. Rather than use coaxial cables, as radio networks now do, he explained that television networks would probably employ transmission between stations by means of radio relay.

International television is also to be looked for, through the medium of radio relay, Fly said, but there again there is no immediate likelihood of any development to effectuate international television.

## FM Outlet Joins Mutual As Full Time Affiliate

Effective Nov. 7, WBCA, Schenectady FM outlet becomes a full-time affiliate of Mutual, probably the first such affiliation in network history. Station is owned and operated by the Capitol Broadcasting Co. and is heard on 44.7 megacycles with 1,000 watts power.

Since July 17, 1941 WBCA has been carrying MBS programs on an experimental basis and new status makes it a full-fledged affiliate, to be added to the rate card.

HERBERT KRUEGER, commercial manager of WTAC, Worcester, Mass., in New York this week on station and network business.

MILTON L. GREENBAUM, president and commercial manager of WSAM, Saginaw, Mich., is in town for conferences with the New York representatives of the station.

KEN H. BERKELEY, general manager of WMAL Blue Network affiliate in Washington, D. C., and BEN B. BAYLOR, JR., sales and advertising manager of the station, were in New York yesterday. Berkeley left town last night. Baylor plans to leave today.

MONTAGUE H. HACKETT, head of the advertising agency bearing his name, is on a business trip to the West Coast.

DONALD S. ELIAS, station manager of the CBS affiliate in Asheville, N. C., WWNC, a visitor yesterday at network headquarters. He will speak today at the meeting of the AAAA.

CHARLES B. BROWN, NBC director of advertising and promotion; GEORGE McELRATH, NBC operating engineer and ROBERT CLOSE, NBC air conditioning supervisor, were in Chicago this week in the course of a tour that will take them also to Denver, San Francisco and Los Angeles.

J. C. TULLY, president and station manager of WJAC, Johnstown, has arrived from Pennsylvania for talks with the New York station reps.

TOM TINSLEY, president of WITH, Baltimore, Md., is on a short business trip to New York.

CHARLES COLLINGWOOD, CBS foreign correspondent now on lecture tour, will speak in Cleveland on Sunday.

DEWEY LONG, manager of the Blue Network's New Haven station, WELI, a caller yesterday at the Rockefeller Center offices.

RUSS BRINKLEY, first officer of the Air Transport Command and formerly an executive of WHP, Harrisburg, and WEMP, Milwaukee, a visitor to New York this week. He returns to civilian life next week and will resume radio work.

JOHN B. HUGHES, Mutual commentator, is expected back tomorrow from Rochester, N. Y., where he filled a lecture engagement.

JIM NEALE of the Chicago office of Blackett-Sample-Hummert, paid a call yesterday at the headquarters of the Blue Network and left last night for the Windy City.

WILLIS B. PARSONS, assistant sales manager and sales promotion director of NBC Radio-Recording division, is back from a trip to Ontario, Quebec and the Maritime Provinces, where he conferred with Thesaurus subscribers in those areas.

## WELI Re-Programs; Drops Italian Shows

(Continued from Page 1) with special emphasis on local programs was announced by Dewey Long, manager. More than 75 per cent of the former Italian language sponsors are now utilizing the stations in English.

"While we were sorry to have to eliminate Italian language programs from the station," Mr. Long said, "it was felt after an analysis of the market, that the step was necessary to provide better local programming for the widest majority of listeners. The reaction to the all-English policy was immediately favorable."

A new special events department has been inaugurated, headed by Clare Shadwell, assistant manager, and Bill Lerner, with a number of public service programs planned.

CARL J. BURKLAND, station manager of WTOP, Washington, D. C.; A. D. WILLARD, JR., station manager of WBT, Charlotte, N. C.; HAROLD E. FELLOWS, station manager of WEEL, Boston; MERLE S. JONES, station manager of KMOX, St. Louis; D. W. THORN-BURGH, vice-president of KNX, Los Angeles; J. L. VAN VOLKENBURG, assistant to the vice-president of WBBM, Chicago; J. KELLY SMITH, general sales manager, Radio Sales, WBBM, and J. ARCHIE MORTON, sales manager of KNX, Los Angeles, have all returned to their respective home offices following the Columbia-owned station managers meeting held here last week.

JERRY COOPER, of the "Keep Ahead" program heard over WOR on Fridays, leaves tomorrow for Hollywood, where he has a role in "Mad Rhythm," to be produced by Monogram.

BRUFF W. OLIN, JR., general manager of WKIP, Poughkeepsie N. Y., has left for home following a visit with the local reps.

SHEP FIELDS and the members of his band are back in New York and open today at the Strand.

MURIEL BREMNER, NBC Chicago actress featured on daytime serials, is in New York to be with her husband, Lt. James Bremner, Jr., recently returned from North Africa and now recuperating from an operation in St. A'bans Naval Hospital on Long Island.

ROBERT FLEMING, program director of WCKY, Columbia affiliate in Cincinnati, in New York this week on a brief business trip.

H. C. WALLS, owner of WDSU, New Orleans, is in town. The station is an outlet of the Blue Network.

HY CANTOR has arrived from Chicago to take over his duties as professional manager of the T. B. Harms Music Company.

JACK BENNY and his program entourage travel to the Air Corps Base at Mojave, Cal. on Sunday where they will broadcast their show over NBC for the entertainment of the servicemen.

GLORIA BAKER, radio and stage vocalist, is back from Boston, Mass., where she worked for two weeks. She now will audition for several forthcoming programs.

ED NORTON, chairman of the board, and THAD HOLT, president and general manager of WA 1, Birmingham, Ala. affiliate of CBS, have left New York following conferences at network headquarters.

CHRIS CROSS and his orchestra are back from Camp Shank, Orangeburg, N. Y., where they put on their comedy-dance music routine for the entertainment of the servicemen.

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JOHN W. ALICOATE : : : Publisher

FRANK BURKE : : : : : Editor  
MARVIN KIRSCH : : : Business Manager

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

## FINANCIAL

(Thursday, November 4)

### NEW YORK STOCK EXCHANGE

	High	Low	Close	Net Chg.
Am. Tel. & Tel.	156 5/8	155 7/8	156	- 3/4
CBS A	23 1/2	23 1/4	23 1/2	+ 1/8
CBS B	23 1/2	23 1/4	23 1/4	- 1/8
Crosley Corp.	17 1/4	17	17 1/4	+ 1/8
Farnsworth T. & R.	10 5/8	10 1/2	10 5/8	- 5/8
Gen. Electric	36 1/4	35 3/8	35 3/4	- 3/8
Philco	22	21 1/2	21 1/2	- 1/2
RCA Common	10	9 3/8	9 3/8	- 3/8
RCA First Pfd	70	69 3/8	70	+ 1/4
Stewart-Warner	11 3/4	11 1/2	11 1/2	- 1/4
Westinghouse	95 3/4	93 1/4	93 3/8	- 2
Zenith Radio	33 3/8	33 1/4	33 3/8	- 1/8

### NEW YORK CURB EXCHANGE

Hazeltine Corp.	28	28	28
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### OVER THE COUNTER

	Bid	Asked
Stromberg-Carlson	10 5/8	11 5/8
WCAO (Baltimore)	20	23
WJR (Detroit)	29	29

## 20 YEARS AGO TODAY

(November 5, 1923)

"Happiness Boys," Billy Jones and Ernie Hare, are reigning comedy favorites of radio broadcasting over WEAFA... Federal Trade Commission investigating RCA on alleged monopoly charge... Graham McNamee gets billing as "dynamic word painter"... Advance showing of Christmas radio with tubes, batteries, and fine cabinets being announced.

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

**MUCH BETTER TO BE INSIDE**  
... the Central New England area. More effective!

**WTAG WORCESTER**

**Aspertane**  
Selects Station W-I-T-H

Another smart buyer of time turns to the station that Baltimore Listens to W-I-T-H!

Radio station W-I-T-H is the ACTIVE station in this the nation's sixth largest city. If you have something to sell we can sell it for you.

**W-I-T-H**

**IN BALTIMORE**  
TOM TINSLEY, President  
REPRESENTED BY HEADLEY-REED



# 25,000,000 LISTENERS...and RKO RADIO PICTURES

*thank you,*

## KATE SMITH,

for the thrilling presentation of PAT O'BRIEN and RUTH WARRICK in "THE IRON MAJOR" on your ace air show over 116 Columbia Broadcasting System stations

*and you,*

## TED COLLINS,

for a superb production!





# LOS ANGELES

By RALPH WILK

**F**RED CURTIS, formerly of WWJ Detroit, has joined the KNX-CBS announcing staff.

Word has been received of the recent marriage of Lt. (j.g.) Bob Garred, former newscaster, and Miss Doris Thomas. They were married Aug. 28 in Denver, Lt. Garred is now on duty in the South Pacific.

Phil Kramer, radio comedian, has made 17 consecutive appearances on the "Roma Show."

Our Passing Show: Bob Hope, Don Ameche, Harry Von Zell and Truman Bradley participating in the Stars and Stripes Navy Day golf tournament at Oxnard.

Rupert Hughes now heard Sundays at 10 a.m., PWT, in addition to his regular coast-to-coast Saturday quarter hours at 3:45 p.m., PWT.

O. H. Nance, Jr., manager of recording division, KMTR, is en route to Baltimore, to visit his father, who recently suffered a heart attack.

## RCA Gross Income Shows Big Increase

(Continued from Page 1)

period in 1942, an increase of \$81,763,364, David Sarnoff, president, announced yesterday.

Provision for Federal Income Taxes amounted to \$20,877,900 for the first nine months of 1943, compared with \$14,009,600 for the corresponding 1942 period, an increase of \$6,868,300.

Net income, after all charges and taxes was \$7,435,025 for the first nine months of 1943, compared with \$6,999,127 in 1942, an increase of \$435,898. The portion of net income resulting from war production contracts is subject to renegotiation by the Government.

After payment of Preferred dividends, earnings applicable to the Common stock for the first nine months of 1943 were 36.3 cents per share, compared with 33.0 cents per share in the first nine months of 1942.

## Flamm Filing Intervenor With FCC Re WMCA Sale

(Continued from Page 1)

Handelman & Ives, attorneys for Flamm.

Suit by Flamm against Noble filed some time ago, wherein Flamm sought to buy back the station and filed three months prior to Noble buying the Blue Network, comes up on appeal in the Appellate Division of the Supreme Court Nov. 19, when argument will be heard.

# MAIN STREET

WITH *Ol' Scoops Daily*

### Reporter At Large . . . !

● ● ● Your Reporter at large, must again warn Radiolites that a phony is at large, who claims to have "sure-things" in the Sport of Kings . . . . . we exposed this bit of flim-flam several weeks ago, but last week. . . . . we happened into Radio Exec's office when the widow of a former Radio man phoned and asked his advice as to whether to send a check to a man who claimed that he knew her husband and could make a "killing" for her on the gee-gees. . . . . as we said before, there is but one investment these days that really pays off. . . . . put your money in War Bonds and get Four dollars for every Three dollars, invested. . . . . Vick Knight undergoes an operation tomorrow in Hollywood. . . . . he will not consider any of the four major offers until Mid-December. . . . . Donald Bain, tenor, who will be heard with the Metropolitan Opera Co. this season, was in fine voice Wednesday on the CBS program and returns to this Chester Gierlach production next Friday. . . . . Jan Peerce will appear on the show Nov. 17. . . . . During the All-night celebration of WIP's "Night of Stars," program, tomorrow from the Fels Planetarium, Philadelphia, Bernard Gimbel, Jr. will be awarded a citation for civic service rendered. . . . . the Pep Boys' "Dawn Patrol" will also be honored for having completed 8,766 hours of broadcasting. . . . .



● ● ● John Malone, Jr. has left J. Walter Thompson after 14 years to become account exec. with Geyer, Cornell & Newell. . . . . Ginny Simms and her "Johnny Presents" troupe, arrive in Gotham first week in December where they'll do three broadcasts. . . . . Myron Dutton, producer-director of the show will also make the trip. . . . . Isabel Manning Hewson leaves the Blue Net to CBStart a series of 9:45 "Morning Market Basket" Tuesday. . . . . Cal Kuhl, Biow's Radio Head of the West Coast, heads East in two weeks for conferences. . . . . Lt. Daniel Sutter, formerly with NBC Production, in town for a furlough. . . . . minus 30 pounds and looking fit as a fiddle. . . . . When Count Basie and his orchestra open tonight at Maria Kramer's Lincoln Hotel, he'll feature his own composition, "Cafe Society Blues," which he dedicates to Barney Josephson, Mine Host to Cafe Society. . . . . Decca and Victor are trying to land the voice of Chucho Martinez, the Revlon Thrush. . . . . Lillian Stone of WNEW weds Daniel Herman November 14th. . . . . Paramount will plug its forthcoming flicker, "The Miracle of Morgan's Creek," with a fifteen-minute featurette, to be heard Monday thru Friday of next week with Diana Lynn, featured in the picture, heard over NBC. . . . .



● ● ● Wilbur Evan's rendition of our National Anthem, at the Radio Execs' Luncheon yesterday, was a thrill to the ears. . . . . Sir Stork left a six-pound himage this week at the Lon (Nick Carter) Clarks. . . . . Captain Harry Salter, heard Milton Robertson's parody on "Pistol Packin' Mama" and promptly requested the lyrics for his "Hit Kit" which is distributed to fighting Yanks all over the Globe. . . . . the morale-building lyric is titled "Pick That Pistol Up Bud". . . . . RADIOKAY to Jay Bennett, talented scripter of the Blue Net's fine "Men, Machines and Victory," series, who elected to stay with this program, and turned down a flattering Hollywood writing offer. . . . . Benny Goodman is the first Maestro to make a second appearance with Barry Wood's "Million Dollar Band," when he swings the "licorice stick" tomorrow nite. . . . . Ted Collins practically lives on a diet of Mystery Thrillers. . . . . he averages about 10 "whodunits" a week. . . . . It's about time Dep't.—that radio announcers stop insisting that listeners hurry immediately to the neighborhood store and DEMAND "La Rotteno" product right away. . . . .



—Remember Pearl Harbor—

# CHICAGO

By BILL IRVIN

**B**ILL THOMPSON, comedian and character, formerly heard on the Fibber McGee and Molly program will make a guest appearance on the Meaningwells on WGN Saturday Nov. 6, 8:45-9 a.m., CWT. Marjorie Leigh and Les Livingston play "Mr. and Mrs. Meaningwell."

Station WLS will move its entire "Merry-Go-Round" program with a cast of 23 people, to Chicago's New Gardiner General Hospital each Saturday afternoon, beginning Nov. 6, for an hour's broadcast (1:45-2:45) for the entertainment of returning wounded veterans of World War II. Included in the cast will be the Prairie Ramblers, Arkie, the Corn Crackers, the Sunbonnet Girls, Doc Hopkins, Red Foley, Joe Rockhold, Jimmie James, the Range Riders, Pat Buttram, Otto, the Blue Ridge Boys and Patsy Montana. Gardiner General Hospital was named after Ruth Gardiner of Indianapolis, first Army Nurse killed in action.

## Tele Demonstration Set By WRGB, Schenectady

(Continued from Page 1)

fed page. In addition WRGB will conduct a demonstration at their relay station located in the Helderberg mountains showing how they can pick up a program originating at the NBC studios in New York without intermediate relays or "boosters." This pick up is over an air line distance of 129 miles from the Empire State building and 7,600 feet below the line of sight.

## NBC Using N. Y. Dailies To Sell WEA F As NBC Stat.

(Continued from Page 1)

turns from an expenditure of \$6.60 in New York and the extent of free entertainment available to WEA F listeners by tuning radio sets to 660 kilocycles.

Business will be placed by Foote, Cone & Belding, Inc., which prepared the campaign before relinquishing the account.

\*\*\*\*\*

**BASCH** **ADMIRAL YATES** \*\*\*\*\*

**STIRLING, JR.**

GUEST COMMENTATOR

"WORLD NEWS PARADE"

WEAF-SUN., NOV. 7-3:15 P.M.

★

NOW AVAILABLE FOR SPONSORSHIP

PHONE, WRITE OR WIRE

**RADIO PRODUCTIONS**

17 E. 45<sup>th</sup> ST. NEW YORK

Have You Met the Voices of

**GILBERT MACK**

?

LEX. 2-1100



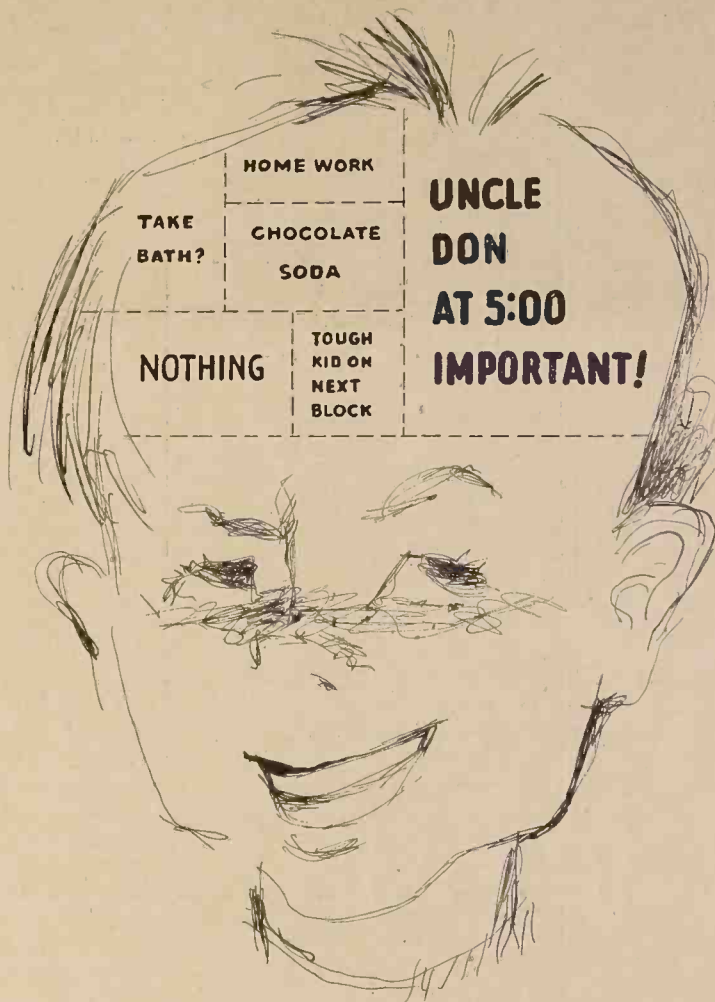
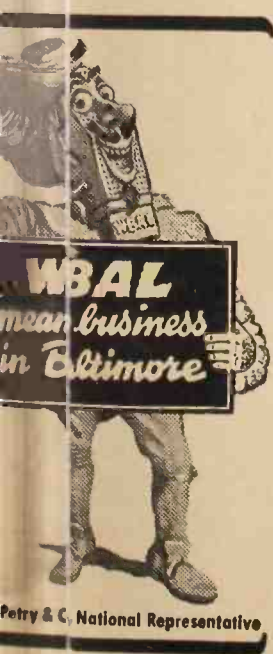
# Congressmen Hit Budget Grant To OWI

(Continued from Page 1)  
 nal \$5,000 it seeks for over-  
 ctivities. The committee re-  
 mended the work of the  
 es Branch, quoting liberally  
 letters at testimony from Gen-  
 Marsha Eisenhower, Devers  
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 has pformed excellently.  
 John Taber of New York,  
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 etalled eviw in the light of  
 usation referred to," he said.



## AND YOUR MIND, SIR?

### PROBLEMS ON IT, TOO?

Then **UNCLE DON** is the man for you to meet. For **UNCLE DON** erases problems promptly. Has been doing it for these many years. May we supply you with a variety of interesting, hard-hitting facts? With success stories? With the new *low cost* at which he can be bought at one of the best child-listening times of the day? Drop a note now, today to **WOR**, 1440 Broadway, New York 18. Or phone **PE 6-8600**.

# WOR



RADIO DAILY

Vol. 25, No. 24 Fri., Nov. 5, 1943 Price 10 Cts.

JOHN W. ALICOATE : : : Publisher

FRANK BURKE : : : Editor
MARVIN KIRSCH : : : Business Manager

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FINANCIAL (Thursday, November 4)

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

NEW YORK CURB EXCHANGE
Hazeline Corp 28 28 28

OVER THE COUNTER
Stromberg-Carlson 10 10 10
WCAO (Baltimore) 20 23 20
WJR (Detroit) 29 29 29

20 YEARS AGO TODAY

(November 5, 1923)
"Happiness Boys," Billy Jones and Ernie Hare, are reigning comedy favorites of radio broadcasting over WEAf. Federal Trade Commission investigating RCA on alleged monopoly charge. Graham McNamee gets billing as "dynamic word painter". Advance showing of Christmas radio with tubes, batteries, and fine cabinets being announced.

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

Coming and Going

HERBERT KRUEGER, commercial manager of WTAC, Worcester, Mass., in New York this week on station and network business.
MILTON L. GREENBAUM, president and commercial manager of WSAM, Saginaw, Mich., in town for conferences with the New York representatives of the station.
KEN H. BERKELEY, general manager of WMAL Blue Network affiliate in Washington, D. C., and BEN B. BAYLOR, JR., sales and advertising manager of the station, were in New York yesterday. Berkeley left town last night. Baylor plans to leave today.
MONTAGUE H. HACKETT, head of the advertising agency bearing his name, is on a business trip to the West Coast.
DONALD S. ELIAS, station manager of the CBS affiliate in Asheville, N. C., WWNC, a visitor yesterday at network headquarters. He will speak today at the meeting of the AAAA.

CHARLES B. BROWN, NBC director of advertising and promotion GEORGE McELRATH, NBC operating engineer and ROBERT CLOSE, NBC air conditioning supervisor, were in Chicago this week in the course of a tour that will take them also to Denver, San Francisco and Los Angeles.

J. C. TULLY, president and station manager of WJAC, Johnstown, has arrived from Pennsylvania for talks with the New York station reps.

TOM TINSLEY, president of WITH, Baltimore, Md., is on a short business trip to New York.

CHARLES COLLINGWOOD, CBS foreign correspondent now on lecture tour, will speak in Cleveland on Sunday.

DEWEY LONG, manager of the Blue Network's New Haven station, WELI, a caller yesterday at the Rockefeller Center offices.

RUSS BRINKLEY, first officer of the Air Transport Command and formerly an executive of WHP, Harrisburg, and WEMP, Milwaukee, a visitor to New York this week. He returns to civilian life next week and will resume radio work.

JOHN B. HUGHES, Mutual commentator, is expected back tomorrow from Rochester, N. Y., where he filled a lecture engagement.

JIM NEALE of the Chicago office of Blackett-Sample-Hummert, paid a call yesterday at the headquarters of the Blue Network and left last night for the Windy City.

WILLIS B. PARSONS, assistant sales manager and sales promotion director of NBC Radio-Recording Division, is back from a trip to Ontario, Quebec and the Maritime Provinces, where he conferred with Thesaurus subscribers in those areas.

WELI Re-Programs; Drops Italian Shows

(Continued from Page 1) with special emphasis on local programs was announced by Dewey Long, manager. More than 75 per cent of the former Italian language sponsors are now utilizing the stations in English.
"While we were sorry to have to eliminate Italian language programs from the station," Mr. Long said, "it was felt after an analysis of the market, that the step was necessary to provide better local programming for the widest majority of listeners. The reaction to the all-English policy was immediately favorable."
A new special events department has been inaugurated, headed by Clare Shadwell, assistant manager, and Bill Larner, with a number of public service, programs planned.

CARL J. BURKLAND, station manager of WTOF, Washington, D. C.; A. D. WILLARD, JR., station manager of WBT, Charlotte, N. C.; HAROLD E. FELLOWS, station manager of WEEI, Boston; MERLE S. JONES, station manager of KMOX, St. Louis; D. W. THORNBURGH, vice-president of KNX, Los Angeles; J. L. VAN VOLKENBURG, assistant to the vice-president of WBBM, Chicago; J. KELLY SMITH, general sales manager, Radio Sales, WBBM, and J. ARCHIE MORTON, sales manager of KNX, Los Angeles, have all returned to their respective home offices following the Columbia-owned station managers meeting held here last week.

JERRY COOPER, of the "Keep Ahead" program heard over WOR on Fridays, leaves tomorrow for Hollywood, where he has a role in "Mad Rhythm," to be produced by Monogram.

BRUFF W. OLIN, JR., general manager of WKIP, Poughkeepsie, N. Y., has left for home following a visit with the local reps.

SHEP FIELDS and the members of his band are back in New York and open today at the Strand.

MURIEL BREMNER, NBC Chicago actress featured on daytime serials, is in New York to be with her husband, Lt. James Bremner, Jr., recently returned from North Africa and now recuperating from an operation in St. Albans Naval Hospital on Long Island.

ROBERT FLEMING, program director of WCKY, Columbia affiliate in Cincinnati, in New York this week on a brief business trip.

H. C. WALLS, owner of WDSU, New Orleans, is in town. The station is an outlet of the Blue Network.

HY CANTOR has arrived from Chicago to take over his duties as professional manager of the T. B. Harms Music Company.

JACK BENNY and his program entourage travel to the Air Corps Base at Mojave, Cal., on Sunday, where they will broadcast their show over NBC for the entertainment of the servicemen.

GLORIA BAKER, radio and stage vocalist, is back from Boston, Mass., where she worked for two weeks. She now will audition for several forthcoming programs.

ED NORTON, chairman of the board, and THAD HOLT, president and general manager of WA I, Birmingham, Ala., affiliate of CBS, have left New York following conferences at network headquarters.

CHRIS CROSS and his orchestra are back from Camp Shank, Orangeburg, N. Y., where they put on their comedy-dance music routine for the entertainment of the servicemen.



MUCH BETTER TO BE INSIDE the Central New England area. More effective!

WTAG WORCESTER

Says Tele In Theaters Is Post-War Certainty

(Continued from Page 1) the entire problem of allocation frequencies after the war for radio and other problems. This conference will be more of an organization meeting than anything else, FCC Chairman James Lawrence Fly announced with study topics probably to be assigned for further sessions.
Television networks are to be expected, Fly said. He does not think they will spring up right after the war, but they are technically feasible and will probably develop before long, he predicted. Rather than use coaxial cables, as radio networks now do, he explained that television nets would probably employ transmission between stations by means of radio relay.
International television is also to be looked for, through the medium of radio relay, Fly said, but there again there is no immediate likelihood of any development to effectuate international television.

FM Outlet Joins Mutual As Full Time Affiliate

Effective Nov. 7, WBCA, Schenectady FM outlet becomes a full-time affiliate of Mutual, probably the first such affiliation in network history. Station is owned and operated by the Capitol Broadcasting Co. and is heard on 44.7 megacycles with 1,000 watts power.
Since July 17, 1941 WBCA has been carrying MBS programs on an experimental basis and new status makes it a full-fledged affiliate, to be added to the rate card.

Aspertane Selects Station W-I-T-H Another smart buyer of time turns to the station that Baltimore Listens to W-I-T-H! Radio station W-I-T-H is the ACTIVE station in this the nation's sixth largest city. If you have something to sell we can sell it for you. W-I-T-H IN BALTIMORE TOM TINSLEY, President REPRESENTED BY HEADLEY-REED



# 25,000,000 LISTENERS...and RKO RADIO PICTURES

*thank you,*

## KATE SMITH,

for the thrilling presentation of PAT O'BRIEN and RUTH WARRICK in "THE IRON MAJOR" on your ace air show over 116 Columbia Broadcasting System stations

*and you,*

## TED COLLINS,

for a superb production!





# LOS ANGELES

By RALPH WILK

**FRED CURTIS**, formerly of WWJ Detroit, has joined the KNX-CBS announcing staff.

Word has been received of the recent marriage of Lt. (j.g.) Bob Garred, former newscaster, and Miss Doris Thomas. They were married Aug. 28 in Denver, Lt. Garred is now on duty in the South Pacific.

Phil Kramer, radio comedian, has made 17 consecutive appearances on the "Roma Show."

Our Passing Show: Bob Hope, Don Ameche, Harry Von Zell and Truman Bradley participating in the Stars and Stripes Navy Day golf tournament at Oxnard.

Rupert Hughes now heard Sundays at 10 a.m., PWT, in addition to his regular coast-to-coast Saturday quarter hours at 3:45 p.m., PWT.

O. H. Nance, Jr., manager of recording division, KMTR, is en route to Baltimore, to visit his father, who recently suffered a heart attack.

## RCA Gross Income Shows Big Increase

(Continued from Page 1)

period in 1942, an increase of \$81,763,364, David Sarnoff, president, announced yesterday.

Provision for Federal Income Taxes amounted to \$20,877,900 for the first nine months of 1943, compared with \$14,009,600 for the corresponding 1942 period, an increase of \$6,868,300.

Net income, after all charges and taxes was \$7,435,025 for the first nine months of 1943, compared with \$6,999,127 in 1942, an increase of \$435,898. The portion of net income resulting from war production contracts is subject to renegotiation by the Government.

After payment of Preferred dividends, earnings applicable to the Common stock for the first nine months of 1943 were 36.3 cents per share, compared with 33.0 cents per share in the first nine months of 1942.

## Flamm Filing Intervenor With FCC Re WMCA Sale

(Continued from Page 1)

Handelman & Ives, attorneys for Flamm.

Suit by Flamm against Noble filed some time ago, wherein Flamm sought to buy back the station and filed three months prior to Noble buying the Blue Network, comes up on appeal in the Appellate Division of the Supreme Court Nov. 19, when argument will be heard.

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

# MAIN STREET

WITH *Ol' Scoops Daily*

## Reporter At Large . . . !

● ● ● Your Reporter at large, must again warn Radiolites that a phony is at large, who claims to have "sure-things" in the Sport of Kings . . . . . we exposed this bit of flim-flam several weeks ago, but last week, we happened into Radio Exec's office when the widow of a former Radio man phoned and asked his advice as to whether to send a check to a man who claimed that he knew her husband and could make a "killing" for her on the gee-gees. . . . . as we said before, there is but one investment these days that really pays off. . . . . put your money in War Bonds and get Four dollars for every Three dollars, invested. . . . . Vick Knight undergoes an operation tomorrow in Hollywood. . . . . he will not consider any of the four major offers until Mid-December. . . . . Donald Bain, tenor, who will be heard with the Metropolitan Opera Co. this season, was in fine voice Wednesday on the CBS program and returns to this Chester Gierlach production next Friday. . . . . Jan Peerce will appear on the show Nov. 17. . . . . During the All-night celebration of WIP's "Night of Stars," program, tomorrow from the Fels Planetarium, Philadelphia, Bernard Gimbel, Jr. will be awarded a citation for civic service rendered. . . . . the Pep Boys' "Dawn Patrol" will also be honored for having completed 8,766 hours of broadcasting. . . . .

★ ★ ★

● ● ● John Malone, Jr. has left J. Walter Thompson after 14 years to become account exec. with Geyer, Cornell & Newell. . . . . Ginny Simms and her "Johnny Presents" troupe, arrive in Gotham first week in December where they'll do three broadcasts. . . . . Myron Dutton, producer-director of the show will also make the trip. . . . . Isabel Manning Hewson leaves the Blue Net to CBS start a series of 9:45 "Morning Market Basket" Tuesday. . . . . Cal Kuhl, Biow's Radio Head of the West Coast, heads East in two weeks for conferences. . . . . Lt. Daniel Sutter, formerly with NBC Production, in town for a furlough. . . . . minus 30 pounds and looking fit as a fiddle. . . . . When Count Basie and his orchestra open tonight at Maria Kramer's Lincoln Hotel, he'll feature his own composition, "Cafe Society Blues," which he dedicates to Barney Josephson, Mine Host to Cafe Society. . . . . Decca and Victor are trying to land the voice of Chucho Martinez, the Revlon Thrush. . . . . Lillian Stone of WNEW weds Daniel Herman November 14th. . . . . Paramount will plug its forthcoming flicker, "The Miracle of Morgan's Creek," with a fifteen-minute featurette, to be heard Monday thru Friday of next week with Diana Lynn, featured in the picture, heard over NBC. . . . .

★ ★ ★

● ● ● Wilbur Evan's rendition of our National Anthem, at the Radio Execs' Luncheon yesterday, was a thrill to the ears. . . . . Sir Stork left a six-pound himage this week at the Lon (Nick Carter) Clarks. . . . . Captain Harry Salter, heard Milton Robertson's parody on "Pistol Packin' Mama" and promptly requested the lyrics for his "Hit Kit" which is distributed to fighting Yanks all over the Globe. . . . . the morale-building lyric is titled "Pick That Pistol Up Bud" . . . . . RADIOKAY to Jay Bennett, talented scripiter of the Blue Net's fine "Men, Machines and Victory," series, who elected to stay with this program, and turned down a flattering Hollywood writing offer. . . . . Benny Goodman is the first Maestro to make a second appearance with Barry Wood's "Million Dollar Band," when he swings the "licorice stick" tomorrow nite. . . . . Ted Collins practically lives on a diet of Mystery Thrillers. . . . . he averages about 10 "whodunits" a week. . . . . It's about time Dep't.—that radio announcers stop insisting that listeners hurry immediately to the neighborhood store and DEMAND "La Rotteno" product right away. . . . .

★ ★ ★

—Remember Pearl Harbor—

# CHICAGO

By BILL IRVIN

**BILL THOMPSON**, comedian character, formerly heard on Fibber McGee and Molly program will make a guest appearance on Meaningwells on WGN Saturday Nov. 6, 8:45-9 a.m., CWT. Marjorie Leigh and Les Livingston play "M and Mrs. Meaningwell."

Station WLS will move its entire "Merry-Go-Round" program with cast of 23 people, to Chicago's New Gardiner General Hospital each Saturday afternoon, beginning Nov. 12 for an hour's broadcast (1:45-2:45) for the entertainment of returning wounded veterans of World War I. Included in the cast will be the Prairie Ramblers, Arkie, the Corn Crackers, the Sunbonnet Girls, Doc Hopkins, Red Foley, Joe Rockhold, Jimmie James, the Range Riders, Pat Buttram, Otto, the Blue Ridge Boys and Patsy Montana. Gardiner General Hospital was named after Ruth Gardiner of Indianapolis, first Army Nurse killed in action.

## Tele Demonstration Set By WRGB, Schenectady

(Continued from Page 1)

ried page. In addition WRGB will conduct a demonstration at their relay station located in the Helderberg mountains showing how they can pick up a program originating at the NBC studios in New York without intermediate relays or "boosters." This pick up is over an air line distance of 129 miles from the Empire State building and 7,600 feet below the line of sight.

## NBC Using N. Y. Dailies To Sell WFAF As NBC Station

(Continued from Page 1)

turns from an expenditure of \$6,600 in New York and the extent of free entertainment available to WFAF listeners by tuning radio sets to 660 kilocycles.

Business will be placed by Foote, Cone & Belding, Inc., which prepared the campaign before relinquishing the account.

★★★★★

**BASCH** ADMIRAL YATES

STIRLING, JR.

GUEST COMMENTATOR

"WORLD NEWS PARADE"

WEAF—SUN., NOV. 7—3:15 P.M.

★

NOW AVAILABLE FOR SPONSORSHIP

PHONE, WRITE OR WIRE

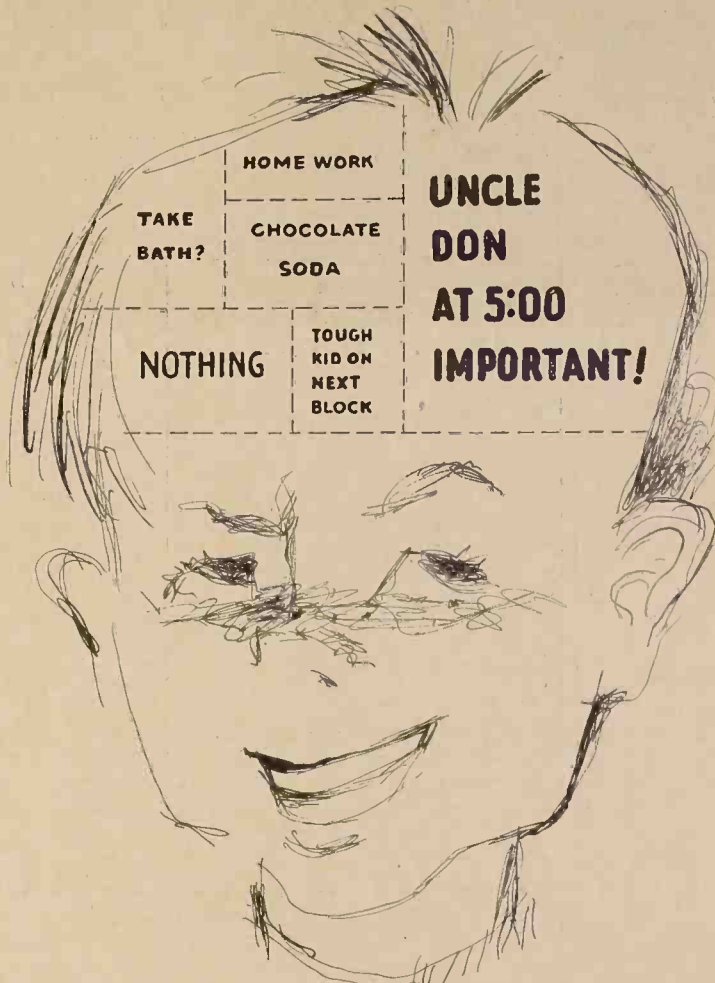
RADIO PRODUCTIONS

17 E. 45<sup>th</sup> ST. NEW YORK



# Congressmen Hit Met Grant To OWI

*Continued from Page 1)*  
 \$5,000,000 it seeks for over-  
 activities. The committee re-  
 recommended the work of the  
 Branch, quoting liberally  
 ters and testimony from Gen-  
 shall, Eisenhower, Devers  
 etral other high military  
 is, all of whom declared the  
 performed excellently.  
 John Taber of New York,  
 Republican on the commit-  
 different, however, bringing  
 rity report which declared  
 "was a stench" under Archi-  
 eish, when it was known as  
 and it "has continued a  
 under the administration of  
 iris.  
 domestic branch was so appar-  
 nch and so dangerous to the  
 ," he said "that this Con-  
 July wiped out the major  
 the appropriation for the  
 tioranch."  
 overseas Branch, too," said  
 as been guilty of enormous  
 ey have 3,766 employees in  
 gn service outfit, most of  
 e totally incompetent and  
 ng their time away all day  
 There is no need for this addi-  
 appropriation."  
 the member of the committee,  
 ot Wigglesworth, Massachu-  
 epublican, seconded Taber in  
 on OWI, declaring that he  
 ar of every cent which our  
 ng officers overseas require  
 ological warfare in enemy  
 ew occupied areas. "I am not  
 n the work of the OWI in  
 ad allied countries and in  
 of the serious criticism and  
 e ade, am opposed to further  
 use in these countries pend-  
 iled review in the light of  
 onitions referred to," he said.



AND **YOUR** MIND, SIR?

PROBLEMS ON IT, TOO?

Then **UNCLE DON** is the man for you to meet. For **UNCLE DON** erases problems promptly. Has been doing it for these many years. May we supply you with a variety of interesting, hard-hitting facts? With success stories? With the new *low cost* at which he can be bought at one of the best child-listening times of the day? Drop a note now, today to **WOR**, 1440 Broadway, New York 18. Or phone **PE 6-8600**.

# WOR





## AFM Makes Forecast At WLB Panel Session

(Continued from Page 1)

affects RCA Victor, Columbia Recording Corp. and the NBC Radio Recording Division.

Padway made it plain as he read from a letter which he wanted on the record and which he said would be sent to the recording companies in answer to one of their communications refusing to accede to the principle of direct payments to the union over and above union scale wages. Yesterday's hearing was confined to a lengthy forenoon session which ran to 1:30 p.m. and had earlier been taken up with definition of employ-

### Sarnoff, Paley Tried To Settle ET Dispute

A proposal that the recording subsidiaries of NBC and CBS collect fees on disks when and as used by stations which they serve, and that this suggestion was rejected by the NAB was described by David Sarnoff, president of RCA, and William S. Paley, president of CBS, at a closed meeting held yesterday afternoon with officials of the AFM. James C. Petrillo, head of the union, will meet in a similar session again this afternoon with the network executives.

ers, employees, contractors and the general procedure in hiring musicians when recordings are made by one of the companies before the panel. Matter of taxes and social security payments were also brought up in effort to clear up the situation for the panel. Ralph Colin, attorney for CRC, along with Edward Wallerstein of CRC, Lloyd Egner of NBC, Robert Myers of RCA as well as Rex Ricardi of the AFM sought to supply the details as they went along. Purpose was to show jurisdiction and connection if any with the Wage Stabilization procedure.

However toward the close, Padway said he found it hard to disentangle the matter himself and for the record began to read his lengthy letter to the recording companies. Padway made explanatory remarks as he went along, also quoted certain authorities as well including Prof. Sumner Clifton anent the welfare of industry.

Padway saw no difference in the situation of the musician and deplored the fact that the recording men refused to accept responsibility for the unemployed musician. He felt that the disk men should not worry too much about accepting a new principle in dealing with the musician.

It was indicated plainly that the union saw no reason why the price of records to the consumer should not be raised if necessary so that the added cost of making them be passed along to the public. Padway cited the case of the "Saturday Evening Post" raising its price from five to 10 cents a copy and that there was no outcry against it.

Due to the fact that David Sarnoff

## PROGRAM REVIEWS

Radio art marks a milestone with the international goodwill productions of NBC's precocious one-year-old, the Inter-American University of the Air. Palatable blend of entertainment and education, the twin hemispheric series are reportedly supplementing classroom instruction in about 75 U. S. colleges. Microfilm scripts, distributed by the Office of the Co-ordinator of Inter-American Affairs, are said to be produced by broadcasters in ten Latin American nations.

### "LANDS OF THE FREE"

Episode 4

"ALASKA"

Sundays, 4:30-4:55 p.m., EWT  
WEAF-NBC

Cross-section of the historical pageant of the Americas, this dramatized program relates its installments to broad sociological phases in hemispheric development. Russia's thrust into the New World receives a spirit-stirring interpretation from Morton Wishengrad's almost lyrical script. Though the tale is apparently bolstered by painstaking research, the feeling of the playlet remains essentially one of beauty.

Link between two continents, "Alaykau, Great Land, Alaska," was dramatized as a living, breathing organism. Fast-moving action flowed with poetic ease out of the nearly idyllic narration. Here was a land of mystery, a vast continent of untold wealth, which prompted Catherine of the Russias to send gruff, old Danish Captain Vitus Berling on his last voyage. The priceless fur trade, bitter Congressional debate over the territory's purchase from Russia, the gold rush—all were portrayed with epic simplicity.

Letdown to the heroic swing was an inspirational message about Alaska's boundless resources from Anthony J. Dimond, territorial delegate to Congress. The play's the thing, and, in this case, speechmaking was no boon to the cause of the last U. S. frontier. Vital statistics might better be relegated to the excellent accompanying handbooks. Credits for able supervision go to Bart Fellowes' direction, Morris Mamorsky's conducting (also original music) and the over-all stewardship of former Yale University President James Rowland Angell and Sterling Fisher, general supervisor and director, respectively, of the NBC Inter-American University of the Air.

### "MUSICAL STEELMAKERS"

Wheeling Steel Corporation

WJZ-Blue, Sun. Oct. 31, 5:30 to 6 p.m.  
Originating Capitol Theater, Wheeling.  
Agency—Critchfield & Co., Chicago

Some of better known professional shows might lend an ear to the Sunday afternoon amateur offering of the employees of the Wheeling Steel Corporation at Wheeling, W. Va., for here's an excellent musical variety show well paced and effectively conveying a honey touch in capital-labor relations.

There are two standout contributors with the "Musical Steelmakers." One is Lou Davies' orchestra and the conductor's fine timing and pacing of his musical offerings. The other is a feminine personality—Lois Mae Nolte—who turns in a fine announcing job with an air of informality seldom attained by women announcers. Then too the "homey" voice of John Winchell, "The Old Timer," helps knit together the house party proceedings which characterizes the program.

Billie True, "one man saxophone trio," was a novelty contribution fairly entertaining. The Evans Sisters, regulars on the program, were pleasingly passable in their trio work and Janet Colbert, singing "Always," was in fine appealing voice. "Slinging Millmen" and a male soloist completed the show. As a special guest the "Musical Steelmen" presented a captain from the WACS in a well worked WAC recruiting appeal.

and Wm. S. Paley, respective presidents of RCA and CBS were to meet with officials of the AFM and the WLB panel in a closed meeting in mid afternoon, the hearings yesterday were adjourned and will be continued this morning.

### "MUSIC OF THE NEW WORLD"

Episode 4

"PILGRIMS AND PIONEERS"

Thursdays, 11:30-12 p.m., EWT  
WEAF-NBC

Tuneful parade of early American melodies, last week's broadcast departed from the predominant Latin American note of earlier programs in the current musical folklore series covering the Western Hemisphere. Rhythmic sketch of pioneer life and times, the presentation traced, with historical accuracy, the progress of the founding fathers through their musical preferences. In addition to the traditional British balladry so dear to the hearts of the pioneers, recent interpretations of folk music were also offered.

Churchlike in tone was the final part of modern composer Paul White's "Voyage of the Mayflower," which freely set to music the doxology. The NBC Orchestra under Henri Nouseu's direction was aided in this symphonic introduction by a chorus of mixed voices. In lighter vein was a seventeenth-century pavane, which was charmingly played by Suzanne Bloch on the virginal, a small spinet without legs. Tenor Andrew Rowan Somers sang a couple of English ballads in high voice to a dulcimer accompaniment. Outstanding was Charles Vardell's composition, "Joe Clark Steps Out," frontier tune.

Narrative portions bridged the music artfully with nice authentic touches. Responsible for script, accompanying handbook and program building of the series is Gilbert Chase, who collaborates on the latter with Dr. Ernest La Prade. General Angell and Sterling Fisher, heads of the NBC Inter-American University of the Air. Of special interest is the fact that these stanzas are beamed overseas by the OWI with continuities in various languages.

### HENRY BUSSE AND ORCHESTRA

"Fitch Band Wagon"

F. W. Fitch Co.

WEAF-NBC Network, 7:30 to 8 p.m., EWT  
L. W. Ramsey Co., Davenport, Ia.

"Hot Lips" Henry Busse, king of the muted trumpeters and alumnus of the old Paul Whiteman band, gave a first rate musical account of himself and orchestra on the "Fitch Band Wagon" from the Palace Hotel, San Francisco, Sunday night.

Henry was at his best while playing the trumpet solo of "When Day Is Done," number he first introduced while with the Whiteman band on a European tour and which later became a best seller on records. The band played a smart symphonic arrangement of "The Continental" and showed their "power house" qualities with "Rosetta" featuring an unprogrammed artist on the electrical guitar.

Busse was aided and abetted in disclosing some of his personal background by Tom Reddy, a personable emcee, who keeps the show moving in good style and does a creditable job of news announcing during a five-minute stint at the close of the show. A boy and girl vocalist were heard in singing specialties with Betty Brownell, the girl singer turning in the best job with "Put Your Arms Around Me."

### Ducovny Succeeds Lowther

Allen Ducovny, assistant to producer Robert Maxwell, has been appointed to succeed George Lowther as the director of the Superman radio serial.

## Kesten Reiterates CBS News Policy

(Continued from Page 1)

hearers that "free speech is a noble speech."

Preceding reading of his remarks, Kesten declared weeks ago "it seemed that my hands were raised against them told of the many newspaper editorials, comments,ington, and other complainers were directed to the network."

At one stage the speaker that the policies of CBS today, same policies "which were praised when all networks them—a few years ago—and violently attacked when we them a few weeks ago. the same policies—and if caused any one unnecessary by the way we re-state them sorry."

Re-Affirms Web's Attitude

Continuing Kesten said: "When we re-stated our policy, several interesting results.

"First: we were told that unbalanced analyses of news were impossible and analyses of news were impossible. "Second: we were told that we have a sacred privilege, guaranteed Bill of Rights, to utter prejudices of the air.

"To these assertions CBS makes a reply—as clearly and emphatically as can.

"First: CBS has always been an unbiased news reports and news staff of CBS is made up of intelligence and integrity, who betray their professional honor by injecting bias into news.

"Second: we utterly reject the free speech means free bias on. We grant no one the right to distort in order to further any private interest will keep factional opinion, and fanaticism out of the news—and make room—as we always have—for special pleading and controversial appropriate place—which is not programs.

"Our statement of policy was about two things. One, the duty of caster and analyst to deliver the news meaning faithfully and truthfully such a scrupulous regard for the of the news, that he would not allow any bias to enter. The second do with the right of the news analyst his position for crusading, propagandizing the American people."

Warns Industry On "Pressure" Warning the radio industry that do not accept in principle the policies that they will leave themselves to pressures," Kesten declared:

"What are these pressures? I name them. The name of the first is the name of the second is the name of the third is broadcast agreement. I hasten to add that referring to Mr. Fly and his committee to Columbia sponsors, nor to Columbia broadcast management, nor special any sponsors or any broadcast management."

Many Guests Present Nearly a score of guests were invited by Murray Grabhorn, president of the luncheon meeting. Among them were Ucola Katzentine, WKAT, Miami Fla.; Art Kemp of the Detroit office; Paul W. Morency, WTIC, Hartford, Conn.; Allocated, publisher of Radio Daily; Goodman, WBZ, Boston; May Koehler, Gardner Agency, St. Louis; Herbert Ger, WTAC, Worcester, Mass.; Howard, WRVA, Richmond, Va.; Don McClately group, California.

Guests at the speakers table included John Whitmore of WOR; Don Ellan, Asheville, N. C.; G. W. Johnston, Newark; Albert Dale, NBC; A. L. Optimal and Paul White of CBS.

It was announced by President of the Sportscasters Association would be the guest speakers for this luncheon of November 18th.



# Agency Meeting Underway Today

# White, Wheeler Go On Record As Favoring Web Regulations

# Radio Will Guide Post-War Airways

(Continued from Page 1)  
 Trend of Government in the Future of Radio?  
 sessions at 2:30 p.m. in the Roof, will be presided by John P. Cunningham, of the Ebnett Co. Foreword will be by V. Lennen of Lennen & Chairman of the New York. Henry J. Taylor, war and network comment will speak on, "Advertising's Future Economy"; Matthew vice-president of the AFL led the session on, "How Does Advertising in Its Post-War?" "Advertising—The Management in the Coming Year" will be Raymond Moley's. Tails will be served 5:30 in the Basildon Room, following the afternoon

(Continued from Page 1)  
 of the network rules during yesterday's session on the bill before the Senate Interstate Commerce Committee of which Wheeler is chairman. The subject first came up during a discussion between Fly and Senator Chan Gurney South Dakota Republican, during which Fly remarked about the anti-monopoly features of the net rules, that the Department of Justice had withdrawn its anti-trust cases against the nets because the alleged illegal practices complained about were eliminated by the new regulations. Here Wheeler remarked that if networks need regulation then it is obvious that their business practices must be subject to regulation and the Commission's net rules must be studied. The networks should not be exempt from anti-trust prosecution simply because they are regulated, he said, nor can regulation of radio be taken from the Commission with assurance that the radio law would still be in the public interest. Radio contends, he pointed out, that the FCC regulation goes too far and suggested that there should be a happy medium.

(Continued from Page 1)  
 said, "as it has been and will be construed."  
 White replied that he does not consider this passage a repeal of the regulations adding that he would like to see the network rules written into the statutes.  
 Wheeler asked whether any station had ever been put off the air for program content. Fly replied that none had during his stewardship of the commission and that only three have been silenced for program content in the history of the Commission. The FCC head then asked why the Senators did not consider amending the Communications Act to permit less drastic penalties than revocation of license for false reporting, dummy ownership, etc. The Commission frequently goes through long hearings, he said, but the penalty for guilt is fixed by law at revocation. That is so severe he said, that the Commission is reluctant to impose it.

(Continued from Page 1)  
 present size after the war, Burden described the work of the Civil Aeronautics Administration in developing an improved radio range, which would do away with the slower manual operations now in use. The flier today is guided by a beam signal received over his earphones. By means of ultra-high frequency radio, the airman could follow his course by the degrees registered on his instrument panel, which would indicate positions of other airplanes.  
 Congestion of air traffic over a terminal in inclement weather is also slated for elimination by the introduction of ultra-high frequency radio in rerouting bottlenecks around congested areas. Landings will be staggered en route by the new radio range, which will denote holding locations as well as flight routes. Traffic is thus expected to flow with much greater efficiency on the principle of a trunk and feeder-line system.

discussions in the Jade Room will start with an informal (business clothes). Ray vice-president of Lennen & Chairman of the Program will preside. Special 4-A of the radio program, "It Pays to Morant," featuring Tom George Shelton, Harry and Lulu McConnell, advertisement. A. C. C. Deputy Vice-Chairman for Requirements of the WPB, "What Is the Present and Outlook in the Production Goods?"  
 guests there will be representatives of all branches of Services who have seen various fronts, including Lt. Ins. Brown, U.S.N. former of the "World-Tele" will give a first-hand of the invasion of Sicily.  
 committee comprises: Ray Chairman; Bruno W. Ranppner & Co. and Walter president of Kenyon & Co. AAAA members in and Atlantic Councils Chapter have also to attend the meeting.

**Fly Denies Regulatory Attempts**  
 Fly denied any attempt to regulate the business of radio stations, explaining that the idea is to lift the restraints placed upon licensees by the network heads. "The purpose is to restore to them the responsibility for operating in the public interest" he said, "and not to have it farmed out to New York and Hollywood."  
 Here he took up the CBS affiliation contract with the Yankton S. D., station which formerly belonged to Gurney, pointing out the standard exclusivity clauses in force 10 years ago and that the contract was for one year so far as the station was concerned but could be renewed for five by the network, also that the station had to agree to take all CBS commercials except for the hour between noon and 1 p.m. His discussion of his contract was frequently interrupted by Gurney who defended CBS and declared that relations between the station and the net have always been cordial and still are.

Senator Wheeler asked Fly if he did not believe that the annual financial reports of broadcasters should be made public. Fly replied that he does not, whereupon Wheeler declared that too many stations are out primarily to make money, rather than to serve the public. Some broadcasters gross twice their capital investment in a year, he said, and it is this desire to get rich which accounts for the preponderance of what he called "Tin Pan Alley stuff and Soap Opera."

looking at radio from the cold-blooded point of view of one particular advertiser" the Senate must consider from the viewpoint of the public interest. Fly suggested that extension of network service and program service such as that under discussion has been proceeding at a good pace since the reduction in line charges. Wheeler remarked that he had suggested such reduction long ago, and Fly replied that the problem is not yet closed—that further reductions might some day be ordered.

**Wedding Bells**  
 English-born commmentator, W. T. has wed Pfc. Emanuel formerly assistant to the station at Sears-Roebuck.

**White's View Differs**  
 Senator White after two or three unsuccessful attempts to break in finally demanded, "Now may I say a word?" He did not agree with Fly's previous inference, he said, that that the bill being considered would exempt radio from the anti-trust statutes. Fly replied that he was aware that observance of these anti-trust laws was inherent in the Communications Act and "we adopt measures to lift these restraints however, and now this bill proposes to strike down these measures."

**Against 'Soap Operas'**  
 Fly remarked in response to a question from the Montanan that soap operas are designed purely to sell soap, with no thought of the public interest. He pointed out that some stations refuse to carry soap operas, and that the Blue Network does not air any soap opera. Wheeler expressed his extreme gratitude to learn that one network, at least, does not program soap opera. He then asked how many foreign governments own their nation's radio facilities, declaring that unless program content and broadcast operations improves there will be strong agitation here for government control.

Fly will be on the stand again this morning.

**INSTANT TIME BUYER**  
 Young woman seeking a position in Advertising Agency as an instant time buyer. I have been connected with radio for 15 years—specializes commercial traffic management. New York City station. Excellent contacts and references. Very congenial personality. RADIO DAILY, Box 770, 1501 Broadway, New York, 18, N. Y.

White demanded that he read the passage in the act which would accomplish this purpose and Fly referred him to the passage which denies the FCC "the power to regulate the business of the licensee." This passage would accomplish the end he

He and Senator Ernest McFarland, Arizona Democrat, questioned Fly on the extension of network service to small communities. To the credit of the networks, Fly answered, they have added a large number of stations recently, and are continuing to do so. He said he foresees the possibility that they will come to the philosophy that they have an obligation to the public and will carry these small stations even without profit, or will sustain a loss in order to carry these outlets.

This is HUNKEY THE MONKEY appearing in



"Happy" THE "Humbug" the Happiest Kid Show in Years!

This brand-new show for the Christmas season is right in the youngsters' groove. Starring Bud Hulick (of Stoopnagle and Budd fame), "Happy the Humbug" is perfect for those with an eye on the juvenile trade.  
 Write today for details on this show—free fire show. In twelve 15-minute episodes.  
**RADIO-RECORDING DIVISION**  
 NATIONAL BROADCASTING COMPANY  
 RCA Building, Radio City, New York 20, N. Y.  
 Chicago • Washington, D. C. • Hollywood

**Compliments Lowell Thomas**  
 Wheeler suggested here that there should be some way a commentator like Lowell Thomas, heard only on 25 stations located in areas where his sponsor does business, should be made available to the rest of the country. Even though it might not be economically advisable, he said, "instead of



# ★ ★ ★ COAST-TO-COAST ★ ★

## — WASHINGTON —

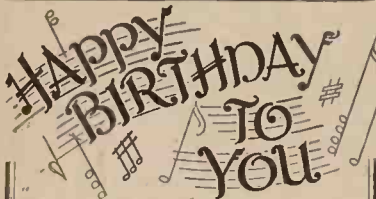
OLYMPIA—First national business on the new three-way package buy of KGY, of this city, KELA, Centralia-Chehalis, and KXRO, Aberdeen-Hoquiam, was placed by Howard Wilson & Co. It is "Neighbor to Neighbor," 30-minute five-weekly religious program... Eileen Johansen, KGY operator-announcer, claims to be the only radio woman in these parts with a first-class license... Harry Spence, KXRO, and Tom Olsen, KGY, are heading East shortly to call on agencies. Spence, an NAB director, will also attend NAB meeting in Washington, D. C., November 17 and 18.

## — CALIFORNIA —

OAKLAND—Adriel Fried, general manager of KLX, was the principal speaker at the monthly luncheon meeting of the Emeryville Industries Association last week at the Claremont Hotel, Berkeley. His subject was "The Broadcasting Industry in War Time," a discussion of censorship, the AFM ban, Radar, television and shortwave... KLX will remote the speech of Lt. General Delos C. Emmons, commander of the Western Defense Area, from the Oakland Auditorium Theater today, when he talks under the auspices of the Oakland Civilian Defense Council.

## — TENNESSEE —

MEMPHIS—Bowen Flying Service of West Memphis, Ark., is promoting its civilian aviation training program with a spot schedule and a weekly 15-minute show, "Football Predictions," over WHBQ... John Gerber Co., for the third consecutive year, has bought the six-a-week 15-minute strip "Santa Claus Speaks" over WHBQ, to run through December 24. Taylor Rogers will portray Saint Nick.



### November 5

Evelyn Ames Tom Fitzsimmons  
Forrest Lewis Borrah Minevitch  
Henry M. Neely  
Tommy Freebairn-Smith

### November 6

Mary Louise Anglin W. I. Hamilton  
Leon Hope Gibbs Elizabeth Jones  
John Sigvord Olsen Ole Olsen  
Frank Readick Selena Royle

### Gene Sullivan

### November 7

Jerry Belcher Ennio Bolognini  
Elsa M. Cosman Peter de Lima  
Thomas Anthony Hanlon Lester Lee  
Jack Milster Richard Stark

## ★ WORDS AND MUSIC ★

By PEGGY BYRNE

**WAR** seems to change the pace of time. Events follow so quickly upon one another that what was topical yesterday is scarcely mentioned today. But though it appears that the Third War Loan was concluded long ago, the industry's role in the drive has not been forgotten. Public service is a basic precept of broadcasting. The Communications Act pledges every outlet to serve "... the public interest, convenience and necessity ..." and broadcasters have fulfilled, and are fulfilling, this pledge with a spirit transcending the limits of legal obligation. It is a matter of moral obligation—democracy is battling for its existence, and radio, an American institution, has taken its place in the thick of the fight.

From the start of the drive, we received news from big and little watters describing their efforts. What impressed us particularly was the number of stories describing incidents of co-operation between local stations. U. S. broadcasting is a competitive business founded on the democratic principles of free enterprise. The campaign could perhaps have succeeded equally as well on the basis of rivalry, but it more than justified the existence of privately owned radio to find the prevailing attitude throughout the country to be one of unity—the unselfish removal of trade barriers to work together for a common cause.

The Third War Loan ended, to be supplanted immediately by the National War Fund and Community Chest campaigns. Reports keep rolling in from coast-to-coast, and all indications are that radio has not slackened its pace. From the largest to the smallest, stations are devoting their energies to the current drives, and we know that no matter how great the demands of the future, the country will receive wholehearted co-operation from a unified industry.

As you've probably noticed, many new call letters have been included in the adjoining columns within the past week or so. Jack Steck of WFIL, Philadelphia, writes that he has been "a bit remiss," due to a load of special assignments. We know that this is probably the case with most who pen station news. The labor shortage and constant turnover is only too evident to us—each day our mail contains releases noting arrivals and departures. In view of this fact we are especially pleased that our list of correspondents is growing instead of dwindling, and that those who are doubling in brass are still finding time to send out the news... Apropos the staff situation, Morgan Sexton of KROS, Clinton, Ia., writes: "Announcing standards have suffered severely because of the manpower shortage, but I claim a new low was hit when I heard one of our new 17-year-olds read a news story about Purple Hearts being awarded 'posthumously!'"... CONGRATULATIONS: to Howard S. Keefe on his recent appointment as head of the newly created publicity department at WSPR, Springfield, Mass.; to Frank A. Browne, new promotion manager at KTHS, Hot Springs, Ark.; and to Shirley Davis, now with WGCM, Gulfport, Miss., as chief of publicity and promotion... And felicitations to Edna Stevens, director of publicity at WRVA, Richmond, Va., newcomer who just chalked up six months' service with the outlet... **MISSING PERSONS BUREAU:** We'd like to know WHO has been sending us releases from Oklahoma City. No name, no date, no call letters—but apparently station news.

— Be A Rational National —

## — NEW JERSEY —

NEWARK—Paul Brenner, co-ordinator of "Requestfully Yours," daily 15-minute half hour disk show over WJLW, taken over the emcee job on the station's "Coffee Club" show, through Saturday 10:30 a.m. The program features guest interviews and music of Gus Steck's orchestra.

## — UTAH —

SALT LAKE CITY—Kay student of law at the University of Utah, has joined the announce staff of KDYL.

## — KANSAS —

SALINA—In order to gain greater coverage, KSAL this week expanded its broadcast schedule. Station now carries regional news at 11:45 a.m., CWK regional news of the city, state and national news... Newest addition to the staff is W. Earl Dougherty who comes to the station from Hannibal, Mo., where he was manager. Prior to the Hannibal Dougherty was associated with Joplin, Mo., and KGGF, Coffeyville, Mo.

## — NEBRASKA —

OMAHA—Local outlets—WOW, KOIL and KBON—are giving vigorous support to the United Community fund campaign under way. All stations, working under the direction of Hugh Felt, general manager of the Community radio committee, are carrying spot announcements and special programs by civic leaders telling the chest story. Several sponsors including Hamm Brewing Co., Nebraska Power Co., and Nebraska Co. are donating their shows.

# WGCM

Voice of the  
MISSISSIPPI GULF COAST  
BLUE NETWORK  
Gulfport, Biloxi, Miss.

Blanketing this rich area of the Deep South... where the famed Mississippi Gulf Coast has gone to war! Large Payrolls! Spending has soared! Complete coverage of the BUYING public.

National representatives: Sears & Roebuck, Inc., Chicago and New York.







# RADIO DAILY

The National Daily Newspaper of Commercial Radio and Television



NOV. 25, NO. 25

NEW YORK, N. Y., MONDAY, NOVEMBER 8, 1943

TEN CENTS

## Argue Press-Owned Radio

### And Petrillo Men Test Cases With WLB

At the conclusion of the hearings before the WLB special panel in New York, both the AFM and the petitioners RCA Victor, Columbia Recording Corp. and NBC's Radio Recording Division, completed their presentations and it was decided that the session starting tomorrow would include rebuttals and end the hearing. In the morning session, Joseph Padway, AFM counsel set forth his presentation on questions of jurisdiction.

There was but little interruption.  
(Continued on Page 6)

### Pays To Be Ignorant' Unit Kate Smith Show Regulars

Howard, Lulu McConnell, Mary McNaughton and George Shelton program personnel of "It Pays to Be Ignorant" heard on WOR, have signed as regulars for the Kate Smith show broadcast each Friday on CBS. They had appeared previously on Miss Smith's program as guests. Their engagement as regulars became effective last Friday. It will  
(Continued on Page 2)

### Additional \$75,000 Asked By Lea For FCC Probe

Washington Bureau, RADIO DAILY—With only \$2,000 of its original appropriation of \$60,000 left, a special committee (formerly the Cox committee) voted Friday to request an additional \$75,000 to carry on its investigation of the FCC. This decision was final confirmation of the in-  
(Continued on Page 2)

### FDR Tomorrow

F. D. R. will address the Nation over a four-network hookup tomorrow at 12:30 p.m., EWT, on the opening of the United Nations Charter regarding relief and rehabilitation. The President will again be heard via all the webs Wednesday, Nov. 17, at 10:45 a.m., EWT, when he will be the principal speaker at the New York Herald Tribune Forum.

### F. S. Gets I-A

Frank Sinatra, I-A in the hearts of the nation's jitterbugs, is also I-A with the Selective Service Local Board 19, Jersey City. Sinatra, 25 years old, is the father of a three-year-old daughter and another Sinatra baby is expected in January. He passed preliminary physical examinations on Oct. 22 and is awaiting orders to take his induction test.

### Sarnoff, Paley, AFM In 2nd Disk-Ban Meet

While the three recording companies are holding hearings before the WLB, David Sarnoff of RCA and Wm. S. Paley of CBS, both presidents of parent firms involved, held another confab late Friday afternoon with James C. Petrillo at the AFM headquarters in effort to arrive at a means of settlement of the dispute. Should such an agreement be con-  
(Continued on Page 6)

### Okay WGAR Band-Shift; Other Activities By FCC

Washington Bureau, RADIO DAILY—Washington—The FCC has granted WGAR, Cleveland, permission to change its band from 1,480 to 1,220 kc, increase its night power from one to five kilowatts and move its transmitter site locally.

WHBC, Canton, Ohio also was permitted to boost its power from 250 to  
(Continued on Page 7)

### FCC Chairman Fly Questioned By ICC On Newspaper-Controlled Stations; Blue Web Deal Part Of Inquiry

### Radio In 'Jeopardy' Speaker Declares

Declaring radio to be in jeopardy and urging legislation to restrict the powers of FCC, Don Elias, executive director of WWNC, Asheville, N. C., and chairman of the NAB legislative committee, addressed the New York Council of the American Association of Advertising agencies at the Waldorf-Astoria on Friday.

"Radio is in jeopardy now," Elias  
(Continued on Page 7)

### 'March Of Dimes' Radio Organization Announced

The personnel for the National Radio Division of the 1944 "March of Dimes" campaign, which is held annually under the auspices of the National Foundation for Infantile Paralysis, was announced Saturday by Howard J. London, Radio Director  
(Continued on Page 4)

### R. R. Ferry Asst. Director Of OWI Domestic Branch

Washington Bureau, RADIO DAILY—Washington—Palmer Hoyt, OWI domestic director on Friday announced the appointment of Robert  
(Continued on Page 6)

Washington Bureau, RADIO DAILY—Washington—After three days at bat, FCC Chairman James Lawrence Fly is still going strong. Refusing to humble himself in any way before the members of the Senate Interstate Commerce Committee, the long Texan has managed to "sell" himself so well to the Senators that they are asking him for suggestions as to what should be incorporated in new radio law. Indications are that the present White-Wheeler bill will be no more than a skeleton, if that, of  
(Continued on Page 3)

### News Policies Of CBS Get Wheeler Approval

Washington Bureau, RADIO DAILY—Washington—"I think Paley did a wise thing, and took a real step forward," Sen. Burton K. Wheeler declared in discussing the recently announced CBS non-editorial news handling pronouncement during the hearings on the White-Wheeler bill before the Senate Interstate Commerce Committee. Flaying commen-  
(Continued on Page 7)

### New Commercial Show On WXYZ And Mich. Web

Detroit—The Goebel Brewing Company of Detroit launched a new half-hour musical show last Thursday at 7:30 over WXYZ and the six stations  
(Continued on Page 2)

## ★ THE WEEK IN RADIO ★

Fly Before ICC

By PEGGY BYRNE

SENATE Interstate Commerce Committee hearings on the White-Wheeler bill to reorganize the FCC got underway last Wednesday, with the appearance of FCC Chairman James L. Fly on the stand. Fly set forth his reasons for opposing the bill, claiming that it would virtually nullify the chain regulations in stipulating that the FCC shall have no power over the business dealings of licensees. He laced into CBS and NBC, stating that they are support-

ing the measure in order to regain their former monopolies, and tagged the NAB as a "stooge organization" whose opinions are formed by the two major networks. Mutual and the Blue Network are not members of the NAB, he said, and are not opposing the regulations. Fly made it clear that the web rules do not deprive the sponsor of an assured audience, and cited an example of how a network had benefitted by the decision  
(Continued on Page 2)

### Tenth Milestone

The tenth anniversary of the opening of the NBC studios in New York's Radio City will be observed on Armistice Day, Nov. 11. No special broadcast or ceremony is planned—the event will be marked by "broadcasting goes on as usual." Although ten years is little time in the case of many industries, the decade represents almost half of radio's network life span.



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FINANCIAL

(November 5)

NEW YORK STOCK EXCHANGE

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

20 YEARS AGO TODAY

(November 8, 1923)

Two new radio services have been put in operation... there are now direct channels from Radio Central on L. I. to Holland and to Italy... General Electric has offered a \$500 prize for the best radio drama... winning play to be presented by WGY Players during the winter when the audience is largest... U. of Cal. orchestra is providing sparkling jazz at KPO in Frisco.

Advertisement for WEVD radio station. Text includes: 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.

THE WEEK IN RADIO

Fly Before ICC (Continued from Page 1)

Fly was on the stand again Thursday when he was assured by the authors of the bill, Senators Wallace K. White, Jr. (R., Me.) and Burton K. Wheeler (D., Mont.), that they both are in favor of the network rulings.

AFRA and signatories to its Electrical Transcription Code came to agreement on a new pact last week as the old one expired. Main change in the contract is an increased wage scale in line with AFRA's "rising cost of living" clause. Actors and announcers will receive, under the new scale, \$23.10 for basic 15-minute shows, a substantial increase over the approximate \$18 provided in last year's Code. New Code is being submitted to the WLB for approval and will be retroactive to November 1. FCC Commissioner C. J. Durr last week addressed the third Free World Congress on the problem of free speech on the air, discussing the NAB Code of Ethics, the conflict of free time allocation for discussion of public issues versus the demand for sponsored time, and the question of post-war international broadcasting.

WLB hearings concerning the three remaining disk companies versus the AFM recording ban opened last Wednesday. Telegram sent by the petitioners (Columbia Recording Corp., RCA-Victor, NBC Thesaurus) to the chairman of the National War Labor Board, was read into the record. It requested that no action be taken by the Board on the recent AFM-ET contract until these hearings are concluded, or that the petitioners be heard "as amicus curiae" on the issues involved in the report. Joseph A. Padway, AFM attorney, objected strenuously to this move... Hearings continued Thursday, with both sides going into detail on the financial and personnel setup involved in making

ET's... Free speech controversy which started many weeks ago with a blast at CBS' news policy by the ARNA, ambled on last week with CBS commentator William L. Shirer defending the net's stand, while Paul Kesten, executive vice-president of CBS, reiterated its policy at a Radio Executives Club luncheon. Representative Karl E. Mundt also stated over the air what he had discussed at length in Congress recently: that news and opinion are being dominated by "the power of the purse" and that this must be voluntarily corrected or else legislative measure by Congress will be necessary.

CBS announced that Fred Allen will return to the air in December after a five month absence because of illness... H. P. Davis Announcers' Awards were announced last week, with Dick Keplinger of KOMO, Seattle, receiving the National Memorial Award, and several others receiving sectional awards... Mutual announced the expansion of its station relations department and the appointment of Richard F. Conner as department director, as well as five regional managers... Cosmopolitan Broadcasting Corp., proposed purchaser of WMCA, last week filed application with the FCC for transfer of the station's license... FCC general counsel Charles Denny denied approving CBS affiliate contract, as claimed by the net when the Commission asked for an explanation of it, and FCC chairman Fly was confident last week that the matter of Columbia's possible violation of the chain rules would be straightened out... Treasury Department revealed that radio contributed 3,382 hours, 200,000 spot announcements and talent valued at \$12,000,000 to the Third War Loan drive, greatest financial drive in history of the nation.

New Commercial Show On WXYZ And Mich. Web

(Continued from Page 1)

of the Michigan network. The show was produced by Lang-Worth Features programs of New York for the sponsor's agency, Brooke, Smith French & Dorrance of Detroit and will run for 26 weeks. The production, originating in the RCA studios in New York features Szath Myri and a 30-piece Symphonic Swing orchestra; Emile Cote and his 16-man glee club; and Bob Hannon as soloist. With this production "Cy" Langlois again enters the live show field and has plans set for a number of other programs to follow.

Soviet-U. S. Show On CBS

Andrei Gromyko, Russian Ambassador to the United States, will be heard over CBS tonight from 11:15-11:45 p.m. during the course of a rally in Madison Square Garden sponsored by the National Council of American-Soviet Friendship, Inc.

Additional \$75,000 Asked By Lea For FCC Probe

(Continued from Page 1)

tention of the committee to carry on the inquiry apart from the Interstate and Foreign Commerce Committee of the House. No decision was reached regarding the retention of committee counsel Eugene L. Garey, although it is known that two members of the committee oppose him. Chairman Clarence F. Lea, himself, is believed to hold the balance of power on the question of Garey's retention, and he is apparently not yet decided as to exactly what he should do about the attorney.

'Pays To Be Ignorant' Unit Kate Smith Show Regulars

(Continued from Page 1) not affect their present contract with WOR and "It Pays to Be Ignorant" will continue uninterrupted on that station.

COMING and GOING

PVT. ROBERT LITZBERG, formerly RADIO DAILY staff, is in town from Fort and enjoying a 10-day furlough.

DAVID SMILEY, publisher of the "Times," owner of WDAE CBS affiliate Florida city, is in New York on station network business.

MORTON DOWNEY, he of the M through-Friday program on the Blue is spending two weeks in Chicago, originating his broadcast at the Eggle Theater.

THE DUKE AND DUCHESS OF WINDSOR, guests of NBC last week and were taken four of the studios and newsroom.

PRESTON FOSTER, featured in 20th "Guadalcanal Diary," arrived in New York last week and made an appearance "Stage Door Canteen" over CBS.

DONALD VOORHEES is in Hollywood tonight's broadcast of the "Telephone Man" NBC.

WALTER WINCHELL is spending an interim period in Miami. His Blue Network will emanate from WKAT, Miami when the Blue.

BERRY KROEGER, actor who recently completed film commitments in Hollywood, returned to New York. He was heard on the "Philip Morris Playhouse" and Sat on the "Inner Sanctum" program.

PAULA STONE, Broadway and Hollywood news commentator heard on WNEW, is from Wilmington, Del., where she enters several thousand soldiers.

JULIAN BENTLEY, news editor of WLSA, Chicago, has arrived in England, where he spend several weeks as guest of the British Government and will observe Britain on He will be heard in Saturday newscast from London. He will also make ET, which will be heard on the station's "Dance Time."

J. E. CONLEY, manager of WOWO, Ft. Worth, Ind., and PAUL MILLS sales director outlet, in New York this week on station network business.

Another one for

Station W-I-T-H

Murine in Baltimore!

Another big name added to the list that gets longer and longer. It's not strange that these advertisers of a drug product should buy time on the station used exclusively in Baltimore by Read's Drug Stores. If you want Baltimore to hear your radio story... use the station all Baltimore listens to... W-I-T-H!

W-I-T-H



IN BALTIMORE

TOM TINSLEY, President REPRESENTED BY HEADLEY-REED



# Question Fly Regarding FCC Power Over Newspaper-Controlled Stations

(Continued from Page 1)  
legislation which might be recom-  
ended by the committee and that  
legislation which might be voted  
by Congress will include many  
provisions which the Commission has  
sought or sought to impose or even  
for but never dared impose.  
Discuss Press Owned Stations  
major portion of Friday's ses-  
sion was devoted to a discussion of  
the Commission's powers in the mat-  
ter of newspaper ownership with Fly  
discussing several provisions for legis-  
lation.

He brought up the newspaper-  
ship question by asking Fly if  
there was any provision in present  
law which would permit the FCC to deny an ap-  
plicant a broadcast license merely  
because he publishes a newspaper.  
Fly said that he does not know, but  
that the matter is worthy of litiga-  
tion and that he would welcome such  
action. He added that it should be  
brought before Congress to determine,  
no doubt if you'd be willing to,"  
referred then to Section 16 of  
the proposed bill, which would deny  
the Commission the right to deny  
licenses for any reason not specified  
in the statutes. This provision, said  
Fly, is not at all workable. In the  
case of some scandalous operation  
of the party involved, not penal-  
ized by law, is an applicant, we'd  
like to look for a statute or a pre-  
cedent. This section, he told the Sen-  
ators, would defeat the purpose of the  
efficient operation of radio in the  
public interest.

Wheeler conceded Fly's point,  
stating that an applicant might be  
disqualified and yet not be entitled  
to a license under this proposed pro-

### Fly Gives Opinion

question of newspaper owner-  
ship, said Fly, is a question of  
control there should be concentra-  
tion of control of the two great media  
in public opinion. White interposed  
that the Congress must soon de-  
cide whether a radio license should  
be given to anyone whose major busi-

ness has no connection whatsoever  
with the radio field.

The FCC does not legally have the  
power to make such a decision, he  
said.

Wheeler then posed the example of  
a town where there are only one  
newspaper and one radio station, and  
Clark suggested that the Commission  
might have the right to decide on

### Fly Concludes Tues.

*Fly is expected to conclude his  
testimony Tuesday morning, to be  
followed at once by CBS Pres-  
ident William S. Paley. Herbert C.  
Bingham will appear for the FCC  
Bar Association, and Neville Mil-  
ler for NAB, both probably this  
week.*

ownership here because a matter of  
public interest is involved. It is a  
question of fact as to whether news-  
paper ownership of broadcast facili-  
ties might constitute a monopoly,  
Wheeler and Clark agreed, and is not  
something which can be covered by  
law or any general ruling. They  
agreed that the decision must be  
reached in each case, and by the FCC.

*Tobey declared early in the ses-  
sion that he has found the net-  
works generous with time, and  
Fly declared that he also thought  
the nets should be complimented.  
It was a healthy thing, he said,  
when recently three networks  
turned him down, and a fourth  
aired him, on a speech he was in-  
terested in presenting. Later he  
made two suggestions to the com-  
mittee for consideration in the  
possible framing of new radio  
legislation.*

The first calls for stations to keep  
a log showing all requests for dis-  
cussion time, identity of the parties  
requesting, subject matter they  
wished to treat, backers and the dis-  
position of the request. When White  
objected that it simply meant more  
paper work, Fly declared that it was  
not his intention that such a record  
be submitted, but merely kept by the  
station. "If we're going to require  
that, I think we should also require  
the Chairman of the Commission to  
read the reports," White said. He in-  
dicated that he will consider the sug-  
gestion.

Fly suggested also that networks  
be required to keep a record of the  
stations which carry opinion pro-  
grams, apparently with a view to in-  
suring equal audiences for presen-  
tation of opposing views. This sug-  
gestion came just at the close of the  
session, and there was no discussion  
of it.

### Discuss Libel Laws

The FCC chairman suggested also  
that broadcast licensees be relieved of  
liability for libel and slander prose-  
cution on the grounds of material  
broadcast over their facilities, unless  
by their own employees. White in-

sisted that a licensee must maintain at  
least negative authority over his  
broadcasts, and said he does not see  
how a federal law could exempt a  
licensee from liability under state  
libel laws. The subject is worthy of  
serious consideration, he said, and  
asked that Fly submit to the com-  
mittee a memo on the matter. A sta-  
tion should not be liable where it  
exercises no control, he said, obvious-  
ly referring to network affiliates  
which have no way of curbing the  
remarks which might be made on  
network programs.

Senator Ernest McFarland sug-  
gested that exemption from libel laws  
would leave too little liability for  
public protection, implying that the  
broadcaster should exercise greater  
discretionary powers. If you get too  
much discretion Fly retorted, you'd  
be surprised to see the stuff that, even  
now in some cases, is kept off the air  
by broadcasters.

### Approves Identification

The FCC chairman declared his  
support for sections nine and ten of  
the proposed bill, calling for full  
identification of persons or organiza-  
tions on whose behalf any discussion  
of controversial matters is to be  
made, and for equal time for discus-  
sions of both sides of a question in  
all cases except where the first  
speaker is the President of the United  
States. Clark objected to the excep-  
tion, and White explained that it was  
made simply because "The President  
is the President! I doubt that we  
can give everyone the same rights of  
public address as the President" he  
said. "He has a larger right to reach  
the ear of the people than the rest  
of us."

### Question Fly On Blue Sale

Wheeler and Tobey questioned Fly  
on the Blue sale, seeking to determine  
whether the FCC would yield any  
power over Blue programs. Fly  
denied this, and added that the Blue  
sale is a good thing for the public  
and for Blue affiliates because "dogs"  
can no longer be assigned to Blue by  
NBC, and because NBC itself must  
now carry more public service shows.  
Tobey asked about charges by Donald  
Flamm, owner of WMCA, New York,  
before Noble, that he was "pressured  
into" selling to Noble by the Com-  
mission. Fly said he could find no  
evidence to support these charges.

Tobey then asked if it is true that  
"Jim Fly is 95 per cent of the FCC."  
This was denied, Fly remarking that  
he is sometimes not even one seventh  
of the Commission, and that he has  
never tried directly or indirectly to  
influence the voting of any of his  
colleagues. Only once has his position  
influenced that of a colleague, he said,  
specifying his dissent in the recent  
case of WGST, Atlanta. Commis-  
sioner T. A. M. Craven "came along"  
with him there, he said with a smile,  
and one Senator remarked sotto  
voce that "Craven showed rare good  
judgment."



They give him the keys to their hearts

Folks around the Northwest give out with more than the keys to the city when they ask KSTPete and our Sunset Valley Barn Dance gang to come calling. They give them the kind of wholehearted "home folks hospitality" reserved for friends of long standing.



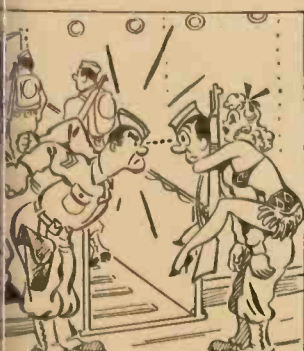
In the last three years, the Barn Dance gang has visited 100 Minnesota and Wisconsin towns. More than half a million people have paid to see our show and meet their air favorites in person. And the same kind of hospitality is awaiting us and our sponsors in another hundred Northwest towns as soon as we're able to accept their invitations.



These personal appearances are just one part of a sustained promotional campaign to build KSTP's farm audience. Other features currently include: (a) Weekly ads in 344 rural newspapers, with 1,600,000 readers; (b) Big ads in *The Farmer*, reaching 147,000 Minnesota farms; (c) Full-page ads in *Land O'Lakes News*, reaching 65,000 Minnesota farms; (d) "On the Minnesota Farm Front," a column by KSTP's Farm Service Director, Harry Aspleaf, carried weekly by 81 country newspapers; (e) "Around Radio Row," a radio fan column, published weekly by 70 country newspapers.

With Minnesota the fifth richest agricultural state, promotion like this adds an important plus to the great Twin Cities audience delivered by KSTP.

50,000 WATTS Clear Channel  
Exclusive NBC Affiliate for the Twin Cities.  
**KSTP**  
MINNEAPOLIS...ST. PAUL  
Represented Nationally by Edward Peiry & Co.



WFDF, Flint, Michigan, singer "no musical instrument, see!"



LOS ANGELES

By RALPH WILK

"SILVER THEATER" lost another of its long-time performers to the armed forces when Herbert Vigren, who has been a fixture of the broadcasts in supporting roles for several seasons, answered his draft call.

Our selection of the week of the most photogenic non-professional—Betty Hogan, of the CBS-KNX sales promotion department.

Janet Waldo, well known for her portrayal of "Corliss Archer," joined the Sherlock Holmes cast to play the feminine lead in the A. Conan Doyle mystery, "The Adventure of the Club-foot," with Basil Rathbone and Nigel Bruce.

The Sportsmen, ace singing foursome, has begun recording special arrangements for a new picture at Universal studios.

Eddie Dean, baritone on the "Judy Canova Show," is showing his versatility. He has just written "I'll Be Back," which is being published by the Western Music company. He introduced the song over the air Nov. 2 on the Canova program.

Over two million words of "I Love a Mystery" radio adventure thrillers have been written by Carlton E. Morse since the program first went on the air on Jan. 16, 1939.

Easy listening was in store for tuners-in of the music of Frankie Masters and his orchestra at the Biltmore Bowl. Some of the tunes played: "For the First Time," "Tuxedo Junction," "Paper Doll," "Pistol Packin' Mama," "Thank Your Lucky Stars" and "Sunday, Monday or Always." Music was broadcast over NBC.

'March Of Dimes' Radio Organization Announced

(Continued from Page 1)

of the National Foundation. The campaign will be held January 14-31, with most of the President's Birthday Balls being scheduled for Saturday, January 29th.

The national radio staff includes: Frank Dahm, script writer and Ruth Thayer, commercial copywriter. Dahm has written a score of network shows and Mrs. Thayer was formerly with Compton Advertising, Inc. Production will be handled by George Brengel, former CBS Director. Radio publicity will be handled by Rhea Diamond, formerly assistant publicity director of WMCA and WNEW.

Secretaries are: Vera Gomez, recently with Dave Elman, Rose Vante, previously with Rapidol Distributing Corp., Rutheda T. Pretzell of the Ravinia Festival Association, Chicago. Edna T. Boody, formerly with WOR, will continue as Mr. London's secretary.

Robert C. Coleson, now Hollywood manager for N. W. Ayer & Son will handle all the national "March of Dimes" radio activities originating from Hollywood.

MAIN STREET

WITH Ol' Scoops Daly

Memos of an Innocent Bystander. . . !

● ● ● All is not well with the Gertrude Lawrence show. . . . seems the whole thing set out on a turbulent sea. . . . first, the original producer-director, Axel Gruenberg, bowed out of the assignment for a picture deal in Hollywood. . . . then Charles Martin took over (bowing out of the CBS Playhouse stint to devote all his time to the Revlon Revue). . . . later a squabble took place between the principals and the Network. . . . now it seems that Miss Lawrence seems dissatisfied with the story material. . . . Hi Brown takes over the CBS Playhouse direction. . . . Charlie Furey, producer of the Edelbrew "Keep Ahead" liner, and Radio Director of the Roy Dursline Agency, returns today after a six-week illness.

★ ★ ★ About 110 Radio Execs, Radio Editors, Columnists and top-ranking sportswriters, paid homage to Harry Wismer, Blue Net Sportscaster, who was awarded the title of "Outstanding Sports Announcer of 1943" by the Sporting News, Thursday nite at Toots Shor's, . . . an achievement of no mean dimensions, in view of the fact that Wismer has been "network" but little over two years. . . . Art Flynn, of Sporting News, rates an accolade for the excellent show. . . . as for the trophy itself, when the news phots, wished to "shoot" the actual presentation, it required three men, Lieut. Comm. Jack Dempsey, Sgt. Barney Ross, and Flynn to lift it. . . . A radiokay, too, goes to George Schreier, of Blue Net press dept., who, a former sportswriter himself, saw to it that the radio figures and the sportswriters, became friends. . . . Johnny Johnstone amazed Ye Ed, Frank Burke; Larry (BBC) Stevens and your Ol' Scoops with his knowledge of shortwave Foreign Stations, broadcast schedules, local reception, etc. . . . a veritable walking encyclopedialist. . . . Second to the ovation that greeted Harry Wismer, was the one accorded Sgt. Barney Ross, Hero of the Solomons. . . . Aply supported by Al Schacht, whose clowning for the Yanks overseas, ranks him with the top Radiolites' in the hearts of our Servicemen, Larry Stevens, "sold" the sportswriters the idea that each should editorialize the great need of recording outstanding sports events and "to send those recordings via bomber to radio stations overseas". . . . All in all, it was a fitting tribute to a swell guy. . . . Your Ol' Scoops spied at the party John Drebing, NYTimes; Tom Meany, PM; Joe Cummiskey, PM; Jim Dawson, NYTimes, Orlo Robertson, AP; Judd Bailey, AP; Whitney Martin, AP; Lou Effrat, NYTimes, Tim Cohane, The News; Dan Daniel, N. Y. World-Telegram, Jack Troy Atlanta Constitution; Bert Gumpert, Bronx Home News, "Lud", Hudson Dispatch; Lin Elliott, Hudson Dispatch; Hy Goldberg, Bayonne Times; "Rosie", Bayonne Times; Gus Falzer, Newark Sunday Call; Jack Gould, NYTimes; Paul Kiester, N. Y. Post; Eddie Brannick, N. Y. Giants; Leo Bondy, N. Y. Giants; Stanley Frank, N. Y. Post; Ken Smith, Mirror; Art Cohen, INS; Dolly Stark, Famous Umpire; William Anderman, Detroit Times; Lieut.-Comm. Harry Ransom, U. S. N.; Eddie Staples, Sec'y., Brooklyn Dodgers; Craig Smith, former national golf champ; Arch "Tiger" Murray, N. Y. Post and Detective Johnny Broderick, Gotham's famous "one-man gang-buster". . . . Representing radio were, Mark Woods, Edgar Kobak, Phil Carlin, Ed Borroff, Johnny Johnstone, Tommy Velotta, John McNeil, Robert Swezey, Charles Rynd, Ken Berkeley and Ben Baylor, WMAL, Earl Mullin, Art Donegan, Lou Maxon, Paul Douglas, Michael Roy, Joe E. Lewis, Jay C. Flippen, Les Mallets, Joseph Katz, Harold Kaye, Al Cusick, N. Y. Post; John Hutchens, NYTimes; Frank Burke, RADIO DAILY; Bill Jeungst, Brooklyn Eagle; Art Frankel, Billboard; Milt Livingstone, M. P. Daily and Pvt. Harry Conrad. . . .



Remember Pearl Harbor

CHICAGO

By BILL IRVIN

CARROLL MARTS, formerly ad. Miles Lamphiear, controller of Mutual Broadcasting System, has been appointed sales service supervisor of the Chicago office of Mutual. Marts replaces Don Pontius, who reported to the Army on Oct. 30.

The "Quiz Kids" will head West another War Bond tour about Nov. 16, airing their Nov. 21 broadcast from Hollywood. Making the trip will be Joel Kupperman, who recently returned from the film capital after completing his first movie, Universa "The Third Glory"; Richard Williams, Harve Fischman, Ruthie Dusk and Gerard Darrow. They plan to be gone about four weeks. Quizmaster Joe Kelly will be in Hollywood at the same time with the National Barn Dance troupe appearing in Paramount's "Barn Dance" movie. The "Quiz Kids" may make a screentest or two and also may have a role at Joel's new picture.

Dick Post, radio director of Russ M. Seeds Agency, has been inducted into the Army. He reports for active duty in three weeks.

OWI Figure Stays In Bill

Washington Bureau, RADIO DAILY

Washington—By a close vote 146-139 the House on Friday defeated an amendment to the supplemental appropriations bill offered by Republican John Taber of New York which would have allowed the OWI only one million of the five million recommended by the committee for the Overseas Branch. By this close vote the House indicated its support for the overseas work of the agency and it appears likely now that OWI will get the funds it seeks.

WBAL means business in Baltimore

Edward Petry & Co., National Representative



PROGRAM REVIEWS

ABBOTT AND COSTELLO

J. Reynolds Tobacco Co. Camel Cigarettes NBC (From Hollywood) Tuesday, 10-10:30 p.m.. EWT William Esty & Co. Don Prindle, Leo Solomon, Allan Woods

COSTELLO—"GREAT TROUPER."

A man played a buffoon's role with hilarity in the face of overwhelming tragedy, heading the unwritten professional trouper that "the best go on." Lou Costello, making a return to major-league radio last Thursday at an eight-month siege of rheumatism, presented a terrific comedy show with partner Bud Abbott and a competent company despite the news of his son's accidental death only three days before he went on the air.

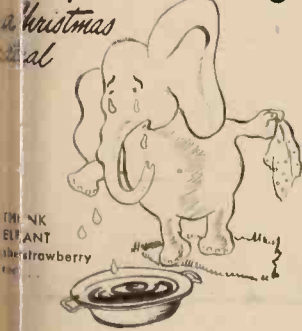
"Ab-bott!" came Lou's familar call, and the fast-moving half a delightful nonsense was under way. Some of the gags were strongly reminiscent of the familiar corn of the rollicking burlesque days result was a mad-madness nicely keyed to public taste.

Costello placed too much emphasis on hard-boiled situations, though the effect justified the strenuous effort. Situations were placed in a setting before broadcast time—similar to the program before last—and led only to Lou's attempts to edge out the humor in an anonymous spot with guest Leo Turner.

Costello was adequately played by Freddie Fender. Vocal by Connie Haynes—either "Too Young or Too Old"—a wide range, from hot licks to rhythmic. Cast also included Elvia, Mrs. Niles, a piece of distraction, the strident announcer-actor that he be shelved along with the regular business of Mel Blanc's Bugs Bunny credit Martin Gosh for able direction. The commercials were inoffensively brief, and the program as a cigarette "packed to go" world.

Costello ended on a touching note. Bud announced the death of Lou, Jr., the day, extended sympathy to a paper.

Happy THE Humbug



"Happy the Humbug" is rollicking Christmas-season entertainment for the kids and grown-ups, too. A favorite with kids, Happy will give Santa Claus a run for his money this year. And he'll be Santa Claus to the sponsor who snaps the stamp.

Write today for details on this sure-fire show. In twelve 15-min. episodes.

RADIO-RECORDING DIVISION NATIONAL BROADCASTING COMPANY Building, Radio City, New York 20, N. Y. Washington, D. C. • Hollywood

Washington Front

By ANDREW H. OLDER

SCOOP RUSSELL, NBC vice-president here, was guest speaker before the local advertising club recently—His first speech in 20 years, he says. And by all reports, a very good one, but rather unclear in one respect. When Scoop sat down, his audience couldn't quite figure out just how he stood on radio legislation... The reason was quite simple—he did just what the networks don't like to have done on news commentaries—he ad libbed. He started out to explain his stand on legislation (we won't reveal what the stand was) and suddenly noticed reporters for two or three local newspapers making notes. Thought Scoop, "This will never do," and in the space of about ten words he managed to stop, turn around and start off in high in the other direction... When he'd back-pedaled about as far as he'd run forward, he decided he had a stopping place—and stopped. Morgan Beatty, NBC commentator, came up after the speech and said, "Boss, that was a mighty fine speech, but we couldn't quite figure out what it was you wanted to put across on radio legislation."... As testimony to how good the speech was, when Russell reached his office the next morning his secretary told him she had been asked for copies from three sources—one of them the FCC. When last seen, Russell was busily trying to remember what he had said and put it down on paper.

Charter Heslop, former NBC newsman who's now on the night desk of the Office of Censorship, is taking two weeks leave. After eight years of marriage, he became a papa a few weeks back—unfortunately at a time when it's just about impossible to procure help in Washington. Charter's at home now washing diapers, making up formula, etc.... Walt Dennis gets out of all that. He left Washington to take over his new job with WHN, but his family, which grew only two weeks ago, can't follow him for six weeks.... Walt, incidentally, teamed up with Russ Place, NAB attorney until he entered OSS a few months back, to play in the Eastern Bridge championship tournament at the Shoreham last week-end. Walt says he used to play plenty of tournament bridge in Oklahoma. (That's just by way of warning to you New York radio sharks).

We're indebted to Scoop Russell for another piece of this effort. This is an old story but you can't stop me. Several years ago, while Deke Aylesworth was still NBC prexy, he came to Washington and went out to Walter Reed Hospital with Amos 'N' Andy. A photographer posed the three of them for several shots, with Aylesworth in the center. After snapping three or four times the photog got a bit impatient and demanded that "that guy in the center, whoever he is" get out of the picture. Ayles-

worth did so, and Amos 'N' Andy continued to pose... The photographer later remarked that he had "taken care of that buttinski, all right." He hadn't put any film in his camera for the shots he supposedly made while Aylesworth was in the picture.

The rumor here is that Jimmy Petrillo's planning to take advantage of a technicality in his network contracts and order all network bands out on 15-minute notice some time before Christmas... Thanks to Miller McClintock for inviting us to a luncheon Friday. It was held at the Statler, with the occasion the presentation of first copies of the book "A Minute of Prayer" to Chaplains William R. Arnold and Robert D. Workman, chiefs of army and navy chaplains respectively. The collection of prayers of all faiths is based on Mutual's daily program "A Minute of Prayer"... The National Lawyers' Guild is still lining up speakers for what looks like a terrific testimonial to James Lawrence Fly, on November 19. Heading the list are Vice-President Wallace and Elmer Davis, with several other topnotchers under consideration. Harold Ickes was nearly on the program, but unfortunately had another engagement out of town.

Sam Slaughter, sometimes known as Harrison T. Slaughter, has left his post as senior attorney at the FCC to join the law firm of Pierson and Ball, which is well known in radio legal circles. Sam recently became a papa, too.... And Johnny Green has also left the commission's law department to go with the department of labor. Tom Harris, since we're in legal circles, has joined the firm of John T. Cahill, in New York. Tom was an assistant general counsel at the FCC not so long ago.... Red James, secretary to Commissioner Cliff Durr, is now recovering from an operation which, he hopes, will take him out of the 4-F class.

SPONSORS SPEAK LOUDER THAN WORDS



Throat Microphones

For Aircraft Inter-Communication systems and radio telephone applications. These microphones open an entirely new field for industrial communications, allowing the wearer to make use of both hands without hampering his other movements. Ideal for use in noisy surroundings where communications must be made by use of headphones.

Model T-30 with CD-318 extension cord and switch, for U. S. Army Radio circuits, now available to priority users through local radio jobbers.

Write for Catalogue No. 961

UNIVERSAL MICROPHONE CO., LTD.

INGLEWOOD, CALIFORNIA

CANADIAN DIV: 560 KING ST. WEST, TORONTO 2 FOREIGN DIV: 301 CLAY, SAN FRANCISCO 11, CAL.





# Musician Union And Recording Men Finish Argument Before WLB Panel

(Continued from Page 1)

as the attorney offered in evidence numerous letters, tear sheets of newspapers and complete copies of others, including that of RADIO DAILY of August 14, 1939 which carried a lead story anent RCA Victor's licensing plan for stations using Victor records. Complete copy of the license formed was reproduced in the issue and the Victor move which was to be followed by Decca and other firms resulted from a Federal court decision establishing certain rights. (This decision was not upheld in a higher court).

## Calls "Fee" Subject Old

Padway sought to bring out however, that the matter of additional fees was not new, but also contemplated by the recording companies. At the time, the recording companies merely sought to exercise the right given them by the court.

Padway also listed the current 22 signatories to its new pact and that the AFM would see to it that all the companies, especially the smaller ones were supplied with sufficient musical talent to carry on.

Ralph Colin, CRC attorney doubted that these companies including Decca could supply the country with the needed disks. Padway thought Decca could handle 75,000,000 recordings a year but this was later reduced to 35,000,000 upon statement of Edward Wallerstein of Columbia. It was also pointed out at the time that the small companies do not press their own records and that CRC, Victor and Decca did about all of its plus one other pressing plant which could handle a possible 15,000,000. Figures for 1942 supplied by the recording men gave Victor as pressing 56,000,000; CRC, 39,000,000, making a total of 95,000,000 between them. Limitation of materials and manpower was an important factor also in the production of new recordings, it was brought out.

## Quotes IRNA Contracts

That the question of putting more musicians to work was something dating back a few years and that contracts now in effect have a clause to which stations agreed, recognizing the fact that more musicians should be employed. This contract is that which followed the negotiations of the now defunct Independent Radio Network Affiliates organization. At the time \$1,500,000 in additional musician salaries were sought.

Padway cited other court decisions to substantiate certain claims and then lapsed into a consistent attack on the NAB's methods of "villifying Petrillo" and the AFM.

Offering as exhibits the "C Stands for Caesar" pamphlet and the cartoons selected from various newspapers and magazines which were put on one sheet under the imprint of the NAB's New York office, Padway charged that the recording companies were in a way responsible for

this type of smearing campaign inasmuch as they were members of the NAB. Colin interjected that the NAB acted on these matters independently and actually both NBC and CBS were against such campaigns, that carried out by the NAB against the AFM and Petrillo. Padway however, insisted that he wished to show that there was close collaboration between the NAB and the petitioners, who while not members themselves, were subsidiaries of the networks that were members.

## Reads Fly's Senate Testimony

Padway read to the panel excerpts of FCC Chairman Fly's testimony in the White-Wheeler bill hearing in Washington, dwelling on Fly's statements that the NAB was a stooge organization for the big networks, NBC and CBS. After commenting on Fly's testimony at length, Padway then brought forth an issue of a special NAB Bulletin on the recording ban in which a statement was attributed to Sydney Kaye, NAB counsel and as Padway pointed out, a partner of Colin's. This was another effort to tie the recording companies up more closely to the NAB. Lloyd Egner of NBC also interposed the statement that NBC nor CBS had anything to do with NAB campaigns and that while they were "not untrue" as to content, the NAB had merely gathered them together from the public press.

In the afternoon session which ran into late evening hours, Padway opened with a series of exhibits, including letters some of which had been submitted to the Senate Committee investigating the disk ban. Before that he exhibited a letter from Lawrence Morris, RCA attorney in which the attorney gave RCA's position as not being against a form of fee for the performance of records and that an amendment to the Copyright Act would solve the problem. Colin said the same proposition was made to the AFM at the conference at the Ambassador Hotel last spring. Padway gave in evidence many books, some written by Stuart Chase, economist, with the result that it appeared the AFM attorney gave the WLB panel "required reading" to last months. Also some books from the AFL library.

## Meyer Poses Question

There was considerable talk regarding why the recording men waited to take action when they knew what the AFM had in mind. Colin replied that it is customary for a union to make known its demands direct rather than for the employer to read the papers and guide himself accordingly.

Chairman Meyer of the panel asked, later, why they didn't come to the WLB before, and it was explained at great length of the many propositions and negotiations that fell through.

Long argument developed on what the recording firms thought or would

have done under certain circumstances and whether the principle of direct payments was entirely out of the question. Colin said that he personally, was against it, but whether he wanted to or not would have to be passed on by the company's board of directors. In short, a complete rehash of what transcribed since the ban was reenacted for the panel. It appeared that the recording men gave a fairly clear picture of what they tried to do, with attorney Bob Myers of RCA and Lloyd Egner of NBC Radio Recording Division helping out whenever possible.

It was brought out that until very recently the backlog of new music available for pressing for the armed services and the public was good, that the Army had not suffered much as a result.

Padway offered more letters at the close and mentioned some matters that would be taken up by attorney Henry A. Friedman in his absence. Hearings were adjourned to tomorrow morning.

## R. R. Ferry Asst. Director Of OWI Domestic Branch

(Continued from Page 1)

R. Ferry as an assistant director of the Domestic Branch. Ferry replaces Stephen E. Fitzgerald, who has resigned to become public relations director of the Bell Aircraft Corporation.

Ferry has been chief of the OWI Office for Program Coordination. In his new post he will be responsible for supervision and direction of planned information campaigns on the various home front war programs. He came to OWI from the WPB, where he was chief of campaigns in the information division. Before that he was an account executive with the Geyer, Cornell & Newell agency and with Young & Rubicam.

## NAB Publishes Handbook

Washington—The radio market data handbook, a 260-page collection of radio market data prepared by NAB is ready for mailing. One copy will be sent all NAB members, as well as one copy to each of a selected group of advertisers and agencies concentrating on National Spot Advertising. This list has been kept down because of the expense of the publication, but additional copies may be had for \$1.50 each.

## Robinson Joins Blue Staff

Thomas P. Robinson has been added to the Blue Network staff to conduct a study of freedom of speech in net broadcasting, it was made public by Mark Woods, president. Robinson, author of "Radio Networks and the Federal Government," was with the OPA for the past year.

## Sarnoff, Paley, AFM In 2nd Disk-Ban Meeting

(Continued from Page 1)

cluded, it will supersede the one before the War Labor Board. Close of the confab, it was reported that excellent progress is being made. Considerable effort is being made toward suitable copyright legislation to establish disk rights.

Petrillo, himself, seemed pleased when interviewed following the close of the confab. Speaking of Paley, Sarnoff, he said: "They are at their best and are really trying to meet the situation. There is no belligerent attitude. They have no problems and we have ours."

As an outgrowth of these meetings which started some weeks ago resumed on Thursday, Ralph Sarnoff for CRC and Robert Myers of AFM gave out a joint statement regarding the NAB angle in the negotiations. This statement follows below. Meeting between the network officials and Petrillo (sans attorneys for the side) will be resumed later this week.

Statement regarding the NAB attitude follows:

"Articles today in newspapers mention certain facts relative to the recording industry. It indicates that statements made by Messrs. Sarnoff and Paley, on behalf of the record companies and the broadcasting industry, are at variance with action taken by the Music Steering Committee of the National Association of Broadcasters.

"This is not the fact. Messrs. Sarnoff and Paley stated that they recognized the existence of possible equities in the recording industry and in others to have the right to control the public performance of music through the enactment of a copyright law otherwise.

"The statement issued by the Music Steering Committee of the NAB expressed no whatsoever on this proposition. What the statement did say is that the Committee was not in favor and could not approve a plan for any purpose or in any form, direct or indirect, to the American Federation of Musicians.

"These views are shared by Messrs. Sarnoff and Paley and their companies. That is, these hearings are continuing. The question of a copyright law or other control of the performance of records was considered by the NAB Committee. Some of the members of the Committee were in favor of such control and shared the views of Messrs. Sarnoff and Paley; some of the members of the Committee did not share those views. Because that difference of opinion within the Committee, the Steering Committee made no statement on that point."

## Drips Returns To NBC As Agriculture Director

William E. Drips has been reappointed NBC director of agriculture, Frank E. Mullen, vice-president and general manager of the National Broadcast Company, announced.

Drips resumed the post Nov. 1 after serving the Blue Network in a similar capacity since 1941. For several years prior to 1941, he held the position with NBC to which he now returns.

With headquarters in Chicago, Drips will act as the company's liaison man with the nation's farming interests. His activities will be in the public service field under the supervision of Dr. James Rowland Angell, NBC public service counselor.



**Wheeler Approval**

(Continued from Page 1)  
 who color their broadcasts, declared strong support for policy.  
 member of Congress is at a disadvantage when attacked by a commentator, said Wheeler, "because he put himself on a level with the commentator, who may have been only because he has a nice He objected strongly to super-authoritative broadcasts from stations which color their news presentation, and told FCC Chair-ly, testifying before the com-that he was in disagreement with Fly's declarations against the announcement.

**Fly Also Discusses CBS**  
 Fly replied that he thinks CBS is a "top-notch job" of report- news and commenting upon that the net has announced with which it does not con- Through choice of news, em- deletion, etc., opinion enters CBS news broadcasts. The net- has good news men, said Fly, ing that they should be allowed the public the benefit of their presence in interpreting the news. He agreed with Wheeler that any- tacked by a commentator u have the opportunity to reply the same facilities and on equally le time, nodding when Wheeler ed that it be on the time used by the commentator riginated the attack.

**Explore Commentator's Latitude**  
 Fly then raised the question far commentators reflect their s' views, to which Fly replied me commentators display ex- dependence, while others do ome men are chosen simply tain their views are known to ure with those of the sponsor, and objected to presentation n sponsor's philosophy in the guise nes broadcasting.

Wheeler returned to his premise, demanding to know did not agree that listeners a right to news without "Fly said he did not fully edding that the CBS news com- s "are good." Their interpre- are extremely helpful, he said. ent later he declared that a ntator who twists and turns in o pursue a single idea line is y, guilty of a denial of freedom ch because he is monopolizing erage of a national network. ough the discussion was almost between Fly and Wheeler, er Senators appeared anything stile towards the CBS policy nounced.

**End For Stewart-Warner**

Directors of Stewart- Corporation have voted a cash d of 25 cents per share on the lar par value common stock, December 1, to stock of at the close of business ber 10.

**"Radio Is In Jeopardy Now"  
 Elias Tells Council Of AAAA**

(Continued from Page 1)

declared. "One of your great instru- ments of communications with the consumer is being jammed and weak- ened. Congress is the final hope of free radio in America."

"The radio industry is asking Con- gress not for a special privilege, but for the right of all American institu- tions to be governed by law and not by men," he continued. "We think that all who know radio—who listen to it or live by it—will want Con- gress to restore to radio the freedom under which it has marched hand in hand with you for many years."

At the opening of his talk, Elias enumerated some of radio's problems as they relate to government. He presented them as follows:

"There are those in government who would deter the advance of radio as a competitive advertising medium by a special tax on radio advertising."

"There are those who would in- voke grade labeling and eventually reduce the value of competitive ad- vertising."

"We have music copyright prob- lems."

**Cites ET Troubles**

"The right to manufacture trans- criptions with musical content is troublesome."

"The question has been posed whether newspapers, or individuals who own newspapers, should be per- mitted to operate radio stations."

"There are those who would hitch commentators to radio's vehicle with- out a bridle or check rein as a part of their harness."

"And last but not least, we have James Caesar Petrillo."

Characterizing the May 10th deci- sion of the United States Supreme Court which defined the powers of the FCC as a "disquieting decision," Elias declared:

"That liberty which has been the crowning glory of American broad- casting is in peril. The freedom of radio, let me hasten to add, will not be struck down overnight. The dan- ger is more subtle. The risk is that the freedom of broadcasting in this country may be worn away by a series of regulations, small in them- selves but fatal in the aggregate, or actually surrendered by the stations themselves in fear of the federal agency that holds the power of life and death over them."

"This threat to a free radio does not spring from war conditions. We, who operate the stations of this re-

public, do not take exception to the restrictions which the war emer- gency has made necessary. We accept them cheerfully and obey them duti- fully."

"The danger is posed, in the first instance, by the disturbing decision of the Supreme Court of the United States handed down on May 10th of this year. It is pointed up by the growing disposition of the Federal Communications Commission to es- tablish a larger measure of control of the program policies of the stations of the country."

"The question immediately at issue in the case before the Supreme Court was the power of the Federal Communications Commission to en- force the rules which it had promul- gated and which dealt with the con- tractual relations between networks and stations. In holding that the Commission had the authority to im- pose such regulations, the Court went far beyond the question immedi- ately at issue. In a few trenchant sentences it threw into the discard the gener- ally accepted understanding of the jurisdiction of the Communications Commission and asserted that this governmental agency possessed pow- ers and authority which, if exercised, can destroy both the concept and the practice of free radio."

**Other Speakers Heard**

Other speakers at the Four A's eastern annual meeting were Blue commentator Henry J. Taylor, AFL vice-president Matthew Woll and ex- brain truster Raymond Moley. Pre- siding was John P. Cunningham, Newell-Emmett Co. partner, and New York ad council chairman Philip W. Lennen made an introductory talk.

Woll, in a prefatory statement said that he was glad Don S. Elias had not gone beyond mentioning the Petrillo matter since, had he done so, the AFL official would have been compelled to cast aside his prepared speech and meet the issue. The union spokesman dwelt on the dangers of bureaucratic usurpation and the favorable feeling of organized labor toward advertis- ing as a useful business medium.

At the evening session and dinner presided over by Ray Vir Den, vice- president of Lennen & Mitchell, Lt. John Mason Brown, USNR, gave an interesting description of the invasion of Sicily. An address also was made by A. C. C. Hill, Jr., WPB deputy vice-chairman for civilian require-

**New Sponsor On KGO**

San Francisco—Longine-Wittnauer Watch Company has launched a 39-week campaign on KGO using five half hours weekly on the Blue Network. Sponsor will present "The World's Most Honored Music," specially transcribed musical show. Show will be heard on KGO Monday through Friday from 10 to 10:30 p.m., PWT. Arthur Rosenberg Company handles the account.

**Joins CBS Staff**

San Antonio—Charles C. Shaw radio news editor for the past four and a half years of station KTSA has left his post to accept a position with the Columbia Broadcasting System. Shaw is expected to be affiliated with the CBS London office. Only two months ago Shaw returned from a visit from the British Isles where he was guest of the British office of War Information.

**OK New WGAR Band; Other Activity By FCC**

(Continued from Page 1)

1,000 watts, and to move from the 1,230 to the 1,480 band. Allen T. Simmons, licensee of WADC, Tal- madge, Ohio, was denied his applica- tion to change from 1,350 kc, with five kilowatts unlimited, to 1,220 kc with 50 kilowatts unlimited.

WAHL, Paducah, Ky., was granted a modification of its license to permit use with stations WSON, Henderson, Ky., and WPAD, also in Paducah.

**Personnel Changes Announced At Mutual**

Personnel shift at Mutual advances Peter Zaphir, formerly manager of the presentation division, to assistant director of the promotion and re- search department, it was an- nounced by Robert A. Schmid, the department's director. Zaphir will also retain his presentation duties; he came to MBS six months ago, was earlier with the CBS and NBC pro- motion staffs.

Appointment of Sidney Fishman to the research management of the net- work was also made known by Schmid. Fishman's past connections have been with WNEW, New York, as research director, and with Dr. Paul F. Lazarsfeld at Columbia Uni- versity's Office of Radio Research.

Robert F. Anthony has joined MBS as Hal Coulter's assistant in the audience promotion department. Anthony left an announcer's spot at WAAT, Newark, N. J.; was formerly program director of WORD, Spartanburg, S. C., and, more recently, assistant program director of WFBC, Greenville, S. C.

Resignation of Mutual salesman Robert Strand has been reported by sales manager Edward W. Wood, Jr. Strand, who came to the web in February, 1943, joins the American Exporter Co. for which he will make a tour of Latin America.

**AGENCIES**

E. W. FEDERER has joined Com- pton Advertising, Inc. as assistant media director. He has had long experience in the media world, having been the director of the media departments of Blakett-Sample-Hummert, J. Stirling Getchell and Geyer, Cornell and Newell.

W. A. TAYLOR & COMPANY will turn the advertising spotlight on the famous liqueurs and cordials of the French House of Cusenier. The ad- vertising started in October and will be particularly concentrated during the holiday season.

EDWIN DUERR, director of thea- ter work at Carnegie Institute of Technology, where he replaced Thomas Jobe, has joined Young & Rubicam.



# ★ ★ ★ COAST-TO-COAST ★ ★

## — WEST VIRGINIA —

**BECKLEY**—Jack Pevara, former announcer at WKWK, Wheeling, has joined the announcing staff at WJLS. Recent visitor at WJLS was William Schudt, of CBS station relations.

## — MISSOURI —

**ST. LOUIS**—W. R. Wills, KMOX news analyst, and former Jap prisoner, has returned home from a speaking tour through Kansas in behalf of Child Welfare Work, under the auspices of the American Legion. Wade Ray, fiddler, has rejoined "Pappy" Cheshire's hill-billies on KMOX after receiving an honorable discharge from the Army, where he served for nine months. New additions to the Cheshire gang on the KMOX "Saturday Night Barn Dance" show include: Lizz Malarky, comedienne; Mildred Krotz and Mabel Armstrong, "Rangers Sweethearts"; Terry Trannel, yodeler; Jesse Rogers, singer; Dick Haynes, comedian; Slim Bland, banjo and guitar player; and Roy Fields, accordionist.

## — SOUTH CAROLINA —

**COLUMBIA**—When a proposed cotton picking contest between the Governors of North and South Carolina fell through, WIS decided to stage its own, using S. C. Governor Olin D. Johnston and a station staff member. Cotton stalks were moved into the Columbia Auditorium and the Governor and his competitor "picked to a finish" (His Honor won) at WIS' weekly "Barn Dance," sponsored by the local Coca-Cola Bottling Co.

## — INDIANA —

**INDIANAPOLIS**—Lynn Cook, formerly of KVOR, Colorado Springs, has joined the announcing staff of WIRE. Walter Hogan, also formerly of KVOR, is the newest member of the WIRE continuity staff. Local Navy Day luncheon was carried in its entirety by WIRE. Governor Henry F. Schricker and Admiral Ernest J. King, Commander-in-Chief of the United States Fleet, were guest speakers.

## — GEORGIA —

**ATLANTA**—J. Leonard Reinsch, general manager of WSB, WHIO, Dayton, and WIOD, Miami, has been elected a member of the University of Georgia chapter of Sigma Delta Chi, national professional journalism society.

**HAPPY BIRTHDAY TO YOU**

November 8

Dave Murphy James M. Seward  
Gregory Williamson Scott Wiseman  
Lt. Vera O. Adams

## — CONNECTICUT —

**HARTFORD**—A ten minute "beat" on the results of the local election is claimed by WDRG. Station worked cooperatively with the "Courant," and the final results on Mayor were aired at 6:37 p.m., only 37 minutes after the polls closed. Franklin M. Doolittle, station's president, sent congratulations to "Courant" officials for the "excellent service."

## — OKLAHOMA —

**TULSA**—Bud Jackson, outdoors editor at KVOO, recently was the recipient of the Izaak Walton League's "Founders Pin," awarded to him in recognition of his work in wildlife conservation. Jackson, whose hunting and fishing program, "Short Casts and Wing Shots," is aired over KVOO, formed a "league-chapter-of-the-air" for the benefit of outdoors listeners forced by gasoline rationing to drop much of their conservation work. Presentation by League president George Draper was made during one of Jackson's programs.

## — PENNSYLVANIA —

**PHILADELPHIA**—"Sunday Interlude" is a new program of concert music heard every Sunday afternoon from 1 to 1:30 p.m. EWT, over WIP. WFIL has inaugurated a new "Listeners' Digest" series entitled "This Week in Philadelphia" as part of its public service schedule. Once again they had to put the "S. R. O." sign out at the Annual Fall Luncheon of the "Everywoman's Club of the Air." WFIL show conducted by Anice Ives. Sponsors also found themselves crowded on the air, and the result is an expansion of the participating program from 15 minutes to a half hour across-the-board.

## — MASSACHUSETTS —

**HOLYOKE**—McCallum's Department Store of Northampton has purchased five minutes across the board on WHYN's "Musical Moments," featuring popular dance tunes. Program is aired from 6:25 to 6:30 p.m., EWT, daily. Millinery Manufacturing Co. of this city has signed with WHYN for a daily quarter hour of "Friendly Freddie and the 1400 Club," WHYN morning feature for the past two years.

## — MINNESOTA —

**MINNEAPOLIS**—Leonard Leigh, KSTP musical director, has set some kind of record. A meeting with composer Sigmund Romberg so inspired him that he produced seven songs in three days: "Don't Be a Fool," "What Am I to Say?" "The Look In Your Eyes," "Till Fall in Love," "Waltz With Wings," "Help Yourself to Love," and "Now Comes the Night." All tunes, which have been submitted for publication, were heard on KSTP's "Household Forum" in an all-Leigh program. Durkee Famous Foods, Inc. is using KSTP in a 13-week test on its new Durkee Soyarich Flour and Durkee Soya Bits. Account is utilizing local sponsorship of NBC news commentator, Carey Longmire, three days weekly. Test schedule begins November 29. Account is handled by Duane Jones agency.

## — OHIO —

**STEUBENVILLE**—WSTV celebrated its third anniversary of service yesterday. Sgt. George H. Wilson, member of the original announcing staff of WSTV who became a member of Uncle Sam's Army in 1941, returns to the staff on November 15, after having received a medical discharge. S. Hunter Reams, former news editor and chief announcer of WSTV, has been promoted to program director of WSTV's affiliate, WJPA, Washington, Pa.

## — COLORADO —

**DENVER**—Renewals on KOA include the Merchants Biscuit Co. and the Rainbow Bread Co. Former's schedule of daytime signals will be heard on KOA for another year, while the latter's "Musical Magazine" show on KOA will continue for another 52 weeks. In addition to the "Musical Magazine," aired Monday through Saturday, Rainbow Bread has purchased the chainbreak position at 11:45 a.m. Monday through Friday. Sales Manager Duncan McColl secured both contracts. To give KLZ listeners the highlights of the 12th annual convention of the National Reclamation Association and to present the fundamentals of the irrigation and reclamation program of the 17 western states, Charley Roberts, of the KLZ farm service, featured interview discussions with government and civilian specialists each day of the convention week.

## — TEXAS —

**DALLAS**—Newest addition to WFAA-KGKO announcing staff is Fred Kincaid, recently discharged from the Army. Haywood Vincent was recently added to the WFAA-KGKO continuity staff, coming from the U. of Texas' Radio House. Myrtle Mathis replaces Weldon Jeffus on the technical staff at WFAA-KGKO with Alvin Bean stepping into her place in transcriptions. Jeffus is now in Austin as chief engineer for KTBC. Edwina Sprague leaves here for New York this month. Taking her place as secretary is Ralph Nimmons. WFAA-KGKO program director, is Helen Bright. Elaine Pritchett is now handling publicity for WFAA-KGKO.

## — NEW YORK —

**NEW YORK**—Special program in Italian, clarifying the Treasury requirements regarding property in Italy held by Italian-Americans was broadcast by WOV last week. Copies of script were sent to the OWI and Treasury Department for use on other Italian-language stations. Ellen Ballon, Canadian pianist, is being heard in a series of three recitals over WNYC. Louis Adamic, author, was guest on WMCA's "Fighting Words" Saturday. John McCaffery acted as moderator. "Furlough from Heaven," new radio play by Jacques F. Ferrand, was presented Sunday over WINS on the Skouras Theaters' "This Is Our Cause" show. Nathan M. Rudick directed, and Don Douglas and Lu Featherston headed the cast. Program is produced by Nick John Matusoukas and Harry Alexander Fuchs.

## — MARYLAND —

**CUMBERLAND**—Entire race meet at Fairgo track was by WTBO, with the L. Furniture Co., local dealers, announcing results of each race and predictions of each day's feature. Cook, horse trainer, called naming of the races and results colors were given by Stew and Ted Hodge of WTBO's

## — DISTRICT OF COLUMBIA —

**WASHINGTON**—Radio of the plays being presented by the Catholic University of this winter are being aired on Productions are grouped under the title of "Season Americana" and Americans' historical and dramatic. Radio version of the first play, "Contrast," written by Royall Tyler, presented Saturday.

## — FLORIDA —

**ST. AUGUSTINE**—J. Allen manager of WFOY, and Richardson, chief engineer, hot news fall practically in laps on Navy Day. Station was casting a description of the parade when two Navy planes dived over the downtown section making dive bombing runs. One crashed near the tower of Brown left the broadcast and to the scene of the crash, security and Navy approval and the story over the air. In addition the news to UP for national lease.

## — MISSISSIPPI —

**HATTIESBURG**—Recent staff at WFOR include the return of Michael as director of broadcast; Dr. William Potter, religious; Ed Jenkins, news editor; and M. Manney to the continuity staff. Baker continues as director of programs, while the station loses the services of Polly Hoagland, staff

## — SOUTH CAROLINA —

**FLORENCE**—When WOLF announcer Ray Caddell went to the hospital for an operation, he left a handful of work for the announcer on duty between 6:15 a.m. Due to manpower shortage announcer has to select his disk run his own controls. During the he has to run five transcriptions do three live spots and four broadcasts of news and feature addition to a disc show and commercials interspersed throughout the period. In the meantime all he to do is answer the telephone six times to tell someone who listening to the radio what time.

BEST RADIO BUY IN BALTIMORE

**W C B M**

FREE & PETERS John Eimer, President  
Exclusive National Rep. Geo. H. Bowder, Gen. Mgr.



# No CIO-WHKC Hearing

## RS In Move To Tax Factory-Speaker Music

Montreal — Canadian Performing Society, which collects fees for performance of musical works to which it holds copyright, has proposed the collection of license fees from industrial establishments where music is carried over a loud-speaker system, the secretary of the State Department announced yesterday.

When the programs are actuated through power lines, telephones or other services from a central point, the society proposes a fee equal to 10

*(Continued on Page 7)*

## Donald S. Shaw Joins Blue Commercial Sales Mgr.

Donald S. Shaw, currently manager of the New York radio division and Co-ordinator of Inter-American affairs, has been appointed commercial sales manager of the Blue Network effective Nov. 15, it was announced yesterday. Shaw was at the time eastern sales manager of the National Broadcasting Company, vice-president and general manager of WMCA. He also served as a

*(Continued on Page 5)*

## Sney Walton Named News Director of WHN

Sney Walton, WHN commentator, has been appointed WHN news director, succeeding George Hamilton Combs, Jr., who resigned the post recently, it was announced yesterday by Herbert L. Pettey, station manager. Walton announced the addition to the WHN news staff of Paul

*(Continued on Page 2)*

## Elias In 5-B

Genial Don S. Elias, NAB legislative chairman and executive director of Asheville's WWNC, stepped about his recent "draft classification" as 5-B in his address before the Eastern annual meeting of the Four A's in the Waldorf Astoria. He explained the new selective service status as standing for baldness, bifocals, bridge-work, bay window and bunions.

## Gobbler Gossip

The turkey-growing industry in Pennsylvania will be discussed by Merl Emmert on his "Modern Farmer" program over station WEAF next week. The program, recorded on the turkey farm of Pennsylvania State College, State College, Pa., will be heard Wednesday, Nov. 17. In the background, all through the program, can be plainly heard the melodious "gobbler gossip" of several hundred White Holland turkeys.

## Ballot On Five Names For Conference Prize

Chicago—Balloting is now in progress on the five candidates nominated to receive the Fourth Annual Award of Merit of the School Broadcast Conference at the Seventh Annual Meeting of the Conference in Chicago on Nov. 29. The candidates for the Award are William D. Boutwell, chief of the radio and information section, U. S. Office of Education and vice-president of the Association for

*(Continued on Page 2)*

## "Good Will Hour" Set By New Sponsor On MBS

John J. Anthony's "Good Will Hour," now heard on station WMCA and the Blue Network Sunday night 10:30-11 p.m., EWT switches to Mutual beginning Sunday Dec. 5, at 10:15-11 p.m., the sponsor being Clark

*(Continued on Page 2)*

# Large Radio Enrollment For Stephens College Meet

## WPB Radio Field Reps Open Meet In Washington

Washington Bureau, RADIO DAILY  
Washington—The conference of field representatives of the WPB Radio and Radar branch got under way yesterday with addresses by Frank Horning, field service director; Ray Ellis, branch chief, and

*(Continued on Page 5)*

## FCC Holds Outlet Justified In Refusing Political Script Of Auto Workers; Station Cites Pact With UAW

## Post-War Electronics Will Be Revolutionary

Los Angeles—A look into the world of tomorrow—a world revolutionized by developments in radio and allied fields—was envisioned by Don E. Gilman, vice-president in charge of the Blue Network's Western Division, in an address before the Wilshire-Ebell Club in Los Angeles on the eve of the radio executive's departure for Chicago and New York to confer

*(Continued on Page 6)*

## IRE Elect Officers; Hubert M. Turner, Pres.

Hubert M. Turner of New Haven, has been elected president of The Institute of Radio Engineers for the coming year, it was announced yesterday by the Board of Directors. He is Associate Professor of Electrical

*(Continued on Page 2)*

## WABC Names Director Of Women's Programs

Mary Jane Kroll has been named Director of Women's Programs at WABC, Columbia's New York City outlet, it was announced yesterday by Arthur Hull Hayes, General Man-

*(Continued on Page 2)*

Washington Bureau, RADIO DAILY

Washington—The FCC has denied the petition of the CIO for an informal hearing on alleged censorship and operation contrary to the public interest on the part of WHKC, Columbus, Ohio. This petition was filed in September after the station had refused to permit an official of the CIO's United Automobile Workers to present a script which analyzed in

*(Continued on Page 5)*

## Kobak Optimistic About Blue Network

Edgar Kobak, executive vice-president of the Blue Network, convalescing on the sun-roof of Doctor's Hospital, New York, wrote a letter to the radio trade yesterday giving an optimistic picture of the Blue's outlook.

"Our 1942 volume topped our 1941 figure by 22.7 per cent," Kobak wrote; "But our 1943 figures (Jan.-Sept.) top our 1942 total for nine months by 65.5

*(Continued on Page 7)*

## Owens Illinois CBS Show Now 'Home Front Matinee'

Owens Illinois Glass Company, through its recently-appointed advertising agent, J. Walter Thompson Co., has inaugurated "Home Front Mat-

*(Continued on Page 2)*

## Biddle Talk On CBS

U. S. Attorney General Francis Biddle speaks Thursday over CBS on the subject of the European minorities problem as it affects this nation. Address, 6:30-6:45 p.m., will be delivered at the 2nd annual dinner of the Jewish Theological Seminary in connection with the 5th anniversary of its interdenominational Institute for Religious Studies.





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# FINANCIAL

(Monday, November 8)

## NEW YORK STOCK EXCHANGE

	High	Low	Close	Net Chg.
Am. Tel. & Tel.	155 1/8	153 1/2	153 5/8	- 1 3/8
CBS A	24	22 1/2	22 1/2	- 1 3/8
CBS B	23 3/4	23	23	- 1/2
Crosley Corp.	17	15 1/4	15 1/4	- 2
Farnsworth T. & R.	10	9 1/2	9 5/8	- 3/4
Gen. Electric	35 1/4	34 1/2	34 3/4	- 3/4
Philco	21 1/4	20 1/8	20 1/4	- 1 1/2
RCA Common	9 1/4	8 3/4	8 3/4	- 5/8
RCA First Pfd	69 1/2	69 1/2	69 1/2	- 1
Stewart-Warner	11 3/8	10 3/8	10 1/2	- 1
Westinghouse	92 1/4	88 3/4	89	- 4
Zenith Radio	31 3/4	30 1/8	30 1/8	- 2 1/2

## NEW YORK CURE EXCHANGE

Hazeltine Corp.	28 3/4	27 1/2	27 1/2	- 1/2
Nat. Union Radio	2 1/4	2 1/4	2 1/4	- 1/4

## OVER THE COUNTER

	Bid	Asked
Stromberg-Carlson	10 3/4	11 3/4
WCAO (Baltimore)	20	23
WJR (Detroit)	28	...

# 20 YEARS AGO TODAY

(November 9, 1923)

In the first action of its kind, Fred Fisher, Inc., music publishers, announced a new department that "will do nothing but push the Fisher songs at the various broadcasting stations" ... the authors of "M. T. Pocket Blues" are connected with the new enterprise ... much discussion on the question of who will retail radio ... the electrical dealer or the musical and phonograph trade ... St. Olaf College has operated successfully its station WCAL, Northfield, Minn. ... showing what a college can do in broadcasting.

## Owens Illinois CBS Show Now 'Home Front Matinee'

(Continued from Page 1) inee" on CBS Monday through Friday from 4:00-4:25 p.m. The firm's former program on Columbia was known as "Your Home Front Reporter." Alfred Drake, currently featured in the stage play, "Oklahoma," has been engaged as master of ceremonies on the new show. He will serve every day except Thursday, the day on which "Oklahoma" schedules a matinee. Allen Ross will direct the chorus and orchestra. The program made its first appearance yesterday afternoon. "Home Front Matinee" is featuring guests. Joan Roberts will be heard today, Lena Horne tomorrow, Ilka Chase on Thursday, Carol Bruce and Mrs. Jimmie Doolittle on Friday. John Boles will substitute for Drake as emcee on Thursday.

## Ballot On Five Names For Conference Award

(Continued from Page 1) Education by Radio; Dr. W. W. Charters, formerly of Ohio State University, honorary director of the Institute for Education by Radio and at present with Stephens College, Columbia, Mo.; Major Harold W. Kent, liaison, War Department and U. S. Office of Education, director of the Radio Council—WBEZ, Chicago Public Schools, and president of the Association for Education by Radio; Harold McCarty, director of station WHA, University of Wisconsin at Madison and regional vice-president of the Association for Education by Radio, and I. Keith Taylor, director of radio activities, Ohio State University and director of the Institute for Education by Radio.

## WABC Names Director Of Women's Programs

(Continued from Page 1) ager of the station. Miss Krull has been with WABC the past 18 months, coming to the station from Pendleton Dudley Associates, where she was a food account executive. Prior to that she spent several years on newspapers in New York, Syracuse and Buffalo.



MUCH BETTER TO BE INSIDE

... the Central New England area. More effective!

## IRE Elect Officers: Hubert M. Turner, Pres.

(Continued from Page 1) Engineering at Yale University and succeeds Dr. Lynde P. Wheeler, of the Federal Communications Commission, Washington. The election of Ralph A. Hackbusch, of Leaside, Ontario, as vice-president was also announced. He is vice-president in charge of Radio, for Research Enterprises, Ltd. Directors elected for three-year terms were: Raymond F. Guy, Radio Facilities Engineer of National Broadcasting Company, New York; Lawrence C. F. Horle, of New York, consulting engineer and authority on television; and William C. White, Engineer of General Electric's Electronics Laboratory, Schenectady.

## "Good Will Hour" Set By New Sponsor On MBS

(Continued from Page 1) Candy Co. Agency is Walker & Downing, Pittsburgh. Presumed that the WMCA tieup will continue in effect. Client bought a 60-station hookup. "Good Will Hour" was heard on MBS some years ago prior to going on the Blue. Of recent date, Ironized Yeast discontinued sponsorship of the program which then ran an hour. Anthony program follows the A. L. Alexander "Mediation Board" which is also heard on Mutual, 8-8:45 p.m. thus giving Mutual somewhat of a monopoly on that type program, each differing considerably from the other, however.

## Sidney Walton Named News Director of WHN

(Continued from Page 1) Sullivan, noted commentator, who will do a six times weekly newscast at 8:45 p.m., and the moving of Aimee Gauvin from evening to morning shift to do newscasts formerly done by Walton.

To The Point!  
Getting right to the point, here's why WDRC is first choice in Hartford, for your spot announcement schedule — you get all 3 on WDRC — coverage, programs, rate! Basic CBS. Hartford.

Connect in Connecticut!

## COMING and GOING

DON E. GILMAN, vice-president of Network in charge of the Western is spending this week in New York.

KEN CHURCH, general manager of Cincinnati, in town and conferring with the New York representatives.

TOM SLATER, Mutual's director of features and sports, returns today from where he participated in the network cast marking the "E" award to the Mfg. Co.

HAL BOCK, publicity director for the division of NBC, is here from Los Angeles some home office confabs with John publicity chief of the network.

CHARLES COLLINGWOOD, CBS foreign correspondent now on a cross-country lecture will speak today in Chicago.

GEORGE W. DOWDY, president of WYNY Network affiliate in Charlotte, N. C., is making a few days in New York on station network business.

E. Y. FLANIGAN, managing director WSPD, Toledo, has arrived from Ohio on short business trip. Visited yesterday with local reps.

EMMA OTERO, Cuban soprano heard on NBC, is filling a concert engagement at Clark University, Worcester Mass. Tomorrow in Providence, she will sing the role of Rossini's opera, "The Barber of Seville."

E. R. VADEBONCOEUR, assistant president of WSYR, Syracuse, N. Y., is making several days in New York.

JOHN B. HUGHES, Mutual network mentor, goes to Washington, D. C. tomorrow to fill a lecture engagement.

WOODY HERMAN and the members of his band are back in town and will open tomorrow at the Strand.

CHARLIE BARNET, with his band, is making a three-day appearance at the Palace in Youngstown, Ohio.

## Cough Drops?

Sure! Cocilana chooses Radio Station WITH in Baltimore

We're proud of the long list of national drug advertisers that turn to us when they want to sell drugs in this, the country's sixth largest market. We like to talk about it for these are the fellows who can tell when a product moves off the shelves ... and what moves it! If you've got something to say to Baltimore people ... put it on the radio station all Baltimore actually listens to!



IN BALTIMORE  
TOM TINSLEY, President  
REPRESENTED BY HEADLEY-REED



● A new rate card—effective January 10, 1944—will shortly be mailed to agencies and advertisers.

The card represents not an increase but a readjustment in the WNEW price structure. It represents, moreover, the first move by a major station to *realistically* price its time . . . without regard to custom or convention.

**WNEW**  
N E W Y O R K

REPRESENTED BY JOHN BLAIR & COMPANY



# LOS ANGELES

By RALPH WILK

LOU LEVY, personal manager of the Andrews Sisters returns to New York next week due to extreme pressure of his music publishing business, Leeds Music, Inc., as well as other interests.

Garry Moore, who co-stars with Jimmy Durante on the Camels show Friday nights via CBS, and Howard Petrie, announcer for the same program, are developing a sketch which they plan to use during an Army camp tour. They'll do the skit at camps within easy reach of Hollywood and later, when the show returns to New York late in November, play camps in that locality.

Bridgell Mfg. Co. of Crisfield, Md., manufacturers of the rocket bombs for the bazooka gun, has requested an autographed photo of Bob Burns, the bazooka's "father," holding one of the weapons.

## Trammell And Royal Have Arrived In Italy

Niles Trammell, president of the National Broadcasting Company, and John F. Royal, the network's vice-president in charge of International Affairs, arrived in Italy from England yesterday, on the second leg of their tour of the various war fronts.

It is believed they are the first prominent major radio executives to visit Italy, from which their itinerary calls for stops in Africa, and the Middle East. Their plans include reopening NBC offices in the occupied countries as quickly as these countries are freed from the Axis by the Allied armies.

### Jostyn In New Role

Jay Jostyn, already heard regularly on the networks as "Mr. District Attorney" and in featured roles in "Second Husband" and "The Parker Family," took over the lead assignment in the series about a newspaper correspondent, "Foreign Assignment," last Saturday, Nov. 6 (MBS, 8:30 p.m., EWT). Italy was the locale for Saturday's installment.

**SPONSORS  
SPEAK  
LOUDER  
THAN  
WORDS**



# MAIN STREET

WITH *Ol' Scoops Daily*

## Radio Vitamins For Tuesday. . . !

● ● ● PEOPLE WE'RE GLAD TO KNOW: Genial, silver-haired raconteur. Been on Broadway and radio row for year on end, but never "went Broadway" in the sense that some folks "go Hollywood" . . . . . Everybody knows Harry Hershfield — Harry Hershfield knows everybody—everybody has a good word for him and he has never uttered a word against this one or that . . . . . If you can stay that way in showbusiness, you've accomplished something worthy of your fellowmen . . . . . Harry came up the hard way—he didn't just burst out at once as a successful cartoonist . . . . . On the Chicago Daily News, he was staff cartoonist at \$2.50 per week. 7 a.m. to 4 p.m. six days a week, but he also ran cuts and took assignments at the city morgue for special sketches—at no advance in prices . . . . . In those days the artist covered spot news events . . . . . Maybe it's because Harry's two shows, "Can You Top This," on WOR and on NBC on Wednesday and Saturday nights respectively are unrehearsed, that he has so much time to get around and do many nice things . . . . . Probably the most indefatigable after dinner speaker and toastmaster of all time, Harry attends four to five banquets a week, averaging over 200 per year . . . . . all hotels know his eating habits and he never looks at a menu . . . . . he has to listen to two or three dozen jokes a day, and, on the other hand has a standing order for several each day for this pal or a pal of a pal who is on the air or must appear at a smoker . . . . . Which is all in the day's work . . . . . like most of his banquets his appearances are for charitable causes . . . . . with Alfred J. McCosker of WOR-Mutual. Harry is co-founder of the McCosker-Hershfield Cardiac Foundation. This is an organization which is essentially engaged in giving aid to needy adult cardiac convalescents . . . . . Harry always works cheerfully . . . . . only folks he good naturedly regards as pests are the hosts of traveling salesmen who call him up before taking to the road. "They want a few new gags for their customers," says H. H.

★ ★ ★ IN THE NEWS: Although Don Shaw formerly worked for Ed Noble at WMCA, the Blue move is strictly between Ed Kobak and Shaw . . . . . Judy Rutherford (sister of Ann) former New York radio actress, starts her own movie news and gossip column tomorrow over KFXM, Mutual outlet in San Bernardino, Cal. . . . . titled "Hollywood Headlines with Judy" . . . . . Mary Herbert, former secretary to Don McNeil of the Blue Net's "Breakfast Club," Chicago, is a WAVE recruit at Hunter College . . . . . Another Chicagoan training here is Tony Koelker, former Blue publicity director . . . . . Tony has been commissioned a lieutenant (j.g.) in the Navy and stationed at Fort Schuyler . . . . . When Robert W. Carpenter, arrived at Allied Hqts. in North Africa as assistant field director for the Red Cross, he soon ran into a slew of former fellow employees of CBS . . . . . these include Commander Harry Butcher, naval aide to Gen. Eisenhower . . . . . John Daly, network's correspondent and many others . . . . . shortly it will be none other than Bill Paley, CBS' prexy who will arrive on special OWI assignment . . . . .

★ ★ ★ WHAT GOES!: Take, for instance, the items—Aspasia, Laf Loofy, Triantifilidou, Hazidimitriu, Wladyslaw, or even Ochrymowicz (okay we'll take 'em then) they're neither in the war news as Polish or Russian towns nor on Fordham or Notre Dame teams—just names of announcers doing foreign language shows on WBNX . . . . . Tomorrow is the 168th Anniversary of the U. S. Marine Corps . . . . . and what a super-job of "mentioning" this was done by—Guess Who? . . . . . United Artists says that 255 women's programs, on various outlets will help locate about two dozen pulchritudinous "aquabelles" to appear in the new musical "Sensations of 1944" . . . . . but could all those qualifications be found in one damsel—read 'em and collapse . . . . .

—Remember Pearl Harbor—

# CHICAGO

By BILL IRVIN

VERNON FULTON, WLS engineer, has joined the Radar division of Westinghouse Electric Co.

Lieut. T. G. Bombaugh, U.S. former WENR transmitter engineer was a recent visitor to Blue Network studios in Chicago. Lieut. Bombaugh recently returned from the Pacific war theater.

Hobart Donovan, scripter of the Blue Network's "John Freedom" series (Saturdays, 9:30 a.m. CWT) is radio writing a bit less exciting than his former occupation. He used to be a stunt flyer and specialized in wig walking and delayed parachute jumps.

WGN visitors in the last few years have included 2nd Lieut. Charles Victor of the Army Air Forces, former announcer; Lieut. Comdr. W. L. Myers of the Navy, former chief engineer; Ensign Frank Sweezy, former announcer, and Lieut. G. Barrett Schillio, former engineer.

Dorothy Sundstrom, NBC Central Division nurse for the past three years, has been commissioned an sign in the U. S. Naval Reserve.

Newest addition to WIND's staff Commentators is Dr. Melchior Pal, formerly economist for the largest banking institution on the European continent, the Deutsche bank in Berlin. Dr. Palyi is heard at 8:45 Sunday night. A naturalized American, Dr. Palyi was born in Hungary and educated in Switzerland and Germany. He came to America in 1931 on behalf of the Deutsche Bank and returned again in 1933 to remain here.

### Stork News

Van Cleave, conductor featured the CBS program, "Man Behind the Gun," is the father of a seven-pound daughter born yesterday. Mother the former Ziegfeld Follies star Dolores Delairs.

## IMPORTANT

To All Radio Station Managers

TEL - PIC SYNDICATE, Inc.  
1697 Broadway,  
New York City

*distributes the only Animated, Aluminated, Patriotic Display with AP News. Pictures mailed daily to its subscribers. More than 300 Radio Stations have contracted*

TEL-PIC Service



# Radio Enrollment for College Meeting

(Continued from Page 1)

agency concerned in post-war problems.

Best names to be added to the tentative schedule of speakers by Sheenan P. Lawton, director of Radio Visual Education at Stephens, and Major R. P. Foster, of the Army Staff in Washington and a member of the Joint Liaison Committee; Edward Tomlinson, expert on America affairs for the Blue Network; Willard D. Egoft, assistant president of the National Association of Broadcasters; Robert L. Main, research analyst in post-war for Columbia Broadcasting System; Major Harold W. Kent, of the War Department, and Mme. Wellington.

Stephens meeting, sponsored by the Association for Education by Radio, will be held together in panel discussion educators in the radio profession, government agencies, and representatives of civic and laymen organizations concerned with "The Responsibility of Radio in the New World."

### Will Originate Programs

National network and local station broadcasts will originate from the conference. The Blue will originate from a banquet at the radio conference. On Sunday, November 14, Mutual will broadcast the North American Reviewing Stand from Stephens. The program subject will be "Radio and Progress." Dr. Clarence A. Peters, of North Carolina University, will be moderator. Nancy Johnson, WPMJ and W55M, Milwaukee, and June Foster, director of women's programs for KXEL, Waterloo, Iowa, will originate their programs from the conference.

Speakers scheduled on the panel discussion include: Sterling Fisher, assistant Public Service Counselor for NBC; Frances Dixon, Blue Network, Chicago; Morris L. DuMars, U. S. Department of Agriculture; Harold Hartgen, Federal Electrification Administration; Raymond P. Krossel, RCA; Judith C. Waller, Blue Network; Florence Warner, CBS, Chicago; Harry Summers, Blue Network; Mrs. Anna Schwartz, Deputy Chief, OWI; Dorothy Lewis, Coordinator of Listener Activities, AEA; Peggy Cave, President District Women's Officers Association; Elsie Dick, Educational Director, Mutual; Merrell E. Boyce, National Advertising Agency; Myrtle Stahl, Mutual, Chicago; Earl Williams, KFAB, KFI, KOLL, Nebraska; Colonel B. J. Palmer, Radio Broadcasting Company of Iowa; C. G. Anderson and Mrs. Ellen Lee Brashear, Mutual, St. Louis; Betty Wells, KRNT, Des Moines, Iowa; Mrs. Edythe T. Wallace, Home University of Wichita, Wichita, Kansas; Arthur Casey, Director of Public Relations, KMOX, St. Louis; Douglas B. Grant, Mutual, St. Louis; WMT, Cedar Rapids, Iowa.

# NEW PROGRAMS—IDEAS

### Pocket Edition

"News Telescoping" is a new type of news program on KDYL, Salt Lake City, Utah. Instead of presenting one phase of a news event, KDYL intends to bring all the important aspects of the scene, condensed, to give the listener the complete picture. First "telescoping" was the arrival of the "Desert Warrior" and her crew from campaigns in Italy. Purpose of the visit was to encourage greater work on the part of the employees of the Utah Oil Refining Co. High Octane Plant. KDYL recording equipment transcribed the arrival of the bomber at 11 a.m. Later it picked up the proceedings of a luncheon given by civic leaders, thence to the plant where the crew members cited the crying need for high octane gas and the response of the workers. Entire proceedings were condensed into a 15-minute broadcast bringing the listener an over-all picture of the event.

### Film News

"Theater Tips" is the title of a new series of nightly quarter-hour programs aired over KTBC, Austin, Texas. Besides presenting a resume of the pictures current at the theaters, coming attractions are also discussed as well as newsy bits about Hollywood and its stars. On each program a name is selected at random from the Austin phonebook and that person is called. If he can tell what is playing at a certain Interstate Theater (chain which sponsors the show), two free tickets are awarded. Harfield Weedon conducts the show.

### WPB Radio Field Reps Open Meet In Washington

(Continued from Page 1)

Brig. Gen. William H. Harrison, Signal Corps, U. S. A. The afternoon session included discussions of testing equipment and standardization of electronic equipment.

Horning discussed mainly office procedure, with Ellis dipping into the important subject of production. The industry, he said, has been able to expand from peacetime production valued at about \$250,000,000 yearly to \$250,000,000 per month, with further expansion to about \$300,000,000 per month envisioned for next year in order to fill demands of the military.

Gen. Harrison discussed the requirements of the Signal Corps in electronics equipment. Stressing particularly the importance of standardization and integration of the entire program and without reflecting upon the quality of German and Italian equipment, Gen. Harrison pointed out that communications equipment captured from the enemy in the European theater is of little value to the Allies because it does not synchronize with our own equipment.

There were discussions also of the general features of the entire electronics program and requirements, and of the labor picture in the industry.

### Local Forum

"Opinions On Review" made its debut on WHYN, Holyoke, Mass. last month. Each program brings together four or five competent authorities from the general vicinity and allows them to express their views on the subject of the evening. Station dines the guests before the show so that they may get to know one another and discuss questions on the air in an atmosphere of relaxation and informality. Listeners are invited to send in topics and questions which are put to the speakers, and subjects considered are mostly topics of the day, such as the draft, taxation, sports, juvenile delinquency and post-war problems. Show is aired Fridays from 8:30 to 9 p.m., EWT.

### P. M. Potpourri

WISN, Milwaukee, Wisconsin, has introduced a new show on its 11 p.m. to 12:05 a.m. period tentatively titled "What's In a Name?" Show opens and closes with late-hour CBS news, and woven into its fabric are liberal dashes of the Porter-Kostelanetz-Kern type of tunes, sport highlights, women's specialties, and warfront features. These are tied together by a free-running continuity handled by staff announcer Jack Raymond. In addition, Raymond is also conducting a listener contest for a new permanent name for the show, with cash prizes going to first, second and third place winners. Name and a short letter commenting on the program are requested of contestants who participate on the show.

### Donald S. Shaw Joins Blue As Commercial Sales Mgr.

(Continued from Page 1)

partner in the advertising agency of Cleveland & Shaw and was formerly assistant to the president of McCann-Erickson.

# CIO Denied Hearing In WHKC-UAW Row

(Continued from Page 1)

detail the voting records of all Ohio Congressmen.

The FCC was informed by WHKC that it has long had a contract with the UAW—a 52-week agreement—which precluded personal attacks or the discussion of controversial issues by the union speakers.

Relations had been cordial until the incident, it is reported.

WHKC is owned and operated by United Broadcasting Co.

### Dick Connor Visiting Mutual Stations in West

Denver—Richard F. Connor, head of the recently-expanded Station Relations Department of the Mutual Broadcasting System, is currently visiting MBS outlets in Colorado and Utah. Last week he conferred with Gene O'Fallon, manager of the net's Denver outlet, KFEL. From Denver he drove to Grand Junction, Colorado with Rex Howell, manager of KFXJ, Mutual station there.

One-day visits were also scheduled at KEUB, Price, Utah and KOVO, Provo, Utah. Following this Connor expects to spend several days in Salt Lake City and Ogden, Utah conferring with representatives of KLO, key station of the Intermountain Network, and attending a general meeting of the regional net's members.

After completion of his Utah conferences, Connor expects to make a swing through the South before returning to New York late this month.

**DENVER**  
**20**  
**IN '42 DRUG SALES**  
 Sell Drugs in '43 with  
**KLZ Denver**  
 Represented by The K... Agency, Inc.

**Popularity**

It's a Hooper-proved fact that WSGN consistently produces and broadcasts Alabama's best-liked shows; another reason why your advertising dollars do the most for you when spent for WSGN time.

**WSGN**

Coverage — Popularity  
 Call Headley-Reed

Associated with  
**The Birmingham News**  
 THE BIRMINGHAM AGE-HERALD

**"Happy THE Humbug"**

is a Christmas package of Joy!

Here's a show to delight children and grown-ups alike.

Kids will love "Happy the Humbug," starring Bud Hulick (of Stoopnagle and Budd fame).

Write today for details on the happiest kid show in years. In twelve 15-minute episodes—a sure-fire puller!

**NBC**

**RADIO-RECORDING DIVISION**  
 NATIONAL BROADCASTING COMPANY  
 RCA Building, Radio City, New York 20, N. Y.  
 Chicago • Washington, D. C. • Hollywood





## • TELE TOPICS •

**T**HERE is nothing new under the sun, the Bible tells us, and neither is televisio, according to competent technical authority. In fact, Richard Hubbell in his book, "4,000 Years of Television," traces the sight-and-sound medium back to the vision of ancient animals that once stalked the earth.

With that sweeping—if ponderous—observation, the slight case of jitters that inevitably comes with the writing of a new column should be calmed. Seriously, though, progress in telecasting will shape the course of this fledgling feature, which is fondly dedicated to the day when televisers will be common in home and theater.

Modern, electronic television, only about 15 years old, may be in for a reshuffling of wave lengths when the FCC meets with technical groups in Washington on Wednesday, Nov. 17. Assignment of tele outlets to new places in the spectrum is not unlikely to link them more closely to FM frequencies.

Telecast of a special ten-page edition of the Albany (N.Y.) "Times-Union" was presented Friday by General Electric in Schenectady before a jury of 50 press representatives. Show alternately reproduced printed page and television enactment with the aid of newsmen, girls, a map and props. Taking part in the televised sheet were war commentator Seymour Berkson, "Bugs" Baer, cartoonist Russ "Tillie the Toiler" Westover and Otto Soglow, creator of "The Little King." Opinion was mixed among the editorial critics, many holding that the image didn't compare with the real thing.

Suggestion is made that bugs in tele receivers, which are putting too many of them out of service for the duration due to the shortage of skilled repair men, may be overcome by calling in a few good exterminators.

NBC has not scheduled its next live telecast from Madison Square Garden. Delay may be due to lighting troubles, which were plentiful in the rodeo transmission a couple of weeks ago. Present plans continue the weekly film presentations every Monday afternoon and evening.

Invention of a television picture-storage method by Dr. A. H. Rosenthal, director of research and development for Scopony Corporation of America, makes possible a 50 per cent or more increase of non-interfering sight-and-sound transmitters in the post-war years, according to Arthur Levey, president of SCA.

Novel live show, "Help Wanted," is being readied by W2XWV, New York, for next Sunday's program, part of

# Gilman Sees Post-War World Revolutionized By Electronics

(Continued from Page 1)

with the company officials in the East. "We have become so infiltrated with radio during the past two decades that we are apt to forget it is one of the newest scientific developments," Mr. Gilman said, and added:

"It will dispense with many of the mechanical or material mechanisms which have so cluttered up our homes and streets, because radio promises lighting, heating and communication without wires."

"For more than 20 years we have enjoyed the entertainment furnished by radio in the field of broadcasting," the Blue Network executive continued; "However, the citizen of the future will look back on the period before this World War as one of laboratory development in the field of radio because he not only will continue to enjoy radio program service, but he can have a telephone in his car from which he may telephone his home or office; he will have a screen beside his telephone on which he may see the image of the person to whom he is talking; his physical difficulties will be analyzed by electronic microscopes which magnify disease germs an unbelievable number of times. Television, Radar, frequency modulation, microscopic fields beyond the comprehension of human imagination—all will open to the practical use

of the average person in the very near future. What sound did for motion pictures, television will do for radio.

Mr. Gilman went even further and said: "Television opens up new vistas of use. Before a woman's club such as yours I can foresee transmission of television talks made at a central point which will be visually produced before a hundred clubs at the same time... One outstanding personality may project himself a thousand times where today he can talk only to a small group.

"We have moved through the age of steam and steel and automobiles; we are now entering the age of electronics," Mr. Gilman pointed out. "One of the fruits of warfare is the urge to inventive genius which often steps up our times by several decades. That is true today. I do not recommend war for this purpose; I think we would be willing to make haste more slowly. Nevertheless, we should evaluate the good which sometimes comes with the bad. Out of this war we shall gain so much in efficiency that the working day will be shortened, the opportunity for improvement and pleasure enlarged... Radio and television will have a very important part to play in this new life upon which we are about to embark."

## Political Battle Looms Over Policy Of WNYC

Charging "dictatorial arrogance" to Mayor Fiorello La Guardia of New York in the operation of WNYC, municipally owned station, Thomas J. Curran, chairman of the New York Republican County committee, directed a letter to Morris S. Novik, station manager, yesterday, demanding to be given a voice on the station.

"I think the people of this city are just about fed up on the dictatorial arrogance of the Mayor who uses the Municipal Broadcasting System as though it were his own personal property and has even gone so far as to issue a public decree as to who may or may not be permitted to use it," Curran declared.

Curran specifically asked for time on the station for Sunday, November 14, at 1 p.m., to answer charges made by the Mayor in a broadcast of last Sunday. "This request is made in view of the accepted practice of all broadcasting stations allotting equal time to both sides in all matters of public interest so that the people may be fully and fairly informed," Curran wrote.

the outlet's three-times-a-week schedule, in behalf of the parent organization, Allen B. DuMont Laboratories, Inc., Passaic, N. J. Company, now engaged in war work, will use this medium to obtain additional plant employees, with Harry Houston, personnel manager, taking part in a dramatic sketch.

## New Business At CBS Reported Past Week-End

New business at CBS includes the premiere of a 15-minute household-hint show, "Morning Market Basket," featuring Isabel Manning Hewson, under the alternate sponsorship of Joseph Tetley & Co., Inc., and C. F. Mueller Co. Program will be Tetley's first campaign over Columbia, will plug tea and dehydrated soup via 27 outlets Tuesday, Thursday and Saturday, commencing Nov. 9 at 9:45 a.m. EWT. Beginning Nov. 29, the production will go on a six-day week schedule with the remaining three days devoted to a 31-station presentation in behalf of Mueller's macaroni products.

Renewal of "Bachelor's Children" over a network of 45 CBS outlets was announced by the Continental Baking Co., Inc., for Wonder Bread and Hostess Cakes. Sponsor has been a CBS account since May, 1933, introduced the daytime serial on Columbia last year. Agency is Ted Bates, Inc.

## NBC Recording Series

Twelve quarter-hour recordings of "Happy the Humbug" have been released by NBC's Radio-Recording Division for use by the wholesale and retail trade during the Christmas season. The series, designed for broadcasting on a twice- or three-times-a-week basis or in twelve consecutive broadcasts, carries a basically juvenile appeal but embodies humor that will bring chuckles to adult listeners.

## AGENCIES

TEL-PIC SYNDICATE, INC., New York, reports that WCBM, Baltimore, Md.; WHEB, Portsmouth, N. H.; WSFA, Montgomery, Ala.; WYNY, Brooklyn, N. Y.; WEST, Easton, Pa.; WFEA, Manchester, N. H.; and WWVA, Wheeling, W. Va. have contracted for the distribution of telecasts in their listening area from the Pic Daily Pictures Service.

THE ADVERTISING AND TELEVISION COURSE of the Advertising Club of New York will move back to the Advertising Club, 23 Park Avenue, for all future classes. The change is effective immediately.

WILLIAM A. FRICKE, former assistant secretary of the American Association of Advertising Agencies, has joined McCann-Erickson, New York, as a space buyer.

ROBERT CLARK COLESON, well-known radio producer, formerly Coast chief of the radio division of the Bureau of Public Relations of the War Department, has been appointed chief of the Hollywood office of N. W. & Son, Inc.

WILLIAM MORRIS AGENCY announces it is now equipped to select the advertising agencies who are vexed by the current shortage of radio writers. Bill Murray, head of the radio department, has assigned Mitchell Benson to concentrate on script writer situation.

EVERETT W. HOYT, president of Charles W. Hoyt Company, Inc., announces the addition to the agency's staff of Kathleen Dunning, home economist and advertising writer. Dunning will supervise the work of the Hoyt testing kitchen and specialize in food research and the development and testing of recipes for clients in the food field.

HAPPY TUMBLING BLOCK, Osage, Iowa, toy manufacturer, breaking into radio with a list of stations, becomes overnight one of the nation's top spot buyers. One-minute and five-minute transcripts are used as well as 15-minute programs. Northwest Radio Advertising Co., Seattle, is placing the business.

## Met Auditions In Chicago

Chicago—Urging every talented vocalist in the midwest to participate, James Stirton, program director of the Blue Network's central division, announced plans Thursday for the preliminary auditions of the Metropolitan Auditions of the Air. The Blue Network's Chicago studio on Nov. 11, 12 and 13. The try-outs in Chicago will not be broadcast. The winners of the local auditions will be invited to New York, it was announced, to compete with other contestants from all parts of the country who will be heard on subsequent Sunday broadcasts of Metropolitan Auditions.



# Look Optimistic About Blue Network

(Continued from Page 1)

nt. Compared to average national network gain, our figures leave somewhat awed. And it justifies, in my opinion, the statement we've been making lately, about there being a fundamental change in the broad-based set-up—with the Blue taking an increasingly important part as a new and as advertising medium."

## Daytime Listening Habits

The fundamental change in the broadcasting picture applies not only to networks—but in a very important way it applies to listeners and their listening habits, particularly their daytime listening habits.

Not so long ago we completed a comprehensive survey into this entire subject and were able to uncover highly significant facts about listening in daytime listening. The report indicates that his survey got from the ground and advertising press leads us to believe that it was a worthwhile contribution to broadcasting knowledge.

The survey shows that there is growing interest in other types of daytime programs besides dramatic plays. Like news and music and

In the period January 1 to September 30, exactly 30 new stations were added to the Blue. This gives us a total of 169 Blue stations with a total daytime coverage of 23,500,000 homes."

## Wave Stations Heard At Guadalcanal

Guadalcanal, N. Y.—Some American wave radio stations are "getting their feet" to our men on Guadalcanal, according to a letter received by General Electric radio engineers from a station attendant who appealed to them for parts for his radio which, he explained, has seen 18 months of hard duty and "considerably more than normal rough treatment." The attendant may find it hard to believe, but he wrote, "yet while we are on Guadalcanal this set was received at a station in Fort Worth, Texas, Los Angeles, and one in San Francisco, regularly and direct. And it was also occasionally picked up at a station in Minneapolis, Cincinnati, and Hartford."

## Pat Hurlley WQXR Publicity Director

Pat Hurlley has been appointed publicity director for WQXR, it was announced by Elmer Sanger, executive vice-president and former photo editor for WOR. Hurlley starts in her new post on November 15. She has been associated with WOR for the past eight years and before that was a member of the NBC press department. She was previously with Allan H. Kalmus, who has just left from the station.

# PROGRAM REVIEWS

## NEW FRIENDS OF MUSIC

16 Weekly Beethoven Concerts  
The Book-of-the-Month Club  
Schwab & Beatty, Inc.  
Sunday, 5:30-7 p.m., EWT  
WQXR, New York

### BEETHOVEN CYCLE AIRD LIVE.

Chamber music received a too infrequent radio hearing Sunday afternoon when the New Friends of Music ushered in their eighth season before a capacity audience of 1,500 from New York's Town Hall via WQXR, local "high fidelity" outlet, with the first of a series of 16-hour-and-a-half Beethoven concerts under the sponsorship of The Book-of-the-Month Club. Event was well advertised in the Metropolitan Press, the New York "Times" and "Herald Tribune" carrying full back-page ads in their "Book Review" sections as well as announcements on the radio pages. Pity it was that the toney musical offering, perhaps the first in which the Beethoven chamber-music cycle is being carried live in its entirety, was not hooked up for a greater listening range than that afforded by the Manhattan 10,000 watt. Participating artists feature outstanding names in the music world, change on a weekly schedule. At the premiere performance the Busch Quartet shared billing with pianist Rudolph Serkin, who was assisted by four first instrumentalists from the Philadelphia Orchestra's wind section. Serious compositions were pleasurable listenable, should gain a wide audience extending even to uninitiated dial twisters.

Welcome, too, was the absence of conventional commercials. Ira A. Hirschmann, president of the New Friends of Music and musical-minded vice-president of Bloomingdale Bros., department store, made a brief introduction in which he paid special tribute to Harry Scherman, head of the book-merchandising group, for presenting the broadcast sans plus. Sponsor's name, however, came in for frequent announcements through the free offer of a pamphlet of program notes.

Intermission talk was delivered briefly and informally by Henry Seidel Canby, chairman of the BOTMC's editorial board, who recommended five recent books, which are, after checking, not the book club's principal selections for the current or past month. Announcer Melvin Elliott did a nice job, doubling as commentator between compositions.

## "UNITED NATIONS NEWS REVIEW"

WJZ-Blue Network, 8:30 to 9 a.m., EWT  
Saturday, November 6  
Producer: G. W. Johnstone, Director of Special Events, Blue Network  
Pickups from BBC, London; Radio Center, Moscow; ABC, Melbourne; Dept. of Information and Press of Brazil, Rio de Janeiro

### INFORMATIVE HALF HOUR.

Psychologically conveying authenticity because of origination through international government radio channels. "United Nations News Review" produced by Johnny Johnstone on the Blue Network is a well paced, informative half hour of current events.

All foreign announcers are heard speaking English. From Radio Center, Moscow, came the voices of a man and woman speaking in perfect English and giving a comprehensive world picture of events in Russia; from Melbourne, came a clear and concise news report from an announcer of the Australian Broadcasting Commission; BCC, London came through with a fine report, while an American army officer in Rio was the guest during the period assigned to Brazil. Because of atmospheric conditions direct contact could not be made with Chungking, China, so a transcription report of a Friday night news pick-up was used.

Johnstone, special events director of the Blue, shows resourcefulness in this news production. He utilizes foreign government radio news agencies instead of paid correspondents as sources of information and gets through his programs at nominal cost with the aid of RCAC. Jack Fraser, announcer at the Blue studios in New York, does a creditable job of "emceeing" this unusual news round-up.

## "CORRECTION PLEASE"

Lewis-Howe Co. (Tums)  
WABC-CBS Sat. 10:15-10:45 p.m., EWT  
Roche, Williams & Cunningham, Inc.  
VETERAN QUIZMASTER IN NEW, UN-COMPLICATED QUIZ.

Although not in the exact time period, Tums is back on this network with a replacement for the Crumit-Sunderson show, headed by the former vaudevillian and one of radio's early quizzers, Jim McWilliams. "Correction Please." It appears takes on contestants only from the armed services, non-coms, seamen, marines, WAC's or WAVES etc. either U. S. or an occasional Canadian or British representative. The group is always diversified and enough color is always on hand.

Each contestant is given \$10 in cash and can bid up to that sum for the privilege of answering the next question. For giving the right answer, he receives double his bid in return. If he loses the amount he bid goes back to the show. If he also not only gives the right answer as to which was right or wrong, but also explains it, he triples his bid. This goes on smoothly with the procedure being to make three statements relative to a certain subject. The bidder must pick out the one that was wrong. At the close the contestants may be broke or usually, each has built up a sizeable sum. The finale is the big question for the \$100 bond and this may be divided or go to one person. If not answered it goes over into the jackpot for the following week. Interspersed are several band selections and McWilliams handled his assignment without trying to be funny all the time. He has a kindly and encouraging touch.

Occasional laughs are provided by the contestants, such as a sailor going broke and the WAC lending him some dough to put him back in business. This is gathered by the listener and not a matter of program record. It does add a human interest touch however. Tums commercials are fairly easy on the ear and musical organization is there with plenty of pep.

## "CHAMBER MUSIC SOCIETY OF LOWER BASIN STREET"

WJZ-Blue Network, Sunday, 9:15-9:45 p.m.  
Sponsor: Andrew Jergens Co.  
Agency: Lennen & Mitchell  
Master of Ceremonies: Milton Cross  
Orchestra Conductor: Paul Lavalle  
Producer: Travis Wells  
Writer: Jay Sommers; Announcers, Jack McCarthy and Ernest Chappel  
MOSTEL BACK STRONG.

Disposing of "Basin Street" credits above we now turn to awarding words to Zero Mostel, radio-movie-night club comedian, and Louis Armstrong, colored trumpet star. To Zero goes first honors for introducing a new brand of infectious comedy chatter with a delivery which defies imitation. Mostel returning to Basin Street after an absence of sometime proved a master zany with sure-fire television possibilities. Louie Armstrong, trumpet stylist and singer as well, was at his best presenting "Pistol Packin' Mama" and "I Can't Give You Anything But Love, Baby." Lavalle, finished musician-conductor, paced the show musically with such renditions as "I've Got Rhythm" and "Jungle Drums." Milton Cross, class announcer, as usual did a fine job with a fairly funny and sophisticated script.

## General Mills Renews Gunther

General Mills, Inc., has renewed John Gunther on the Blue Network for 52 weeks, effective at once. The company had previously announced its intention of renewing the news commentator's broadcast for another 26 weeks. Gunther is heard Friday and Saturday from 10 to 10:15 p.m., EWT, on 68 stations. Knox Reeves Advertising handles the account.

# CPRS In Move To Tax Factory-Speaker Music

(Continued from Page 1)

per cent of the amount paid by the licensee for the service. When the program is actuated locally the society asks a half-yearly fee of \$25 when the average number employed does not exceed 250, and an additional half-yearly fee of \$5 for each additional 100 employes.

Such rates would cover the performance of all works controlled by the society.

Each year a statement of the proposed fees, charges or royalties to be collected is set forth in a government notice. This year proposals have been made by Canadian Performing Rights Society, BMI, Canada, Ltd., and the American Performing Rights Society, Inc., New York. Objections to the proposed fees may be sent to State Secretary McCarty before Nov. 30. The proposals finally are dealt with by the copyright appeal board under chairmanship of Mr. Justice J. T. Thorson after hearings expected to be held in December.

CPRS proposes that it be permitted to collect \$138,310 during the coming year for broadcasting of its works over Canadian radio stations. This year the society is collecting \$129,879, based on a rate of eight cents for each licensed radio receiving set.

The society also proposes that a fee be paid for the performance of its works, other than by a performer in person, over a loud-speaker system in dance halls, restaurants, stores, skating rinks, sports grounds and small hotels. Proposed half-yearly fee is \$5 if the premises have a capacity of less than 500, with an additional \$5 for each additional 1,000 who may be accommodated.

BMI, Canada, Ltd., seeks \$17,288 for the performance of its works by radio stations on the basis of one cent for each radio receiving set. This compares with \$16,255 this year.

Officials said the American Performing Rights Society application is the first from that organization. It seeks one cent for every radio set legally in operation, \$17,288 fees for the performance of its works in theaters also are proposed.

## John Charles Thomas Show Returning To N. Y.

"The Westinghouse program" starring John Charles Thomas, will originate in New York for six weeks starting Nov. 14, NBC, 2:30 p.m., EWT. The program moves east from Hollywood to accommodate Thomas' opera and concert schedule. Thomas will give his annual Carnegie Hall recital in New York Nov. 16 and will appear at the Metropolitan Opera starting at the end of November.

Mark Warnow, who conducted the program in New York before it went to the West Coast, returns as guest conductor while the program remains in New York. Storyteller John Nesbitt and producer Clarence Olmstead are coming East with Thomas.



★ ★ ★ COAST - TO - COAST ★ ★ ★

—MINNESOTA—

MINNEAPOLIS—Pheasants, 1,225 of them, were the highlights of the third annual Minneapolis "Star Journal and Tribune" sponsored dinner held at the Veterans' Hospital and Minnesota Soldiers' Home for 1,100 disabled soldiers. Hunters from 65 Minnesota towns bagged the birds while Minneapolis meat markets volunteered the cleaning of them. A transcription of the proceedings was made and broadcast at 10:30 for the benefit of the eager and cooperative citizens who were anxious to remember the soldiers in some way.

—VIRGINIA—

LYNCHBURG—The WACs conduct a regular radio recruiting show each Thursday morning at 10:30 over WLVA with Claude Taylor emceeing the show. The industry's promotion picture, "Air Force and the Retailer," was shown yesterday at the Virginian Hotel in Lynchburg. Joe Wright, Sales Manager of WLVA, leaves November 13 for induction into the Army.

—WASHINGTON—

WALLA WALLA—Direct leased lines have been set up from the studios of KUJ to Walla Walla and Whitman College and to Walla Walla High School. Programs of educational interest, entertainment, and information, arranged by students under faculty supervision, will be featured weekly throughout the school year.

—ALABAMA—

MOBILE—Bidu Sayao, internationally famous Brazilian Metropolitan Opera star, made a personal appearance on the Columbia Masterworks Concert Program over WMOB. Miss Sayao sang excerpts from several operas and was also heard in a 15-minute interview with Dan Webster, conductor of the show.

—KANSAS—

SALINA—Ema Lou Bireline, continuity, marked her first anniversary with KSAL on Navy Day. Pvt. Al Thompson former KSAL music director, was a recent visitor to the station. He is now on duty with a soldier band and getting in a little office work on the side at a Kansas air base.

—ARIZONA—

PHOENIX—October was a busy month for Mr. Stork and the staff of KTAR. Newscaster Paul Hughes, Programmer Paul Gribben, and Technician Preston Stringer all became daddies, with Hughes gaining a son and the other two, proud pappys of baby girls.

—MISSOURI—

ST. LOUIS—A demonstration of classroom use of radio was held in the playhouse of KMOX for delegates to the Missouri State Teachers Association Convention with children from St. Louis elementary and high schools participating. Recent staff changes in the area include the addition to the announcing staff of Ron Rawson and Jack Norwine to KMOX and KWK respectively and the departure of Bernie Fox, assistant office manager at KMOX, for the Army.

—TENNESSEE—

CHATTANOOGA—Earl Moreland, former production manager and chief announcer at WMC, Memphis, is a frequent visitor to WDDO. Now in the U. S. Army Special Services Division, he is attached to the Public Relations Office at Fort Oglethorpe Headquarters (Georgia) and has been assigned to handle Army cooperation and publicity in promoting "This Is The Army," and various other military features on WDDO.

—NEW HAMPSHIRE—

PORTSMOUTH—Martin E. Gunther, WHEB Business Manager, reported to Uncle Sam last Saturday but is keeping his job in the family. Mrs. Gunther will assume her husband's duties. WHEB now broadcasts three programs weekly from the Portsmouth Navy Yard, all supervised by Program Director Win Bettinson. Olga Tingus, new to radio, has joined the staff of WHEB as Secretary to Commercial Manager Keith Field.

—CALIFORNIA—

SAN FRANCISCO—Helen Boyland, former newspaperwoman, has joined KJBS in charge of advertising and publicity. Ray Bohannon, formerly of KOH, Reno, has been added to the KJBS mike staff. KJBS newscaster Art Primm has added three new daily shows, bringing his total to seven. In Frisco to entertain at nearby training camps, Eleanor Powell did a stint over KJBS—quiz interview and tap routine. Jack Irving has joined the KJBS sales staff. He formally worked at KYA.

—NORTH DAKOTA—

VALLEY CITY—KOVV cancelled many regular programs November 4-6 in order to bring to listeners a complete coverage of the 21st Annual Corn and Lamb Show. Ten local firms joined in sponsoring the special programs. A new series called "Sweden Calls America," dealing with the relation between Scandinavia and the United States and prepared by the overseas division of the OWI, has been scheduled by KOVV to start soon.

—OHIO—

CINCINNATI—Charles F. McGrath, newspaperman since 1935, has joined the staff of WCKY as director of publicity and news writer, succeeding Lt. (j.g.) John Murphy, now stationed at the Naval Air Station, Quonset Point, R. I. A new transcribed educational series titled "Doctors Courageous" bows in over WCKY and presents dramas of great men and deeds of medical science. It is sponsored by the L. M. Prince Co., opticians.

—SOUTH DAKOTA—

YANKTON—Rear Admiral Thomas L. Gatch, famed Commander of the Battleship "South Dakota," identified for its exploits as "Battleship X" was entertained for an entire day recently by WNAX. He was taken to Mitchell, S. D. where he made his only speaking appearance in the state.

—OHIO—

WARREN—Radio station WRRN, Warren, O., will join the Mutual Broadcasting System on Nov. 11. The date is the second anniversary of the start of WRRN, a 250-watt station owned by Frank T. Nied and Appellate Judge Perry H. Stevens of Akron.

—COLORADO—

DENVER—Karl Zomar, featured in the program "Karl Zomar's Scrapbook," has moved from KFEL to KLZ, where he now occupies an afternoon spot, 3:30 p.m.-MWT. Before coming to Denver Zomar's program was presented over MBS from Canton, Ohio.

—TEXAS—

SAN ANTONIO—Pat Flaherty, WOAI announcer and sports chief has resigned his post to join the American Red Cross Overseas Unit. Local dialers have a warm spot in their hearts for new Blue Network star Blanchard McKee, who reads poems on the "Keepsakes" programs. McKee was heard over KABC and the Texas State Network in a program of words and music for over a year titled "Neighbors." Pvt. Tommy Reynolds, former KABC program director and now stationed at Brooks Field, still keeping in trim appearing as announcer on programs aired over various local stations.

—MARYLAND—

BALTIMORE—Recent additions to WITH's announcing staff include John French, from Birmingham, Alabama, and Paul Miles, former disk jockey in Indianapolis.

—COLORADO—

Denver—Presentation here of the NAB's Retail Promotion Plan was termed a resounding success by the five-station committee in charge of the Denver meeting. They were particularly pleased with the reaction of department store representatives, previously purchasers of proportionately small amounts of time.

The committee in charge of the presentation was made up of Fred Mueller, KLZ Sales Manager; Con

Hecker, KVOB Sales Manager; Dan McCall, KOA Sales Manager; Frank Bishop, KFEL Station Director, and Mark Schreiber, KMYI Station Manager. They reported an attendance of 300, the result of invitation sent to 75 Denver retail establishments.

The showing was one of two in a nation which will be breakfast meetings and the early hour seemed no deterrent. Breakfast was served in the Cosmopolitan Hotel's ballroom at 7:30 a.m., with presentation beginning at 8 a.m. in charge of Lewis Avery, NAB's Director of Broadcast Advertising. Charles Phillips, KOA Sales Promotion Manager handled publicity.

Sponsors were pleased with the fact that almost 95 per cent of the attending requested the five books offered as further explanation of the plan.

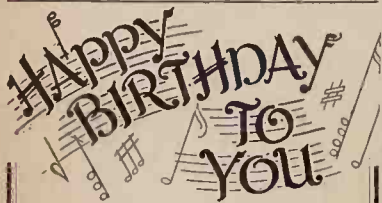
Only lack of harmony was the withdrawal of the Denver Retail Merchants Association from advance planning when it disagreed with radio stations over the invitation. Also, some businessmen attending criticized the presentation as too long.

Canadian Radio Situation Defined By Spec

Montreal—A hint that production of household appliances will be resumed in Canada shortly was given by A. L. Brown, administrator of electrical equipment and supplies, addressing the Electrical Appliance Dealers Association in Toronto. He declared that "now is the time to remove the 25 per cent excise tax imposed on December 1, 1940, on radios, washing machines and other appliances," but emphasized that forthcoming resumption of production would not in the near future apply to radio as "the astronomical demand for radio tubes by all the armed services of the United Nations was taxing the tube production capacity of Britain, the United States and Canada. The bottleneck was raw materials but manpower. An example he mentioned battery production whose production is curbed by not only of men but of girls to perform manufacturing operations.

Commentator Going Abroad

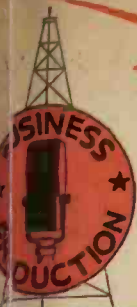
Henry J. Taylor, Blue Network commentator, has been granted a two-and-a-half month leave of absence a news-gathering trip overseas scheduled to begin very shortly was announced by the web. His replacement is ex-Washington correspondent George Reedy, newly appointed to the Blue's staff of news analysts by G. W. "Johnny" Johnson, who, beginning this week will take over Taylor's 10-minute slot over WJZ five times weekly at 11 p.m., EWT. Reedy has two Public mentions to his credit.



November 9

- Nyles Barry Courtney    Joan Lane
- Bill Harding
- Lucille Goldin    Lieut. Betty Lawson
- Lou Lubin    John Medbury
- George ("Stoney") McLinn
- Paul Rittenhouse    Ed Wynn





# RADIO DAILY

The National Daily Newspaper of Commercial Radio and Television



VOL. 25, NO. 27

NEW YORK, N. Y., WEDNESDAY, NOVEMBER 10, 1943

TEN CENTS

## Paley Urges Curb On FCC

### WLB Mulls Evidence in AFM-Disk Dispute

With the completion yesterday of the AFM case before the WLB panel in New York which is hearing the dispute between the union and three prisoner recording companies, an adjournment was taken until one week from today Wed., Nov. 17. Both cases meanwhile will have time in which to prepare summations and the panel an opportunity to go over its record and evidence submitted. In the interim, the panel may ask for additional information from either

(Continued on Page 5)

### Yankee Network Signs For AP News Service

Consummation of deal for special radio news service through Press Associates, Inc., by the Yankee Network was announced yesterday by Shepard, III, chairman of the network board. Yankee network stations receiving the PA service are: WAC, Boston; WHTT, Hartford; WLN, Providence, WAAB, Worcester; WICC, Bridgeport; WCSH, Portland; WLBZ, Bangor; WFEA, Man-

(Continued on Page 2)

### Boston Symphony Sold To Chalmers On Blue

Allis Chalmers Mfg. Co., of Milwaukee, yesterday announced the sale of the Boston Symphony Orchestra, Serge Koussevitzky conductor, to a long-term contract for a one-weekly broadcast over the Blue Network. Although no date has been set for the premiere, it was learned

(Continued on Page 2)

**No Paper Tomorrow**  
Tomorrow, being Armistice Day, a legal holiday in most of the states of the Union, RADIO DAILY will not be published.

### NBC Signs Blue Stars As Overseas Newsmen

Newsmen Max Hill and Roy Porter, formerly with the Blue Network, have joined the NBC news staff, it was announced yesterday by William F. Brooks, director of news and special events for the RCA subsidiary. Brooks stated that Hill would be assigned to Turkey to cover the Far East, and Porter to Burma, China and India.

AP bureau chief in New York from 1937 to 1940, Hill then went to Tokyo as head of the AP office there and was

(Continued on Page 5)

### Morgan-Brice Lead 'Top 10' On Coast Hooper Rating

The Frank Morgan-Fanny Brice show leads the "Top Ten" of the Hooper ratings for the months of September and October on the Pacific Coast.

The other nine, in the order of their ratings, are: "Aldrich Family," "March of Time," Kay Kyser, Edgar Bergen-Charlie McCarthy, "Screen Players Guild," "Great Gildersleeve," "Quiz Kids," "Mr. District Attorney" and "Ellery Queen."

## RTPB Post-War Plan Board Includes 13 Technical Panels

### New Internat'l Exchange Between NBC And BBC Set

An international exchange program between NBC and BBC with a new twist will be inaugurated on NBC on Saturday, December 11, 12:30 to 1 p.m., when a variety show reflecting the spirit of America and Britain will be given. The portion of the show

(Continued on Page 2)

### CBS President, Testifying Before ICC, Asks For Relief From "Domination"; Fly On Stand Again Tomorrow

Washington Bureau, RADIO DAILY

Washington—"If you want to regulate radio, do it yourself rather than permitting the FCC to do it." That was the sum of the testimony presented the Senate Interstate Commerce Committee, sitting on the White-Wheeler bill, by CBS President William S. Paley. Maintaining a consistent opposition to government regulation and control, direct or indirect, Paley told the senators that if it was felt desirable to place curbs upon broadcast and network operation, those curbs should be placed by Congress and not by an appointive commission.



WILLIAM S. PALEY

First industry man to appear, Paley was brought on even though FCC chairman Fly had not yet completed his testimony because Paley is due to leave soon for the European war theater, where he will undertake an assignment from OWI. Fly will resume his testimony tomorrow, with no session scheduled for today. Paley statement to committee got under way with the

(Continued on Page 6)

### Blue Net Affiliates To Meet In Chicago

Chicago—Members of the Blue Network Stations Advisory and Planning Committee will meet with Edward J. Noble on Monday, Nov. 15, and representatives of all Blue Network stations will meet with the new owner of the Blue Network on the following day. Both meetings, designed to give affiliate representatives an opportunity

(Continued on Page 5)

### Sen. 'Cotton Ed' Smith Has A Word Or Two

Washington Bureau, RADIO DAILY

Washington—Although the Senate Interstate Commerce Committee met yesterday to consider the White-Wheeler bill, spectators were treated to a number of sage observations from cynical, senile Senator "Cotton Ed" Smith, South Carolina's perpetual gift to the U. S. Senate. Smith strolled

(Continued on Page 7)

### 5th Year

"American Aviation," a program beamed weekly to South America, this month begins its fifth year of uninterrupted broadcasting by NBC's International Division (Wednesdays, WRCA, 7:30 a.m., EWT). Formerly a commercial feature, the program has been on a sustaining basis since Pearl Harbor.

### Biting Sarcasm

When WWNY program director Robert Walter and transmitter engineer Howard Risley wired Bill Henry to adjust his plate after a recent stanza of Bill's newscast on CBS, Bill fired back wire saying his teeth were in hock, and the CBS newsmen asked the WWNY boys if they had any suggestions. Latest development is shipment to Bill of an upper plate.

(Continued on Page 7)





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JOHN W. ALICOATE : : : Publisher

FRANK BURKE : : : : : Editor

MARVIN KIRSCH : : : Business Manager

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# FINANCIAL

(Tuesday, November 9)

NEW YORK STOCK EXCHANGE

	High	Low	Close	Net Chg.
Am. Tel. & Tel.	153 1/4	151 7/8	153	+ 5/8
CBS A	23 1/2	22 1/2	23 1/2	+ 1
CBS B	23 1/2	23 1/2	23 1/2	+ 1/2
Crosley Corp.	16 1/4	15 1/4	16 1/4	+ 1
Farnsworth T. & R.	9 7/8	9 3/8	9 3/4	+ 1/4
Gen. Electric	35	34 1/8	34 7/8	+ 1/2
Philco	20 3/4	20 1/4	20 3/8	+ 1/8
RCA Common	9	8 5/8	9	+ 1/4
RCA First Pfd.	69	68	69	+ 1/2
Stewart-Warner	10 1/2	10 1/8	10 1/2	+ 1/4
Westinghouse	89	87	89	+ 1/2
Zenith Radio	31	30 3/8	31	+ 7/8

NEW YORK CURB EXCHANGE

Nat. Union Radio	2 3/8	2 1/8	2 3/8	+ 1/8
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OVER THE COUNTER

	Bid	Asked
WCAO (Baltimore)	20	23
WJR (Detroit)	29	.....

## 20 YEARS AGO TODAY

(November 10, 1923)

One of the first important remote pick-ups was the cornerstone ceremonies of the memorial to George Washington at Alexandria, Va., with Chief Justice William Howard Taft, as principal speaker... after less than two years of commercial existence, metropolitan broadcasting is substantially on the level of operating efficiency of other public utilities... RCA advertises its Radiola Loudspeaker as being "clear as your headphones."

Renewals Prove Results

# WTBO

820 Kc. Cumberland, Md.

### Yankee Network Signs For AP News Service

(Continued from Page 1)  
chester; WSAR, Fall River; WNBH, New Bedford; WLLH, Lowell and Lawrence; WLNH, Laconia; WRDO, Augusta; WNLG, New London; WHAI, Greenfield; WCOU, Lewiston and Auburn; WBRK, Pittsfield; WSYB, Rutland; WATR, Waterbury; WEIM, Fitchburg; WHYN, Holyoke.

### CP For Station In Texas Authorized By The FCC

Washington Bureau, RADIO DAILY  
Washington—Implementing for the first time the August "thaw" in the equipment "freeze" for April 1942, the FCC yesterday granted a permit for the construction of a new 250-watt in Plainview, Tex.  
The station, which will operate on 1,400 kilocycles, will be licensed to W. J. Harpole and J. C. Rothwell, partners, and is the first new station to be authorized under the terms of the August decision, which permits power boosts among the lower-powered stations and the authorization of a few new low-powered stations providing the areas in which they are to be located are not adequately served.

### NBC Tele Schedules New CD Program Series

NBC television station WNBT has scheduled another weekly series of New York City air-warden training programs for 269,000 civilian-defense volunteers, beginning Monday, Nov. 15. Televised program, arranged by NBC in co-operation with Police Commissioner Lewis J. Valentine, will carry instruction with a combination of films and dramatic scripts, the latter being authored by police officers. According to Clarence L. Menser, network program head, the purpose of the lessons is to teach approved methods of incendiary fire fighting and fire prevention.

### NBC Page Killed In Action

Ensign Robert E. Green, USNR, formerly a page in the mail room at NBC, was killed in action overseas recently. Twenty-three years of age, he enlisted in the Navy air force Feb. 4, 1942 and received his wings on Nov. 26. He died while piloting a torpedo bomber.

### New Internat'l Exchange Between NBC And BBC Set

(Continued from Page 1)  
originating in the United States will have a British emcee while the part coming from Britain will have an American master of ceremonies. "It will be Americana and Britannia in every sense of the word with talent selected to give a cross section of both countries," Clarence L. Menser, vice-president in charge of programs of NBC, announced.

### Boston Symphony Sold To Chalmers On Blue

(Continued from Page 1)  
that the program will begin next month.  
Scheduled for a Saturday airing in the 8:30 to 9:30 p.m., EWT, slot, the commercial will stress the war contribution of the Allis Chalmers organization, which is reputedly one of the three largest makers of electrical equipment in the country. Agency is Compton Advertising, Inc.

### WJW, Blue's New Outlet, Goes On The Air Sunday

Cleveland—Station WJW, will begin operations as a basic affiliate of the Blue Network Sunday, Nov. 14. Marking its first operation with a power of 5,000 watts on a frequency of 850 kilocycles. The Blue's new Cleveland affiliate will begin carrying the full Blue program complement the following day.

On hand for the dedication ceremony will be the following Blue Network executives: Mark Woods, president; Keith Kiggins, vice-president in charge of stations; Phillips Carlin, vice-president in charge of programs; Robert D. Swezey, legal counsel; and John H. Norton, Jr., station relations manager. Norman Ostby of the station relations staff will be in Cleveland for several days previous to represent the Blue in preparations for the opening.

### Henry Jaffe To Army

Henry Jaffe, attorney for AFRA and other theatrical folk will be inducted into the U. S. Army shortly and is currently winding up his legal affairs. Following deferments due to pressing matters including the new AFRA Transcription Code and scale, understood definite date has now been set for induction.

## COMING and GOING

DAVID H. HARRIS, production producer of WTAG, CBS affiliate in W. Mass., in town for a brief visit on business.

WILLIAM A. RIPLE, commercial and sales promotion director of WTR, N. Y. outlet of the Blue Network, is in town this week in New York.

JOHN GORDON of the radio department of Compton Advertising Inc., is en route West Coast to confer on agency matters originating there.

WILLIAM T. LANE, station manager of Syracuse, who visited yesterday at the office of the Blue Network, leaves today for state headquarters.

IVOR SHARP, station manager of the Blue affiliate, KSL, in Salt Lake City, for conferences at the network offices.

JACK RYAN, publicity director for the Blue division of NBC, arrived yesterday in New York after a brief absence of several days on business.

STANLEY FLORSHEIM, manager of the Blue Network's local co-op program division, returned from a two-week trip to Los Angeles.

HAROLD WHEELAHAN general manager of WMSB, has arrived from New Orleans, La., after a call yesterday at the headquarters of the Blue Network.

JOHN B. HUGHES, Mutual commentator, is in town today in Washington, D. C.

ABE HERMAN is in town from KGG, Worth, Tex., for confabs at the offices of the Blue Network.

MILTON L. GREENEBAUM, president of the Blue Network's commercial manager of WSAM, NBC's affiliate in Saginaw, Mich., a caller yesterday at the Blue Network's office.

C. B. LOCKE, general manager of KFBK, in New York. The station is the Blue Network's affiliate in Beaumont, Tex.

DOROTHY KIRSTEN, soprano, going to Chicago to appear at 9:15 tonight on the Evening Post's "Four Freedoms" war broadcast over WENR and the Blue.

★ ★ ★ ★ ★

1480 Kilocycles Full Time Operation

# WHOM

FOR BETTER THAN AVERAGE RESULTS

Joseph Lang, Gen. Mgr.

New York Studios: 29 West 57th Street, New York City

★ ★ ★ ★ ★

## Texel Goes WITH

Cellophane... that's what Texel sells. And they've selected WITH to do the job for them in Baltimore. WITH is the 24 hour a day station that has a pace and bounce in its programming that keeps people tuned in. If you've got something to sell, radio station WITH can sell it for you in Baltimore.

# WITH

IN BALTIMORE

TOM TINSLEY, President

REPRESENTED BY HEADLEY-REED





## How to Move Moscow Three Thousand Miles... in Six Seconds

**7:21:00 P. M., Eastern War Time.** In two minutes, on the NBC "News of the World Roundup," a voice will say, "This is Moscow . . ."

In the control room at Radio City in New York, a man casually exchanges a few words with Moscow in a test conversation. The air crackles with a harsh, unpleasant sound.

**7:21:15.** The man turns to a teletype machine linked to NBC's short-wave listening post in San Francisco. He types out: "Moscow reception poor. Any better in San Fran?"

**7:21:32.** The answer from San Francisco: "Moscow clear as a bell."

**7:22:50.** The signal is given to reverse the relays between New York and San Francisco.

**7:22:56.** The reverse is completed.

**7:23:00.** A voice says: "This is Moscow . . ." and millions

of Americans hear a clear, firsthand news report from the Russian capital.

In six seconds, unknown to the listener, Moscow was moved three thousand miles from east to west . . . from New York to San Francisco.

At NBC, smooth-running perfectionism like that is part and parcel of *every* program, *every* broadcast, *every* activity carried on by America's oldest and most popular network.

For the nation's biggest advertisers, who are clients of NBC, it has meant more dependable and more progressive service throughout; it has put the *best* in network broadcasting at their full disposal.

For the listener, it has meant more entertaining and interesting programs, wider in scope, richer in their service and satisfaction.

. . . *These are some of the things that make NBC "The Network Most People Listen to Most."*



— The **National Broadcasting Company**

America's No. 1 Network — A SERVICE OF RADIO CORPORATION OF AMERICA



LOS ANGELES

By RALPH WILK

ERSKINE JOHNSON has moved his "Hollywood Spotlight" program to 10 p.m., on KECA. His Monday through Friday show has been heard at 9:30 p.m. in the past. Also new is the format which calls for an RKO contract player to appear as a guest once a week. Johnson continues to play host to song writers each Monday night.

Herb Allen, KFI staff announcer, has been named Pacific Coast division winner of the H. P. Davis award presented annually to the outstanding announcer of NBC affiliated stations. His victory in the Pacific time zone is KFI's second consecutive triumph, Ted Meyers having won the Davis trophy in 1942. In addition to his KFI and KECA programs, Allen is heard on "People Are Funny" and other NBC broadcasts from Hollywood.

Sidney Reznick, one of the writers on the Jimmy Durante-Garry Moore show, is one young man who takes his humor seriously. When he was graduated from the City College of New York, his thesis subject, representing many hours of research, was "The Commercial Analysis of the Merchandising of Humor in Radio."

Al Sack has been appointed musical conductor for the Blue Network, replacing Lou Bring, who has resigned to devote his time to the "What's New" full-hour variety show heard on the Blue on Saturdays, and to his duties as musical director for RCA-Victor in this area. Sack will also supervise all musical arrangements for the network's sustaining programs, including those featuring such vocalists as Steve Merrill, Eileen Wilson, Andy Russell and Billie Tedder.

Our Passing Show: Walter Huston, Florence Halop, Patricia Morison, Harry Blair, Bill Walsh, Margaret MacKay, John Meredith, Milt Samuel, Noel Corbett, Kim Hunter at the "literary tea" given by Ed "Archie" Gardner at his Bel-Air home to launch "Duffy's First Reader."

So enthusiastic was the response to Rosalind Russell's burlesque version of "Pistol Packin' Mama" on a recent "Silver Theater" broadcast that she has received an invitation to repeat the song on a forthcoming "Command Performance" broadcast for the armed forces overseas.

Felix Mills, maestro of the Burns and Allen series, played "The Secret," his own novelty arrangement of the childhood piano-practice favorite, on a recent broadcast.

Bill Gould, sound effects engineer on several t. c. shows, has been made supervisor of the CBS-KNX sound department.

MAIN STREET



Notes From A Ringside Seat...!

● ● ● Now it can be told... six years ago, two young Radio-Hopefuls, arrived in New York to seek careers... Marian Shockley from Kansas City and Helen Lewis, from Reno... both shared a room at the Rehearsal Club, auditioned for the role of "Nikki Porter" on the "Ellery Queen" program and Marian won out... when her physician ordered Marian off the air last September due to illness, friend Helen a clever mimic, took over the "Nikki" job, doing a perfect imitation... Marian returns to the show Saturday but surely, another radio program can use the artistry of Miss Lewis... Sammy Kaye and his band, after a five-day engagement at Frank Dailey's Terrace Room, leave for Hollywood, Nov. 24, where they'll be featured in United Artists' forthcoming production, "It's Great to be Young"... Maestro Paul Lavalle, who works in a war plant all week, does three Radio programs, on his one day off—Sunday... the "Stradivari" show, "Saludos Amigos" and "Basin Street"... Capt. Willie Otto Jackson, Jr., ex High School teacher at Converse, La., now stationed with a fighter group "somewhere in England," has named his P-47 Thunderbolt, "the Kate Smith"... January issue of Real Romances will carry an article, "Ten Commandments for a War Bride" penned by Radio's "Gay Nineties Gal," Beatrice Kay... Bernie Milligan, of Radio Feature Service Hollywood office, heads West today, after a week of conferences...



● ● ● Much blood-shed has taken place on the "Crime Doctor" programs, but until last Sunday, the claret "ran only in the script"... in signalling Ken Roberts to go into the commercial, Director Jack Johnstone, accidentally smacked Ken in the proboscis and the latter went into his spiel with the "bloodiest nose" seen at a mike... Roddy MacDowall's swell performance in "Lassie Come Home" has rewarded the lad with a starring role in "Hollywood Radio Theater's" opus, "The Amazing Ritchie Price" which will be heard over WJZ Monday at 10:30 p.m... Radio editors will get their columns in early Friday... Tom Fisdale is calling all hands to a cocktail party at the Ambassador to meet John Charles Thomas and N. W. Ayer will host for the fourth estators at the 21 Club, in honor of Saturday's premiere of "Hook and Ladder Follies"... wurra wurra... we'll have to keep the taxi waiting and do a bit of shuttling... incidentally, Frank Novak, who'll Maestro the latter program over NBCycles, can play every instrument in the group... Corliss Archer" will be a CBSponsored program starting next month... Ed Rice, who was scheduled to be inducted yesterday, was replaced as director of the "Mary Marlin" CBS day-timer program by Harry Herman... however, Rice was rejected and will be given another show to do by J. Walter Thompson...



● ● ● There seems to be an acute shortage of studios these days... networks heretofore used to rent or buy legit theaters which had been "dark" for months and even years; but today, with Gotham so overcrowded with theater-goers to such an extent that even "near-flopperos," thanks to the overflow, can keep open, thus precluding the conversion of additional theaters for broadcast purposes... Tom Luckenbill, Wm. Esty V. P. became a father again last week and received this wire from Garry Moore and Jimmy Durante... quote:—Hear Bird just arrived with 7 pounds of "luck in bill"... hope he doesn't behave "Crossley and become a "Hooper"... unquote:—Meyer Davis will Angel the Martha Hodge production, "Penelope," written by Leonardo Bercovici, which goes into rehearsal next month under the author's direction... Raymond CBSScott's band of 20 goes into the Capitol next month...



—Remember Pearl Harbor—

CHICAGO

By BILL IRVIN

EVERETT MITCHELL, director of agriculture for the NBC Central Division, rounded out 20 years in radio last week. Mitchell, who joined NBC in 1931, currently is heard on the Sunday series, "Voice of the Lazy Farmer." Born in Chicago, his entire radio career has been centered here. Jack Baker, tenor on the Blue Network's Breakfast Club, is wounding now if it wasn't just a gag. Jack is delighted no end recently when a professor from his alma mater, Anderson College, conferred upon him the degree of "Doctor of Poetic Education." His delight faded and chafed when he discovered that the initial letters of the degree spelled D.O.P.E.

Frank Lehnert, former WBBM engineer, who entered the army as a sergeant, has just been promoted to major in the Signal Corps. Frank was the first WBBM'er to enter service.

"High Light House," a dramatic series, started on WGN Tuesday (2:30-2:45 p.m., CWT) and is being heard every Tuesday for 3 weeks under sponsorship of Sol-Hol All-Purpose Cleaner. Hol-Hol Associates of Detroit is the company.

Martin Siels has joined the WGN engineering staff at Gary. Siels was formerly with WDBC, Escanaba, Mich.

Some 7,500 persons contributed more than 1,000,000 pounds of scrap during the WLS Barn Dance shows started in Decatur, Ill., recently. Receipts from the sale of the scrap, expected to be between \$4,000 and \$5,000, will be donated by Prairie Farmer-WLS to the Macon County war service fund. The WLS troupe next will aid Ogle County scrap drive with their performances at the Mount Morris, Illinois, High School gymnasium today.

IMPORTANT

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Drew Pearson	Paramount News
Serutan—Blue	



## Blue Net Affiliates To Meet In Chicago

(Continued from Page 1)  
welcome Noble to the Blue, the meeting held at the Palmer House, Chicago, on the afternoon following a buffet dinner. Harold Hough, KGKO, Fort Worth, and chairman of the Committee will preside and present Mark Noble, president of the Blue, who will introduce Noble to the following committee members: William Ripley, Chicago, Ill.; Earl May, KMA, Shenandoah, Va.; Allen Campbell, WXYZ, Chicago, Ill.; Henry Johnstone, WSGN, Birmingham, Ala.; and William Stuht, Chicago, Ill. Kiggins, vice-president in charge of stations, will preside at the meeting of station representatives the following afternoon. Following the meeting, a cocktail party and dinner will be held at the Racquet Club. Joseph Dunninger, "master of ceremonies" of the Blue, and Morton Sney, singing star of the Coca-Cola program on the Blue, will offer entertainment with Don McNeill, of the Blue's "Breakfast Club," as master of ceremonies. Representatives of the Blue will attend the meeting at the Kobak, executive vice-president; C. Nicholas Priaulx, vice-president in charge of finance; C. P. "Pete" network sales manager; Don vice-president in charge of the Pacific Coast; John H. Norton, Jr., relations manager; Earl E. son, board of directors; the following members of the station relations staff; C. A. Snyder, O. M. Schloss Archie Grinalds; Robert D. legal counsel, and Earl Mul- publicity director. Woods, Kig- Carlin, Swezey and Norton will to Chicago from Cleveland they will attend the dedication on WJW as a Blue affiliate on 4.

### New Blue Affiliates

Stations WTJS, Jackson, Tenn., and Riverside, Cal., will become affiliated with the Blue Network in the near future, bringing the total number of Blue affiliates to 171.

**SPONSORS  
SPEAK  
LOUDER  
THAN  
WORDS**



## WLB Panel Studies Evidence As AFM-Disk Testifying Ends

(Continued from Page 1)  
side and they in turn may turn in briefs or whatever they see fit. Sessions yesterday started with definition in the morning of the contractor's status in supplying musicians and definition also of who is the employer and the employee. The morning hearing ended with an executive (closed) session.

### Paley-Sarnoff-Petrillo Status

Meantime it was learned that James C. Petrillo, president of the AFM will contact Wm. S. Paley and David Sarnoff on Friday and arrange to continue the informal talks concerning the recording settlement and other mutual problems which include new network contracts for early next year. While progress was reported when these talks were held last week, somewhat of a pessimistic air seemed to pervade the atmosphere as to future progress.

Quite possible that definite moves by the network heads in concluding an over-all deal may suddenly settle the matter of RCA Victor, NBC Radio Recording Division and Columbia Recording Corp. in their differences with the AFM, now before the WLB.

Yesterday's afternoon session before the WLB which sat minus Max Zaritsky, representing labor on the panel, was taken up at the outset with a long AFM presentation on jitterbug parlors wherein juke boxes or other mechanical music supplanted live musicians, or at least was used instead of live musicians. James Perry, of the AFM's Philadelphia local gave figures on a local survey there, also bringing in Muzak and its inroads into the musician's livelihood. Henry A. Friedman, attorney for the AFM questioned Perry to bring out additional information, while Ralph Colin, for the recording companies and on occasion Lloyd Egner of NBC Recording interpolated questions.

### Suber Testifies

Harry Suber, treasurer of Local 802, New York branch of the AFM appeared for the union and gave figures regarding unemployment and relief monies paid to members over a seven-year period dating from 1935 when the three per cent tax was instituted on the minimum scale of musician salaries in New York. Suber stated that the local had some 22,000 members less the 4,400 now in the armed

services and that approximately 900 men were more or less in need of relief now, that in the past the number of men given relief funds ran as high as 2,000 weekly. Suber said changed conditions brought about a repeal of the three per cent tax last spring, but that since then a one per cent tax was voted which went direct to the local's treasury to make up deficits due to less dues coming in.

### Relief Expenditures

Total funds expended in over seven years to last spring were placed at \$3,480,000 by Suber who enumerated the sum by years as follows: \$131,900 in 1935; \$388,000, in '36 and in successive years through 1942 at \$377,000, \$423,000, \$508,000, \$572,000, \$467,000 and \$403,000.

Considerable talk followed as to the Muzak agreement on not placing the service in places seeking to dispose of live talent but attorney Friedman and Rex Ricardo of the AFM insisted that it could not very well be enforced and virtually meant nothing. Finally Ricardo said the Muzak contract would be placed on the record, but Egner insisted that a definite interpretation be placed upon it. Unemployment again came to the fore and methods of giving them work etc. Churches and other similar institutions were now playing mechanical music for all occasions including weddings and funerals, dances or teas.

Understood that during one of the closed sessions, the AFM insisted that the record show, that on at least one previous occasion during informal discussions of the matter with the AFM, the recording men were not against the principle of direct payments of fees to the union. That they have since changed their mind was a natural prerogative it was agreed.

No official time is given for the WLB case to be fully concluded. As one attorney stated yesterday, the hearing is virtually open until the panel renders a decision.

## NBC Signs Blue Stars As Overseas Newsmen

(Continued from Page 1)  
interned by the Japs the day after Pearl Harbor on the charge of "filing stories detrimental to Japanese diplomacy." After a year and a half of imprisonment, he was released as an exchange prisoner and, following his return, authored the book, "Exchange Ship." Porter, a former AP, UP and INS reporter is also credited with a book, "Uncensored France," which he wrote late in 1941, after a four-year European assignment.

### Joins BBD&O Staff

Chet Gierlach has joined the BBD&O radio staff as director of the Squibb CBS series, "To Your Good Health," on which he's working with David White, supervisor of musical programs. Gierlach is now putting in a part-time stint at the agency until Nov. 15, when his release as a CBS program director becomes effective.

### Aaronoff Leaves Alber

Ed Aaronoff has left the David O. Alber publicity office to open his own radio publicity office at 247 Park Ave. Aaronoff will also act at publicity director for Air Features, assisting Irving Hoffman.

### Mutual October Billings Up

Billings of the Mutual Broadcasting System for October, 1943, hit \$1,407,787, a new monthly high in the network's history. This is an increase of 85.8 per cent over that for October 1942, when the network's billings totalled \$773,221.



"Happy THE Humbug" the Happiest Kid Show in Years!

This brand-new show for the Christmas season is right in the youngsters' groove. Starring Bud Hulick (of Stoopnagle and Budd fame), "Happy the Humbug" is perfect for those with an eye on the juvenile trade.

Write today for details on this sure-fire show. In twelve NBC 15-minute episodes.  
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# Paley Urges Curb On FCC

## Stresses Danger In Program Control By Commission

(Continued from Page 1)

assertion that the May 10 Supreme Court decision "marked the end of one world and the beginning of another." Later he remarked during a discussion of the same decision that before May the public was radio's master, "but since May 10 we have learned that we have a second master—the Commission." Aside from a brief reference to the Blue Network hearings, Paley made it plain that he was not charging the Commission with having moved toward program control but was objecting because the right to control is now with the Commission.

### Wheeler Raises Objection

He maintained, despite objection from committee chairman, Burton K. Wheeler of Montana, that there can be no separation between regulation of broadcasters' business practices and program content. Wheeler refused to accept Paley's judgment here, declaring his support for the network rules and asserting that the American people did not intend to give broadcasters licenses to use the air—"a monopoly"—with no regulation. When Paley objected that regulation of business practices was certain to affect program practice, Wheeler then stated that he was not discussing program "practice" but "program content."

The network regulations, said Paley, are "unsound and destructive; but the core of the problem lies much deeper than that." The question is, "do the American people want the government to have the power to tell them what they can hear on the air?"

"The one fundamental safeguard which is paramount if we are to avoid complete government control of radio is a straightforward prohibition against the Commission concerning itself with the program policies of business practices of radio stations," Paley declared. Section 8 of the proposed bill, providing that the Commission shall have no power to regulate the business of a station and no supervisory control over program policies, appeared satisfactory to the industry in May, he said, but now it should be rewritten and strengthened in view of the Supreme Court decision. "In order to make sure that this time the intentions of Congress cannot be thwarted."

Despite Wheeler's objections Paley maintained his position that program control is inherent in authority over business practices.

"In my opinion, gentlemen," he said "the idea that these two things can be separated is a fallacy of the most dangerous sort. If any such idea is accepted, it could easily frustrate the basic purpose of this bill. Program control is indivisible from business control. The two are one."

### Scores Network Rules

"One of the network rules affords a clear example of what I am talking about. That is the rule which requires that we remain in a position to feed any CBS network program to some other station in a given city if our affiliate doesn't carry that program. This rule purported to con-

trol merely the business practices of networks and stations. It really controls the program operations of the local station.

### Cites Many Complaints Received

"Many of our stations have complained that often the result of the rule is to make them carry network programs when they would prefer to carry local programs, under the fear that other local stations with which they are competing might otherwise carry CBS programs and thus cut into our affiliate's own audience and prestige. This means that the rule tends to deprive our affiliated stations of certain local program which they would otherwise carry. It thus constitutes a direct interference with program practices, although it pretends to deal only with business practices."

He then spoke of the hearings on the Blue sale, finding program control in the Commission's insistence upon a statement from purchaser Edward J. Noble as to his policy on time sales for public discussion.

### Program Time Sales

For a third example, Paley continued:

"Could anything, for instance, be more clearly a business practice than the purchase and sale of time itself? But time is sold only for programs. Thus any restriction or compulsion imposed by the Commission on the sale of time becomes at once a restriction or compulsion in terms of programs. For instance:

"On October 7 the chairman of the Commission publicly stated, in effect, that program time should be sold to special pleaders on public issues. Such a practice would have immediate effects on programs. But on November 4, before your committee, he disclaimed any desire to influence programs. I can only assume from this that the close relationship between business practices and programs is not yet clearly understood by the chairman of the Commission.

### Flays Commission Powers

"I have dealt so far with actual examples. Now let me give you a few others which could quickly follow if, under a new radio law, the Commission is confirmed in its power over business practices. It is only a short step from telling stations the kind of program for which they should sell time, to telling them how much time they should sell for such programs. If the Commission succeeds in forcing the industry to sell time for special pleading, what is to prevent it from saying that 10, 20, or 50 per cent of the time should be sold for this purpose? Surely that is merely a regulation of business practices in selling time. But can you think of anything which would more surely undermine the program structure and public acceptance of American radio? Can you imagine, for that matter, anything less democratic than this turning over to a commission the determination of what listeners should hear, and how much of it they should

hear, rather than giving the public what it wants to hear?

"All this could easily be done unless the Commission is denied control of business practice.

"It nets down to this. The business of broadcasting is the business of programming. If you grant to the Commission the power to regulate the business which furnishes the programs, you grant it automatically the power to control the programs themselves."

Paley did not find much sympathy regarding his complaints about the network rules, but did find concurrence when he suggested that those or any other rules to regulate broadcasting should be made by Congress and not by the FCC. Decision as to violation of these laws, he continued, should rest in the courts rather than in the Commission. Wheeler differed from him again, declaring that the right to determine violations should rest with the Commission, with the right of appeal to the courts reserved.

### Sees FCC Power Retained

Paley then declared that this would permit the Commission to retain its power over stations, and that broadcasters would "run to cover" rather than risk offending the Commission. Senator Brooks, Illinois Republican, suggested then the trouble is that the Commission is both prosecutor and judge, whereas the court is purely judicial. Here Wheeler declared that in a democracy it is essential that citizens have faith in the Commissions of government. Without such faith, he continued, we have anarchy.

When Paley asked for the repeal of Section 311 of the Communications Act, which grants the FCC power to refuse a license to any applicant guilty of prior violation of the anti-trust laws, Wheeler again took issue with him; later, however, modifying his position from one of opposition to one of partial acquiescence in this instance. Radio, however, he said, must be content to be regulated by a Commission, since Congress cannot undertake complete regulation of business. He referred to regulation of railroads by the ICC and other examples of business regulation by government commissions.

### Senator Supports Paley

When Paley asked that the broadcasters control rather than any government agency, and that sponsors must meet broadcasters' standards if their programs are to go on, Wheeler charged that radio has been lax in exercising such control. Tin Pan Alley and soap opera, he said, are not in the public interest.

At this point Senator Albert Hawkes, New Jersey Republican, clearly declared his support of Paley's position that Congress should do the regulating of radio, rather than the Commission.

### Discusses Free Speech

Turning next to use of the air for discussion of controversial issues, Paley declared his opposition to government order on this matter, but added that if opinion is against him he would be willing to see a law passed by Congress to assure equal

## Declares Congress Alone Has Right Of Regulation

time and, so far as possible, equal audience for proponents of both sides of an issue.

Paley pointed out, however, that there are dangers in such a solution to the problem. "It is impossible to prove scientifically and mathematically, in any particular case," he said, "that there has been absolute fairness in the presentation of the opposing views on any subject, and such proof is impossible, the result will be, I fear, that any broadcast will solve the problem of avoiding unfairness by simply not broadcasting political programs. This result would amount to a great public disservice."

### Points to "Temptation"

"There is, moreover, a provision in these sections that the Commission shall make rules and regulations to insure the fairness of the air. Precisely in this area of political discussion that temptation is most likely to beset a politically appointed agency. That is why in this area especially it is most urgent that control by the Commission be avoided.

"We urge you—do not give to the same agency which already dominates the ultimate destiny of each station the power also to that domination in the political field. Do not permit the Commission to combine its basic license control with the political power to decide what is 'fair' for listeners to hear."

"Broadcasters can no longer divert their full attention to the public," Paley said as he concluded.

"Today their energies are diluted by an increasing concern to avoid any disapproval by the Commission. No longer can broadcasters gauge their program service by the yardstick of listener survey and audience response. Now they must scan the latest speech by a Commission for the current pronouncement on what the public should hear."

"We come to you now, finally, as the court of last resort. Only you, the spokesmen for the public, can reverse the effect of the Supreme Court's decision."

"I do not doubt you are weighed down today with many grave and difficult problems. We are in a desperate war against tyranny and the Congress has much pressing work to do."

"But I urge you to consider the problem I have presented as not the least of your tasks. If under the stress of other important issues the freedom of radio should be neglected, your work to win the war will be incomplete. It is not too much to say that when radio ceases to be free and democratic, the whole fabric of our freedom is imperiled."

"The danger is here and the time late. The broadcasters ask your help. The whole public needs and deserves it."

### Wedding Bells

Akron, O.—Louis E. Aiken, Jr., newscaster and announcer at WAKR Akron, O., and Laura M. Montgomery Saltillo, Tenn., were married on November 5.



# Gen. 'Cotton Ed' Smith as A Word Or Two

(Continued from Page 1)  
 the hearing room to interrupt the CBS head William S. Paley informing him that the May 10 opinion of the Supreme Court was wrong. The opinion, written by Justice Frankfurter on behalf of five colleagues was "wrong," Smith while that of Justice Frankfurter, written for the minority of the court was "in accordance with fact." A little while later, when Paley was expanding the broadcasters' position that violation of radio regulations should be adjudged by courts rather than by the FCC, Smith interrupted once again to demand whether meant by courts, the Supreme Court. When Paley replied that he knew the Supreme Court as well as the courts. Smith shouted "are you satisfied with the May decision of the Supreme Court?"

Paley replied that he was not, at which point Smith thundered "then what the name of God do you want to do back there for?"

Never has he seen two minds so far apart as those of Justices Frankfurter and Murphy, said Smith, and that's not much hope for this country as long as we have such a court. The doddering old senator had difficulty in hearing much of the testimony, but insisted upon interrupting frequently to ask completely irrelevant questions and make irrelevant observations. Paley found his task as a witness extremely difficult in view of the many unfortunate interruptions.

At pay-off came, however, when Senators Wheeler and White, co-authors of the bill, who have been together throughout the hearing in order to confer about their proposed legislation, were forced to a room between them for Smith, who had tired of two positions he had earlier. Pushing in between the two Smith told his audience, "we do something about the acoustics. You may proceed. Most of what you're saying is not worth hearing but let's get at what we can."

## Broadcasters Plan Meeting In Chicago

Chicago—A general meeting of FM broadcasters, Inc., has been called for Nov. 17th at the Drake Hotel for the purpose of considering whether the present FCC method of assigning coverage areas on the basis of quarter-mile trading areas is workable. Problems to be discussed are the use of "booster" stations to supplement FM coverage. The FMBI steering committee which is responsible for the agenda is chaired by Everett L. Dillard, Kansas City, Mo. Other members are David, Schenectady, N. Y.; C. J. Mansky, Jr., Washington, D. C.; Martin M. Doolittle, Hartford, Conn.; and Dr. Ray H. Manson, Rochester,

# PROGRAM REVIEWS

## "FIRST NIGHTER"

Campana Sales Co.  
 MBS (from Chicago) Sun. 6-6:30 p.m., EWT  
 Agency: Wallace-Ferry-Hanley,  
 Kansas City

Producer: Joseph T. Ainley

### "A THOUSAND PARDONS"

Rationing has had its effect on Campana's old faithful, and patrons now walk along Broadway to the "Little Theater Off Times Square" instead of hopping their favorite cab and speeding to their destination. Otherwise the effects are the same—Mr. First Nighter conducts his guests to their box while Eric Sagerquist's orchestra plays the overture, the call boy buzzes the curtain signal, and the curtain rises on the first act of "A Thousand Pardons," by Virginia Safford Lynn, this season's first production, and not such a hot one.

"First Nighter" has never striven to produce "great drama" nor laid claim to unique radio productions, but has modestly remained in the category of light entertainment and comfortable listening. For the most part, its past performances have maintained a fair level of polish in scripting and acting. Sunday night's show, however, fell below usual standards. It is only the most skillful scripter who can shift scenes frequently and rapidly and pull characters on and off in quick succession without leaving his listening audience far behind. Sunday's plot revolved dizzily around the adventures of three Americans, suspected as Nazi spies by the French secret police, who attempt to cross the French border into Spain at the time the Germans are marching on Paris. The "thousand pardons" come in weakly when the police try to trap the suspects and when the three are later found innocent. Constant change of locale plus bad accents and a multitude of poorly established characters served to make the performance an uninteresting hodge-podge which deserved

## New Program Director Joins Harry S. Goodman

Maurice Barrett, in charge of production for nine years at radio station WHN in New York City, has accepted a position as program director for Harry S. Goodman Radio Productions. Barrett has been in radio for 17 years, having previously been with NBC, WABC and WOR. Prior to that, Mr. Barrett was connected with the Shuberts, David Belasco and Al. H. Woods. He reports to his new position on the 22nd of November.

### Erickson On NBC Staff

Assignment of Rod Erickson as an NBC program director has been announced by the network. Erickson, now director of NBC's early-morning variety show, "Everything Goes," was formerly an officer of John W. Loveton, Inc., agency. His recent associations have included the assistant radio directorship of Foote, Cone & Belding, Inc., in charge of Lucky Strike programs, to which he moved after two years on the CBS production staff.

### Myers Named RCA Counsel

Robert P. Myers, senior attorney in the Legal Department of the National Broadcasting Company since 1935, has been appointed an Assistant General Counsel of the Radio Corporation of America, John T. Cahill, General Counsel, announced this week. The appointment is effective immediately.

## "CORONET LITTLE SHOW"

Coronet Magazine  
 MBS (from Chicago) Sun. 6:45-7 p.m., EWT  
 WOR, New York, Sun. 10:15-10:30 p.m., EWT (via transcription)

Agency: Schwimmer & Scott, Chicago

Producer: Michael Sheridan

Narrator: Marvin Mueller

### PROGNOSIS GOOD.

Format of this show consists of dramatic narrations of material appearing in current issues of Coronet Magazine. Sunday night's offering was "Sultan of Shudders," story of Val Lewton, movie director, how he began to do horror pictures, and a synopsis of a recent film he directed. Show was well written and excellently narrated, and the musical background—done in the "Inner Sanctum" style on the Hammond Organ—was very effective. But the article itself offered little in the way of substance, being flimsy, pointless and ending vaguely. Narration stopped with the finish of the movie synopsis, leaving the listener waiting for some sort of conclusion, but getting only a commercial.

"Coronet Little Show" gives promise of being a topnotch vignette program if the quarter hour is packed with pithy, vital material rather than lifeless stuff spread thin and slightly invigorated by a strong voice and apt music. Next week's program, however, may swing to an extreme and overload the brief period with a condensation of Coronet's condensation of Wendell Willkie's "One World." But it's a step in the right direction.

little more than merely an amateur rating. Barbara Luddy (permanent star) and Ed Prentice (guest lead) were adequate in straight roles. Jack Callahan was a cordial Mr. First Nighter, and Harry Elders handled the commercials pleasantly and unobtrusively. Suggested formula for future shows: simple scripts with straight stories and minimum of dialect; small, carefully selected casts.

## Kennett Making Tour Of CBS Stations

Los Angeles—Robert L. Kennett, manager of CBS' new program relations division, has arrived in Hollywood for two weeks of conferences with KNX-CBS officials concerning program problems. Kennett is on the first of a series of trips throughout the country during which he will visit each of the network's 138 stations. On his present tour he expects to visit all West Coast stations of the network.

## Uses WJZ For Manpower

In an effort to recruit manpower for the Bethlehem ship yards, Bethlehem Steel Company has launched a campaign on station WJZ. Bethlehem sponsors a five-minute program, "Whose War Is This?" Monday through Friday at 6:35 p.m., EWT. Jones & Brakeley, Inc., New York, is the agency.

### "Mystery Chef" Gets 3 More

Three new sponsors signed up for "The Mystery Chef" on stations affiliated with the Blue Network. Beginning today, the local cooperative program will be sponsored Monday through Friday by Jewel Tea Company on WISH, Indianapolis, Ind., and Carey Salt Company on KOME, Tulsa, Okla., and KVOB, Denver, Col. Carey Salt also sponsors "The Mystery Chef" on KTOK, Blue Network affiliate in Oklahoma City.

# Thirteen New Panels Organized By RTPB

(Continued from Page 1)

president of RMA, as RTPB treasurer. First meeting of the organization is set for Nov. 17 by W. R. G. Baker, chairman, co-incident with a conference called by Chairman Lawrence Fly of FCC for the purpose of discussing future radio services. The conference is a preliminary step to post-war allocation of radio frequencies, but will discuss only organization and procedural matters with members and panel chairmen of RTPB, without discussing policies of frequency allocations or systems standards.

Following the government conference Chairman Baker is calling a meeting of RTPB's administrative committee to complete organization of panel chairmen and press the important technical studies. The chairman and vice-chairmen of the panels, including group functions, are as follows:

- Spectrum Utilization—Dr. A. N. Goldsmith, Chairman, New York N. Y.; Dr. R. H. Manson, Vice-Chairman, Rochester, N. Y.
- Frequency Allocation—Dr. C. B. Joffe, Chairman, Camden, N. J.; F. M. Ryan, Vice-Chairman, New York N. Y.
- High Frequency Generation—R. M. Wise, Chairman, New York, N. Y.; H. F. Argento, Vice-Chairman, Waltham, Mass.
- Standard Broadcasting—H. S. Frazier, Chairman, Washington, D. C.; Burgess Dempster, Vice-Chairman, Cincinnati, Ohio.
- VHF Broadcasting—G. E. Gustafson, Chairman, Chicago, Ill.; C. M. Jansky, Jr., Vice-Chairman, Washington, D. C.
- Television—D. B. Smith, Chairman, Philadelphia, Pa.; I. J. Karr, Vice-Chairman, Bridgeport, Conn.
- Facsimile—J. V. L. Hogan, Chairman, New York, N. Y.; C. J. Young, Vice-Chairman, Camden, N. J.
- Radio Communication—Haraden Pratt, Chairman, New York, N. Y.
- Relay Systems—E. W. Engstrom, Chairman, Princeton, N. J.; Dr. Ralph Bown, Vice-Chairman, New York, N. Y.
- Radio Range, Direction and Recognition—W. P. Hilliard, Chairman, Baltimore, Md.; C. G. Fick, Vice-Chairman, Schenectady, N. Y.
- Aeronautical Radio—J. C. Franklin, Chairman, Kansas City, Mo.
- Industrial, Scientific, and Medical Equipment—C. V. Aggers, Chairman, Baltimore, Md.; H. B. Marvin, Vice-Chairman, Schenectady, N. Y.
- Police, Emergency Services—Prof. D. E. Noble, Chairman, Chicago, Ill.; Frank Walker, Vice-Chairman, Detroit, Mich.

## WHN To Carry Hockey

Renewing for the second year, Eichler Beer will sponsor Hockey broadcasts exclusively over WHN. First broadcast was on Saturday, November 6th, 9:30 p.m., at Madison Square Garden, with Chicago as the Rangers opposition. The rapid-fire Bert Lee, ace hockey sportscaster, is again handling the play-by-play marking his fifth successive season for WHN at the ice game as it is the fifth year for the station's hockey broadcasts. Lee will have Marty Glickman, WHN sports director, alongside to handle the color. WHN will cover all home games of the New York Rangers in the National Hockey League schedule.

## New Manager At KNET

Palestine, Texas—B. Laurie has been named manager of KNET replacing Bert Horswell. Laurie comes here from WOAI, San Antonio, where he was a staff announcer.



# ★ ★ ★ COAST-TO-COAST ★ ★ ★

### —NEW YORK—

**ALBANY**—Shell Oil is sponsoring a 15-minute sports broadcast Friday and Saturday evenings, featuring Jimmy Collins, Albany Eastern League manager, and Gren Rand, local ballcaster, on WOKO. Collins and Rand make football predictions on Fridays and weave baseball inside gossip into the production, cover separate football contests on Saturdays and report back with a resume of the gridiron dope. Carl Mattison, for the past seven months a corporal in the Army Signal Corps, has been given a medical discharge and has returned to WABY.

### —NORTH CAROLINA—

**ASHEVILLE**—Priscilla Parker, free lance radio and former stock player, has joined the staff of WWNC. Her first assignments include the Tuesday afternoon "Book Review" and "Songs of the Islands". WWNC recently turned its facilities over to the visiting Air-WAC Caravan for one day, devoting a quarter-hour dramatic sketch, a half-hour afternoon program and a quarter-hour evening show to the band and swing group from Maxwell Field, together with spot announcements throughout the day, to draw people to the Air-WAC show held in the Asheville Auditorium that night. Purpose of the Caravan was to recruit WACs for the Army Air Forces.

### —LOUISIANA—

**NEW ORLEANS**—Lyn Williams, Army Air Corps Reserve, has resigned from the WWL announcing staff and is now at Randolph Field, Texas, as an instructor in aviation. Radio "visits" to Honduras, Venezuela, Guatemala, Paraguay, Ecuador and the Guianas will be featured in a series of broadcasts on "University Time" over WWL. Programs will highlight historical points of interest and customs of the neighboring countries. Series is under the direction of Dr. Alfred J. Bonomo, WWL educational director.

### —CONNECTICUT—

**HARTFORD**—WDRS is starting a big newspaper barrage preliminary to opening a concerted radio campaign to get Central Connecticut citizens to buy an extra war bond as a ticket of admission to hear Charles Collingwood lecture here on November 29. Station is bearing the expense of Collingwood's lecture to aid war bond sales.

### —PENNSYLVANIA—

**PITTSBURGH**—Rosaline Kharfen, formerly with CBS shortwave division, has joined the WCAE continuity staff. Ed Rogers, former free-lancer who hails from Washington, D. C., is now a WCAE announcer. Samuel Sague of Youngstown, Ohio, is another recent addition to the WCAE microphone corps.

### —UTAH—

**SALT LAKE CITY**—Helene Hansen, former switchboard operator for KDYL who also did bit parts on some of the station's dramatic shows, has just been given a part in a Paramount film titled "When I Come Back," starring Paulette Goddard. Helene most recently worked for Paramount as a stenographer and then as a telephone girl for the casting department. Her job was to find actresses to fill bit parts. She finally walked into the producer's office and found herself signing a contract. The Auerbach Co., local department store, has blossomed out in radio over KDYL, buying Larry Smith five days weekly, a 15-minute weekly fashion talk, and a 15-minute news feature prepared by KDYL's news editor John Page, titled "This Week In Review."

### —WISCONSIN—

**MILWAUKEE**—A special file of material developed jointly by WISN and the radio committee of the Milwaukee County Pharmacists' Association for use on the station's 15-minute weekly program, "Know Your Druggist Better," is being compiled by the American Institute of the History of Pharmacy in the Pharmaceutical library of the University of Wisconsin.

### —INDIANA—

**GARY**—Bruce MacDonald, for the past year and a half news editor and chief announcer of WIND, has left the station for Cleveland, Ohio, where he will assume the duties of news editor of WJW, new station opening there on November 14.

### —WEST VIRGINIA—

**WELCH**—Ashton Light, engineer at WBRW, has returned from a week's vacation which she spent visiting her husband, a sergeant in the Army. Ralph Nash, WBRW manager, is currently on vacation in Des Moines, Iowa. Two new contracts have been received by WBRW from Flex O'Glass and the American Poultry Journal. Former's schedule has already started and the latter's begins shortly. All local games of the Welch High School football team are being sponsored over WBRW, with play-by-play

done by Johnnie Vallani, station's sports director, and color by Ralph Nash.

### —CALIFORNIA—

**SAN FRANCISCO**—Jane Friendly, one-time member of the San Francisco "Chronicle" home economics staff, is now conducting KPO's daily "Woman's Magazine of the Air," as Jane Lee. Sally Thorson, who has had parts in the "Ma Perkins" and "Women in White" serials, has joined KPO's dramatic staff to appear in "Dr. Kate," written by Hal Burdick. Barbara Smith, former secretary to manager John W. Elwood, is new head of the steno department, replacing Jo Elletson, who resigned after 16 years at KPO.

### —NORTH DAKOTA—

**VALLEY CITY**—New series of hour shows designed especially for the midshipmen stationed at the Valley City Teacher's Training School for V-12 instruction was inaugurated recently over KOVC. Titled "Sailor's Swing Symphony," program is aired Monday through Saturday and features recorded swing and live chatter. Sponsors are a local drug store and theater. Sailors also figure in other KOVC activities. Seaman Ted Smith, formerly of KWRC, Pendleton, Oregon, now delivers the color descriptions on all local football games, working the KOVC announcer Bob Ingstad, who handles the action portion of the broadcasts. Station also airs the transcribed series "Fighting Heroes of the U. S. Navy" every Sunday afternoon at 3:30.

### —ARIZONA—

**PHOENIX**—Steve Allen, KOY announcer, has been honorably discharged from the U. S. Army and has resumed his duties with the station. Prior to entering the service, Allen produced KOY's "Victory Playhouse," and also appeared as pianist on a daily strip titled "Your Melody Man." Outlet's program department is planning to re-schedule both features as soon as time clearance can be secured.

### —NEW HAMPSHIRE—

**PORTSMOUTH**—Jay Boivin, WHEB announcer, has left the station to join the mike staff of WCSH, Portland, Maine. Moving day caused a slight uproar at WHEB recently. When business manager Martin Gunther went into the Army his office was taken over by commercial manager Keith Field. Field's office, in turn, was captured by production manager Dal Wyant, and the entire production department was moved in with the sales department, while the business staff regained their former territory most recently possessed by the production department. You figure it out. Paul Lindsay, chief engineer at WHEB, has returned from a short vacation in Vermont.

### —WASHINGTON—

**YAKIMA**—Recent addition to the KIT schedule is a musical show sponsored by the New West Apple Juice Co. Program

features Barbara Eschbach, soprano; Lane Langevin, organist; Bob Frisque, tenor; and a gal emcee, Doris Dean, who recently celebrated the anniversary of one of the oldest programs in the Northwest with the same personality on the same sponsor. Personality is Harlan Miller at the piano for sponsor E. Perliveau, local grocer. Show has been on for eleven years.

### —MISSOURI—

**KANSAS CITY**—Gene W. Linn, coordinator of war activities at KMBC, has been sent overseas for first-hand experience on active fronts as a realistic approach to the future preparation of KMBC war effort projects. Color background material will also be obtained from Kansas City men overseas for the creation of locally produced programs for "the folks back home." Derry is expected to be abroad for several weeks in the Algiers theater of operations.

### —MINNESOTA—

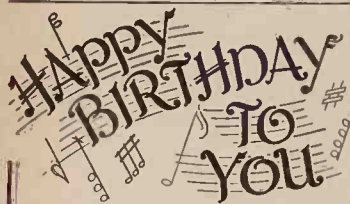
**ST. PAUL**—Ray C. Jenkins, KSTP general sales manager, and Brooks Hanson, announcer, have been named to the Minnesota War Information Council, respectively, of the Minneapolis-St. Paul Security of War Information Committee. Corinne Thompson, KSTP music clearance department, is spending her evenings warbling at Schiek's Cafe in Minneapolis. Luan Cafeterias of America, regular sponsor of spot announcements on KTSP, is utilizing three five-minute spots on the outlet. Programs are transcribed interviews between Cal Karnstedt, KSTP sports editor, and Forum employees, who are cut at 78 rpm and are turned over to interviewees after airing.

## Electronic Tube Output Increased 1,100 Per Cent

Reflecting the important part electronics is playing in the war, Westinghouse Lamp Division Bloomfield, N. J., yesterday reported its production of electronic tubes 11 times as great as it was just 11 years ago.

Total sales of Westinghouse electronics tubes this year will exceed \$22,000,000 as compared with \$1,873,000 in 1931, according to an estimate Ralph C. Stuart, division manager. Mr. Stuart made this estimate in a report to the Board of Directors of the Westinghouse Electric and Manufacturing Company, meeting at Lamp Division's headquarters prior to a tour of the factory laboratories.

Ninety-eight per cent of all electronic tubes being produced by the company are for war use, either communications equipment or for industrial applications in war plants such as welding of planes and tanks and the reflowing of tin.



November 10

S. Hogan Bayles Gary C. Breckner  
Charles Carroll Jane Froman  
Ray McDermott Al Simon  
George B. Storer

November 11

Joseph Bloom Henry Brown  
Patsy Weiss Harry Holcombe  
Martin Horrell Brad Robinson  
Bob Shaw Nancy Sheridan  
Henry Shope Ruth Weil



# RADIO DAILY

The National Daily Newspaper of Commercial Radio and Television



Vol. 25, No. 28

NEW YORK, N. Y., FRIDAY, NOVEMBER 12, 1943

TEN CENTS

## Tele Given Trade Impetus

### Fly In Reply to Paley A Hearing Before ICC

Washington Bureau, RADIO DAILY  
Washington—"The public interest" was the major topic of discussion yesterday as FCC Chairman James Lawrence Fly resumed the stand today before the Senate Interstate Commerce Committee on the White-Heller bill. With committee members participating eagerly, the subject of radio's program content received searching scrutiny. During time with program content, closely bound up with it, was

(Continued on Page 6)

### Canadian Announcers Seek AFRA Standing

Montreal—Recommendations seeking improvement of working conditions of Canadian Broadcasting Corporation announcers, outlined by the American Federation of Radio Arts' affiliate in Montreal and by unaffiliated employee-group representatives in Toronto and Vancouver, are currently under study at CBC headquarters in Toronto, it is learned here. While no details of the requests were available either from

(Continued on Page 4)

### N. Y. Mayor Seeks Fly's Opinion In WNYC Dispute

Mayor F. H. La Guardia of New York has appealed to James L. Fly, chairman of FCC, to determine whether or not there were political implications in a speech the Mayor delivered over WNYC, municipal broadcasting station, last Sunday. In the week, Thomas J. Cur-

(Continued on Page 2)

#### Tribute

Chicago—W. C. Handy's 70th birthday anniversary will be observed next Tuesday when many of his compositions and the dramatized highlights of his life will be presented over NBC on the second half of the "Roy Shield and Company" program 12:05 a.m., EWT. Tunes which made Handy a household name will be woven into the script, narrated by Nelson Olmstead.

### Expect 2,000 To Attend Showing Of Sales Film

Two thousand invitations have been issued to executives of the retailing and advertising fields to attend the New York showing of the industry's film presentation, "Air Force and the Retailer," next Monday, Tuesday, Wednesday and Thursday, at the Barbizon-Plaza Hotel's theater. Lewis H. Avery, director of NAB's department of broadcast advertising, will be master of ceremonies at the presentation. James V. McConnell of

(Continued on Page 2)

### Whiteman's Music Signed For 'Hall Of Fame' Show

Paul Whiteman's first commercial show since returning to New York as musical director of the Blue, will be the "Radio Hall of Fame" program which will bow on the net Sunday, Dec. 5, 6:00 to 7:00 p.m. Whiteman's orchestra, guest stars re-

(Continued on Page 2)

## Sarnoff Declares Radio On Threshold Of "New Era"

### Canadian Branch Of BBC Being Planned, Is Report

Montreal—Long familiar to Canadian radio listeners as "BBC," the British Broadcasting Corp. is reported to be studying plans to set up a Canadian branch, probably in association with Canadian Broadcasting Corporation's Toronto office, the "Fin-

(Continued on Page 2)

### Speakers At Advt. Club Dinner Reveal Marked Interest; Receivers Called Problem; Ask Production Board

### Lauds Radio-Press For Gratis Govt. Ads

Washington Bureau, RADIO DAILY  
Washington—Coming out strongly against paid advertising by government agencies, Senator Harry S. Truman yesterday told the Annual Meeting of the Central Council of the AAAA that "it is a tribute to the advertising industry and to advertisers that all of this has been done on a voluntary basis, rather than by paid

(Continued on Page 3)

### NBC Executives Confer With Gen. Eisenhower

Algiers—Niles Trammell, NBC president, and John F. Royal, vice-president in charge of international relations, have just completed an extended visit with the leaders of the Allied forces in this war theater. Upon their arrival last Saturday,

(Continued on Page 4)

### Bing Crosby & Dinah Shore Lead Popularity Survey

Bing Crosby tops the list of male vocalists and Dinah Shore leads off the feminine contingent in a poll conducted by Accurate Radio Survey,

(Continued on Page 3)

Television took a definite step forward Wednesday evening when for the first time an official gathering of advertising agency men broke bread, heard speeches, discussion and witnessed a demonstration of the art, side by side with tele manufacturers, broadcasters, motion picture men and other interested parties, at the Advertising Club of New York. Joint meeting and dinner was held under the auspices of the American Television Society, headed by Norman D. Waters, who pointed out that the oc-

(Continued on Page 5)

### More Exploitation Urged By Hollister

Exploitation of programs by radio advertisers was urged yesterday by Paul Hollister, CBS vice-president in charge of advertising and sales promotion, in an address before a weekly luncheon meeting of the American Marketing Association in the Hotel Sheraton, New York. He asserted that

(Continued on Page 2)

### Reilly, Garey Counsel, Quits Probe Committee

Washington Bureau, RADIO DAILY  
Washington—First break in the staff of the Lea committee counsel was revealed yesterday when it was learned that Hugh Reilly, assistant

(Continued on Page 6)

### "Canon" Gunn

Blue Network announcers certainly go all out in their efforts to provide the correct atmosphere for their shows. When George Gunn signs off "Andrini's Continental" a program with a decidedly in-American flavor, he describes it as "su anuclador, Jorge Gunn." ("Canon," of course, is Spanish for "gun.")

### Back In Harness

Royal Arch Gunnison, commentator for Mutual who was stationed in Manila and elected to stay there when it was evacuated by the U. S. forces and who consequently became a Japanese prisoner, is returning on the exchange ship Grips-holm. He will do a Mutual broadcast when the ship docks at Rio de Janeiro, probably this Sunday.





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JOHN W. ALICOATE : : : Publisher

FRANK BURKE : : : : : Editor  
MARVIN KIRSCH : : : Business Manager

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## 20 YEARS AGO TODAY

(November 12, 1923)

Cigarettes, candy, and letters are being sent to Harry Snodgrass—"King of the Ivories" and the Missouri State Prison Band in appreciation of their concerts over WOS, Jefferson City, Mo.... radios are beginning to be designed as pieces of fine furniture for "discriminating purchasers".... secret of the success of the WGY Players and Edward H. Smith, their ingenious director, in the broadcasting of plays is their use of sound effects as background to make the scenes realistic.

### Erickson Joins NBC

Rod Erickson, formerly an officer of the John W. Loveton, Inc., agency, has joined NBC as a program director for the network.

# CKLW

**BEST  
RADIO BUY  
in the  
DETROIT  
AREA**

**5,000 WATTS  
DAY and NIGHT  
800 Kc.  
MUTUAL SYSTEM**

## Coming and Going

LINUS TRAVERS, vice-president of the Yankee Network and of WNAC, Boston, who had been in town this week, left yesterday for the home offices.

S. H. COOK, president of WFBL, the CBS affiliate in Syracuse, N. Y., is in New York for a brief business visit.

JOHN MAYO, of Radio Advertising Corp., leaves Sunday for a few days in Chicago on station relations business.

BEN GRAUER, off to Washington D. C. today to cover tomorrow's broadcast of "For This We Fight."

ROBERT D. ENOCH, station manager of KTKO, Oklahoma City outlet of the Blue, is en route to Chicago to attend the meeting of the network's stations advisory and planning committee. He will be joined in the Windy City by HAROLD V. HOUGH, who will attend as general supervisor of KGKO, Fort Worth, Tex.

I. R. LOUNSBERRY, station manager of WKBW, Columbia outlet in Buffalo, N. Y., is spending a few days in New York.

FRED WEBER, general manager of WDSU, New Orleans is en route to Chicago to attend the Blue Network confabs.

ARTHUR SIMON, general manager of WPEN, Philadelphia, spent Thursday in New York.

TED HUSING and JIMMY DOLAN go up to West Point tomorrow to broadcast over CBS the game between Army and Sampson Naval Training Station.

NORMAN OSTBY, of the Blue Network station relations staff, left yesterday for Cleveland to attend Sunday's ceremonies attendant upon the affiliation of WJW with the network. He'll return Sunday night. HAROLD WADDELL, commercial manager of the outlet, spent the early part of this week in town and left Wednesday for Cleveland.

CHARLES COLLINGWOOD, CBS foreign correspondent currently in America on lecture tour, will speak today in Durham, N. C.

JAMES D. CARPENTER, station manager of WKBB, Dubuque, Ia., leaving for Chicago to attend the conferences of the Blue Network's planning and advisory committee.

DAVID M. KIMEL, local sales director of WLAW, Lawrence, Mass., in New York, this week for talks with the station's local reps.

MILTON L. GREENBAUM, president and commercial manager of WSAM, Saginaw, has returned to his Michigan headquarters following a few days in town.

LES FOREMAN, of the Chicago office of Kenyon & Eckhardt, Inc., is in New York on business.

DEWEY LONG, general manager of WELI, New Haven, Conn., spent yesterday in New York and left for home last night.

EDWARD D. CLERY, general manager of WIBC, Philadelphia, was here Wednesday for conferences with the New York representatives of the station.

RUSS HODGES, Mutual network sportscaster, off for Evanston, Ill., where he will do a play-by-play account of tomorrow's game between Northwestern and Notre Dame, probably most important of Saturday's contests.

JACK STEWART, general manager and sales director of KCMO, Kansas City, is among the executive contingent converging on Chicago for the Blue Network conferences which start Monday.

WILLIAM WYSE, president of KWBW, is back at the Hutchinson, Kans., headquarters, following a business trip.

LLOYD COULTER, vice-president in charge of radio at McCann-Erickson, is on a coast-to-coast swing visiting the agency's branch offices between New York and San Francisco.

HERVEY CARTER, station manager of WMUR, Manchester, leaving New Hampshire for the Chicago sessions of the Blue's advisory and planning committee.

### Whiteman's Music Signed For 'Hall Of Fame' Show

(Continued from Page 1)

cruted from all branches of entertainment, and presentation of "Hall of Fame" awards will be featured. De Vere Engelbach will direct and the writing assignment will be handled by George Faulkner.

### Expect 2,000 To Attend Showing Of Sales Film

(Continued from Page 1)

WEAF is chairman of the New York committee. Assisting him are Arthur Hull Hayes, John McNeill, WJZ, and R. C. Maddux, WOR.

### Canadian Branch Of BBC Being Planned, Is Reported

(Continued from Page 1)

ancial Post" discloses. For some time past the BBC has been represented with its own office in New York, but there has been no direct representation in the Canadian field.

### WRRN To Mutual

WRRN, Warren, Ohio, joined the Mutual network yesterday as the local affiliate. Station operates full time, 250 watts power, on 1,400 kc.

### Shouse, WLW, In London For BBC Conference

(Special to RADIO DAILY)

London—James D. Shouse, vice-president of the Crosley Corporation in charge of broadcasting and general manager of WLW, Cincinnati, has arrived in London for special war broadcasting conferences with officials of the British Broadcasting Corporation; the Cincinnati radio executive is here at the invitation of R. W. Foot, director general of the BBC. He traveled by plane. Shouse's stay in London is expected to last several weeks.

It is believed that while here he will confer extensively with BBC executives not only on shortwave and standard-band war broadcasting, but on future plans for television, facsimile and also for frequency modulation.

The visit to London by Shouse is the newest important episode in a broadcast collaboration scheme evolved by WLW and the BBC during the past year. Most important outcome of the arrangement has been the tailoring of special BBC shortwave pickups for inclusion on WLW programs of established popularity. The arrangement was the first of its type to be set up between an American regional radio station and the BBC.

## More Exploitation Urged By Hollister

(Continued from Page 1)

the sponsor has a property to sell, addition to his product, which will accelerate the acceptance of the commodity by attracting a wide and enthusiastic audience.

Basic rules for efficient merchandising of a commercial show were outlined by Hollister as follows: (1) Get a good program ready for the (2) Tell everybody you can reach about it in every possible way. (3) Keep on telling about

### Calls Personality Paramount

Identification of product with program or personality was emphasized as a stimulus to sales. Among the specific examples given by the network executive were Jack Benny for Grand Nuts; Kate Smith, Jello, and Fr Allen, Texas Co. "Nobody gets so or confused when sponsors change," Hollister concluded; "the public simply loves the people and things that happen on the air, and follow them and buys the goods they advertise."

### N. Y. Mayor Seeks Fly's Opinion In WNYC Dispute

(Continued from Page 1)

ran, secretary of state and chairman of the New York County Republican committee, had charged the mayor was using WNYC for political purposes and demanded time to answer him on the station. Mayor La Guardia now agrees to give the Republicans Democrats and Labor Party "just as much time as I took on the subject if Fly says it was political."

## In Case You Missed Them

The following National advertisers recently bought time on radio station WITH in Baltimore:

ASPERTANE  
COCILANA COUGH  
DROPS  
MURINE  
TEXEL CELLOPHANE

# WITH



## IN BALTIMORE

TOM TINSLEY, President

REPRESENTED BY HEADLEY-REED



# Praises Radio-Press For Gratis Govt. Ads

(Continued from Page 1)  
government campaigns." His reference, was to the war information job done by the advertising industry.

**Advertising "Paid Its Way"**  
Reviewing the value of advertising as a means of raising product standards, Truman declared that advertising, apart from its war job, "has paid its way. Its contributions have resulted in better living, not only by providing greater comfort and luxury, but also by providing better health and a greater opportunity for leisure and cultural development." A practical measure of the value of advertising, he said, is the fact that American businessmen pay hundreds of millions of dollars annually for it. "When the war broke out," said Senator Truman, "it was apparent that this advertising machinery could render important assistance to the government in informing people about matters important to the war effort and in inducing them to act accordingly.

**Radio Did "Tremendous Job"**  
Theoretically this could be done without advertising, by public statements from government officials which would be carried by the press and radio as news stories. There is no doubt that our press and radio have done a tremendous job in that respect. However, news stories alone might not be sufficient to strike deep into the public consciousness and induce action.

Advertisers estimate that the commercial value of advertising time, space, and services, voluntarily contributed for war purposes, in 1942 exceeded \$250,000,000," said Truman. "Substantially more is being contributed this year, which should be contrasted with the less than \$2,000,000 contributed during all of World War I. Most of you are more familiar with the facts than I am, for you have been in the planning of the campaigns and the creation of the advertisements.

**Stresses Voluntary Basis**  
It is a tribute to the advertising industry and to advertisers that all of this has been done on a voluntary basis, rather than by paid government campaigns. The dangers and difficulties inherent in attempting to do a job of this type by paid government advertising campaigns are obvious. In the first place, our press and radio are so dependent upon revenues from advertising that it would be dangerous to entrust government bureaucrats with the spending of huge sums of money for advertising, and the distribution of advertising among various newspapers and radio stations even if there were no abuses, and public confidence in the integrity of the press and radio might be undermined.

In the second place, government advertising campaigns would require the government to hire its own advertising staff, and make its own contracts for newspaper space and radio time in competition with private

## ★ AGENCY NEWSCAST ★

EVELYN PIERCE has joined the radio department of Compton Advertising, Inc. She will act as a program supervisor in the daytime radio field. Miss Pierce comes to Compton via the theater, where she had extensive experience both as a director and manager.

**KENT ADVERTISING AGENCY, INC.**, New York, has been incorporated through the Secretary of State's office to conduct a general advertising business with 100 shares of authorized capital stock, no stated par. Directors are Louis W. Licht, Ralph A. Santoro and Nathan I. Kaplan, New York. Attorney filing the papers was Simeon F. Gross.

HERSCHEL DEUTSCH has resigned from the Joseph Katz Company to become an executive at the Grey Advertising Agency. He will direct the Agency's radio activities.

**PLANE FACTS COMPANY**, of New York, N. Y., Manufacturers of Toys, have appointed the R. T. O'Connell Company as their advertising agents.

BILL VON ZELLE, former sales manager of WINS, now devoting full time to Colonial Advertising Agency which recently received local and national recognition.

**NORTHEAST AIRLINES**, Boston, Massachusetts, has appointed The M. A. Hackett Company to direct its advertising effective immediately.

**CHICAGO RADIO MANAGEMENT CLUB** has elected new officers as follows: president: Jack North, Aubrey Moore & Wallace, Inc.; vice-president: Harlow Roberts, Goodkind, Joyce & Morgan; secretary: Harry Guman, Erwin, Wasey & Company, and treasurer: Dave Dole, Henri, Hurst & McDonald, Inc.

JOHN H. HINES, JR., formerly radio director of Newell-Emmett Company, has joined the radio staff of Kenyon & Eckhardt, Inc. Robert Erath is now associated with K & E as space buyer in charge of newspapers.

business. This would have been a tremendous task and, even if successfully completed, would have resulted in a disruption of the advertising industry and of newspapers and radio programs. Major readjustments would have been required at the end of the war, and pressure undoubtedly would have arisen for the continuance of paid government advertising campaigns.

**Free of Interference**  
"I think we have been very wise in avoiding this, and that we have obtained most of the benefits of government advertising campaigns without the detriment of government interference in advertising or threats to the independence of the press and radio."

**ANCHOR-HOCKING GLASS CORPORATION** of Lancaster, Ohio, manufacturers of glass containers and closures, tableware and Fire-king ovenware, has appointed William H. Weintraub & Company, Inc., as its advertising agency for radio. A radio program has been purchased and will be broadcast over a coast-to-coast Columbia network starting in January.

N. P. COLWELL, who was a member of the station rep organization of Joseph Hershey McGillvra, Inc. during the early 30's, has rejoined the agency in executive capacity with headquarters in the Chicago offices. Colwell in recent years has occupied executive positions in the radio departments of Blackett-Sample-Hummett, Ruthrauff & Ryan, Inc., and McFarland Aveyard.

LEIPZIG & LIPPE, New York, baskets and housewares, have appointed the R. T. O'Connell Company as their advertising agents.

LAWRENCE OLSON, formerly of Pedlar & Ryan, has joined Compton Advertising as an Art Director.

GERTRUDE P. GENTZEL has been appointed assistant time buyer in McCann-Erickson's radio department.

ROBERT A. WHITE, recently honorably discharged after 16 months in the United States Army, has joined the WOR sales department as account executive. He previously was merchandising manager of Sorensen & Company, Chicago advertising agency.

ARTHUR MEARES, formerly of Schieffelin & Company, has joined Compton Advertising, Inc. He will do merchandising and sales promotion work on the American Home Products account.

THE BORDEN COMPANY has named Kenyon & Eckhardt Inc. to handle the advertising of its coffee products.

ENCYCLOPEDIA BRITANNICA has retained Tom Fizdale, Inc., New York City, to direct its publicity and public relations activities.

### Bing Crosby & Dinah Shore Lead Popularity Survey

(Continued from Page 1)  
Harry Futterman, C.P.A., announced yesterday. The survey, according to Futterman, was conducted for an advertising agency and over 1,500 radio editors, writers, critics, agency and radio executives participated. The seven leading male vocalists, according to the survey, in the order named are: Bing Crosby, Frank Sinatra, Dennis Day, Perry Como, Barry Wood, Frank Parker and Dick Haymes. Female vocalists rate as follows: Dinah Shore, Kate Smith, Connee Boswell, Ginny Simms, Joan Brooks, Frances Langford and Bea Wain.

# Sarnoff Says Radio Is Entering 'New Era'

(Continued from Page 1)  
co-operation of government, labor and industry as "vital to reconversion to peace."

Promising that radio will keep pace with the march of science and industry in every other field, Sarnoff stated:

"When this war ends, we shall be on the threshold of a new era in radio—an era in which man will see, as well as hear, distant events. The day may come when every person will have his own little radio station tucked away in his pocket, to hear and to communicate with his home or his office as he walks or rides along the street.

"We have much to learn about the microwaves, in which is wrapped up this new world of individualized radio. Tiny electron tubes may make it possible to design radio receivers and transmitters no larger than a fountain pen, a cigarette case, a billfold, or a lady's powder-box. Some day people may carry television screens on their wrists as they now carry watches. As the useful spectrum of radio approaches the frontiers of light, the apparatus will become simpler and more compact.

**Sees Radio As "New Eye"**  
"Radio vision will have many uses. It will serve wherever sight is needed. For instance, it will be used to prevent collisions on highways and railroads, on sea lanes and on the airways of the world. Radio will be the new eye of transportation and commerce. Applications of radio optics are unlimited."

Depicting science as a mighty ally of freedom, Sarnoff pointed out that scientific advances have brought much release from drudgery and from want. "However," he concluded, "we must progress still further. For better machines are not all that is needed to make a better life. We shall have a better world only to the extent that our social thinking and our social progress keep pace with the advance of physical science."

### Roberts Heads N. Y. Radio Division Of The CIAA

Wilfred S. Roberts has been named head of the New York department of the Radio Division of the Office of the Coordinator of Inter-American Affairs to succeed Donald S. Shaw, according to Don Francisco, Assistant Coordinator and Director of the Radio Division. Roberts will take over the office November 15 when Shaw leaves the Coordinator's Office to join the Blue Network. In addition to his newer duties Roberts will retain his position as program director for the Radio Division, Francisco said.

Roberts, prior to joining the CIAA a year and a half ago, was production manager for the National Broadcasting Co. He came into radio as a director after several years on the professional stage and at one time was under contract to Paramount pictures.



LOS ANGELES

By RALPH WILK

EDWARD TRUMAN, music director of KSO and KRNT, Des Moines, is the composer of "Broadcast Mood Music," a book published by the Van Brunt Music Publishing Co., Hollywood. The booklet, prepared primarily for studio organists and music arrangers, contains 50 selections of transition music, originally written by Truman for two transcribed serial dramas and a regional network show.

Bill Kelso gets up every afternoon promptly at 6 o'clock. But this does not mean he is lazy. Once he is up, he begins a full working day that doesn't let up until 8 o'clock the following morning. He is record maestro on KNX's "Moonlight Matinee," a session of recordings and Kelso chatter which is heard every morning except Sunday from 1:15 to 5 a.m. Kelso is credited with having much to do in plugging "Blues in the Night" and "I've Heard That Song Before" into popularity.

Canadian Announcers Seek AFRA Standing

(Continued from Page 1)

AFRA representative or from CBC officials, it was understood that one of the principal recommendations was for a 40-hour week for all announcers, with one full day off a week.

Another request is that corporation announcers be paid 85 per cent of special fees charged commercial sponsors for their services and that they be permitted to take on "outside" work in their free hours, it was disclosed.

CBC rulings prohibiting outside work and "extra" announcers fees for commercially sponsored programs have been a bone of contention with many announcers for some time, it was understood, their contention being that when the services of a particular announcer are requested he should derive the benefit of the extra fee charged to the sponsor for this service, with CBC being entitled only to 15 per cent of this fee as is customary with broadcasting agencies.

The AFRA affiliate in Montreal is registered as La Union Des Artistes Lyrique Et Dramatique Inc., and has a membership of some 375 radio actors, singers and announcers, it was stated.

While there are no such groups in Toronto and Vancouver, it was learned that CBC employees in both these cities had named representatives to submit similar recommendations in their behalf, and that these requests, along with the local problems were being studied by a specially named committee at Toronto CBC headquarters.

Also under study by this committee, it was stated, is the problem of war-depleted station staffs, solution of which would relieve announcers of reportedly increasing burdens which recapitulated the recommendations.

MAIN STREET

WITH Ol' Scoops Daily

Radio Reporter Reports Progress . . . !

● ● ● Next week "The Goldbergs" will celebrate their 15th anniversary in radio, something of a record for sustained listener interest. . . . Dating back to a day when producers et al were more than doubtful about serials, much less characters that included a philosophical "Molly," her husband "Jake" and offspring named "Rosie" and "Sammy" . . . . Yet the philosophical show developed a tremendous audience sans fanfare before the numerous doubting-Thomases knew what happened. . . . Realism, they say, is the keynote and not some secret formula. . . . That Gertrude Berg practices what she preaches, is illustrated for instance by the "problem" that seemingly loomed when Alfred Ryder who played "Sammy" was inducted into the Army. . . . He had been with the program since its inception and when Mrs. Berg was asked if she would replace him, now that he is serving his country, she simply answered: "Do You Replace a Son Who's Gone to War?"



● ● ● While the proverbial hats are off, shouldn't someone toss a bow in the direction of WQXR and its hour and a half commercial that will render nothing but pure music—a Beethoven Cycle running 16 weeks. . . . of course the bow should be extended to include New Friends of Music, Inc. . . . its president Ira A. Hirschmann who is farsighted in radio, FM and tele. . . . being responsible for his department store associates owning a television and FM station, the latter active in presenting various innovations which lift usual radio fare into the realm of Class. . . . and last but not least the sponsor, "Book of the Month" club, agreed with Hirschmann that no commercial would be heard, but merely a reminder on occasion of institutional nature. . . . this kind of business on radio is good. . . . for radio, for the listeners and of course the interest of chamber music. . . . great artists are heard on the programs as instrumentalists, but these are not played up. . . . the music comes first and last. . . . everything else is of secondary importance.



● ● ● Speaking of good music (heh, heh). . . . "National Barn Dance," Saturday night fixture on NBC out of Chicago, has been signed for a motion picture to be done by Paramount. . . . National Concert and Artists Corp. handled the deal which will take to the Coast for originating programs between Nov. 14 and Dec. 22 or so. . . . thus the Hoosier Hot Shots, Dinning Sisters, Joe Kelly, Pat Buttram, Lulu Belle and Scotty. . . . Arkie the Arkansas Woodchopper will take Horace Greeley's advice and start travelin'. . . . Army gets another good guy in Syd Berman who yesterday arrived at Fort Dix. . . . Syd relinquished his post as editor of Orchestra World. . . . a baby he nursed along through thick and thin. . . . Josephine Houston's thrilling rendition of "Stardust," Wednesday afternoon over CBS was certainly the musical highlight of the day. . . . at least it struck this reporter so. . . . Isn't there a big deal on involving stations owned mostly by one certain interest. . . . both in New York and nearby points. . . . breaks any day now mebbe. . . . Ever get a load of one Carleton Fredericks on the Blue 11:45 a.m.? . . . keep your eye on him and the ears open. . . . he's got the potentialities of a four-ton blockbuster. . . . imagine a guy with some 35,000 cash customers as only a cross section of his audience. . . . fan mah brow!



—Remember Pearl Harbor—

CHICAGO

By BILL IRVIN

THE National Barn Dance gang will stage a hail and farewell party on their broadcast Saturday night (Nov. 13) from the Eighth Street Theater. With this broadcast the listeners will say goodbye to Chicago for five weeks and head for Hollywood and "pitcher makin'." Guest of honor will be the note packin' pal of the current hit, "Pistol Packin' Mama," Al Dexter.

Quiz Kids Claude Brenner, 15, and Pat Conlon, 6, will appear in person as guest experts at the opening session of the School Broadcast Conference at 6 o'clock Sunday evening, Nov. 14, at the Morrison Hotel. No registration tickets will be required for the session, to which teachers are invited. During the session the regular broadcast will be heard from Hollywood, and Chairman Jack Lawrence Fly of the Federal Communications Commission, will speak from Washington, D. C. After the broadcast Claude Brenner and Pat Conlon will turn "question-master" and quiz the network education radio experts regarding "The Listener's Stake in Radio," general topic of the discussion.

WWZR are the new call letters of Zenith Radio Corporation's FM station. It was formerly W51C.

NBC Executives Confer With Gen. Eisenhower

(Continued from Page 1)

The NBC executives went immediately to General Dwight D. Eisenhower's house overlooking the city. The following day they were luncheon guests of Commander Harry C. Butler, aide to General Eisenhower.

On Monday morning, Trammell at the NBC headquarters and met members of his staff. They watched correspondents receive the daily communication from Col. J. V. McCormack, in visiting Air Force headquarters' radio studio. In the evening, they attend a cocktail party of General McClure, chief of information and censorship and then went on to have dinner with the NBC staff and confer on the network's plans for the Mediterranean war zone.

The travelers lunched with Lt. Gen. Hughes, chief of supply, and Gen. Carl Gray, chief of railways in the sector, on Tuesday. That night, accompanied by the NBC staff, they were received as guests of the Associated Press.

Their schedule calls for a visit to an advance airbase as guests of Lt. Gen. Spaatz, a trip to Naples, to the Fifth Army front, and a meeting with Generals Montgomery and Alexander of the British Eighth Army, Major Jeffery Keating of the British Forces will accompany them on the Italian tour. Trammell and Royal are expected to return to Algiers on Monday, with a possible stop in Sicily en route.







# Fly Emphasizes "The Public Interest" In Replying To Paley At ICC Hearing

(Continued from Page 1)

the matter of Commission influence on programming, with Fly indignantly rejecting the suggestion made Tuesday by CBS head William S. Paley that the FCC exerted undue influence by the "raised eyebrow" method. Paley wants radio networks, he said to be "legalized outlaws."

Another session will be held today, with Herbert C. Bingham, radio lawyer, appearing for the FCC bar association.

## Program Content Aired

The matter of program content arose as Fly accused Paley of trying to use the cry of censorship as a smokescreen behind which he hoped to get Congress to "grant back to the networks" control of United States radio. The new network rules, said Fly, do not in any way, directly or indirectly, influence program content; their sole purpose, he said, is to grant more freedom to broadcasters and thus increase competition. The question of censorship, he said, was "dragged in by the tail" in order to get Congress to return control over radio to "two New York men."

To the inference which he drew from Paley's testimony that Paley was trying to convince the Senators that killing the net rules would restore free competition among the nation's 900 radio stations, Fly remarked, "free competition, my foot."

## WCOP Case Discussed

Questioned here as to the reason for the Commission's having ordered hearing on the renewal application of WCOP, Boston, by Illinois Republican Wayland R. Brooks, Fly declared that whenever a station operates strictly to promote the ideas and philosophy of its ownership, to the exclusion of conflicting ideas and philosophies, then he is abridging free speech. Such operation is not in the public interest, he said, and the FCC is bound to put the station off the air. Personally, Fly said, he would support such a move. It is not in the public interest, he said, to grant publicly-owned frequencies for the exclusive promulgation of a personal political, economical or ideological line.

Senator Burton K. Wheeler, committee chairman, then asked on what basis the Commission would decide between three applicants for a station license, all matters of financial responsibility and reputation being equal. The reply was that in such a case "the general form of programs which the applicant might undertake" would be considered.

## "Legalized Outlaws"

What Paley really wants for radio, said Fly, is that operators of networks and stations should be "legalized outlaws," subject to no regulation, and if they are to be regulated, he continued, Paley doesn't want them regulated by the Commission, because the Commission lives with radio and knows too much. He said Paley would prefer to

have the regulation handled by people who don't know the business.

Regulation must be by the Commission, Fly continued, even if Congress decides it doesn't like the present Commission. The important thing is that the system not be broken down. The networks, said Fly, want one thing—control of every hour of the day on every station. "That's what this is all about."

## Calls Motive "Monopoly"

The motive underlying the networks' desire for monopolistic control, said Fly in response to questioning from Senator James Tunnell, Delaware Democrat, is primarily economic. The networks achieved control of the young radio industry, he said, and want to retain it. Similar situations have occurred in most other industries in their early stages, he added, with pioneers in industry development reaching out to extend and consolidate their control. "These people in 20 years controlled every hour of time on every affiliated station," said Fly.

He then spoke of the "dropping off" of public service programs, referring to the shifting of the Chicago Round Table and reports that the Town Hall is for sale. Unfortunately, said Fly, the more prosperity a network has, the less time it has available for public service programs. These, if not dropped, are shifted to less desirable hours. Many broadcasters, in order to increase their income, he said, will "chuck public service in order to put on an oral leg-show or what have you."

The time is coming, he declared, when Congress may be forced to act on the matter of public service over the air.

Here Senator Wheeler repeated to Fly his earlier testimony that advertisers sometimes "own a slice" of commentators, confronting the FCC head with Paley's denial that that was true at least in the case of CBS.

## Discusses "Raised Eyebrows"

Paley was not "very frank" there, Fly said, and suggested that he be asked what steps were taken to replace Cecil Brown on CBS. When Wheeler asked Fly for the answer, he said he could not give it with authority, but "there is every evidence" that the man was chosen by an advertiser. He offered to cite examples in executive session of instances where advertisers owned portions of commentators, pointing out that many contracted to one network have been able to appear on other networks.

Turning to Paley's charges of censorship by "raised eyebrows," Fly read what he called suggested wording for any law the Congress might wish to adopt forbidding censorship by the FCC. When Senator White said he had missed it, Fly replied that he meant for the Senator to miss it. He had been quoting from Section 8 of the Communications Act. The

provision is already in there, he said, and if we've been violating that then we should be pulled over the barrel now.

## Against Soap Operas

Both the Senators on the Committee and Commission members have told the world how they feel about soap operas, Fly said. There's never been any secret about his feeling that they are "one of the cheapest and worst forms of public service that could be put on." Regardless of his views, however, they "monopolize" the airtunes on the two major networks from ten to six every day. "Why you couldn't get them out of there with a crow bar much less with a raised eyebrow," declared Fly.

He then discussed the various "money giveaway" programs, both one and Senator Wheeler scoring them sharply. The FCC has announced its views on these programs publicity, and has announced that it has forwarded several cases to the Department of Justice. "Today, more of those damned things are on the air than at that time," said Fly, scornfully repeating, "raised eyebrows."

## Queried By Senator Hawkes

Both Fly and Wheeler called upon radio to try to raise the standards of public entertainment, rather than to blindly "follow the line" of least resistance and appear only to the type of appetite which it has helped to build up. Paley does radio a disservice, he said, when he says radio desires no higher standard than what will "sell soap."

Senator Albert W. Hawkes, New Jersey Republican, asked how the general standard of programs can be raised, and who would be the arbiter of standards. Fly replied that those in positions of public responsibility, "including you, sir," must speak out in favor of higher quality. Hawkes, interposed, "I do."

If the FCC has had that responsibility, then it has been derelict, said Fly. His feeling is that the ultimate judge is the broadcaster, and if he fails to better the quality, then perhaps Congress must do it. He called also for activity on the part of organized groups of the public to pressure the industry into raising its standards of program service. Program quality, he said, is not something which the FCC can regulate, but neither should we "have our tongues tied."

## Wants Shows "Notched Up"

Still talking of soap opera, Wheeler remarked that "some of it is vile and some of it is rotten," and stated that much of it was not fit to go into the home.

Calling upon the industry to "gradually notch up the quality of programs—it could take its entire audience with it—" Fly stated that apart from his specific criticisms he thinks the networks are rendering a valuable service, and that American radio is the best system of radio in the world. The networks, he said, are

# Reilly, Garey Counsel Quits Probe Committee

(Continued from Page 1)

counsel, has resigned from effective Nov. 1. Reilly has turned to private law practice. As yet other resignations have been announced.

Nothing has been done toward easing out of Eugene L. Garey, far, although committee members would not be surprised if his resignation with the committee much longer. Member told RADIO DAILY yesterday that Garey has lots to live and that he was not certain that the value of the committee would suffer if Garey remains at his post.

The impression he created by the decision is pretty much up to Garey at this point, with the application members of the committee well satisfied with him, the committee unhappy about the prospect of Garey's remaining in office and man Lea still undecided.

A session or two will be held in New York next week, with the aid of Shortwave Research, Inc., pending. They have already testified their testimony was not accepted by the Committee because it was in conflict with no committee member's

## Morgan Joins WHN

Henry Morgan has been added to the emcee staff of "Gloom Diner" over WHN, New York, it was announced by Herbert L. Pette, station director. Morgan has completed his Army Air Corps training and is now in the reserve awaiting discharge. Until that time, he will emcee from noon to 12:45 p.m. spot six days a week besides conducting his regular WOR show, "Here's Morgan"

doing "tremendous service" in war work, war coverage, etc., and shows heard between noon and 1 p.m. on Sunday are in themselves sufficient to justify the American public's interest in broadcasting.

As the session opened, Wheeler made an exception to a remark in a previous publication that he had helped "over the hump" on several occasions last week, and to the implication he had put questions to Fly which Fly was perhaps familiar with before they were asked. He asked if he had any prior knowledge of these questions, and the reply was in the negative.

## Suggests Enlarged Probe

Wheeler mentioned also the possibility that the Committee might get into the entire field of post-war of the radio spectrum, calling on FCC and trade authorities to take action.

Fly suggested that the Commission consider setting penalties less than revocation of license for offenses against the regulations, a suggestion already made several times by Senator Hawkes. He suggested also that the FCC be given authority to disprove the transfer of "less than majority shares" of stock in license corporations, declaring that such transfers were frequently influenced upon management and policy.





## The Moon is Down...

**T**HERE are dark nights in Norway. Nights when Nazi sentries feel uneasy at their posts.

It is not what they hear that disturbs them. It is what they do *not* hear. The deep silence behind a bush. The stealthy quiet around the corner of a house. The terrible hush in the blackness all around them.

For the Norwegians lost their country without ever surrendering themselves. They wait now in the night to strike back at their oppressors.

If they ever *had* really given in, there would be no need of the thousands of Nazi troops now in Norway. They could have been

sent to the Russian front. Or Tunisia. *But they couldn't be spared.*

They can't be spared in Holland either. Or Poland or France or Yugoslavia or Belgium. **In China**, tens of thousands of Jap troops must also remain. And Axis troops will have to remain in countless countries so long as the "conquered" people have the stamina to resist.

You can help support *this army already in Europe*—by your contribution to the National War Fund, which you make through our community's own war fund.

For this year, the agencies that can do this job have banded together to make the collec-

tion and distribution of funds simpler, cheaper and more effective. Their job is threefold. To keep our fighting allies in the fight. To provide friendly help for our men in the armed services. And to relieve distress where it is found here on the home front.

Because all these agencies are now banded together, you are being asked to contribute only *once* for *all* of them. Because you are being asked to give only *once*, you are also being asked to give *generously*. Add up all you would have given to each of these agencies throughout the year, and then *double the total!* It is one of the most important contributions you can make to victory!

Give *ONCE*  
for *ALL* these

USO  
United Seamen's Service  
War Prisoners Aid  
Belgian War Relief Society  
British War Relief Society  
French Relief Fund  
Friends of Luxembourg  
Greek War Relief Association  
Norwegian Relief  
Polish War Relief  
Queen Wilhelmina Fund  
Russian War Relief  
United China Relief  
United Czechoslovak Relief  
United Yugoslav Relief Fund  
Refugee Relief Trustees  
United States Committee for the  
Care of European Children

### NATIONAL WAR FUND



(This Space Donated By)  
RADIO DAILY



# ★ ★ ★ COAST-TO-COAST ★ ★

## — FLORIDA —

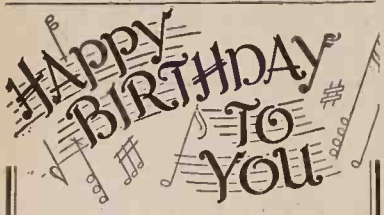
**WEST PALM BEACH**—Lee Taylor, formerly of WBAL, Baltimore, has become a member of the WJNO announcing staff, taking over the morning show which is now titled "Tailored by Taylor"... Hal Barkas has come from WKAT, Miami, to do mike chores at WJNO... Burdine's, local department store, has signed with WJNO for five 15-minute programs weekly with Enid Bur giving facts and fashions for women Monday through Friday at 10 a.m.... Dixie Court Hotel Coffee Shop is sponsoring the 5 p.m. five-minute newscast on WJNO five days a week... Newberry's Pharmacy has renewed WJNO's "Today's Calendar" for the fourth consecutive year... Annual spot renewals on WJNO include: Watkins Paint & Glass Store; Chambourd, Harry's News; Nancy Marie Tearoom, and Don's House of Music.

## — UTAH —

**SALT LAKE CITY**—Dorothy Wagstaff, new to radio, has joined the continuity staff of KDYL, replacing Mary Lou Weaver who is now writing for the Gillham Advertising Agency. Dorothy is no relation to W. E. Wagstaff, station's commercial manager.

## — PENNSYLVANIA —

**YORK**—WSBA has inaugurated a "Sing for Victory" program which will be promoted to include all civic and choral groups in the vicinity. New show, under the direction of Louis Vyner, executive director of WSBA and director of the York Symphony Orchestra, will include local groups in live programs as the series develops. At present, choral offerings of World War I and II are being aired on the show via records and ETs.



### November 12

Henry Jerome Pat Petterson  
Marusia Sava Larry White  
J. P. Wright

### November 13

Harold Fair Conrad Thibault

### November 14

Lawrence Alexander Jerry Alpern  
Martin Alexander Hazel Bower  
Shorty Carson Morton Downey  
Wanda Ellis Budd Hulick  
Dick Nesbitt Jack Oakie  
Dick Powell Martha Tilton

## ★ WORDS AND MUSIC ★

By PEGGY BYRNE

**A** TREND we've been watching for some time now is the rapid development of rapport between stations and listeners. It's not a new development, but its pace has been accelerated.... Radio has long been taken for granted as a part of American living, but mainly as a passive part. In the past it functioned chiefly as a medium of entertainment—fed at one end and received at the other, with little personal contact involved. More recently it has become an active factor in the lives of the American people.



The trend goes back to the advent of audience participation shows and "man-on-the-street" broadcasts. Broadcasters found that John Public was quite capable of taking part in a program and was delighted to hear his conferees on the air. They also discovered that studio audience response added to the distant listener's enjoyment, and that spontaneity and informality over the ether corresponded to the home atmosphere and were welcomed by the listener.... Result: audience participation programs, "clambakes," intimate varieties, etc., grew in number until now they occupy a good portion of many an outlet's schedule; local stations, formerly regarded as sanctums penetrated only by a chosen few, are now considered reliable centers of information, to be called at any time, and gathering places for entertainment and fun. In other words, the people have claimed radio as their own and are accepting it as an active part of their life.... The war has accelerated this trend through the sale of bonds and stamps. Stations have not limited themselves to the airwaves, but have taken part in civic events, contributing talent to rallies, etc., thus forming closer ties with the people. The Third War Loan, in particular, established a new degree of rapport with its emphasis on the direct, and highly successful, sale of bonds by stations.



Victory gardeners may have been bothered by Japanese beetles, but their troubles pale before those of transmitter engineers—and we wonder if subtle saboteurs are doing the mischief, or perhaps desperate publicity men. It's a mystery, and we're thinking of inserting a clause in a proposed legislative bill in order to gain protection for vulnerable transmitters. In the last couple of months at least ten different stories have landed on the Coast-to-Coast desk describing the invasion of transmitters by ants, spiders, mice and other creatures, either singly or in hordes. Could it be a subversive plot?.... **CONGRATULATIONS:** to Don Mack of WAYS, Charlotte, N. C., who is back from the Army and once again promoting the station; to Bunty Fabian Keyser, new publicity chief at KFRC in Frisco; to Julius Glass, promotion director of WGV, Charleston, W. Va., on his recent appointment to the Board of Governors of the local Press Club; and to Walter H. Garvin, new manager of KLB, La Grande, Ore.... **MISSING PERSONS BUREAU:** Long time no hear from—Roy L. Alberison, WBNY, and Lillian Kirk, WKBW-WGR, Buffalo; Bill Allen, WBRW, Welch, W. Va.; Betty Kay, KGNO, Dodge City, Kans.; C. Arthur Fifer, WTAD, Quincy, Ill.; L. E. Squier, WDEC, Waterbury, Vt.; J. Ted Branson, KFEQ, St. Joseph, Mo.; Fred Bieber, WHT, and Mill Berkowitz, WNBC, Hartford, Conn.; also Jack Williams, Jr., WAYX, Waycross, Ga.



— Be A Rational National —

## — TEXAS —

**DALLAS**—Two new persons have been added to the vocal roster of WFAA-KGKO. Harry Blocker has replaced Harry Jensen in the "Harmonizers Quartet," leaving the outlets to assume the position of voice instructor at Texas College for Women.... George Knew baritone member of the "Scherzinger Quartet" and "Shelby Chorus," is also taking Harold Brown as assistant librarian for WFAA-KGKO. Brown is now devoting time to his vocal duties on radio programs.... Methodist Church Home of Waco is sponsoring a series of Sunday a.m. Texas Quality work shows portraying the activities of the Home. Produced by J. Maddox and scripted by Jil McNeil, program originates at WFAA.

## — TENNESSEE —

**CHATTANOOGA**—John C. Davis, Knoxville has joined the announcing staff of WDOD. Davis was formerly a publicist for WBIG, Greensboro, N.C., prior to entering the Army, through which he recently received an honor discharge after serving ten months in the Signal Corps.... Ernie M. Feagans returned to WDOD after a sojourn in New York City where he was studying for a master's degree in radio with CBS. Feagans has been associated with WDOD as engineer and announcer for the past six years.

## — COLORADO —

**DENVER**—Kay Church has been named secretary to Les Wagoner, music director of KLZ.... Ina Fawcemberger has been added to the KLZ staff as page girl.... On all Sunday morning broadcasts over the air from Pando, Colorado, the Camanche Ski-Troopers are presenting in a new form a history of the camp and its present activities. Dramatizations prepared and produced by the Troopers themselves under the direction of Captain H. J. Alford, Public Relations Officer.

## WNYC Plans New Series Of Educational Programs

Two new educational series have been scheduled on WNYC, New York City. The first, "New Educational Programs," conducted in cooperation with The City College of New York and Queens College, will feature noted speakers discussing vital current time topics.

Already under way is "Victory Gigs At Home," Queens College program, aired Tuesdays at 8 p.m. Title will be changed to "The Army Goes to College" in December, at which time soldiers, ASTP members, will be seen behind the scenes glimpses of army specialized training projects.

Starting November 15th, WNYC launches "The Organization of Post-war Problems." Series will be broadcast five days from 8 to 8:15 for six weeks.



# W-W Bill May Be Altered

## Radio Ruled Out In Bankhead Bill

Washington Bureau, RADIO DAILY  
 Washington—The Bankhead bill, which would authorize the U. S. Treasury to buy newspaper space to sell war bonds, was favorably reported in the Senate Friday, then held until today after the introduction of an amendment by Senator H. Ball, Minnesota Republican member of the Banking and Currency committee, which reported

Ball, from any benefits of which radio would be ruled out, provides a sum of \$10,000,000.  
 (Continued on Page 3)

## Unions Continue Merger Negotiations

Washington Bureau, RADIO DAILY  
 Washington—The exploratory talks in the last week between the unions for the purpose of eventual amalgamation into one big organization was held to be in a satisfactory progressive stage, according to officials of the unions involved. In these talks it was pointed out that final agreement must come from the re-national boards of the unions.  
 (Continued on Page 3)

## Institute Grads Get Station Positions

Washington Bureau, RADIO DAILY  
 Washington—Almost 50 per cent of the graduates of the Radio Institute of America are available for employment upon completion of the second semester. NBC-Northwestern University Summer Radio Institute has been established by the industry to ease the shortage in radio, it was reported by Judith Waller, co-director.  
 (Continued on Page 2)

## Shuttle

Washington Bureau, RADIO DAILY  
 Washington—NBC shows were cocktail-party last night. Tom Fizdale poured at the Ambassador Hotel. John Charles Thomas and N. S. Paley held forth at "21" for "The Night of the Ladder Folles." And—very important—Marge Kerr, of the Fixation agency, served the working men and other eager guests with a business shuttle service between the two scenes of action.

## FM-TELE SURVEY REVEALING

A survey conducted the past week by Radio Daily, and shortly to be published, reveals that television and FM hold great commercial post-war possibilities with tele heralded as best bet for long range planning.

Consensus of opinion indicated that the post-war era would be followed by immediate increase in sponsored FM broadcasts and that television would come out on top as a revolutionary development.

Radio Daily's poll included representative sampling of ad agency officials, radio executives, music interests, radio-set retailers and the public. Some views expressed the belief that there wasn't too great a difference between FM and standard AM reception to upset prevailing listening habits.

## Flamm Intervenor Filed In WMCA Sale

Donald Flamm, former owner of WMCA, New York, has formally filed an intervenor with the FCC relative to the sale of the station by Edward J. Noble to Cosmopolitan Broadcasting Corp. headed by Nathan Straus and the Davega chain-store interests. Filed through attorneys Handelman & Ives of New York, Flamm based his desire for a hearing on the general public interest.  
 (Continued on Page 3)

## Reorganize CBS Web's Building Departments

Reorganization of Columbia's construction and building-operations department has been announced by G. S. McAllister, director of the department. Four operating divisions have been set up—construction, building, maintenance and general services.  
 (Continued on Page 4)

## Patman On Lewis Time To Answer 'Attack'

Following the heated controversy between Rep. Wright Patman of Texas and Fulton Lewis, Jr. Mutual commentator wherein Patman claimed a personal attack on him in one of the Lewis broadcasts, the Texas Democrat has been given a full 15 minutes on Mutual tonight (7 p.m. EWT), taking up all of the commentator's time should he so desire. In offering a hearing on the controversy.  
 (Continued on Page 6)

## ET Business Booming With Ziv Organization

Indicative of the upturn in the transcription field following settlement of AFM-ET matter by some firms is the announcement of Frederick W. Ziv, president of Radio Productions, that his company is launching the transcription field.  
 (Continued on Page 2)

## Sponsors Believed Okaying Changes By Senate ICC

Washington Bureau, RADIO DAILY  
 Washington—Strong indication that the proposed White-Wheeler bill to re-organize the FCC and revamp its administrative procedures, will get thorough revision at the instigation of Senate Interstate Commerce Committee Chairman Burton K. Wheeler was gained from questions and comments during past week's ICC hearings.

It begins to appear very likely that Senator Wheeler, Montana Democrat, will have the bill amended.  
 (Continued on Page 5)

## New BIR Bonus Rules Affect Time Salesmen

Washington Bureau, RADIO DAILY  
 Washington—Radio time salesmen are among those who will be affected by the rules issued yesterday by the Bureau of Internal Revenue, which clarified and made more comprehensive the regulations guiding employers in determining what bonus payments may be made to employees without formal application for approval under salary stabilization program.

The general effect of Sunday's statement is to enable employers to make bonus payments to employees.  
 (Continued on Page 7)

## Henley New Blue Analyst; Two Added To Production

Washington Bureau, RADIO DAILY  
 Washington—Three new appointments have been announced by the Blue Network. Raymond Z. Henley, Washington correspondent for the Pittsburgh Courier, has been named as the new analyst.  
 (Continued on Page 2)

## ★ THE WEEK IN RADIO ★

... Paley Makes Web Plea  
 By PEGGY BYRNE

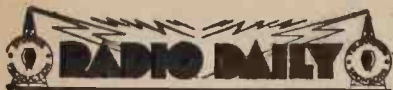
TALK at the White-Wheeler hearing last week revolved chiefly around program policies and the FCC's possible control of them. Commission chairman James L. Fly and CBS president William S. Paley were the witnesses. Early in the week the question of newspaper-controlled stations was discussed and Fly indicated that Congress should make a definite ruling on this matter. Paley strongly urged that Congress curb the power of the FCC, with particular refer-

ence to the network regulations. He maintained that station business practices are inseparable from station program policies, and control over one, therefore, necessarily means control over the other. The FCC, he claimed, in having control over business operations has the power to dominate programming. He asked that the power of regulating radio be taken away from the Commission and given to Congress... Fly refuted Paley's testimony.  
 (Continued on Page 3)

**Hoax**

Novel method of playing hookey from school was introduced last week by a girl who phoned WSJS, Winston-Salem, N. C., and posed as secretary to the school superintendent. Caller told station announcers that there would be no school the following day. Outlet broadcast the fact (?) on two station breaks, later corrected it repeatedly. Youngster remained unidentified.





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FRANK BURKE : : : : : Editor

MARVIN KIRSCH : : : Business Manager

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# FINANCIAL

(November 12)

## NEW YORK STOCK EXCHANGE

	High	Low	Close	Net Chg.
Am. Tel. & Tel.	154 3/4	154	154	+ 1/4
CBS A	24 3/4	24	24 1/2	+ 1/4
CBS B	24	24	24	- 1/2
Crosley Corp.	17	16 1/2	16 1/2	.....
Farnsworth T. & R.	9 7/8	9 3/4	9 7/8	.....
Gen. Electric	35 1/2	34 7/8	35 1/4	- 1/8
Philco	20 3/4	20 1/8	20 3/4	+ 1/8
RCA Common	9 1/8	8 3/4	8 7/8	- 1/4
RCA First Pfd.	68 1/2	68 1/2	68 1/2	.....
Stewart-Warner	10 5/8	10 1/2	10 1/2	- 1/4
Westinghouse	90	89	89 3/4	- 1/8
Zenith Radio	31 1/4	30 1/2	31 1/4	- 3/4

## NEW YORK CURB EXCHANGE

Hazeltine Corp.	26 1/4	25 1/2	25 1/2
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## OVER THE COUNTER

	Bid	Asked
WCAO (Baltimore)	20	23
WJR (Detroit)	29	

## "Battle of Songbirds" On WMCA

A new record program titled, "Battle of the Songbirds," featuring artists who must rate a total of 5,000 votes to stay in the contest was launched on WMCA last Sunday from 5 to 5:30 p.m.

# 20 YEARS AGO TODAY

(November 15, 1923)

The Grand Guignol Players, Paris dramatic group, aired the thriller "A Night in a Den" at station CKAC, Montreal. Dorothy Gish broadcast a farewell to her fans in America before leaving for Italy to start work on a new picture. Paul Whiteman's song, "Wonderful One," was written for a radio birthday party he gave in N. Y. for his mother in far-away Denver.

## WANTED

EXPERIENCED ANNOUNCER with some writing experience Send transcription and details

W D R C ★ W D R C - F M Connecticut's Pioneer Broadcasters

## ET Business Booming With Ziv Organization

(Continued from Page 1)

heaviest production schedule in the history of their organization and that "the volume of transcription business has reached unprecedented heights."

Present schedule of the Ziv organizations calls for six series, three musicals and three dramatic shows produced on the regular weekly schedule of 20 quarter-hour transcriptions. The musical shows are:

**THE KORN KOBLERS**—a new series of quarter-hours featuring the music and comedy of **THE KORN KOBLERS** band with Alan Courtney as master of ceremonies. Production is now being resumed by Ziv firm since the lifting of the Petrillo ban.

**THE OLD CORRAL**—featuring Pappy Cheshire "high priest of the hillbillies," Sally Foster, and large cast of instrumentalists and vocalists. Show is currently running on approximately 30 stations on a three-per-week schedule.

**SONGS OF GOOD CHEER**—a series of 78 quarter-hours featuring the choir under the direction of Gerald Allaire Sears and the **SONGS OF GOOD CHEER** orchestra under the direction of Vladimir Silensky. Guest vocalists include Kay Lorraine, Willard Young, Henry Shope. Series is narrated by Larry Elliot.

Three dramatic shows are also in production. They are:

**MANHUNT**—78 quarter-hour mystery-adventure shows featuring the popular poller laboratory sleuth Drew Stevens. Format is unique in transcribed series since opening scene sets the crime before introduction and local commercial.

**EYE-WITNESS NEWS**—continuation of quarter-hour war dramatizations based on exclusive reports of Associated Press. 78 quarter-hours have been recorded to date. Each week best news story of the week is dramatized. 104 quarter-hours are scheduled.

**WAR CORRESPONDENT**—featuring John B. Kennedy. Jimmy Wallington and dramatic cast, show dramatizes front-line experiences of Associated Press war correspondents. 52 quarter-hours have been recorded. Production continues on two-per-week basis. 104 shows are now scheduled.

## Henley New Blue Analyst; Two Added To Production

(Continued from Page 1)

"Post-Gazette" and other papers, has been added to the Blue's commentator staff, taking over the 11:15 p.m., EWT, quarter-hour formerly held by Henry J. Taylor. George E. Reedy has taken over Taylor's spot on WJZ only.

Addison Amor and James Sheldon have been appointed to the production staff of the Blue by Raymond Knight, production manager, as producer and junior member, respectively. Amor joined the web in April 1942, as assistant night manager in production, and prior to that was associated with WLIB and WBYN, Brooklyn, as producer and announcer. Sheldon comes to the Blue from NBC where he was in charge of the night desk in the press department.

## Postpone FMBI Meeting In Chicago Until Dec. 8

Postponement of the FMBI meeting called for November 17th in Chicago until December 8, was announced by Walter J. Damm, president. It was decided to change the date of the meeting upon learning that FCC Chairman Fly had called a joint meeting of RTPB, IRAC and BWC on November 17th in Washington to discuss organization and matters of procedure on FM and television.

## Radio Institute Grads Get Station Positions

(Continued from Page 1)

tor of the Institute and public service director of the NBC Central Division. Of the 130 students who attended the Institute, 67 have made plans to return to former positions and 30 have been placed with 25 radio stations and the allied broadcasting and educational fields. "This is considered a high placement percentage," Miss Waller said. Plans already have been made for instruction in the broadcasting arts again next summer by NBC in cooperation with the three educational institutions—Northwestern, Stanford University and the University of California at Los Angeles.

During the winter, Miss Waller and Albert Crews, also of the NBC Central Division, will edit, revise and rewrite four textbooks on radio which will be published by Houghton Mifflin Company next summer. The books in planograph form, were available only to students this year.

The 25 stations now employing students of the NBC-Northwestern Institute are: W9XBK, Chicago television station; WTTM, Trenton, N. J.; WDAY, Fargo, N. D.; WTOL, Toledo, Ohio; WKBZ, Muskegon, Mich.; WHIS, Bluefield, W. Va.; KTRI, Sioux City, Iowa; WBIR, Knoxville, Tenn.; KTHS, Hot Springs, Ark.; WTRI, Troy, N. Y.; WBAP, Fort Worth, Tex.; KGHL, Billings, Mont.; WIS, Columbia, S. C.; KFBB, Great Falls, Mont.; WMBD, Peoria, Ill.; WSAY, Syracuse, N. Y.; WCNC, Elizabeth City, N. Y.; WIBA, Madison, Wis.; WGPC, Albany, Ga.; KXOK, St. Louis, Mo.; WGY, Schenectady, N. Y.; WJTN, Jamestown, N. Y.; WOC, Davenport, Iowa; WATN, Watertown, N. Y.

Other organizations which have added Institute graduates to their staffs include the Radio Council of the Chicago Public Schools; Rocky Mountain Radio Council, Denver, Colo., and the Civil Service Commission, Cincinnati, Ohio.

## 'Night Of Stars' Broadcast

The annual "Night of Stars" benefit at Madison Square Garden will be broadcast on WMCA in a special hour and a quarter airing from 10:45 p.m. to midnight tomorrow evening. Ted Lewis will act as master of ceremonies, introducing the greatest names in entertainment. Special feature to be heard is a quartet comprised of Benny Goodman, Lionel Hampton, Gene Krupa and Teddy Wilson.

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.

## COMING and GOING

**FRANK M. HEADLEY**, president of ad Reed Company, New York station representative last week for Cleveland. He was accompanied by John D. Allison of the New York office.

**KEN CHURCH**, general manager of WYX Cincinnati, is expected in town tomorrow for a few days on station business.

**BOB KING**, roving reporter of the E. W. work, leaves today for Columbus, Ohio, where he will cover Friday's broadcast of the "Light Bands" program. He will return Saturday.

**PARKS JOHNSON** and **WARREN** is at State College, Pa., originating point of night's "Vox Pop" show over CBS.

**TOM SLATER**, Mutual's director of features and sports, off to Indianapolis to speak on "Radio and the American Scene" before the Annual Conference of Station Managers and Adjutants.

**H. T. "TED" ENNS**, national sales manager of The Cowles Group, left for the Midwest on Friday. He had spent about two weeks in New York.

**ADOLPHE MENJOU**, recently returned from a tour of American bases overseas, is in Hollywood and will appear Wednesday on Educator's "Time to Smile" program.

**HAROLD PRIESTLEY** in town from Detroit. He conferred on Friday with New York representatives of the station.

**LAWRENCE WELK**, the "Champagne Maestro" heard on WGN, Chicago, is here for a four-week engagement at the Capitol White in New York. He will broadcast on Mutual and the Blue Network, and will have a number of records and transcriptions.

## G. E. Men Get Promoted

**E. H. Fritschel** has been promoted to Sales Manager of Transmuting Division and **H. J. Mandernach**, Sales Manager of Receiving Tubes in the Division of the General Electric Company's Electronics Department, according to an announcement by **W. Nevin**, Division Manager. Both men are located in Schenectady.

## Once in Awhile We're Second!

Only in one category of food, drugs and retail selling, does a rival station carry more time than W-I-T-H. It's a basic food product. Of course, it's from out-of-town. The local producers know that W-I-T-H is the station that's listened to in Baltimore.



## IN BALTIMORE

**TOM TINSLEY, President**  
REPRESENTED BY HEADLEY-REED



## Radio Ruled Out In Bankhead Bill

(Continued from Page 1)  
 to 30 million dollars for war advertising, half to go in newspapers published in communities of 100 people or less. Senator Ball's amendment would provide half the amount—\$12,500,000 to \$15,000,000—all to newspapers in towns of less than 10,000.

for John Bankhead, Ala., urged passage of his bill despite opposition from the Treasury and OWI. "Assuming that the voluntary contributions of sales promotion methods are sufficient to evoke a sustained demand for government securities on the part of all citizens seems contrary to facts," said Bankhead. He spoke lengthily on the provision in the bill that the funds be used for space in small-town papers, thus setting the stage for the Ball amendment. Debate on the bill will be held Monday with Ball's amendment contending to have an excellent chance of passage.

## Flamm Intervenor Fed Re Sale Of WMCA

(Continued from Page 1)  
 usual grounds plus the fact that the sale now of the station would be pending suit against Noble. Also that the sale of the station by Noble to Cosmopolitan would be against the public interest. Flamm's suit against Noble comes partly in Appellate Division of the Supreme Court and it is set forth that the proposed sale of WMCA is rough, it will make it difficult to go through and a new aspect of the case altogether. It is understood that should the FCC hearing regarding the WMCA sale, Flamm will appeal to the Circuit Court, which is the usual procedure in such instances.

## In New York Blue Office

Michael Roy has been transferred from the Chicago to the New York office of the Blue Network. Roy is replacing Gil Newcomb, recently inducted into the U. S.



It's he's a WFDF, Flint listener—don't look like Michigan to

# THE WEEK IN RADIO

... Paley Makes Web Plea

(Continued from Page 1)

timony, accusing him of dragging in the question of censorship in order to prove that the chain rules were destroying free competition. He pointed out that the purpose of the measure was to provide greater freedom for broadcasters—to release them from complete network domination. He illustrated how little influence the FCC has on program policies by citing instances where the Commission had expressed its opinion of types of programs which have since increased in number or are still going strong. Indicating that Congress itself may soon have to take a stand on program policies, Fly discussed the shifting and dropping of public service programs by networks in order to make room for the increasing volume of commercial shows.

AFM and the three disk companies completed their arguments before the WLB panel last Tuesday, and hearings were adjourned until this Wednesday, allowing the panel to review the evidence and both sides to prepare summations... While the hearings were going on, David Sarnoff, president of RCA, and William S. Paley, CBS president, met with AFM chief James C. Petrillo in an effort to come to an agreement in behalf of RCA-Victor and Columbia Recording Corp., two of the petitioners... FCC denied the CIO's petition for an informal hearing regarding the refusal of WHKC, Columbus, O., to air a series prepared by the United Automobile Workers... Joint meeting of the New York Advertising Club and the American Television Society last week brought together officially for the first time advertising agency men, television manufacturers, broadcasters and motion picture representatives. Post-war television was discussed at length, and agencies were urged to make plans for the future... Don Elias, executive director of WWNC, Asheville, N. C., and chairman of the NAB legislative committee, told the New York Council of the AAAA last week that free radio is being jeopardized and that Congress is its last hope. Among the problems facing the industry today, Elias named the network rules and James C. Petrillo, as well as grade

## WHN Invites Curran

Thomas J. Curran, Secretary of State, and Chairman of the New York Republican County Committee, declared in a statement that since he has received no answer to his letter to Morris Novik, director of WNYC, he is accepting the offer of WHN affording him time "as a public service." Curran will broadcast his answer to LaGuardia tonight from 10:30 to 10:45 p.m.

## Army Asks Shortwave Football

Shortwave broadcast of the Texas University-Texas A. & M. football fracas on Thanksgiving Day has been requested by the Army Service Forces for sports-minded doughboys overseas, it is reported by Mutual.

labeling, music copyrights, radio advertising taxes, newspaper ownership, and the "opinionated news" question.

Select Committee to Investigate the FCC, headed by Rep. Clarence Lea, last week voted to ask Congress for an additional \$75,000 to carry on its work... Resignation of Hugh Reilly, assistant counsel for the Lea committee, was revealed last week. Reilly left the staff as of November 1... Full organization of the Radio Technical Planning Board was announced last week. It includes 13 technical panels, with L. C. F. Horle, manager of the RMA Data Bureau, acting as coordinator of the panel organization and work. First meeting of the group will be held this Wednesday.

## Talent Units Continue Merger Negotiations

(Continued from Page 1)

and present discussions are disposing of problems, thus lessening the items as they go along. It was stressed that it will be some time before any definite conclusions are reached.

Four or five representatives and active members of each union have attended so far at the meetings and the next one is scheduled for this Thursday. While the two most prominent of the unions are usually mentioned, in addition to these two—Actors Equity Association and American Federation of Radio Artists—much concerned is Chorus Equity Assn. and the American Guild of Musical Artists.

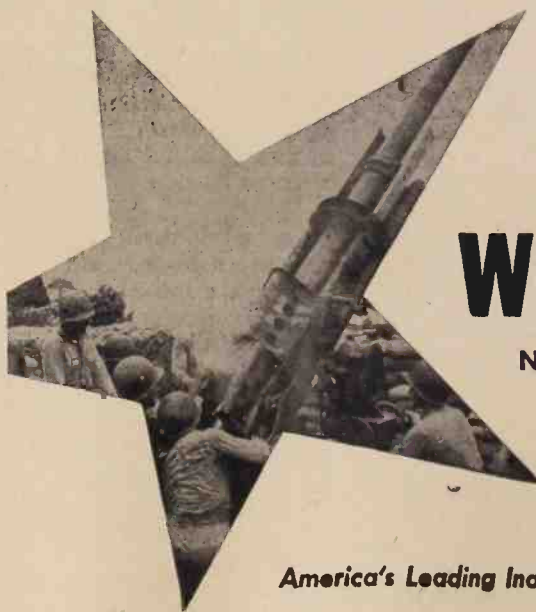
Thursday's meeting will be held from 11 a.m. on.

# TODAY'S HISTORY IS TONIGHT'S DRAMA!

For more than ten years now, WMCA's poignant daily news drama, FIVE STAR FINAL, has presented a stirring picture of world events to New York's anxious millions.

Apart from the pot-pourri of metropolitan radio shows, here is one of the most looked-forward-to, talked-about institutions in this great market. Because night after night, a hard-working group of radio folks unfolds the day's history in fifteen minutes of skilfully written, superbly produced dramatization of last-minute news. *The oldest daily show of its kind in radio!*

More important to you, though, it's an institution advertising-wise. Why not let us tell you about those advertisers who have successfully used FIVE STAR FINAL throughout the past decade. The program is available right now three nights a week and you'll certainly want to know its story. Just ask us or Weed & Company for the lowdown.



**wmca**  
 NEW YORK

America's Leading Independent Station



LOS ANGELES

By RALPH WILK

RAYMOND ROE, of the "Mayor Of The Town" cast and also a screen player before joining the U. S. Navy, is spending a short leave in Hollywood. He is stationed at Butte, Montana.

Deane Dickason, whose "Where Of The News," is heard Tuesdays over the Columbia Pacific network, has returned to San Francisco after a two weeks lecture tour in Southern California. His program originates at KQW, San Francisco outlet of the Columbia Broadcasting System.

Edward Jorgenson, Blue Network commentator, began a new sponsored series of news commentaries over KECA. He is heard from 2:45 to 3:00 p.m. Monday through Friday. Program is sponsored by Fitzsimmons and Thrift Mart.

Haven MacQuarrie is using a "tollatorial" on his weekly broadcasts of "Noah Webster Says." These "tollatorial" boost work of various government agencies, and on his last broadcast, MacQuarrie used, "Help to prevent a White Cross by remembering the Red Cross."

Our Passing Show: M. W. Shackelford, Russell Lockwood, David R. Fenwick, Harry Maizlish, Neil Reagan, "Pee Wee" Hunt, Burt Fiske, Teddy Lynch, Lou Berman, Charles Lick, Leon Leonardi, Bill Ray, Whitney Downs at KFVB party launching the "Dance Tonight" program and honoring officials of the Los Angeles Brewing Company, the sponsors, and Lockwood - Shackelford Company, agency.

Reorganize CBS Building Departments

(Continued from Page 1)

service, theater, internal security, it was announced.

Heading construction operations is C. R. Jacobs, assistant director of the department, who is now on the West Coast supervising installation of the new shortwave transmitter being erected in the Los Angeles area by the OWI and CBS. In his absence Roland Young is acting divisional chief.

Manager of building-service operations is John R. Carey. The third division, theater operations, is headed by James Stevens, who comes from a technical post with the HOLC to supervise Columbia's five radio playhouses. Internal security is managed by Walter Weiler supervisor of finger printing, emergency protection and guard service for the network.

MAIN STREET

WITH

Ol' Scoops Daily

Memos of an Innocent Bystander. . . !

● ● ● Radio Execs get a break. . . . many a good idea, born over a cocktail, died in the taxi ride back to the studios. . . . but with the opening, today, of the Cocktail Grill at the Rainbow Room atop the RCA Bldg., new ideas can be tried forthwith for it is no more than five minutes from there to any NBC or Blue Network studio. . . . Ted Collins never allows his Kate CBSmith Variety hour to become typed, varying the entertainment to fit the times. . . . recalling the tremendous popularity of Orchestra Leader-instrumentalists, Ted caters to the younger element, booking Woody Herman (last Friday) and Count Basie this week. . . . for the general public, the program has the corny (if you will) but sure-fire comedy of the "It Pays to Be Ignorant" quartette. . . . for drama, a stage or screen star and for songs, the Songbird herself. . . . Hit Parader Bea Wain has some shekels invested in the Mark Warnow production, "What's Up" . . . . Lester Lewis of the Ed Wolf Office, reports to Camp Upton Nov. 29. . . . Guy Kibbee, the movie star, will guest tomorrow nite on the CBSalute, "Report To The Nation" . . . . Some time ago, we predicted big things for NBCrooner, Tommy Taylor. . . . he is now featured vocalist on the "March of Time," singing Hit Show-tunes. . . .

★ ★ ★

● ● ● Last Summer, while vacationing at West End, N. J., Meyer Horowitz, squire of the Village Barn, heard an orchestra oatoneered by handsome Eddie Ashman and was so impressed, he hired the band then and there. . . . Milton Berle calls it the "best little band" on the air. . . . and we feel inclined to agree with him. . . . Donald Shaw, who becomes Commercial Sales Manager of the Blue Network today, will be gifted with a gold watch this afternoon, by his former co-workers at the office of Co-ordinator of Inter-American Affairs. . . . Bill Williams, medically-discharged from the Army this week, joins the announcing staff at WAAT. . . . Whenever Lieut. Commander Jack Dempsey meets Jackie Farrell, former Sportswriter of the News and now Press Agent for the N. Y. Yankees, he kisses Farrell on the forehead. . . . Jackie is one of the most popular of the Sports fraternity. . . . Jerry Wayne MBStarts tomorrow, as singing-emcee of a regular weekly Servicemen's program to be heard at 4:30-5 p.m. . . . orchestra will be under the direction of Lt. Emory Deutsch. . . . Dinah Shore will guest Sunday on CBS' "We, The People" thriller. . . . a soldier who heard Dinah's short waved programs on a far-flung battle front, will personally thank the thrush for his buddies. . . . We spent a nostalgic 20 minutes at the Rainbow Grill with Leonard Keller, youthful composer-musician-playwright-maestro-war worker, who created the forthcoming CIO extravaganza "Marching With Johnny" . . . . we used to thrill to his orchestra when it used to "remote" from the Bismarck Hotel in Chicago. . . .

★ ★ ★

● ● ● W. Colton Leigh, Concert and Lecture mgt. people have established a Radio Dep't. with Jack Adams who guided one of the pioneers of commercial radio, the Atwater Kent Radio show, in charge. . . . we hear three agencies are dickering for this outfit's first package show, "The House on Q Street," currently heard over the Blue Net. . . . The OWI has selected announcer Allyn Edwards for the 7,000 recorded programs sent overseas. . . . they feel his is the "typical" American warm, friendly voice. . . . The CBSshow, "Fun With Dunn," is written by a pair of flacks (praise agents to youse). . . . Ed Reynolds of the Earle Ferris office and Norman Paul, a CBSpace grabber. . . . We liked the gentle way Eddie Cantor handled the "juvenile delinquency" propaganda bit last Wednesday. . . . we know that direct appeals to American youths' patriotism and sense of fair play by their Radio and Screen heroes, will do much to lessen juvenile tendencies toward wild escapades.

—Remember Pearl Harbor—

CHICAGO

By BILL IRVIN

DUTCH DAVIS, WGN market reporter and news analyst, (11:15 p.m., CWT, Mondays through Thursdays) has had his contract renewed for an additional 52 weeks by sponsor, the Arcady Farm Film Company, through Presba, Film Presba, Inc., Chicago.

For the seventh year, "Night" will repeat "The Little Town of Bethlehem" on its Dec. 26 broadcast, 5 to 5:30 p.m. over WG Mutual. The Christmas drama will become something of a First National tradition. Barbara Luddy, star of the program, again will play the role of Mary.

Although separated by an hour or two, Eloise Kummer, narrator of the CBS daytime series, "American Women," originating in the studios of WBBM (4:45), and her husband, Wayne F. Cameron of the Medical Corps, are planning to come home—by mail—down to the smallest detail, with the blessings and approval of a U. S. Army Foreign Service officer. Eloise was a bride of 18 months when her husband was called for overseas duty. That was 18 months ago. After their marriage, Miss Kummer and her husband decided to live in a furnished apartment until he was called to duty, rather than waste their honeymoon furnishing a home. After Wayne Cameron left, however, Eloise started looking for an apartment for Wayne to "come home to." After perusing dozens of books of advice to Eloise went on shopping tours between broadcasts and letter writing. Starting with silver and china, she has gradually bought all the furnishings, which will later be adapted to a future "home in the country" and Wayne have planned. Her letters to her husband contain minute descriptions of each piece of furniture and diagrams of the apartment showing where things have been placed. In every letter, Wayne asks for more detailed information. "The officer evidently approved of all my selections and where I placed the furniture," says Eloise, "because I added a footnote to Wayne's last letter saying he had read all about the apartment and thought I had done a swell job with the knee-hole that it was just right for writing near a window."

Four Chicago businessmen are out second best in their mental joust with the Quiz Kids at a recent luncheon meeting of the Executive Club of Chicago. Total ages of the youngsters was 41 years, that of the opponents 212 years. Final scores: Quiz Kids, 205; executives, 80.

Have You Met the Voice

of GILBERT MACK

?

LEX. 2-110

BEST RADIO BUY IN BALTIMORE!

W C B M

IRIE & PETERS  
Exclusive National Rep.

John Elmer, President  
Geo. H. Beader, Gen. Manager



# Revision Of White-Wheeler Measure Expected At Hands Of Senate Group

(Continued from Page 1)

will press for such thorough revision of the bill as to amount to a complete rewriting. Senator Wallace K. White, Maine Republican and co-author, has been certain of the need for change in the Wheeler, but is not expected to seriously attempt to alter the bill. He told RADIO DAILY Friday that although he thought it unlikely the bill will be radically different from what it now is, he was certain it would not be, if passed, the only new legislation to be voted. His impression was that if the present bill, substantially the same bill, is voted, Congress will also be asked to vote, in substance, the network rules and other provisions regarding broadcast operation. White believes strongly that such principles as the network rules, the question of newspaper ownership, and time for controversial issues, are the province of Congress rather than the Commission, but has at the same time exhibited sympathy for the purpose of the Commission whatever action it has taken on these matters.

### Bingham Testifies

Friday saw Herbert C. Bingham and George Lohnes, representing the FCC Bar Association, declaring their support for most of the provisions regarding right of appeal and various procedural matters. Almost as confidently as the lawyers supported the sections, Wheeler, and less often White, questioned them.

The first real tilt came during the discussion of Section 5 of the proposed bill, which delineates the Commission's responsibilities as to who

has the right to intervene in commission action. Wheeler and Senator Clyde M. Reed, Kansas Republican, raised the question of "nuisance intervention" designed merely to prolong and delay proceedings.

Bingham supported the section, declaring that the "nub of our complaint" against the FCC at present lies in the uncertainty as to who has

### New Witnesses Called

*J. Frank Burke of KPAS, Pasadena, Calif., vociferous fighter against the networks and what he terms the radio monopoly, will be heard this morning at his own request, along with Richard T. Frankenstein, vice-president of the United Automobile Workers (CIO). There is also a possibility that NAB head Neville Miller will begin his testimony.*

*A fairly large group of independent station operators is expected to be heard before the hearings are completed. Chairman Fly suggested Thursday that he might give Wheeler a list of several operators who had let him know of their desire to testify. Here Miller objected that NAB was supplying six or eight station operators, giving the impression that he thought the Senators should be satisfied with his group as representatives of the 900 odd station licensees. It appears that other broadcasters besides NAB members will be heard.*

intervention rights. He pointed to the Loa case, where 17 judges sat on the matter in two different courts, handing down 10 separate decisions, five supporting NBC and five supporting FCC. This is certainly evidence that the intervention specifically need clarification, Bingham said. What the lawyers want, he continued, is that it be made clear and definite who has the right to hearing before the Commission and after the hearing a clear and definite procedure regarding appeals to the courts.

It is up to the Congress to say who shall be heard, Bingham said, and should not be decided at the discretion of the Commission. Under further questioning by Reed, Bingham admitted that petitions for intervention have been and will continue to be filed purely for their nuisance value. Reed then declared that it would be unwise to grant Commission discretion thereby opening the door to endless litigation.

Once again Bingham ran into opposition from Wheeler by declaring his support for sections of the bill. These were on sections two and three, which would split the Commission into two operating bodies, one handling common carriers and one public communications, with the chairman not serving as a regular voting member of either body. This is a "much needed

separation," Bingham said, predicting greater efficiency within the Commission and sounder knowledge of their work on the part of the Commissioners as a result of it. Wheeler objected that the chairman must at least be permitted a voting function with both divisions, to which Bingham disagreed.

Senator White declared here that it was never his intention to make the chairman a "nonentity," and that he felt the chairman had considerable responsibility in the promulgation of general commission policies, representing the Commission before the public and on legislative matters, and on allocation of frequency bands and other affairs which he conceived as the responsibility of the full Commission rather than of one or the other of the two groups. Wheeler insisted, however, that although the chairman might have many duties, he is not under the present language of the bill, permitted to take part in the decisions for which he must bear responsibility, and "that is going too far."

Bingham declared here that the President of the United States is in a similar position, not voting with Congress, etc., but Wheeler rejected the comparison. The Commission, he said, is an arm of Congress, while the President is not.

Bingham expressed Bar Association support for Section 4, 5, and 6 of the bill, the last named concerning Commission authority to inquire into matters of stock transfer if "control" of the licensed corporation is involved. Lohnes then brought up FCC Chairman Fly's suggestion of yesterday that the Commission be given authority to investigate transfer of less than majority stock shares. Both Wheeler and White evinced sympathetic interest in Fly's suggestion.

The Bar Association does not take any stand on Sections 7, 8, 9, 10 and 11 of the proposed bill, Bingham said, because they are matters of substance rather than of procedure. When Wheeler asked if the Bar Association has no ideas about substance, Bingham reported that his membership is "hopelessly in conflict." He added, apparently speaking for himself, that unquestionably much must be left to the discretion of the Commission.

Supporting Sections 12, 13 and 14, Bingham ran into trouble again with Section 15, which directs the Commission to hand down declaratory rulings upon request. Wheeler objected that as the section now stands the Commission might be "doing nothing but giving declaratory judgments." Declaratory judgments are not without value, he said, but they are too frequently abused, and over Bingham's objection that although abuse is not unlikely he thought the provision would be constructive, Wheeler insisted that it would be abused. Radio is, he said, such a new industry that the Commission might be "tied up in

(Continued on Page 6)



## JUST ONE OF THE HOME-TOWN BOYS

Minnesota farmers and townfolk look to their home-town newspapers for the intimate, vital news of friends and relations, of local events, and world activities.

These are the newspapers that are read from cover to cover and back again, that play a tremendously important part in shaping public opinion and forming the ultimate destinies of America. (Surveys show that country newspapers have the highest readership of printed advertising.)

By advertising regularly in 344 of these local papers throughout the state, KSTP is maintaining local contact with its host of rural friends, thus adding greatly to the plus-value you get when you sell via this powerful, popular station.

This local promotion is just one reason for KSTP popularity with the Minnesota farmers. Here are other features of our continuous audience-building promotion:

1. Big ads in The Farmer (Minnesota farm circulation 147,000)
2. Full-page ads in Land O'Lakes News, reaching 65,000 Minnesota farmers
3. Personal appearances of KSTP's Barn Dance Group in Minnesota towns
4. "On the Minnesota Farm Front" (column by Harry Aspleaf, KSTP's Farm Service Director) carried weekly by 81 country papers
5. "A'round Radio Row" (radio news-and-gossip column) published weekly by 70 country newspapers

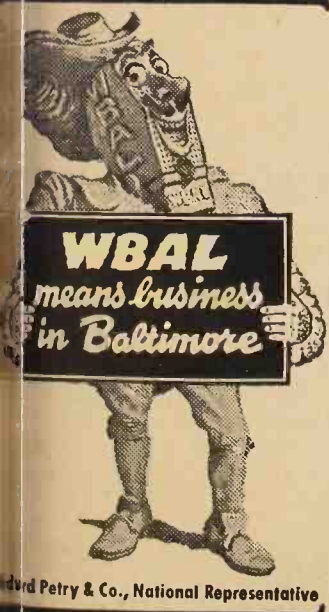
Today KSTP is not only a "local station" in the rich Twin City market but also in almost every small town and rural village in prosperous Minnesota. Everywhere, KSTP-Pete is rapidly becoming just one of the home-town boys!

**50,000 WATTS**  
Clear Channel

Exclusive NBC Affiliate for the Twin Cities

**KSTP**  
MINNEAPOLIS... ST. PAUL

Represented Nationally by Edward Petry & Co.



Edward Petry & Co., National Representative



## Senate ICC Expected To Revise W-W Bill

(Continued from Page 5)

a knot" by constant demands for declaratory judgments.

Bingham pointed out that declaratory judgments should certainly be permitted in order to give stations a chance to get the Commission on record regarding legality of some procedure which the station may have undertaken or contemplated undertaking. This especially needed because the penalty for violation is so severe, he said. Here Wheeler remarked that the provision of penalties must be modified, as suggested earlier by Senator Hawkes of New Jersey and Chairman Fly.

### Cites Examples

Lohnes pointed out that declaratory judgments would be invaluable in cases where a broadcaster might have had to rely upon some unauthorized use of his transmitter, for instance, because of an emergency. He put forth as another example the matter of programs which might be in conflict with law. He did not refer to censorship, he said, but mentioned as illustration money-giveaway programs which could conceivably be held to be lotteries and thus illegal. All the broadcaster can do today, he said, is "put it on and pray." The right to a declaratory judgment would give him some assurance that he was on firm ground, or would show him plainly that he was risking action for violation, said Lohnes.

Wheeler then declared that if any broadcaster has doubts in his mind as to whether a program is a lottery, he simply should not put it on. He has no right to try to get as near to violation of the law as he can without violating it, said the Montanan.

Speaking for himself rather than the Bar Association, Bingham said he thought the substantive legislative proposals in the current draft of the bill are desirable, and made the point that it would not be wise to leave the Commission without discretion. He has never represented the big nets nor NAB, said Bingham, nor are his clients NAB members, but "I think the FCC has done a good job in some instances and the networks have done a great job in most instances. What he wants, he continued, is to have Congress, not the Commission, make the laws "and tell me and my clients what my rights are."

### Asks Act Amendment

Lohnes suggested in conclusion that an amendment to the Communications Act be adopted "to take broadcasters off the spot before the next political campaign." Broadcasters must be allowed to examine scripts of political speeches to go over their facilities before they are put on, and must be permitted to delete libel or slanderous portions, he said, else they will be unwilling to carry political matter.

Discussion between Lohnes, Wheeler and Hawkes indicated that the Senators are in sympathy with Lohnes' suggestions.

## Washington Front

By ANDREW H. OLDER

THE trouble with advertising, in these days of paper shortage, is that it just doesn't leave room for our columnar efforts. Intend to suggest to our publisher, next time we get within hailing distance, that he buy radio time and sell the printing press.... All of which is by way of apology for the lateness of one or two items which ran in this corner last Monday.

Here's an exclusive—the sort of thing we dish out too rarely, yet often enough to keep our job, we suppose. Just how much it means it's difficult to tell yet, but it may be extremely significant. Tom Clark, over at the Department of Justice has been an incredibly busy man for the last few months, but he has managed to find time to read through the department's file on Gene Cox and WALB. He found that sufficiently interesting, we can reveal, so that only ten days ago he had Marcus Cohn, the FCC attorney who handled the case for the Commission, round up all the commission's files on the case and send them over to his office.... So secret was this arrangement that Marc came down on a Sunday to collect the papers, in order that no one else would know about it. Only Chairman Fly and his secretary, Norman Jorgenson, were in on the story at last reports. Anyhow, Clark has the complete file there now, and must decide within another couple of months whether anything will be done about it.... Clark won't say, but it's our guess that he has come pretty definite ideas about what should be done, the difficulty being to sell them to his superior.... Incidentally, Cohn was amazed when we told him the story.

Cotton Ed Smith, the aged Senator from South Carolina, provided several amusing incidents during Tuesday's session of the hearings on the White-Wheeler bill. Most of these were covered in a news story which appeared here yesterday, but the best of all occurred while Bill Paley and Senator Wheeler were discussing radio's liability under the libel laws. This discussion occurred immediately after a general discussion of the Supreme Court decision, during which Smith heard very plainly that Paley didn't think too highly of said decision.... Suddenly, during the libel discussion, Smith demanded, "Do I understand that the witness is subject to libel proceedings because he doesn't like the Supreme Court decision?".... All in all, the Senator did a good job of disrupting the proceedings on four or five occasions.

Harry Barger, chief investigator for the Lea Committee—and before that the Cox committee—got himself an earful last Wednesday from Senator Clyde M. Reed of Kansas, who told Fly at one point that "if ever there was an outrageous perversion

of legislative practice and procedure it was that Cox investigating committee.".... There is reason to believe that Fly benefited appreciably from the Cox committee tactics, going into the Senate hearings with a good deal of sympathy from the Senators, most of whom test exactly as Reed.

Fly, incidentally, has told reporters covering the FCC that he sees no reason to continue regular weekly press conferences. Plenty of them have taken umbrage, and personally we think it has hardly a diplomatic move. We think also that reading aloud a memo characterizing these conferences written strictly off-the-record by FCC Information Director Earl Minderman was not quite cricket.... We think also that there is plenty to be said for Fly's position. The reporters for the daily newspapers and the wire services rarely have anything to say, and those for the trade papers, unless they can be published by Wednesday, are not much more active. The conferences were on Monday, and trade reporters were unwilling to ask questions because their competition could thus beat them on whatever might develop. Some of them would rather make up their own stories than try to get authoritative comment.... The fact remains that such authoritative comment was too rarely forthcoming from Fly.

Scoop Russell is in the hospital here suffering from a sudden attack of pneumonia, which laid him low last week-end. He seems to be doing all right, and could probably read mail. He's at Doctors' Hospital, Washington.... Which reminds us that the last time we were in that hospital we brought home a very nice baby girl, but we're assured Scoop won't be a papa again until February.

WPB is strictly up a tree on the receiver tube situation. What's to be done is still anybody's guess, and officials of the Radio and Radar branch are passing plenty of sleepless nights.... The situation may provide an excellent chance for the Office of Civilian Requirements to show what it can do.

One thing the army overseas is not doing without is radio coverage of baseball and football here. A weekly round-up running 40 minutes is aired every Sunday by Special Service, as well as special shortwave play-by-plays on Saturdays. The Sunday show includes play-by-play accounts of three important grid games each week, with scores from all over the country.... Twice a week quarter-hour transcribed interviews are aired, featuring such notables and Leo Durocher, Alice Marble, Mel Ott (why did we put Marble between those two?), Connie Mack, Jack Dempsey, Carl Hubbell, Walker and Morton Cooper, Bobby Jones and others. During the diamond season a 40-minute play-by-play on the day's most im-

## Patman On Lewis Time To Answer 'Attack'

(Continued from Page 1)

Patman his program time, stipulated however that the congressman must confine himself to the subsidy controversy. It was regarding this subject, covered by Lewis, that Patman wired Mutual's president Miller McClintock that he had personally attacked.

On Nov. 9, Lewis discussed the matter. Next day Patman read on the floor of the House a wire he had sent to Mutual president Miller McClintock. The wire read: "Fulton Lewis made personal attack on me in connection with subsidy proposal. I demand time at an early date to answer it. Please advise me whether or not this time will be arranged. Am also contacting Chairman Fly of FCC, asking him of this demand."

### McClintock's Reply

McClintock replied: "Lewis does his broadcast on Nov. 9 contain a personal attack on you in connection with the subsidy proposal. Mutual declines to acquiesce in your demand that we deliver to you the normally used by Lewis as a commentator under commercial sponsorship. However, as a matter of courtesy to you, Mutual will attempt to arrange at a near future date a time for to speak over the network on the subject of subsidies at an hour mutually acceptable."

However, on Lewis' Nov. 10 broadcast, the commentator broadcast invitation to Patman, denied he made a personal attack.

Lewis' statement on the subsidy follows:

"Again, today, the same old leading slogan was shouted time and again by the backers of the subsidy program. This has been used by heads of the labor unions who promoting the subsidy roll back program. It has been used by Rep. Patman, who is one of the most ardent advocates of the program.... It's an old story that it's necessary to have this subsidy program in order to hold the line on prices; that if Congress stops the subsidy program, there will be no way to hold the line on prices and we'll have uncontrolled inflation on our hands."

Rep. Patman will speak from studios of WOL, Washington.

### Gets RCA Engineering Post

R. H. Siemens has been appointed chief engineer of RCA Victor, Argentina, wholly-owned RCA subsidiary company in Buenos Aires, it has been announced by J. D. Cook, managing director of RCA Victor's International Division. He succeeds P. Bennett, who has returned to Camde-

portant game was radioed the troops.... The work is under the wing of Lt. Col. Thomas H. A. Lewis, whom the Radio Section prepares special programs weekly for troops in all theaters of the war. They are repeated on each blanketing beam so as to hit all areas at convenient hours.



# ★ ★ ★ COAST - TO - COAST ★ ★ ★

— MISSISSIPPI —

**MEMPHIS**—David Livingston has been added to the staff of WCBI, temporarily replacing Maxell Williams as chief engineer. Williams has been drafted and station is looking for permanent replacement. Mrs. Livingston has also joined the engineering department. A recent turnover at WCBI is causing the outlet to fill vacancies with new personnel. In addition to Mrs. Livingston, Yvonne Brisbane and Martha Heath are new to the station, taking over mike chores, while Carol Albert has been assigned to the office as secretary.

— NORTH CAROLINA —

**WILMINGTON**—Marie Macauley, last of WHAI, Greenfield, Mass., has joined the staff of WGBR as director of continuity and publicity. New addition to the transmitter crew is James Whitley, graduate of the engineering class at W. B. Trueblood, station's chief engineer. WGBR program director John Smith has returned to his desk after a week's vacation in New York. Likewise for general manager Harry Bright, who spent a week in West Virginia visiting his family. Roger Beck, formerly with W. W. Pittsburgh, is now announcing "Get News Time," daily 10-minute feature on WGBR, presented by Aviation Division of Seymour Johnson Field. Also appearing on WGBR Cadet shows is Joel former Blue and free lance announcer in New York, who is studying at Seymour Johnson Field.

— TENNESSEE —

**MEMPHIS**—Eugene Pournelle, commercial manager of WHBQ, has been named newscaster, taking over the morning news spot sponsored by Pantaze Drug Stores. Pournelle reports a tremendous increase in radio advertising by major advertisers in the downtown area, more than double the amount carried last year. Black and White Department has taken over sponsorship of the Saturday night hillbilly feature "Down on the Farm." Commercial copy explains why the store can provide service and merchandise to that provided in pre-war

— ARKANSAS —

**HOT SPRINGS**—Ed Applier, KTHS sales manager, recently went to town on WAC recruiting, rolling up a sale of 80 consecutive quarter-hours to local merchants for the promotion of the recruiting. Scripts for the series were prepared by Frank A. Browne, KTHS program manager, in cooperation with the recruiting offices. Series proved so successful that recruiting headquarters in this district has requested that it be renewed for another 13 weeks. Staff additions at KTHS include: Mary Frances Conner, secretary to K. K. Kellam, manager; Dorothy Foley, in the traffic and program departments; and in the engineering department, Carl R. Warren, formerly with KTTS, Springfield, Mo., and James R. Taylor, formerly with WHAR, Morgantown, W. Va.

— MASSACHUSETTS —

**WORCESTER**—Anne Cristy, script writer, has joined the staff of WTAG. Brockelman Bros., super markets, has renewed WTAG's "The Modern Kitchen" for 52 weeks. Thrice-weekly 15-minute show is conducted by Mildred Bailey, WTAG women's features editor. William Filene's Sons Co. has signed with WTAG for its "Fairy Tale Time," youth program. Department store will devote commercials to toys until Christmas. Show has been a sustainer on the station for several years.

— MARYLAND —

**CUMBERLAND**—Ray Fells, former Intercept Officer with the FCC, has joined the WTBO staff as an engineer and has just completed a face-lifting job on the control room. The Cumberland Home Insulation Co. has taken over sponsorship of the UP news feature, "Today's War Commentary," on WTBO, with announcer Nelson Spencer handling the commentary. Peg Lynch, continuity writer, and Stew Phillips, WTBO program director, who double as "Ethel and Albert" in the nightly show of that title, recently guested at the annual dinner of the Cumberland Lions' Club.

— OHIO —

**CLEVELAND**—Joseph P. Mulvihill has joined the staff of WGAR as an announcer. He formerly served with WCAE, Pittsburgh, specializing in news and sports. Henry Miller Busch, Professor of Sociology and head of the Social Science Division of Cleveland College, is being featured in a new series of broadcasts each Sunday at 2 p.m. over WHK. Programs, sponsored by H. Goodman Co., makers of White Dove Mattresses, consist of Busch's interpretation of the high spots of the week in news and news predictions. Walter Davis, WHK-WCLE announcer, has succeeded Francis Pettay as daytime studio manager. Pettay is now in the Army. Earl Rohlf is on leave to WHK-WCLE from WTAM to fill the post of musical arranger during the absence of Jack Stern who is in the armed forces.

— CALIFORNIA —

**OAKLAND**—Grace Beer has signed for a 52-week musical series on KROW. Titled the "Grace Melody Hour," show is aired Friday nights at 9:30. Program is scripted and produced by Nelda Ormiston, KROW continuity editor, narrated by Donn Random, with Bill Bohannon on the commercials. Yvonne Dale, former continuity writer and program director of KHUB, Watsonville, has been added to the continuity department of KLX. Launchings of two Liberty ships from the Kaiser Shipyards in Richmond were broadcast exclusively by KLX recently.

— DISTRICT OF COLUMBIA —

**WASHINGTON**—Ed Sturney is the newest member of WOL's mike staff. He formerly worked for WFMJ, Youngstown, Ohio. WRC has veered away from Saturday afternoon football broadcasts, due to the duplication of major game descriptions resulting from the lack of big contests. Instead the station has been airing a three-and-a-half-hour show titled "All American Scoreboard." Program consists of transcribed and recorded music, banter and news by Bill Herson, sports and late football scores by Holly Wright, and interviews with personalities about town. WTOP last week presented a special program from Arlington Farms, Government Housing Project for girls working for the U. S. in Washington. Half-hour show originated from the auditorium there before an audience made up of residents, and the story of how such Government projects have aided war-time living adjustments in Washington was told in dramatized form.

— CANADA —

**HAMILTON, ONT.**—As part of its Fifth Victory Loan contribution, CKOC recently broadcast the hour and a quarter speech of Ralph W. Carney, Kansas business man, when he addressed the Council of Associated Service Clubs here. In order that war workers in local industries might also hear the talk, station notified them of the live airing and transcribed the speech for re-broadcast the following evening.

— OREGON —

**PORTLAND**—KGW claims a scoop on its recent broadcast of the first in a series of transcriptions received from London and made by Portland's Mayor, Earl Riley. Station arranged through the local British consulate and NBC to have the BBC make the ETs. Mayor Riley is touring England as a representative of United States Municipalities. Disks take the form of a report to the people of Portland from their chief executive. KEX has started its "Schools at War" series to aid in the sales of bonds and stamps to school children. Aired every Thursday at 6 p.m., show features school talent with Day Foster, station's war program manager, handling the production and acting as emcee. Outlet transcribes programs during school assemblies and airs them later so the children participating may listen.

— CONNECTICUT —

**HARTFORD**—WDRS is inaugurating a weekly 10-minute religious news broadcast on Sunday, November 21. Program is being presented by the radio committee of the Connecticut Council of Churches, of which WDRS educational director Sterling V. Couch is vice-chairman, and it is planned to offer a similar program of international, national and state religious news of all faiths to other Connecticut stations soon. Outlet states this is the first weekly religious news broadcast in Connecticut.

— NEW YORK —

**BUFFALO**—New quiz show on WGR is "Walton's Spelling Quiz." Format of program calls for participation of two organization teams, the winner to hold over each week until beaten. A war bond is awarded to the winning club each week, and cash prizes are divided between members. Words used are taken from the news, and contestants must spell them and tell where they are. Bob Smith emceed, and Jack McLean acts as judge. WGR-WKBW announces three additions to its announcing staff. Martin Tobin has returned after an interim of eight months on the announcing staff of KWK, St. Louis. Fred Drake has arrived from Washington, D. C., where he was a mickeman for WINX. Bill Robinson leaves WAGE, Syracuse on November 20 to take up his duties at WGR-WKBW.

## New BIR Bonus Rules Affect Time Salesmen

(Continued from Page 1)

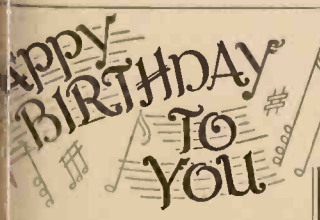
pay bonuses without obtaining prior approval if they do not exceed amounts paid in the 1941-1942 period. The bonus statement includes payments based on percentages of profits, percentages of salaries, percentages of sales by other employees and similar percentage payments, but does not include ordinary commission payments to salesmen based on their own individual sales. In the case of commission payments to salesmen based on their own individual sales, BIR has previously approved the payment of commissions earned through Dec. 31, 1943, provided the rate of commission and the amount of other compensation has not been increased since Oct. 2, 1942. Since Oct. 3, 1942, he may be paid a bonus not to exceed the same dollar amount of bonus paid him for the employer's first accounting year ending after Oct. 3, 1942, provided the bonus does not exceed 20 per cent of his present base salary.

### May Pay Regular Bonus

If the employe has been paid regularly, in accordance with an established policy of the employer, a bonus based on a percentage of base salary, such bonus payment may be made, regardless of dollar amount, provided the percentage has not been changed since Oct. 3, 1942 or Oct. 27, 1942, as the case may be.

An employe may also be paid a bonus which, together with all other compensation for personal services, does not increase his total compensation for the current year over the total earned in the calendar year 1941 by more than, (a) 15 per cent if the total compensation for the year 1941 was \$2,400 or less, (b) 10 per cent if the total compensation for the year 1941 was over \$2,400 but not over \$4,000, (c) 5 per cent if the total compensation for the year 1941 was over \$4,000 but not over \$7,500.

Based salary for purposes of this statement means salary exclusive of bonuses and other forms of additional compensation.



November 15  
Franklin P. Adams ... Carol Bruce  
Norman E. Reck





Over **10** Million Records  
Have Been Sold with the Incomparable  
Voice of

# HELEN FORREST

Available for Radio

*"The Little Manager of Big People"*

**BILL BURTON** • DAVE GOULD Associate

R-K-O Bldg., 1270 Sixth Avenue, New York 23, N. Y.  
Hollywood Knickerbocker Hotel





# RADIO DAILY

The National Daily Newspaper of Commercial Radio and Television

VOL. 25, NO. 30

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TEN CENTS

## Miller Asks Law Clarified

### Craven To Testify Before Lea Com.

Washington Bureau, RADIO DAILY  
Washington—FCC commissioner T. M. Craven will appear Thursday morning to testify before the Lea committee, investigating the FCC. Commissioner Craven, constant critic of the Commission majority, is expected to sit on the stand for three or four sessions, chairman Clarence F. Lea estimated yesterday. The committee met briefly yesterday to receive evidence concerning Shortwave Research, Inc., an organization which worked in cooperation with the OWI Overseas Branch and had very little to do apparently with the FCC. Testi-

(Continued on Page 2)

### Recording at Front Tough Driscoll Tells Newsmen

W. Driscoll, director of WOR's Services and News, was guest of honor yesterday at a luncheon given by WOR-Mutual at the Hotel Waldorf-Astoria, during which Driscoll listed reasons for the impracticability of making transcribed disks of events at the front, although he did return with several documented recordings made on his Soundscreeber;

(Continued on Page 2)

### House Authorizes Seizure of Enemy-Owned Property

Washington Bureau, RADIO DAILY  
Washington—Immediate seizure and conversion into cash of all enemy-owned properties was urged in the House yesterday by Representative Brand W. Gearhart, California Republican. Gearhart introduced a bill

(Continued on Page 6)

### Perseverance

"If at first you don't succeed. . . ." Youngster at KDYL, Salt Lake City, was given the chance to announce a web show originating at the outlet. Kid was going along fine till it came time to play the NBC chimes. This he did backwards, apologized completely, and played them again—backwards! He was cut off when bells bonged wrong the third time.

### "Prodigious Talent"

Leonard Bernstein, 25-year old assistant conductor of the New York Philharmonic-Symphony won high acclaim after he was suddenly called upon to wield the baton at Sunday's concert, heard over CBS. Bernstein took the podium on a few hours notice sans rehearsal when Bruno Walter was ill. "Prodigious talent!" commented Dr. Artur Rodzinski, on vacation.

### Noble Discusses Net Plans and Policies

Chicago—The Blue Network will not follow outmoded rules and policies that, merely because of age, have become constitutional broadcasting, Edward J. Noble, chairman of the board yesterday told members of the Blue Network Station Planning and Advisory Committee.

Meeting with station representatives for the first time, Noble, who recently became owner of the Blue, said,

(Continued on Page 8)

### Networks Pick Up Naples; Also Gripsholm At Rio

Foreign pickups of new nature held forth both Sunday and yesterday as the newly set up U. S. controlled station in Naples went to bat Sunday via Algiers and the network correspondents thus were enabled to stage their respective broadcasts;

(Continued on Page 6)

## American Television Society Declines RTPB Membership

### FCC Chairman Fly Opines Mayor Violated Own Rule

Seeking to adhere to his own rule that the Municipal outlet WNYC would not carry any political broadcasts, Mayor LaGuardia of New York has come to the conclusion that he himself might have violated the rule via a talk on Nov. 7, and therefore,

(Continued on Page 2)

## NAB Head, At White-Wheeler Hearing, Cites Broadcasters' Uncertainty "Of Right, Remedy And Future"

Washington Bureau, RADIO DAILY

Washington—NAB President Neville Miller testified yesterday that, as was the case a year ago when he testified on the Sanders bill, the greatest problem facing the nation's broadcasters is that of uncertainty. "Uncertainty of right, uncertainty of remedy and uncertainty of future," said Miller.

Miller outlined the NAB organization to Senators, then proclaimed the desire of his membership for modern, up-to-date streamlined legislation. There is necessity for new legislation by the Congress for two basic reasons, said Miller—first that the industry is dependent upon the legislative branch of the government and second that the present statutes are over 16 years old, despite the tremendous growth of radio in that time. The result is confusion and controversy, said Miller.

The NAB head ran into considerable opposition all along the committee table, and drew from Senator Wallace K. White, Maine Republican and co-auth-

(Continued on Page 3)

## Stage N. Y. Showing Of Retail Sales Film

Importance of radio as a retail advertising medium was demonstrated yesterday in the first New York City performance of a four-day showing of the industry's film-and-live presentation, "Air Force and the Retailer" at the Barbizon-Plaza Theater, Sixth Avenue and Fifty-eighth Street. Audi-

(Continued on Page 3)

## CBC Board Vacancies; Plan Two Networks

Montreal—Three vacancies now exist on the Board of Governors of the Canadian Broadcasting Corporation. One was caused by the death of N. L. Nathanson of Toronto and the other two by the expiration of the terms of

(Continued on Page 2)

### Holiday Greetings

A special Thanksgiving Day program in which native New York soldiers will broadcast greetings to their relatives and friends from various London centers will be featured on WMCA Thursday, November 25th, from 4:03 to 4:30 p.m. The program will be presented in cooperation with the BBC and all effort is being made to contact the families of those who will appear.

## Industry Enthuses Over FM-Tele Prospects

(See Survey on Page 7)





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# FINANCIAL

(Monday, November, 15.)

## NEW YORK STOCK EXCHANGE

	High	Low	Close	Net Chg.
Am. Tel. & Tel.	155 1/4	154	155 1/4	+ 1 3/8
CBS A	24 1/2	24 1/4	24 1/4	- 1/4
Crosley Corp.	15 3/4	15 5/8	15 5/8	+ 1/8
Farnsworth T. & R.	10	9 3/4	9 7/8	+ 1/8
Gen Electric	35 1/4	34 5/8	35 1/4	+ 3/8
Philco	20 5/8	20 1/8	20 5/8	...
RCA Common	9	8 3/4	8 3/4	...
RCA First Pfd.	68 3/4	68 1/2	68 1/2	+ 1/4
Stewart-Warner	10 7/8	10 1/2	10 1/2	+ 1/2
Westinghouse	90	89 3/8	89 3/8	+ 1/8
Zenith Radio	30 3/8	30 1/8	30 1/8	- 1/8
Nat. Union Radio	2 3/8	2 1/2	2 3/8	+ 3/8
OVER THE COUNTER				
WCAO (Baltimore)			Bid 20	Asked 23
WJR (Detroit)			29	

### Wedding Bells

Mankato, Minn.—John Henkes, KYSM announcer, is back from a honeymoon with his bride, the former Harriet Mesenbrink.

## 20 YEARS AGO TODAY

(November 16, 1923)

Hawaiian Islands reported hearing WHB, Kansas City, in addition to programs usually received from KHJ and KFI, Los Angeles . . . every radio dealer will be required to take out a special license and sell only approved apparatus. . . Philadelphia is nearing the end of its Radio Exposition, which closes on the 17th after a highly successful run.

# WGAR

THE FRIENDLY STATION

## FCC Chairman Fly Opines Mayor Violated Own Rule

(Continued from Page 1)

following the requested advice of FCC Chairman J. L. Fly will offer time to Thomas J. Curran, heading the New York Republican Committee, so that he will have the same advantage.

LaGuardia had stated during course of a talk that the Republicans were responsible for the election of Aurelio to the Supreme Court bench. Curran said the mention of it was political biz and LaGuardia said it was part of a report to his city. At any rate LaGuardia wrote to Chairman Fly saying that if he had erred, he wanted it to come from a source "in whom I have confidence and . . . respect." Fly replied very tactfully that while he did not consider the reference by LaGuardia to Aurelio as strictly a political bid, it might be a good idea to give Curran about 10 minutes on the station so that he could answer what could be construed as "an accusation."

Meanwhile Curran had received time on WHN which he used last night and said he might take the additional time next Sunday over WNYC LaGuardia worked his Sunday broadcast into a dramatic suspense show since he had received Fly's answer the day before but gave it still sealed to a newspaperman and it was not opened until half way through last Sunday's broadcast by the Mayor.

## Craven To Testify Before Lea Committee

(Continued from Page 1)

mony taken from three officers of the corporation, now defunct, had been taken in September by committee attorney Ambrose V. McCall, but had not been accepted by the committee because although former Chairman Cox had sworn the witnesses there had been no committee member present when the evidence was taken.

Eugene L. Garey, serving as committee counsel, introduced the three officers of the corporation whose testimony had earlier been accepted only provisionally. They were Mrs. Marya Blow, Bertram F. Wilcox and David Siferfield. All replied in the negative when Garey asked them, in turn whether their evidence had been obtained by discourteous means, browbeating, intimidation, coercion, etc., and whether they had any desire to alter the record as it stood. Each admitted having had an opportunity to examine his testimony and change it where necessary before it was submitted to the committee. None registered any complaint against his treatment by McCall, and Chairman Lea finally accepted the evidence of the three.

## Soldier Dog Owner On Air

Albany—Special Technician Franklin A. Higgins, who made front pages all week when he was granted a furlough from Camp Crowder, Mo., to visit his dying 17-year-old airdale, "Pal," was interviewed on his return by Forrest Willis on the Myers Musical Clock over Station WOKO.

## Recording at Front Tough Driscoll Tells Newsmen

(Continued from Page 1)

gist of the matter is that to record fast moving events during attack or otherwise still require self sufficient portable equipment with own power weighing not more than 25 pounds.

Driscoll said that they had believed equipment weighing 50 to 80 pounds would do the trick. He learned however, that when he landed at the beach at Taranto (first Italian mainland invasion) that he was carrying without trouble 40 pounds on his back and about 35 pounds in his hand. The 35 pounds is what knocked him off as Rangers and Commandos sped past him and disappeared in the distance while he struggled along with his too-heavy a load. Then there was the drawback of obtaining power as the portable equipment he had did not contain its own. It was no time to ask a jeep or tank to let him plug in for awhile. Still another angle is the difference in electricity cycles which vary here and there abroad.

### Shots Definitely Not Called

At times Driscoll related, he set up his recording apparatus in order to take down a terrific barrage. It didn't come off until three days later. Meanwhile, without a second of warning every gun in the 5th Army seemed to go off and as he said, he saw no reason for anyone to inform him about it, nor arrange such stuff for his benefit. Driscoll met Generals Eisenhower and Montgomery and spoke to many of the soldiers. As to recordings, however, he found that other organizations as well as the Army found the same trouble as he did.

Many newspaper and radio officials were present including press association reporters. Miller McClintock and Ted Streibert headed the network and WOR officials.

## CBC Board Vacancies; Plan Two Networks

(Continued from Page 1)

E. H. Charleson of Ottawa, and Rowe Holland of Vancouver.

The government will shortly consider the changes proposed by the board, including a full time chairman and also reorganization of the Board itself.

Augustin Frigon, acting general manager of CBC has announced the separation of the corporation's radio networks into two divisions, the Trans-Canada network composed of stations at present affiliated to the National network and the Dominion network which will include a number of stations whose affiliation with CBC is not generally recognized.

It is likely the new network may be operated commencing Jan. 1st at least for a start, on a part-time basis, to provide Canadians with a choice of CBC programs during the most popular hours.

In its final form the second network would require construction of new stations in some areas, but during the war period of material shortages this part of the plan will be delayed, it is expected.

## COMING and GOING

A. D. WILLARD, JR., station manager, and W. Mcgregor FARKER, sales promoter, director, of WBT, Columbia's O & O outfit in Charlotte, N. C., are spending a few days in New York.

"PETE" SMYTHE, program director of Z Denver, is in town on station and network news.

J. L. BOWDEN, station and commercial manager of WKBN, Youngstown, has arrived in Ohio for conferences at the headquarters of CBS.

RICHARD HARKNESS, NBC commentator, is to Grand Rapids, Mich., where he will attend the meeting of the National Grange. His programs today and tomorrow will originate from WOOD.

KINGSLEY HORTON, assistant manager of WEEL, CBS-owned station in Boston, is in New York on a short business trip. He is accompanied by ROY MARKS, account executive.

JOHN B. HUGHES, commentator on Music will fill a lecture engagement tomorrow in Chicago.

H. J. QUILLIAM, vice-president and general manager of KIRO, is in town from Seattle. Station is a CBS affiliate.

CHARLES SCHENCK has just returned from Washington, D. C., where he conferred with officials of the OCD regarding "Hasten Day," which he directs.

LES RYDER is here for confabs at CBS, the program director of WCED, the network outlet in Du Bois, Pa.

CHARLES COLLINGWOOD will deliver address today at Fairmont, West, Va., seventh stop in his current lecture tour.

HAZEL WESTERLUND, of the CBS station relations department, is back at her desk following an absence of several weeks as a result of illness.

CHARLES E. DENNY, general manager of WERC, Erie, Pa., is in town Friday for talks with the station's local reps.

## 24 Hours A Day!

W-I-T-H serves Baltimore . . . The town that's awake 24 hours a day . . . full 24 hours with music, sports and news. It's smart programming that makes W-I-T-H . . . The radio station all Baltimore listens to.

# W-I-T-H



## IN BALTIMORE

TOM TINSLEY, President

REPRESENTED BY HEADLEY-REED



# Miller Asks Radio Law Clarification At White-Wheeler Hearing In Capital

# Stage N. Y. Showing Of Retail Sales Film

(Continued from Page 1)  
of the bill, a warning that "your organization and your industry might well make up your minds that the substance of these rules will remain the same." They may remain in their present form, he said, as propounded by the FCC, or the Congress may vote on them. He emphasized his use of the word "substance," indicating that the actual form of the regulations might undergo some change, but clearly expressing his approval of the purpose of the regulations even if not of the method of propounding them.

**One Meeting Of Minds**  
Where Miller did strike accord with lawmakers, the FCC and earlier messages was in his insistence that confusion regarding the radio law would be cleared up, and that all questions and powers should be clear in the post-war development of the radio spectrum. He referred to the need for complete clarity regarding rights and privileges of licensees regarding their use of the airwaves, and it was as much apparent never before in these hearings that a considerable body of new legislation relating to radio will be written as a result of these hearings. What is apparent is that radio will find itself bound by more rather than less regulations than heretofore.

**Approves Intervention Section**  
Miller strongly supported the section of the White-Wheeler bill which sets out the conditions necessary for intervention on the part of a licensee. He spoke out against leaving the Commission free to reach arbitrary decisions on intervention, asking that the right to intervene before the Commission be made as clear as the right to appeal to the courts. The bill provides that intervention shall be granted whenever a party is "aggrieved or adversely affected." Senator Wheeler has already indicated

that he is doubtful of the wisdom of including the word "aggrieved."

**Refers To KOA Case**  
The NAB president referred to the KOA case, settled last spring after five years of litigation and after 10 opinions, equally divided, had been handed down by 17 judges, as an illustration of the need for clarification. Senator White then interposed that Congress could not undertake to set out every particular of intervention rights, but could merely set up a general policy statement which the Commission must apply at its discretion.

Miller then turned to the network regulations, and the hearings on them, referring to "five years of litigation" before the Commission and the courts. Obviously opposed to the power given the FCC over station licenses, Miller drew from Wheeler the question as to whether, since the penalties set for licensees for violation of the network regulations are actually designed to curb networks, the FCC should not have power to regulate networks. The answer was that the Commission should not—that networks are "program-producing agencies," and that government should thus be kept out.

**"More Than Program Producers"**  
Wheeler insisted that nets are "much more" than program-producing agencies; they do a good deal more than simply furnishing programs, said the committee chairman. Miller stuck to his position that the FCC should not have undertaken to regulate networks even indirectly declaring that if the Commission thought it perceived evils it should have come to Congress for the authority to resolve these evils.

Wheeler then read a portion of the minority opinion of the Supreme Court in the network rules case, quoting Justice Murphy to the effect that he does not object to the purpose of the network rules, and White immediately followed with his warning to Miller that the substance of the regulations is certain to remain in force.

He then spoke of the licensing period, declaring that a 10 or 15-year license term would largely eliminate the danger of Commission pressure on program matters.

**Wheeler Comments On Programs**  
Wheeler said stations sometimes worry about receiving questions regarding programs from the FCC, and declared that it should be made plain that the Commission has no power to regulate program content. But, he continued, unless radio itself raises the general level of its programs there will be a public demand that Congress either do so by legislative means or actually "take over" broadcasting stations. Many broadcasters seem to have the idea that once they have a license to use public facilities all they have to worry about thereafter is making money. Radio must operate with regard to the public interests, he said, pointing out that it is dissimilar from the grocery business or to others

which are not licensed and in which competition is freer.

Miller spoke of the general improvement of program quality, referring to sponsorship of both the New York Philharmonic and the NBC Symphony, and pointing out that sale of these programs made possible extension of their seasons. Radio is, he said, elevating the taste of the public, to which Wheeler grumbled, "it could do a lot more."

Radio, said Wheeler, must improve the quality of its programming; he said he thinks it has done a good job by and large, but there is still much room for improvement. Radio must think more in terms of the public interest and less in profit terms, he said, and called upon the NAB to aid in that direction. He said that even though surveys would not agree he is certain radio is losing listeners because of poor programming.

Miller replied that radio frequently is judged by the poor programs of one station in a community, whereas four others may be providing excellent service. If NAB could get more members and more widespread observance of its code, he said, program quality would be improved.

(Continued from Page 1)  
ence of 350 included representatives from the trade and general press, advertising agencies and trade associations. Other performances today, tomorrow and Thursday at 3 p.m. will be held particularly for Manhattan retailing interests.

Premiere showing in the metropolitan area was the one hundred and fourth of a series of nationwide presentations, which opened under NAB auspices in Washington Oct. 12. Yesterday's curtain raiser to the Manhattan performances, which are being sponsored by WABC, WEA, WJZ and WOR, was led off by James V. McConnell, of WEA, who introduced the master of ceremonies, Lewis H. Avery, NAB director of broadcast advertising. Presentation of the retail-promotion stunt was divided into three film shorts—"History and Development of Retailing," "Why Radio Works," "America Takes to the Air"—a chart talk, "Distribution Tomorrow," and a closing commercial, the latter two delivered by Avery, who has emceed the showing in 14 other cities.

### Stork News

Bill Pearson, CBS engineering department, is father of a seven-pound boy. Baby's name is Gary.

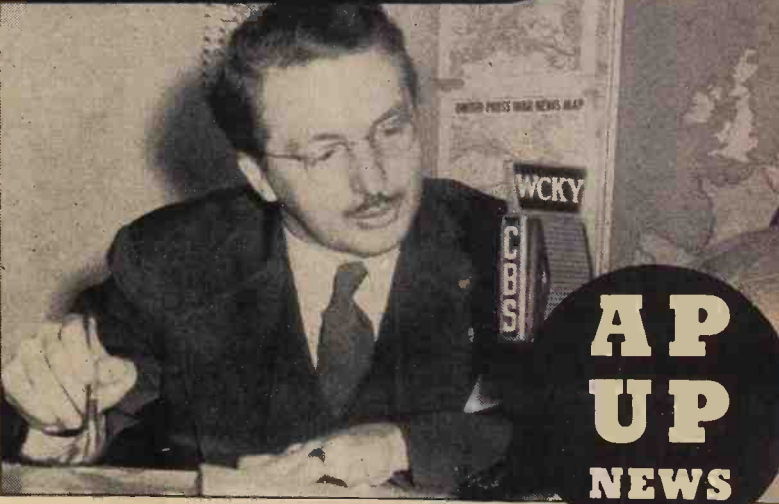
**WDRRC**  
CONNECTICUT'S PIONEER BROADCASTER

**Geared to Mesh**

Sales plans call for (1) a high-spot market, (2) the right medium for the advertising job. Use WDRRC for complete and low-cost coverage of the Hartford Market, second highest in the country in Effective Buying Income per family.

Connect in Connecticut!

**WCKY**  
C I N C I N N A T I



**AP UP NEWS**

WITH  
**REX DAVIS**  
**4 TIMES DAILY**





# The Greatest Shows in Radio are on WBAL!

When you use WBAL, you are in good company — the best advertising company you could possibly find.

There are still "availabilities" for your message on this powerfully programmed station. Get in touch with WBAL or Edward Petry & Co., Inc., our national representative.

A. M.	SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY	A. M.	
5:30	Star Parade	GITTIN' UP TIME WITH HAPPY JOHNNY - - - - - (Participating)						5:30	
6:30								6:30	
8:00	REV. H. B. RITTENHOUSE	AROUND THE BREAKFAST TABLE WITH BOB ELLIS - - - - - (Participating) ESSO NEWS REPORTER 7:30 to 7:35 A.M., AUNT JEMIMA, Thur., Fri. and Sat. 7:45 to 7:50 A.M. MANO SWARTZ "Stories Behind the Headlines" 8:00 to 8:15 A. M. GROVES NEWS 7:00 to 7:05 A.M. and 8:45 to 8:50 A.M.							
9:00	News							Everything Goes	9:00
9:15	Parents and Teachers	EVERYTHING GOES - - - - - NBC Sustaining							9:15
9:30	The Melody's The Thing	SWEETHEART SOAP <i>Galen Fromme</i>	McKESSON & ROBBINS <i>Galen Fromme—News</i>	SWEETHEART SOAP <i>Galen Fromme</i>	McKESSON & ROBBINS <i>Galen Fromme—News</i>	SWEETHEART SOAP <i>Galen Fromme</i>	McKESSON & ROBBINS <i>Galen Fromme—News</i>	9:30	
9:45		MOLLIE MARTIN - - - - - (Participating)						Gif-Ted Club	9:45
10:00	RED CROSS <i>That They Might Live</i>	BAB-O-CLEANSER - - - - -				Lora Lawton		Camp Wheeler	10:00
10:15		ROYAL BAKING POWDER - - - - -				The Open Door		NBC Quartet	10:15
10:30	News and SUNDAY ROUNDUP (Participating)	OLD DUTCH CLEANSER - - - - -				Helpmate		Family Hour	10:30
10:45		N B C FEATURE - - - - -				Music Room		MORRELL Pet Parade	10:45
11:00	GOSPEL TABERNACLE <i>Rev. G. E. Lowman</i>	DUZ - - - - -				Road of Life		GOODYEAR Ralph Dumke	11:00
11:15		CRISCO - - - - -				Vic and Sade			11:15
11:30		P. & G. SOAP - - - - -				Snow Village		ALUMINUM CO. Lighted Windows	11:30
11:45		BAB-O-CLEANSER - - - - -				David Harum			11:45
12:00 Noon	ESSO MARKETERS - - - - -						News Reporter	Noon 12:00	
12:05	PETER PAUL <i>Behind the News</i>	FOUR WAY <i>Behind the News</i>	PETER PAUL <i>Behind the News</i>	FOUR WAY <i>Behind the News</i>	PETER PAUL <i>Behind the News</i>	FOUR WAY <i>Behind the News</i>	PETER PAUL <i>Behind the News</i>	12:05	
12:15	AUMAN & WERKMEISTER <i>Man and His Music</i>	MUSICAL EXPRESS - - - - - Participating GROVES—Golden Gate Quartet 12:25 to 12:30 P. M.						FUL-O-PEP <i>Man on The Farm</i>	12:15
12:30	MEADOWRIDGE <i>Blue Horizons</i>	MIRTH AND MADNESS - - - - -				NBC Sustaining			12:30
12:45	RANGER JOE <i>Ranch</i>							MIRTH AND MADNESS	12:45
1:00	DR. N. F. SPECTOR <i>Health and Harmony</i>	NEWS and BEHIND THE NEWS - - - - -				(Participating)		NEWS POST <i>Jungle Jim</i>	1:00
1:15		BOB ELLIS PRESENTS - - - - -				(Participating)		Melodies	1:15
1:30	Senator Tydings							NEWS POST <i>Front Page Drama</i>	1:30
1:45	LISTEN MOTORISTS STAY OUT OF COURT	BALTIMORE NEWS POST - - - - -				Alexander Gifford		War News	1:45
2:00	GEN'L. FOODS <i>Those We Love</i>	WHEATIES - - - - -				Guiding Light		Football	2:00
2:15		KITCHEN TESTED FLOUR - - - - -				Lonely Women			2:15
2:30	WESTINGHOUSE <i>John Charles Thomas</i>	CHEERIOATS - - - - -				Light of the World			2:30
2:45		SOFT-AS-SILK - - - - -				Hymns of All Churches			2:45



P. M.	SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY	P. M.
30	CANDY COUNCIL Rationing	IVORY				Woman of America	Football	3:00
35	SHEAFFER PEN Upton Close	OXYDOL				Ma Perkins		3:15
30		CAMAY				Pepper Young's Family	Football	3:30
35	This is the Army Hour	WHITE NAPHTHA				Right to Happiness		3:45
40		HALEY'S M-O				Back Stage Wife	Football	4:00
45		DR. LYONS				Stella Dallas		4:15
40	SCHLEISNER CO.	PHILLIP'S CREAM				Lorenzo Jones	Football	4:30
45	Woman of the Week	PHILLIPS MILK OF MAGNESIA				Young Widder Brown		4:45
50		DIAMOND CRYSTAL SALT				When a Girl Marries	Glory	5:00
55	GENERAL MOTORS	POST BRAN FLAKES				Portia Faces Life	CALVARY HOUR	5:15
50	Symphony Orchestra	BENEFAX				Just Plain Bill	Rev. Wm. Detweiler	5:30
55		FREEZONE				Front Page Farrell	SCHUTTER CANDY Curt Massey	5:45
60		ESSO MARKETERS					News Reporter	6:00
65	CATHOLIC HOUR	NATIONAL BREWING CO.					National Sports Parade	6:05
65		AROUND THE DINNER TABLE					(Participating)	6:15
60	ESSO NEWS GROVES Behind the News					WILDROOT "Texas Rangers" Mon., Wed., and Fri. 6:30 P. M. MANO SWARTZ "Songs of Romance" 6:40 P. M., Daily		6:30
65	MANO SWARTZ Galen Fromme	SUN OIL				Lowell Thomas	ARUNDEL News	6:45
70	JELLO Jack Benny	CHESTERFIELD CIGARETTES				Fred Waring	For This We Fight	7:00
70		ALKA SELTZER				Newsroom of The Air		
70	FITCH SHAMPOO Band Wagon	PARKAY Great Gildersleeve	GOODYEAR Salute to Youth	BALTO. SALVAGE CO. Nights H. V. Kallenborn	LEVER BROS. Bob Burns	FREE STATE Hands Across Sea H. V. Kallenborn	BROMO SELTZER Ellery Queen	7:30
80	CHASE AND SANBORN Charlie McCarthy	DU PONT Cavalcade of America	PHILIP MORRIS Johnny Presents	WOODBURY Mr. and Mrs. North	MAXWELL HOUSE Coffee Time	CITIES SERVICE Concert	DRENE Abie's Irish Rose	8:00
80	FLEISCHMANN'S YEAST One Man's Family	FIRESTONE Voice of Firestone	TUMS Horace Heidt	RALEIGH Hildegard	JELLO Aldrich Family	LUCKY STRIKE All Time Hit Parade	IVORY Truth or Consequences	8:30
90	DR. LYONS Manhattan Merry Go Round	TELEPHONE HOUR	MOLLE Mystery Theatre	IPANA SAL HEPATICA Eddie Cantor	KRAFT CHEESE Bing Crosby	PHILLIPS MILK OF MAGNESIA Waltz Time	ALKA SELTZER National Barn Dance	9:00
90	BAYER ASPIRIN American Album of Familiar Music	VICKS Dr. I. Q.	JOHNSON FLOOR WAX Fibber McGee	VITALIS Mr. District Attorney	SEALTEST Joan Davis	BUGLER TOBACCO People Are Funny	COLGATE Can You Top This?	9:30
100	GENERAL ELECTRIC Hour of Charm	CARNATION MILK Contented Hour	PEPSODENT Bob Hope	LUCKY STRIKE CIGARETTES Kay Kyser	CAMELS Abbott & Costello	RINSO Amos and Andy	COLGATE Million Dollar Band	10:00
100	LORILLARD Bob Crosby	H. J. HEINZ Information Please	RALEIGH TOBACCO Red Shelton		TIME MAGAZINE March of Time	COLGATE Bill Stern WM. TUERKE Soldiers of Press	PRINCE ALBERT Grand Ol' Opry	10:30
110	EMBROS WINE War News	ESSO MARKETERS					News Reporter	11:00
110		NATIONAL BREWING CO.					National Sports Parade	11:05
110	THE OPEN BIBLE	HAMILTON BAPTIST CHURCH					The Open Bible	11:20
110							LINK AVIATION FIRST CHURCH OF NAZARENE	11:35
11:30 AM	ALL NITE STAR PARADE						7 Nights Weekly	11:45
	NAT'L. BREWING CO.		News on the Hour		BULOVA		Time Signals On the Hour	to 5:30 AM



## LOS ANGELES

By RALPH WILK

DEALING with plans and projects for post-war world, "Tomorrow's World" approaches the subject from a fresh and practical standpoint. Heard on KFI each Monday night, "Tomorrow's World" tells about progress being made in the factories, the laboratories and by diplomats around the globe.

On Nov. 20, Bill Hay will celebrate his twentieth year in radio. His current show is "Bill Hay Reads The Bible," heard coast-to-coast, but for several years he was announcer on the Amos 'n' Andy program.

Don Rodney, featured baritone and guitarist of Xavier Cugat's "Dubonnet" show, is scheduled to make a series of appearances to aid Los Angeles High School clubs in their bond-and-stamp selling drive.

Newest out-of-studio venture for theatrical-minded employees of CBS is a group called "The Vanguard Stage." Made up of professionals in Hollywood who are interested in Little theater work, the organization is the brainchild of Paul Bernard of the CBS writing staff.

Offstage bugle call heard in Screen Guild Players performance of "Edge of Darkness" was played by Wilbur Hatch, music director, on an antique silver cornet which this year is 50 years old and was originally played by Hatch's father.

## Networks Pick Up Naples; Also Gripsholm At Rio

(Continued from Page 1)

yesterday the M.S. Gripsholm, arrived in Rio de Janeiro en route to the U. S. carrying exchange Japanese prisoners of war and other exchanged U. S. nationals.

Sunday, by means of a tossed coin, CBS' Farnsworth Fowle went on first during the 9-10 a.m., EWT period. It was the first that direct news coverage from the Continent of Europe reached here in three years. Don Hollenbeck, NBC correspondent with the 5th Army was heard next, followed by George Hicks, Blue Net's correspondent with the U. S. Army in Italy. Hicks went on again via the Blue's "War Journal" at 12 noon Sunday.

From Rio, CBS picked up John Adams, local correspondent who was heard 3:15 p.m., EWT on the Elizabeth Bemis program. Adams interviewed several of the Gripsholm passengers, including a UP correspondent. NBC at 5-5:13 p.m. put on Raymond P. Cronin, former AP chief in Manila who had been a Japanese prisoner for 21 months.

Also heard was Russell Brines, who was assistant to Cronin in Manila. Mutual put on Royal Arch Gunnison its former Manila correspondent who was also interned after the fall of the city. He was picked up for the network at 6:15 p.m. and rebroadcast via transcription last night over WOR 11:25-11:40 p.m.

## MAIN STREET



### Flack From The Radio Front. . . !

● ● ● To any one who has been at the front, it is not surprising that many returning from the war like to keep uppermost, in mind the humorous and human interest episodes rather than the hardship and suffering which war really is. . . . The mind likes to forget the drama and retain the comedy. . . . of which there has to be some wherever human beings live and do things. . . . thus Dave Driscoll, recently returned correspondent for WOR-Mutual yesterday told the story of the trip to Salerno in an LST boat. . . . with the members of the technicians and other non-combat groups on board sleeping in bunks where, at the foot, small electric fans supplied the air. . . . Dave had heard of fellers getting their feet into 'em on certain other ships of war, so he decided as he dozed off to be careful, or shut the thing off. . . . Sure enough he poked his foot into it. . . . Nearing Salerno a lone Nazi plane caused an alert and when the folks went back to sleep, Driscoll managed to stick his foot into the fan again and this time the broken blade spun around in the wire-like guard made the same clanking noise as the battle-station bell and all hell broke loose with the would-be sleepers cussin' all over the boat. . . . this time ye Driscoll shut the fan off. . . . Isn't it a good thing they sleep with their shoes on? . . . .



● ● ● A documented example of how well radio sells is offered by Bill Parker of WBT, Charlotte. . . . Grady Cole, who does a lot of broadcasting on the station, has been bragging about being able to sell most anything and how well his audience supported him. . . . Finally a letter came Saturday from an assistant traffic manager of the Chesapeake & Ohio in Charleston, W. Va. who said he had been listening to Cole who offered something for one dollar, but that static or whatever it was at the time made the merchandise unintelligible but anyway the dollar was enclosed and please forward the stuff. . . . the offer concerned a subscription to the Southern Agriculturist. . . . good farm paper but not much on rail-roading biz. . . .



● ● ● Carle Erbe, is leaving his post as WNEW publicity and special events director in order to devote full time to his other interests. . . . resignation takes effect around Dec. 1, by which time a successor may be set. . . . Raymond Spector agency has increased the Mutual web for A. L. Alexander's Sunday night show, going from 11 to 56 stations on Jan. 2. . . . Mebbe here's something for Winchell and Jergens to think about, concerning the Blue net programs. . . . Says the "Miami Herald" the other day. . . . quote: Walter Winchell's column is left out of this edition because it is a word-for-word repetition of his Sunday night's broadcast. The Herald pays a substantial sum for the exclusive publication rights to Mr. Winchell's column. There is however, nothing exclusive or newsworthy in that which previously has been heard over a national network. . . . and paper being scarce the Herald feels it has no right to impose a second-hand column on its readers. . . . unquote. . . . Ben Grauer is giving talks this week for the National War Fund, at three different theaters, including if you please, one during intermission at "Oklahoma". . . . Burl Ives, just discharged from the Army Air Forces after 18 months of service returns to CBS network Saturday 8:45-9 a.m., EWT, and will be heard Monday, Wednesday and Friday, 10:30 a.m. . . . as "The Wayfaring Stranger," and his geetar. . . . 10th Annual Night of Stars, one of the best handled charity shows, will be launched at Madison Square Garden tonight with Mayor LaGuardia. . . . Nathan Straus, former U. S. Housing Commissioner and buyer of WMCA, is chairman of the Show. . . .



—Remember Pearl Harbor—

## CHICAGO

By BILL IRVIN

"SUPER Interlude," program of musical and light classical featuring a string orchestra, conducted by Joseph Gallicchio, heard Mondays through Fridays, 6:45 p.m., CWT over WLS. Under sponsorship of two Chicago concerns. W. F. McLaughlin and sponsors Mondays, Wednesday, Fridays, for Manor House Cee Wyler and Company, food purveyors, on Tuesdays and Thursdays. Tenor Wayne Van Dyne, soloist on the program Tuesday, Thursdays.

"The Human Adventure," new educational series (Tuesday, 7:30-8:00 p.m.) is so interesting to inmates of New York City institutions that Herman K. chief librarian of the Department of Correction, Penitentiary of New York, has requested scripts of each of the broadcasts to him for distribution.

When the Quiz Kids went to a few weeks ago for a broadcast, they met the instructor in the helicopter. He was having a fast in the Dearborn Inn and the Kids spotted him. According to Fischman, the conversation was something like this. "I said, 'Have your autograph, Mr. Spector.' He said, 'Yes,' and then I said, 'Thank you,' and he said, 'Welcome!' "That," commented Ward Williams, "is historic."

## Bill Authorizes Seizure Of Enemy-Owned Property

(Continued from Page 1)

to amend the trading with the enemy act to permit outright sale of enemy-owned properties including patents, copyrights, and other intellectual property to be renamed the enemy property act.

Passage of the bill would affect the industry in two ways. It would throw open for bid enemy-owned properties held by physical property, securities, patents, etc. instead of being sold outright, for instance, the bill would allow the sale of enemy-owned property to enemy nations during the war.

Secondly, industry losses in enemy countries would be repaid in part by the funds realized from the sale of this enemy property. As so raised would go into a special fund to be administered by the War Relocation Authority of the Treasury as a trust to meet claims of American citizens for property damage, loss, etc.

Draft Deferred — age 26 — Production Man, presently employed in New York, seeks Agency Connection. Varied experience including Motion Picture background. Box 772, Radio Daily, Broadway, New York 18, N. Y.



# Industry Enthuses Over FM-Tele Prospects

of a poll by Radio Daily the past week indicated a high potential in the post-war period for both television and FM broadcasting. Consensus of opinion favored FM airings the edge period directly following the television the important long-range development. consisted of representative of ad agency executives, and station officials, music radio retailers and the publisher leaned to the view that preference between FM and quality reception wasn't great enough a dent in standard listening

ascendancy of television broadcasts in the years the peace was narrowed Max Wylie, of N. W. Ayer & Co., to the number of years in the post-war period. "If he stated, "I'd say FM; if television. FM is an important over a known and highly science and entertainment medium. FM has improved explained. "Television is new when someone figures out about in front of the cameras. it's fine already, con-

### Operator's View

only slightly was the trend by Ira A. Hirschmann, vice-president of Metropolitan Television, New York, operating FM out of WJF and television station under the joint ownership of M. & Straus and Blooming-Edwards, the latter department retaining Hirschmann as president. He said: "I think that, immediately following FM will have enormous and commercial possibilities. will take longer, but when some within the next three years, it will eventually out-

### Tele Prospects

W. Morency, general manager of NBC-affiliate WTIC, Hartford, remarked: "In my estimation the public will be much interested in an entirely service rather than a refinement of an existing service. Television is new and exciting and will bring all the dramatic events of our right into our homes. Of he added, "commercial will necessarily wait the sale and distribution of a number of receivers to sponsors."

agreement was Thomas D. Luckenbill, vice-president and radio director of William Esty & Co., who said: "I believe that, in the period immediately following the war, FM broadcasting rather than television will be of more practical use in commercial radio."

### Menser's Statement

From a network point of view, Clarence L. Menser, NBC vice-presi-

### John Q. Public

*Public opinion, as sampled by a questioning of Times Square passers-by, showed interest in television and a contrasting indifference toward FM. "Television is a great thing if it can be brought to the public cheaply enough," said George Hannah, of Stratford, Conn., seaman first class USNR. "I never heard of FM," he added. Mrs. Janet Anderson, Manhattan housewife, declared: "I trust that television will go a long way. I own television stock. I've heard of FM, but I haven't listened to it."*

dent in charge of programs, commented: "It seems to me that for a considerable period television and radio will complement each other rather than displace each other." Implication may be drawn from this statement that the web attitude toward FM is that it doesn't differ much from high-quality AM reception in its commercial possibilities.

### Says Tele Has The Edge

Television was given the upper hand by Myron P. Kirk, radio director of Arthur Kudner, Inc. He asserted: "I feel that television offers greater possibilities than FM because it is a complete change in radio fare. All that FM offers is finer reception whereas television offers a novel change in the presentation of programs and commercials."

### Jack Wyatt Concurs

Concurring was Jack Wyatt, radio director of Buchanan & Co., Inc., who said: "My personal opinion is that television will be more important at the onset of the post-war period because the average listener to standard radio does not hear a great deal of difference between standard broadcasting and FM. Television has so much more to offer, and the general public has been awaiting it so long, that the post-war period will find many more sets sold, achieving a reasonably low cost per listener from a sponsor's point of view."

### Engineer Comments

John V. L. Hogan, head of WQXR, New York, and consulting electrical engineer who has experimented with both television and FM, made the following statement: "The immediate commercial possibilities are greater for FM than for television, but nobody can tell which will have the greater commercial possibilities as time goes on. FM obviously has a head start with respect to the number of available users, and that alone will give it

the ascendancy for some unknown period after the war."

### Favors FM Development

Typical of the middle-bracket agency was the approach of Arthur Sinsheimer, radio director of Peck Advertising Agency, Inc. He predicted: "For two or three years after the war, I believe that FM will be more attractive to commercial advertisers, with the exception of the very large ones, who will probably use both FM and television, utilizing television to further the experimentation in the broadcasting industry."

### Deems Taylor's Expression

Representatives of the music field gave their side of the story. Noteworthy was the view of Deems Taylor, president of ASCAP. "Not being an expert in either field," he began, "I can only venture to guess that FM will represent greater commercial possibilities in the period immediately following the war. I think this because, in the first place, there are more FM stations already in existence and, in the second place, television is going to necessitate such a complete revolution in broadcasting methods (owing to the fact the actors will have to memorize their lines and be

### Optimistic

*"It may be a year, or two or three years after the war before television is ready to go forward on a commercial basis," Thomas F. Joyce, manager, radio, phonograph, and television department of RCA-Victor, declared. "That depends on the character of the recommendations made by the Radio Technical Planning Board and the action taken by the Federal Communications Commission on the recommendations of the Board. Of this, though, we may be certain: that the generations that come after the war will take television service just as much for granted as the present generation takes radio."*

dressed in appropriate costume) that any widespread use of television will be slow in developing."

### BMI Exec's Opinion

Carl Haverlin, BMI vice-president in charge of station relations, said: "It is more than probable that post-war perfections will result not in a conflict of FM and television but a co-ordination of these two developments in communication. In any development to come, music will surely hold as important and universal a place as it does today. I can foresee no essential changes that will be forced upon either composer or publisher by the future."

### Retailer's Viewpoint

Inquiries at Davega-City Radio, Inc., New York, one of the largest radio-retailing chains in the country, revealed that the demand for FM is increasing all the time. When the manufacture of receivers was stopped, FM was in the midst of a growing

volume, it was indicated by a spokesman for the chain-store organization. (Remaining high-frequency sets on hand include an AM band.) There's also a lively interest in television. Sales are limited, though, it was learned, because television programs, outside of sports and special events, don't carry too wide an appeal. Factor, too, is the price of a televiser, which is above the range afforded by the average customer.

### Blue Network Official's Views

Waxing enthusiastic over the future of eye-and-ear entertainment, Charles C. Barry, eastern program manager of the Blue Network, declared: "Television represents the greatest commercial potential that show business has ever known. In the years following the war, I expect to see television become one of the great forces in American life, with its commercial possibilities far exceeding those inherent in FM, although FM, as the audio medium of television, will greatly contribute to the general acceptance of television as an entertainment medium.

"Naturally, as a layman as far as the technical development of television is concerned," Barry modestly continued, "I am completely in the dark as to when these developments actually will take place. But the sooner the better, as far as I'm concerned," he emphasized, "I think television will be the greatest test of the ingenuity and imagination that the radio industry has ever faced. The Blue Network," he concluded, "looks forward to meeting that challenge."

Reluctance to express an opinion was found to be the case in several top-flight ad agencies. Radio men were also inclined to be silent or say little, though off-the-record expressions were plentiful. Ration may have been due to a lack of knowledge or an unwillingness to be quoted on new broadcasting methods, which presage sweeping changes in the years to come.

### FM Here-Tele Coming

*Noting that FM has become an existing factor, Miller McClintock, president of MBS, stated: "The commercial application of FM to radio is already with us. As a matter of fact," he pointed out, "Mutual has already effected an arrangement with FM station WBCA, Schenectady, and many of our member and affiliate stations are actually operating their FM stations at present."*

*"Therefore, it is obvious that FM is commercially an actuality," reiterated McClintock, "while television, as far as its vast and potential commercial development is concerned, must wait until war's end. However, for the full impact of both these new developments, we must wait until the post-war period, and then, hand in hand, they will complement each other."*



# Noble Discusses Net Plans and Policies

(Continued from Page 1)

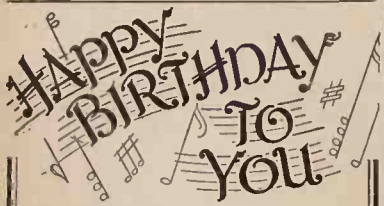
"There are many policies now observed by broadcasting that no longer have merit. We are making a sound study of freedom of speech, censorship, and the regulations concerning the sponsoring of programs. At the conclusion, we may revive many old ones and create new ones, however none of our policies will be sacrosanct. As conditions change, so will these policies. It is our intent to keep pace with changing times and not let ourselves be governed by regulations that were passed to meet conditions that no longer exist."

### Woods Also Heard

Noble, with Mark Woods, president of the Blue Network, and Edgar Kobak, executive vice-president, were speakers at an afternoon meeting at the Palmer House which opened a three-day meeting with station representatives. Those who attended the meeting which followed a buffet lunch were Noble, Woods, Kobak, F. E. Anderson of the Blue Board of Directors, Keith Kiggins, vice-president in charge of stations, Phillips Carlin, vice-president in charge of programs, C. Nicholas Priaulx, vice-president in charge of finance, John Gilman, vice-president in charge of the Pacific Coast, E. R. Borroff, vice-president in charge of the Central Division, and station representatives. Members of the stations Planning and Advisory Committee which met in executive session following the meeting with Noble were: Harold Hough, KGKO, Fort Worth, chairman; William Riple, WTRY, Troy, N. Y.; Allen Campbell, WXYZ, Detroit; Earl May, KMA, Shenandoah, Iowa; Henry Johnstone, WSGN, Birmingham, Ala.; Duncan Pyle, KVOD, Denver; Bud Stuh, KJR, Seattle.

### Cocktail Party Held

Last night there was a cocktail party to give the press an opportunity to meet Noble. Fifty newspaper men and women from the music, advertising, and other trade papers and metropolitan newspapers attended. Today, representatives of all affiliates will meet with Noble and the network management to discuss plans for the future, particularly program and sales policies.



November 16

Lucien Dumont	Albert A. Grobe
Jim Jordan	Ma Pickard
Rosalind Sherman	Jay Stanle
Louise Starkey	Lawrence Tibbett
Mary Margaret McBride	

# COAST-TO-COAST

## —MONTANA—

**MISSOULA**—A. J. Mosby, general manager of KGVO, has successfully recuperated from a minor operation and leaves tomorrow for Washington, D. C., to attend a conference of OWI consultants. Ginger Cook has joined the staff of KGVO. She is the first girl to be employed as a regular member of the station's announcing staff. Don Jones, formerly of KODL, The Dalles, Oregon, is the newest member of the KGVO engineering staff. Other KGVO newcomers include: Marion Fugman, secretary-receptionist; Lee Stoinoff, continuity department, and Mary Fertilhold formerly traffic manager of WTOL, Toledo, and now in the KGVO commercial department.

## —TEXAS—

**SAN ANTONIO**—"Speak Up for Democracy" under sponsorship of the local chapter of the Veterans of Foreign Wars is currently being aired over K TSA for a quarter hour each Thursday. Talks are given by Joe C. Bettencourt, president of the local group. "Skyline Patrol" is the title of a series now being aired on WOAI and fed to Texas Quality Network each Friday night for 30 minutes. Shows feature personnel of the S.A. Aviation Cadet Center. Peggy Banfield is the moniker attached to the new face which beams behind the KABC reception desk. John W. Scott, KABC news chief, is being sponsored three times weekly for 15-minute periods by Mrs. Bohnets Bakery.

## —IOWA—

**DES MOINES**—Edmund Linehan, program director of KSO-KRNT, has been selected by Drake University as instructor of the school's evening course in radio. The two-hour weekly class covers the operation of a studio, announcing, continuity writing, production, and radio news editing. Katherine Pirillo has joined the KSO-KRNT continuity staff, coming from the Century Ordnance Plant in Cedar Rapids, where she worked as a secretary. Ruth Anderson is another newcomer to KSO-KRNT, taking over the post of traffic assistant.

## —CALIFORNIA—

**SAN FRANCISCO**—Frank Samuels, formerly in radio work in the Middle West, has been named sales manager of KGO. John M. Teel, former KGO singing star of "Woman's Magazine of the Air," has been added to the station's mike staff. Jean Arnold, formerly of audience mail, has moved into continuity at KGO, her previous post being taken by Aida Link. Ray Rhodes, for the last four years sales manager of KGO, has joined KFRC's sales staff, as has Jack J. McMichael, one-time member of the celebrated "Merry Macs."

## —FLORIDA—

**ST. AUGUSTINE**—Service Laundry & Dry Cleaners has been signed by J. Allen Brown, WFOY general manager, for sponsorship of "St. Augustine Newsreel," local news show conducted by Frankie Collyer and Bernice Nachtmann on a five-a-week schedule.

## —WASHINGTON—

**SEATTLE**—John Keough has joined the staff of KOMO-KJR as newscaster. He was formerly sports and special events director at KPO, San Francisco, has been with WCAE, Pittsburgh, and more recently has come from KFAR, Fairbanks, Alaska. "Magic Hour" is a new show recently added to the KOMO-KJR schedule. Sponsored by Sherman and Clay, local music dealers, program is aired from 10 to 11 p.m. nightly except Thursday, and consists of records from the sponsor's masterwork collection.

## —ALABAMA—

**MONTGOMERY**—WSFA has expanded its broadcast schedule to accommodate additional clients. Station now goes on the air at 5:45 a.m.

## —MASSACHUSETTS—

**BOSTON**—Hal Tunis has been engaged as program director of WCOP, it was announced by George Lasker, general manager. Tunis replaces Gertrude Richmond, who remains with the station as his assistant. Mary Ruth, WORL Hollywood commentator who has been conducting her movie news column of the air for three years over the outlet, has been signed by Hollywood Furs. She is being heard six days weekly in a quarter-hour show title "Hollywood Sound Stage." Betty Jane Parry has joined WEEI's "Food Fair" staff as assistant to Peggy Kiley. She was formerly with KOOS, Coos Bay, Oregon. Ruth Ashby is the new WEEI receptionist.

## —PENNSYLVANIA—

**PHILADELPHIA**—Marion Basel, former production man and sports announcer at WBYN, Brooklyn, N. Y. and later announcer for WEVD, New York, has joined WCAU as announcer. He will be known as Martin Basel. The 5:30 to 6:30 a.m. period on WCAU has been sold solid six days weekly to Consolidated Royal Chemical Co. for four ETs: "Asher & Little Jimmy," "Cousin Emmy," "The Bell Family," and "Country Gentlemen." Joe Moss, formerly with the "Camden Courier," Camden, N. J., has joined the WPEN sales staff. New personal secretary to WPEN general manager Arthur Simon is Dorothy Harris. She replaces Nettie Comer, who has moved to the WPEN promotion department.

## —INDIANA—

**VINCENNES**—"Sam Adams, Your Home Front Grocer" is the newest addition to the WAOV schedule. It is being presented Monday, Wednesday and Friday at 9:30 a.m. under the sponsorship of Bell Bakeries. Contract runs for 52 weeks. Sponsor held a large dinner recently in order to acquaint local grocers with the potentialities of the program. Recent interviewee on WAOV was Mark Love, who is touring the country entertaining servicemen.

## —UTAH—

**SALT LAKE CITY**—Ken Hegard and Bill Wright are the newest members of the KDYL announcing staff. Hegard started in radio eight years ago with WRJN, Racine, Wisconsin. Wright was formerly associated with KTFI, Twin Falls, Idaho.

# American Tele Society Declines RTPB

(Continued from Page 1)

marily interested in the program aspects of television and content this phase of development is important as the technical side. The letter reads as follows:

"Your kind invitation for the American Television Society to participate in the Radio Technical Board is greatly appreciated, giving this matter careful study we have decided that it would not be in the interest of television to accept.

"Members of ATS have confidence in the set-up of the RTPB we are sure they will find the technical problems that the industry. However, it is the of our organization that the obstacles which television must mount are not of a technical nature at this time, inasmuch as the development of this new medium so far ahead of the program knowledge and experience.

"Currently, as you probably know we are making recommendations to the industry and to the Federal Communications Commission that should be some group, perhaps coordinate its activities with you consider the over-all television situation, with particular emphasis on programming end, on which television will be so dependent.

## Sevareid Back In N.Y.

Eric Sevareid, Columbia Broadcasting System correspondent in Chungking, China, returned to New York after spent four months in the Far East. He flew from India to Washington seven days with some of the mail. He has been living with what scribes as "the end of the line" in a place where "supplies for and aircraft are scarce, the men see so much as a cold drink you cannibalize precious airplane service others."

Tonight, Sevareid will be on "Report to the Nation" (WABC, 9:30 to 10:00 p.m., EWT), Friday night, November 19, to appear on "Dateline," (WABC, 7:15 to 7:30 p.m., EWT).

## Congressional Award On M...

Posthumous award of the Congressional Medal of Honor to the Army Private Joe Martinez, late Colorado beet worker who distinguished himself at Attu, broadcast over Mutual tonight 6:15 p.m., EWT, from the home of Martinez, parents in Ault, Colorado. Major General Ernest E. Uhl will make the award to the President.

## Assigned To Chicago

Edward J. McCrossin, Jr., attorney in the legal division of NBC's New York office, has been assigned to Chicago to handle legal work in the Central Division, A. L. Ashby, vice-president and general counsel, announced yesterday.



# RADIO DAILY

The National Daily Newspaper of Commercial Radio and Television



NO. 31

NEW YORK, N. Y., WEDNESDAY, NOVEMBER 17, 1943

TEN CENTS

## Radio Problems Described

### Bankhead Bill Passed in Senate; Radio Out

Washington Bureau, RADIO DAILY  
Washington—The Senate yesterday passed by a 40-35 vote a somewhat amended Bankhead bill, providing that funds be used by the Treasury to finance for War Bond advertising. The seventh-hour attempt by Sen. Charles McNary of North Dakota to cut \$5,000,000 of the funds earmarked for radio time was defeated.

Passed, the bill provides only for the amount originally asked for by the Bankhead. Sen. Joseph H. Ball, a Republican, offered an amendment.

(Continued on Page 8)

### Voice Sportscasters to Meet Luncheon Thurs.

The Executive Club will go in for a big day tomorrow at its weekly meeting, Hotel Shelburne, Chic Lounge, when a T. Forman representing the N. Y. Sports Broadcasting Assn., takes over the chairmanship of WHN which will carry the program (chairman to you); he will be assisted by Ted Husing, Max, Don Dunphy, Red Barber and Bill Stern.

Field and reserves on hand will be discussed.

(Continued on Page 2)

### "Winged Victory" Sought for Commercial Radio

Commercial bids for the broadcast of the Army Air Forces' dramatic show, "Winged Victory" by the Army, are being held in abeyance until Saturday night's New York broadcast is out of the way, it was learned yesterday, although no official statement has been released. Under consideration is a plan to air the program.

(Continued on Page 2)

### Homey

A broadcast of a Thanksgiving dinner in a typical American farmhouse in New Jersey will be one of the highspots on Mert Emmert's "Homey Farmer" program over WEAF next week. The program will come from the John Schrier farm in Englishtown, New Jersey, Friday, Nov. 26. Englishtown played a prominent role in the Revolutionary War.

### G. I. Rhumba

The G. I. version of rhumba, straight from the rhumba country, will be featured in the third of a series of shows entitled "G. I. Variety," this time from San Juan, Puerto Rico, Saturday, Nov. 20 (NBC, 5:45 p.m., EWT). The Antilles Air Commanders, an orchestra from the ranks of soldiers stationed there, will play for a USO tea dance, which will feature rhumba music.

### Vinson Letter On FCC Recorded By Lea Com.

Washington Bureau, RADIO DAILY  
Washington—Letter sent by Rep. Carl Vinson, Chairman of the House Naval Affairs Committee, to President Roosevelt asking that control of radio intelligence be given to the armed services instead of the FCC, which request was overruled by FDR, was offered in evidence to the special committee.

(Continued on Page 4)

### CBS Sets "Mrs. Miniver" In Half-Hour Series

CBS in collaboration with Henry Souvaine, Inc., will inaugurate a radio series of "Mrs. Miniver," famous English novel and motion picture of wartime England. Tentative starting date is Friday Dec. 3, at 11:30-12 midnight. Half-hour shows plan to present the Miniver family in a complete episode each week. Broadcasts will be on CBS.

(Continued on Page 2)

### CBC Station Changes Letters In Move To Establish Two Nets

#### World-Telly Abandons Poll; 'Paper Shortage' Reason

Suspension of the annual New York "World-Telegram" radio poll for an indefinite period, because of the paper shortage, was confirmed yesterday by Sidney B. Whipple, assistant to the executive editor, and Harriet Van Horne, radio editor. This year would have been the thirteenth yearly survey.

(Continued on Page 2)

### Owner Of KPAS, An Opponent Of Nets, Raises Interesting Points At Hearing On White-Wheeler Bill In Capital

#### New Business Signed By Blue Web, WJZ

Growing volume of business over the Blue Network is reflected in the scheduled addition of new programs for web, regional and local presentation. Standout is the Harvel Watch Co.'s sponsorship of a Sunday news show with John B. Kennedy via 56 Blue outlets, beginning Dec. 19, 1 to 1:15 p.m., EWT. A. W. Lewin Co. handles the account.

Campaign for Anacin will be handled by Blue Web.

(Continued on Page 4)

#### Omaha Leaders Form Civic Radio Council

Omaha—A radio council for the purpose of promoting better relations between listeners and radio stations has been formed here. Officers elected were:

Mrs. W. H. Ottmann, president; Mrs. J. H. Ottmann, secretary.

(Continued on Page 2)

#### Blocki Leaving Agency; Will Open Own Office

Fritz Blocki, writer and director of the J. Walter Thompson agency, has resigned effective Dec. 1 to open his own offices and to become radio writer.

(Continued on Page 2)

Washington Bureau, RADIO DAILY  
Washington—The Senate Interstate Commerce Committee worked hard yesterday. Sitting on the White-Wheeler bill, designed to reorganize the FCC and more clearly define its powers, the Senators heard as witness J. Frank Burke, news commentator and chief stockholder of KPAS, Pasadena, Calif. Mr. Burke, who does not like the networks, was unwittingly perhaps, their best witness so far. Certainly he raised more questions in the minds of the Senators about Commission use of its powers than have any of the previous witnesses.

Burke was named at one time as a witness.

(Continued on Page 6)

### Top 5 Survey Shows In Same Spots As '42

Top five network commercial shows are in the same comparative standing in popularity as they were exactly one year ago, according to ratings of National Evening Programs, for the week Nov. 1-7 inclusive. Bob Hope for Pepsodent on NBC took over the top spot.

(Continued on Page 2)

### Hollender Recruiting For OWI Overseas Service

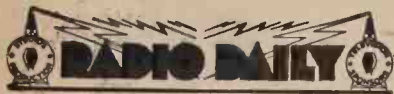
Al Hollender, chief of the radio outpost division of OWI, left for Chicago yesterday to continue the OWI campaign to recruit radio performers.

(Continued on Page 2)

### Exclusive

Women broadcasters of Detroit stations now have an organization of their own. It has no officers, no dues, no parliamentary rules, no formal lectures, so it should be a success. The ladies of radio who specialize in homemaking, charm, beauty, club activities and whatnot on the air will discuss problems of the industry at their own little get-togethers.





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JOHN W. ALICOATE : : : Publisher

FRANK BURKE : : : : : Editor

MARVIN KIRSCH : : Business Manager

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FINANCIAL

(Tuesday, November 16)

NEW YORK STOCK EXCHANGE

	High	Low	Close	Net Chg.
Am. Tel. & Tel.	155 1/4	154 7/8	155 1/8	- 1/8
CBS A	23 1/4	24 1/4	24 1/4	
CBS B	24 1/4	24	24	
Farnsworth T. & R.	9 7/8	9 3/4	9 3/4	- 1/8
Gen. Electric	35	34 3/8	34 3/8	- 7/8
Philco	20 3/4	20 1/2	20 3/4	+ 1/8
RCA Common	8 3/4	8 3/4	8 3/4	
Westinghouse	89 3/4	89	89	- 5/8
Zenith Radio	30 3/8	29 1/2	29 1/2	- 3/4
NEW YORK CURB EXCHANGE				
Nat Union Radio	2 3/8	2 3/8	2 3/8	+ 1/8
OVER THE COUNTER				
WCAO (Baltimore)			20 1/2	Asked
WJR (Detroit)			29	23

Edwin C. Hill Renewed

Edwin C. Hill, whose observations on "The Human Side of the News" are a regular Tuesday feature on CBS at 6:15 p.m., EWT, has had his contract renewed for 1944 by his current sponsors, Johnson & Johnson, of New Brunswick, N. J.

20 YEARS AGO TODAY

(November 17, 1923)

A radio message from Capt. Donald MacMillan in north Greenland was delivered 48 hours later to Boston through the traffic system of The American Radio Relay League. Davega has inaugurated the selling of loud speakers on the easy payment plan. Arthur Murray delivered a talk yesterday on his lessons in the latest dance steps over WOR.

COVER THE 3rd LARGEST MARKET IN THE COUNTRY'S GREATEST STATE OVER STATION

WSAY ROCHESTER N. Y.

Top Five Survey Shows In Same Spots As '42

(Continued from Page 1)

the lead with Charlie McCarthy being in second place, sponsored by Standard Brands. Fibber McGee and Molly are third for S. C. Johnson having been eased out of the top position. Jack Benny for General Foods is fourth and Aldrich Family for General Foods also is fifth. Statistics by C. E. Hooper, Inc. who issued the ratings reveal that the five were in the same respective places last season at this time.

Lux Radio Theater, for Lever Bros. is sixth with others following respectively: Screen Guild Theater (Lady Esther); Mr. District Attorney (Bristol-Myers); Joan Davis with Jack Haley (Nat. Dairy Products); Bing Crosby substitute show (Kraft Cheese); Frank Morgan-Fanny Brice (General Foods); Walter Winchell (Jergens); Abbott and Costello, (R. J. Reynolds); Burns and Allen (Lever Bros.); and Bandwagon (F. W. Fitch) complete the "first fifteen."

CBS Sets "Mrs. Miniver" In Half-Hour Series

(Continued from Page 1)

in the nature of a continuation of the story of "Mrs. Miniver," beginning at the point where the motion picture left off. Majority of the programs will deal with the experiences of the Minivers in the U. S. where they will face wartime conditions as they were and are.

Souvaine office first acquired the radio rights to the title from M-G-M and Jan Struther, John Dietz will direct and Carl Bixby will handle the scripts. Unlikely that any star will be featured, according to auditions now being held.

Blocki Leaving Agency; Will Open Own Office

(Continued from Page 1)

director for Twentieth Century-Fox pictures in New York City. Blocki will also continue to produce "Chick Carter" on the Mutual net and "Home Front Quartermaster," a transcribed show for Quality Bakers now heard on 101 stations. His first assignment for Twentieth Century-Fox is to write and direct commercial spots for picture, "Happy Land" starring Don Ameche.

The Denver Market ONE OF THE TOP TWENTY

KLZ-Denver

REPRESENTED BY THE KATZ AGENCY, INC.

Fete Ace Sportscasters At REC Luncheon Thurs.

(Continued from Page 1)

include: Pvt. Sylvan Taplinger, Radio Section of the Army; Jimmy Dolan, CBS; Bob Harlow, Press Association; Harmon Nichols, UP; Bob Allison, WNEW; George Schreier, WJZ; Paul Jonas, Mutual; Tom Slater, Mutual; Larry Stevens, BBC; Bob Bender, NBC; Sam Taub, WHN; Ed Wilhelm, Maxon Agency; Connie Desmond, WHN and Marty Glickman, also of WHN, and many others.

Topic will be, "Are War-Time Listeners Interested in Sports?" John Boles will be on hand to sing "The Star Spangled Banner."

World-Telly Abandons Poll; 'Paper Shortage' Reason

(Continued from Page 1)

vey in which about 150 broadcast scribes in the United States and Canada voted, among other things, for 12 principal awards to the "best comedian," "best commentator" on the air, and the like.

The discontinuance was explained by Whipple as "merely part of a program of conservation that extends quite naturally into every department of the paper." He indicated that the present policy is to cut such features. Elimination of the poll was attributed by Miss Van Horne to the "paper shortage."

Hollender Recruiting For OWI Overseas Service

(Continued from Page 1)

sonalities for overseas service. Hollender will spend a week at the regional office of OWI, Mather Tower, Chicago, and will also visit Detroit, Toledo and Cleveland.

"Winged Victory" Sought For Commercial Radio

(Continued from Page 1)

duction serially in four performances. It is understood that no individual scenes from the play are permitted to be released.

**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.

COMING and GOING

SHELDON B. HICKOX, Jr., manager station relations department, is visiting work affiliates in New England.

JOHN E. PEARSON, head of the organization bearing his name, has returned from Chicago to spend a few days.

CREIGHTON E. GATCHELL, general manager of WGAN, Portland, Me., outlet is in town for a brief visit.

TOM SLATER, Mutual's director of events and sports, leaves tomorrow for Washington, D. C. on network business and lecture engagement

W. J. ROTHSCCHILD, commercial manager of WTAD, Quincy, Ill., is here for conference of the local representatives of the station

JOHN T. CAREY, sales manager of Chicago, is in New York on a short trip.

Omaha Leaders Form Civic Radio Council

(Continued from Page 1)

John J. Gillin, Jr., first vice president; Rev. Paul S. Smith, second president; E. M. Hosman, third president; Mrs. LaVerne J. secretary, and Mrs. H. H. C. treasurer.

The organization meeting was following a luncheon given by Omaha's radio stations. Representatives from the stations included Richard McCann, KBON; Hugh KOIL; Vernon Smith, KOWH; Gillin, WOW.

KGy Gets Power Increase

KGy, Mutual outlet in Olym Washington, has had an increase in power, boosting it from a 100 to watter. Increase became effective November 11.

News on the Hour!

It's a Baltimore institution now, this idea of news on the hour. And with events breaking every hour it's always fresh. It's giving people what they want that makes W-I-T-H the Station that's listened to in Baltimore.

W-I-T-H



IN BALTIMORE

TOM TINSLEY, President

REPRESENTED BY HEADLEY-REED



# "ARE YOU KIDDING?"

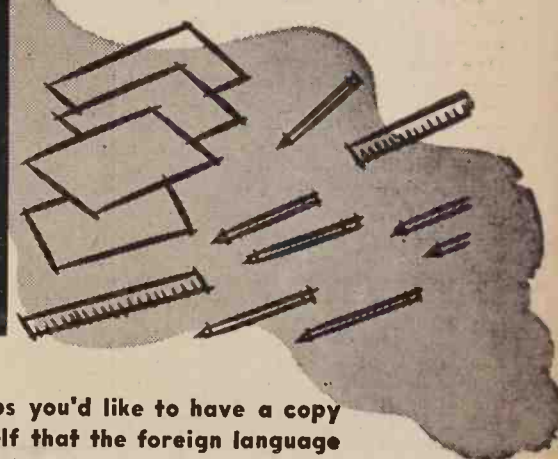


★ When a client recently asked us to make a check of the audience listening to his foreign language program, we called in a reputable survey service. We hoped we'd make a good showing. At our first peep of the survey, our eyes nearly popped out of our heads. The results were so amazing, we could hardly believe our optics.

★ The first words we uttered were, "ARE YOU KIDDING?", for there in cold typewritten type was an amazing story of listening preference and loyalty. To put it mildly, **WHOM**, in a survey of one group of homes of foreign born New Yorkers, led every other station in listeners from 6 p. m. to 9 p. m. That's a full three hour period.

★ From 6 to 8 p. m., **WHOM** actually had double the listening audience of the four major network key stations combined. Here are the highlights of this survey.

	Station A 50,000 kws. Network Key Station	Station B 50,000 kws. Network Key Station	Station C 50,000 kws. Network Key Station	Station D 50,000 kws. Network Key Station	<b>WHOM</b> 1,000 kws.
6-7 P. M. % radios on	1.1	1.3	.9	.9	7.6
7-8 P. M. % radios on	3.2	2.2	2.4	1.5	8.2
8-9 P. M. % radios on	6.4	6.9	1.5	1.3	8.8
3 Hour Average	3.6	3.5	1.6	1.2	8.2



Suffice to say, the sponsor stayed put. Perhaps you'd like to have a copy of this survey, so that you may see for yourself that the foreign language audience is worth investigating. We'll be glad to have a representative tell you the story of **WHOM**, and bring along your copy of this amazing survey. Just phone or write when you prefer to have us call.

# WHOM

... 1480 Kilocycles

Full Time Operation

FOR BETTER THAN AVERAGE RESULTS

Joseph Lang, Gen. Mgr.

New York Studios: 29 West 57th Street, New York City



## LOS ANGELES

By RALPH WILK

**B**ASIL RATHBONE is becoming one of Joan Davis' most regular visitors. He makes another trip to her program on November 25th.

The fearsome experience which seems to befall all radio performers at one time or another—losing a page in the script—came to Harry von Zell in the midst of the Eddie Cantor broadcast recently. But Harry took the mishap in stride, and glibly orated an entire scene from memory.

Dick Ross, former KHJ-Don Lee announcer, and Gene Lee, former manager of the Don Lee station KFXM, now both in the Army Air force, visited the network's Hollywood studios last week.

More than 4,000,000 words about the news of the world will have been totalled when Gordon Burke completes the 3000th Broadway Department Store broadcast on KHJ Dec. 9. Beginning a 10 times a week new series on the local Mutual Don Lee station about 300 weeks ago, the Broadway store has had its newscasts on the air for 3000 consecutive broadcasts, and now present them at 12 a.m. seven days per week and at 5 p.m. Monday through Friday.

### Vinson Letter On FCC Recorded By Lea Com.

(Continued from Page 1)

House Committee investigating the FCC and accepted for the record by Rep. Clarence Lea, chairman. Vinson's letter was dated March 7, 1942.

Rep. Vinson contended that military communications were too important and too secret to be administered other than through the tightest control, with such assistance as they may request from the FCC. "Without any question as to the integrity of Chairman Fly of the FCC, I seriously question his ability and judgment," wrote Vinson.

Also protested to the President in the same letter was the appointment of Fly to the chairmanship of the War Communications Board (formerly Defense Communications) with Vinson stating that for some time the workings of this group and its chairman had been observed and felt that it was fundamentally wrong to have the FCC or its chairman, speak for and have wartime responsibility over the War and Navy Departments, even though they have a membership on the board.

Vinson also stated that Fly's activities in the FM and television fields "seriously delayed" putting them to use in the armed forces.

### Brown Joins Dinah Shore Show

Wally Brown, comedian, on Thursday, Nov. 25, will be added to the cast of the CBS Dinah Shore program as a regular feature. He has been heard occasionally in the past as a guest on the show, which is broadcast from 9:30-10 p.m.

## MAIN STREET

WITH *Ol' Scoops Daily*

### Notes From A Ringside Seat. . . !

● ● ● It is definitely settled that Fred Allen the Texacom, returns to the ether December 12, but there seems to be a question as to whether the program will emanate from CBSquare in Hollywood or from Gotham . . . . . not that it makes much difference . . . . . he's bringing his comedy back to the kilocycles which is the main thing. . . . . Booth Tarkington's character, "Little Orvie," scripted by Mort Lewis and Ruth Adams Knight, will be auditioned as a Blue Network Package, Nov. 27. . . . . Chick Vincent is the director. . . . . Dick Todd has been signed as a "Basin Street" regular, joining the show, December 5. . . . . That was a nice idea suggested on his WBYN Monday night by Johnny Kane. . . . . we mean his suggesting that Servicemen and Servicewomen should be granted a special reduced rate for long distance phone calls. . . . . we're for it and any other ideas, plans, thoughts, etc. which will tend to increase the morale of our Armed Forces . . . . . And while on the subject of morale, we want to give a Radiokay to Frances Scott and her "Let's Play Reporter" gang, who appear every Thursday at a different Army Camp. . . . . and a handshake to producer Charlie Busch for donating beside his services, the prizes awarded to Servicemen and Women. . . . . Enric Madriguera and his augmented Orchestra, featured at the Century Room of the Commodore Hotel has five coast to coast broadcasts weekly. . . . . three via MBS and two over Columbia. . . . . WNYCity-owned station will broadcast the Army-Navy game, Nov. 27, from Michie Stadium, West Point, with Joe Hasel and John Dillon at the mike.

★ ★ ★

● ● ● A very interesting letter from Paul Wimbish, formerly an Artist Manager, and currently Naval Air Cadets Instructor at Miami University at hand. . . . . a few sidelights reveal that Ex-Band Leader Sande Williams and Don W. Haynes (formerly manager of Glenn Miller, Charlie Spivak and Hal McIntyre), are both enrolled at OCS at Miami Beach. . . . . also that Bruce Wendell, former WHN Disc Jockey, is now addressed "Sergeant" and doing a fine job as announcer and emcee of local Servicemen's shows and broadcasts . . . . . Matty Matlock, musical arranger and Don Anderson, ace trumpeter of Billy Mills' Orchestra, heard on Fibber McGee and Molly, NBComedy, have been reclassified 1-A this week. . . . . Pamela ("Oklahoma") Britton, daughter of Ethel ("Parker Family") Owen, has been signed to appear in M-G-Movies. . . . . When Ginny Simms NBCasts her three "Johnny Presents" programs (Nov. 30, Dec. 7 and Dec. 14) from Gotham, Ray Block's orchestra and chorus will provide the musical background. . . . . Woody Herman and his Orchestra will arrive in Hollywood January 13, to start work on the United Artists flicker, "Sensations of 1944". . . . . Dick Haymes, just about completing his film chores in the 20th Century-Fox production, "Four Jills and a Jeep," will trek east about middle of next month.

★ ★ ★

● ● ● That was an ace bit of salesmanship turned in last week by Benedict Gimbel, Jr. . . . . bed-ridden with an infected foot, the WIPhiladelphia exec, sold an hour (1:00-2:00 a.m.) across the board to Vita-plus. . . . . Duke Ellington will give a second concert at Carnegie Hall, December 11. . . . . We hear that Oscar Levant and Eddie Ashman, Village Barn Maestro, are planning an air show of their own. . . . . Maurice Roffman, maestro-composer, has cut a 15-minute "Quiz Show" with Jackson Beck and Don McLaughlin, announcer and emcee, respectively. . . . . Cafe Zanzibar's new revue, is now heard Sunday evenings at 7:45 p.m. via WOR, featuring Don Redman's Rhythmakers. . . . . Bob Tormey, Blue Network director, expects to join the nation's best-dressed men next week. . . . . Don McGrane's MBSwing music, aired from the Latin Quarter twice weekly, is a 'must' for jitterbugs and their elders.

★ ★ ★

—Remember Pearl Harbor—

## CHICAGO

By BILL IRVIN

**V**IC AND SADE fans have introduced to a new in the NBC serial. He's Belmont Wilt of Lester Sidin known as the "Grand Old Garbage" to thousands of set all over the country. Seems vited the "counter clockwise of removing potato peeling garbage boxes."

Bing Crosby is going to postcard this week that is give him a kick. The card Bluejacket Billy DeWolfe, v pears with Bing in his latest "Diexie."

Card shows a picture of a marquee in Billy's home town, and reads, in huge letters at —Billy DeWolfe in "Dixie"— tiny letters underneath—Will thy Lamour and Bing Crosby is stationed at Great Lakes Training Station and is fre heard on the all-Bluejacket show, "Meet Your Navy," w broadcast on Friday night o Blue Network.

### New Business Signed By Blue Web

(Continued from Page 1)

launched on the 13 Pacific Coations of the Blue, commencing day, Nov. 30, with a presenta "Inspector Hawkes and Son," scribed three-a-week program 9 to 9:15 p.m., PWT. Agency Anacin account is Blackett-S Hummert.

Contracts were signed this w drives over WJZ, New York, b Form Shoe Shops, Inc.; S. W. ucts Co., and Mason, Au & M heimer Confectionery Co. The wear outfit, in behalf of Indian shoes, will participate five weekly in Nancy Booth Craig's man of Tomorrow" comm through Walter W. Wiley Co. foxhole pillow for servicemen w pushed by S. W. Products in weekly participations for 13 over Ed East's "Breakfast in Bed agency is Craven & Hedrick. P tion of MA&M's Mason can planned via 12 station breaks w for a quarter-year period th Erwin-Wasey & Co.

### SPECIALIST

SERVING—  
ADV. AGENCIES & STATIONS

RADIO PRODUCERS  
PROGRAM DIRECTORS  
ANNOUNCERS  
SCRIPT WRITERS  
WRITERS OF "COM'LS"  
PROMOTION—PUBLI  
LICENSED OPERATORS  
TIME SALESMEN

FRANK McGRAN

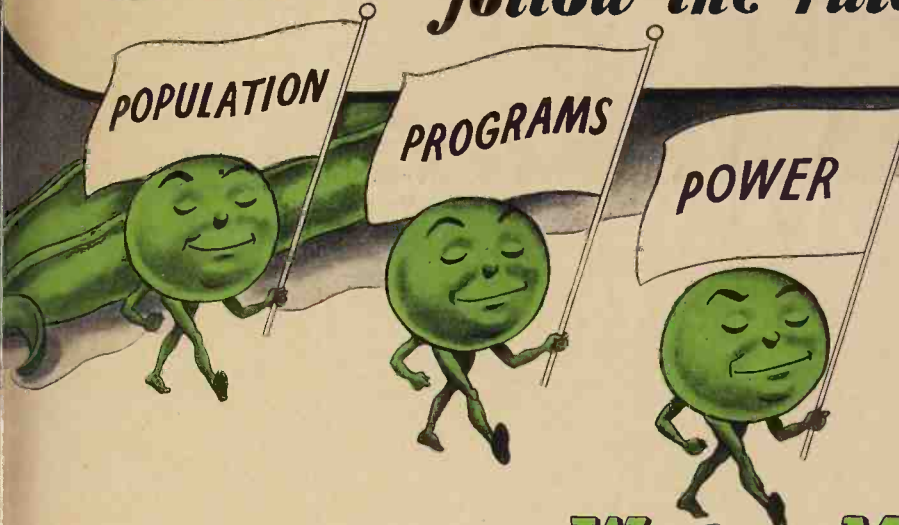
POSITION SECURING BUREAU, INC.  
(Agency)

331 Madison Ave., New York, N.Y. 2-649



# 68 National Advertisers

follow the rule of



3 P's

to sell 108  
Quality Products  
in the

## Western Michigan Market

### POPULATION

It takes people to make a radio market. Grand Rapids is the population center of Western Michigan. Grand Rapids is larger than the next three West Michigan cities — Kalamazoo, Muskegon and Battle Creek — combined.

GRAND RAPIDS is Michigan's greatest market outside Detroit. How do smart radio advertisers establish their products in this high-wage territory of over a million listeners? They follow the Rule of 3 P's. They pick WOOD — the one station between Detroit and Chicago that can deliver the unbeatable combination of POPULATION — PROGRAMS — POWER.

### PROGRAMS

It takes programs to make a radio market. WOOD is the only NBC outlet between Detroit and Chicago. Its Parade of Stars is radio's finest entertainment. WOOD gets a 14 to 1 preference by Grand Rapids listeners over any other 5000 watt station anywhere.

### POWER

It takes power to make a radio market. WOOD is the only high-powered station transmitting from Grand Rapids. Its 5000 watts are radiated not from the fringe of the Western Michigan Area, but from the very center.



Here's a time-tested rule for selling Western Michigan.  
It's the Rule of 3 P's.



**GRAND RAPIDS**      **NBC**  
**5000 WATTS**

PAUL H. RAYMER CO.  
Sales Representatives

**"OUTSTATE MICHIGAN'S GREATEST STATION"**



The

# RADIO EXECUTIVES CLUB

OF NEW YORK

PRESENTS

RED BARBER	TED HUSING	BILL STERN
DON DUNPHY	BERT LEE	SAM TAUB
JOE HASEL	STAN LOMAX	HARRY WISMER

Featuring

## THE SPORTS BROADCASTERS ASSOCIATION

in

### "Their Own Program"

Also JOHN BOLES, Guest Singer

### Thursday November 18th

### Gothic Lounge

### Hotel Shelton

Members ..... \$2.00

Non-Members ..... 2.50

### Table Service Starts at 12:30 Sharp

Public Address System Supplied By:  
**DAVEY ELECTRIC SOUND SERVICE**

Graybar Bldg.

## Problems Of Indie Described By Witness At W-W Hearing

(Continued from Page 1)

member of an NAB committee which, he said, was set up to work against the network rules. After studying the rules and the Supreme Court decision of last May, he decided that the rules were to be supported, and has been a staunch proponent for them. He has spoken for them on numerous occasions, and has published pamphlets and papers supporting them and strongly attacking the networks as "monopolies" out to choke the FCC.

The FCC, Burke said, must be free to consider contracts from the viewpoint of the public interest.

### Cites FM Lease

Burke then set forth as an example a story which aroused considerable Senatorial interest. He said that he had sought to locate an FM transmitter on Mt. Wilson, mile-high mountain near Pasadena which is thought to be perhaps the best site for FM transmission in the area. He found that a network (CBS) had already signed an "exclusive" lease for use of the site. At which point Senator Wallace K. White of Maine, co-author of the bill, asked Burke if what he meant was not that the network was "smart enough to go out and get the use of the land."

Burke then declared that the FCC refused to grant the network its FM license until the lease was altered so that it no longer precluded use of Mt. Wilson by any other FM broadcaster. This, said Burke, showed the value of an agency which looks out for the public interest.

This, thought the Senators, is, if true, "a case where the FCC has definitely overstepped not only its powers but even the powers which we as members of Congress could grant it if we wanted to." They told that to Mr. Burke in no uncertain terms. If they have no such right, Burke replied, they ought to have it.

No clear explanation of this matter was forthcoming from Commission sources, although it appeared likely that the FCC had been instrumental in having the contract changed, on the grounds that exclusive use of Mt. Wilson by one licensee was not in the public interest.

### Champions FCC Cause

Expounding further along the same lines, Burke declared that people supposedly operating in the public interest should not at the same time be operating for their own financial interest. The FCC is paid to operate in the public interest, he said, and should thus be the agency called upon to decide matters where the public good is involved.

Senator Charles W. Tobey, New Hampshire Republican, then asked Burke how he would have felt if he had had the exclusive lease to the Mt. Wilson premises. Burke indicated that he would have guarded the rights contained in his lease, and would be thankful that such a body as the FCC existed to "save him from himself." To which Tobey replied that "some people want to be saved from the FCC."

Burke said his appearance was not sponsored by the FCC, and both Commission and committee representatives confirmed this information. He said also that he had not talked with Rep. Jerry Voorhis, California Democrat, about his appearance, although

Wheeler revealed that Voorhis had called him and asked that Burke be heard.

Burke declared that he could express his views freely over the networks, implying that that was one reason why he had been anxious to have his own station. Wheeler then asked Burke since his policy apparently was to put his station to put forth his own political-economic ideas the networks should follow the same practice. Burke replied that he felt each licensee should be permitted to do so, asking that each licensee be freed of network domination. Wheeler then asked if Burke wanted 900 separate editorial policies over the air, and Burke would feel if all 900 of these were similar.

The Californian, and nearly everywhere, was completely confused regarding his feelings on handling of controversial issues. At one point he declared that stations should not have an editorial policy. Later he reversed himself, and his entire testimony was made up largely of confusion.

### Questioned By Wheeler

Before he left the stand, Wheeler asked if he were not a member of the State Democratic Committee. Burke said he was, but never used that title to pressure the FCC, although he had for five years sought night operation for KPAS broadcasts days only because KDKA, Pittsburgh, has a clear channel nights on the same frequency. Burke admitted that he has had a case put before the FCC by important political friends, however, including two or three members of Congress.

The Senators seemed hostile to Burke from the beginning, questioning him fully on the stock ownership of his station and his own financial returns. Senator Wheeler was especially interested in the fact that Screen Actor Melvyn Douglas was originally to have been a director of Douglas later backed out.

NAB head Neville Miller requested his testimony tomorrow.

### CBC Outlet Changes Course To Aid 2-Network Move

(Continued from Page 1)

of the Dominion network program and will continue to carry Blue Network shows from the United States. The power of CJBC will be increased from 1,000 to 5,000 watts soon as necessary equipment can be installed and it will continue to operate as heretofore on a frequency of 1,010 kilocycles.

The staff of announcers at CBC Toronto studios, which now serves both stations, will be divided after Nov. 15, a separate announcer staff will be established for each station. Appointment of a station manager at CJBC will take place soon.

### Joins Blue Sales Staff

Julian Boone has been appointed to the sales promotion staff of station WJZ by John McNeil, manager. WJZ. Boone replaces Robert L. Hutton, Jr., who has been promoted to position as copywriter on the Blue Network sales promotion staff, headed by B. J. Hauser.



**TIME** .. Every Wednesday, 1:45-2:00 P.M.

**PLACE** .. WJZ and Blue Network stations, Coast-to-Coast.

**SHOW** .. A gay, whimsical script with three madcap pianists.

**APPEAL** .. Popular and Universal. Now going strong and building each week.

**TITLE** .. "Fortunatus' Cap."

**OPPORTUNITY** .. Now ready for the right sponsor.

**COST** .. Inexpensive.

**TO-DAY** .. Listen in and enjoy it yourself.

**BUSINESS** .. For full details contact, Commercial Program Department, Blue Network Company, RCA Building, New York City.



# COAST-TO-COAST

## —DISTRICT OF COLUMBIA—

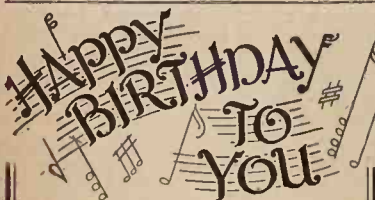
**WASHINGTON**—"Battle of the Bureaus" is new quiz show on WTOP, aired Sundays from 1 to 1:30 p.m., EWT. Show is a competition between two Government bureaus, each represented by a team of four—two men and two women. Questions are in four categories: sound identification, general information, spelling bee and music. War stamps are the awards, plus "quick-trick" prizes for which the two top contestants compete. Lee Vickers is emcee and Johnny Salb handles the musical questions. Producer-director is Bailey Axton. One bureau executive from each competing government division serves on the committee of judges, with Betty Grove as the WTOP judge. Shows originate from Arlington Farms, Government housing project, and are sponsored by Brooks Women's Wearing Apparel.

## —NEW YORK—

**NEW YORK**—First radio appearance of Gene Krupa since he rejoined his old boss, Benny Goodman, was with Fred Robbins on the "Swing Class," yesterday at 5 p.m., EWT, over WHN... WMCA has started a new show titled "Battle of the Songbirds." Program features disks by various femme vocalists, who must rate a weekly total of 5,000 votes to stay in the contest. Four artists will be featured each week, but listeners are permitted to vote for any other popular recorded artist. Bob Harris emcees the show, which is aired Monday through Friday from 5:03 to 5:30 p.m., EWT... Carl Post, formerly an associate of Davis-Lieber, and now head of Carl Post Associates, publicity firm, has been appointed to handle publicity and advertising for WBNX... Stephen Garrett, WINS morning newscaster, has been assigned by the outlet to report on Broadway's new shows. He is heard at 11:45 p.m., EWT, each opening night... WOV has been transcribing a dramatized series in Italian to facilitate the teaching of Italian conversation. Disks are being used by the Army Specialist Training Program at Ohio State University.

## —MISSOURI—

**KANSAS CITY**—Recent changes in the KCMO staff include: the addition of Leone Levinson as assistant program director; the promotion of Martha Blevins to traffic manager; and the addition of Phyllis Lovoca, who handles continuity and promotion.



November 17

Frank Fry	Glen Galyon
Archie Josephson	Jack Lescoulie
Toscha Seidel	Wiley Walker
Leon Rosenberg	Crane Wilbur

## —OHIO—

**CINCINNATI**—New member of the WLW-WSAI continuity department is Edna S. Fee, who comes to the stations from the Holland Advertising Agency... "Synagogue of the Air," under the direction of Leah Fred, has moved from WLW to WSAI. Program is now heard Saturdays at 9:45 a.m., CWT... George C. Biggar, former program director of WLW who will take up new duties for the station on his return, has arrived in England on special assignment for WLW... Theodore Hahn, Jr., has been added to the production and program direction staff of WCKY, having recently completed an assignment as assistant to the national director of music... John Dickerson, WCKY engineer, has completed the instruction of approximately 250 Cincinnatians, who are now eligible to take a Government exam for restricted radio-telephone operators' permits. Dickerson conducted the six-week course under the auspices of the War Emergency Radio Service.

## —NEW HAMPSHIRE—

**PORTSMOUTH**—Sheldon Weyland, radio newcomer, has been added to the WHEB engineering staff... Dal Wyant, WHEB production manager, and the Mrs. are expecting a miniature Wyant very shortly. Staffers took advantage of a monthly meeting to shower Wyant with appropriate gifts.

## —WASHINGTON—

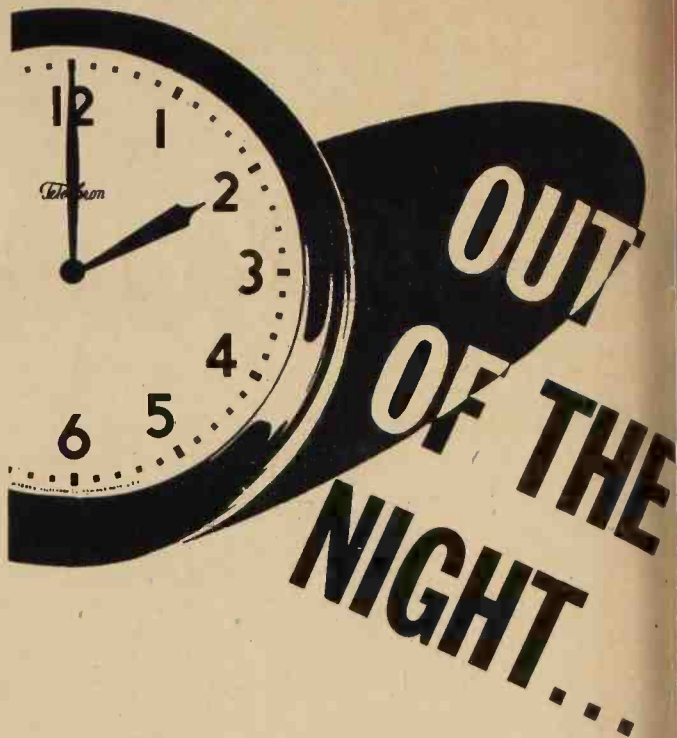
**YAKIMA**—Simon's Furniture, long time KIT advertiser, has started a new show on the outlet featuring June Walks, contralto, who writes her own program... Dr. Laws, local credit dentist, has begun his seventh year of sponsorship on KIT with the renewal of his "Lost & Found" show... Barnes Woodin, local department store, has signed again with KIT for its yearly "Santa Broadcasts." Program is aired by direct wire from the store's Toyland, and features Santa interviewing young hopefuls.

## Bankhead Bill Passed In Senate; Radio Out

(Continued from Page 1)

amendment to cut the funds from between \$25,000,000 and \$30,000,000 to between \$12,500,000 and \$15,000,000, eliminating authority to pay any of these funds to papers in towns of more than 10,000 population. Senator Clyde M. Reed proposed that weeklies, semi-weeklies and tri-weeklies in towns of more than 10,000 also be eligible, and the Senate passed the bill that way, with the total cut in half and dailies in cities of over 10,000 ineligible.

NAB representatives had appeared before the Senate Banking and Currency Committee last month to seek inclusion of radio as a beneficiary of the bill, even though in principle they do not approve of the bill. If the press is to be paid for advertising war bonds, however, they felt that radio is equally entitled to payment. Their plea was rejected by the committee, and again yesterday their case was turned down by the Senate, after Langer had pleaded the need of small stations for financial aid. The bill now goes to the House.



## 1,130 REQUESTS FOR AN EXTREMELY DULL OFFER!

That, sir, is the kind of feat STEVE ELLIS and his all-night WOR show, Moonlight Saving Time, are wont to pull while you're sunk deep in slumber.

Perhaps it's the friendly charm of STEVE ELLIS himself, as he manages to be both warm and witty in the pallid hours between 2:00 and 5:45 A.M.

Or perhaps it's the program... a bubbling variety show of recordings, news, chatter and rebroadcasts. A program that is Everything to the large portion of the population which now Works and Lives by night.

## WHATEVER IT IS, STEVE ELLIS GETS RESULTS:

For example: The recent, quite unsexed offer of a Lum 'n' Abner photograph (cost of 15-minute rebroadcast, a trifling \$60) drew a flood of 1,130 requests from 27 states, also Canada, into which WOR drops its signal with the greatest of ease.

**UPSHOT:** If you would reach a Great New Audience through a Great New Personality, at very small cost, write for further details on that night-blooming wonder, STEVE ELLIS, and his WOR "Moonlight Saving Time".

# WOR

1440 Broadway • New York 18, N. Y.



# RADIO DAILY

The National Daily Newspaper of Commercial Radio and Television



5, NO. 32

NEW YORK, N. Y., THURSDAY, NOVEMBER, 18, 1943

TEN CENTS

## Miller Testimony Scores

### Priority Rating By WPB Ruling

Broadcasters priority ratings for maintenance, repair and supplies were raised from AA-1, WPB announced yesterday. Permission to use the "MRO" was continued through issuance of amended preference rating 133.

Commercial sound recording, which was assigned an AA-5 under the previous ruling, was assigned an AA-2.

(Continued on Page 2)

### Hospital Experiment For BBC-WNEW Show

E. Thornton, British seaman, is Island Hospital suffering from black and loss of memory due to a stroke. An attempt will be made to restore his memory via a BBC broadcast on Saturday afternoon on the BBC-WNEW experimental program, "Shipmates Ashore." Thornton's sister will speak and sing to him in an attempt to restore his memory.

First time such effort has been made.

(Continued on Page 4)

### Board Of Directors Holds Capital Sessions

Washington Bureau, RADIO DAILY  
Washington—The NAB board of directors with only John Fetzger, Russell and James Shouse missing yesterday to go over the present situation. The board, meeting at the Hotel Statler, heard President Neville Miller outline the result of the hearing.

(Continued on Page 2)

### Double Or Nothing

E. Kamman, NBC assistant production manager, probably won't bother with a new suit this winter—he has two suits to keep him warm. Seems Kamman decided himself to a snazzy number last March, hung it in the closet on a warm day and forgot about it. So he purchased a new suit, then he found the other suit where he'd left it!

### Too Much Dough

Yesterday's PM carried a short item on CBS' announcement that it would broadcast ex-king Carol of Rumania on next Tuesday's "Report to the Nation" and that many were protesting via the WABC switchboard. "Those wishing to add their voices" added PM, "may call Paul W. Kesten exec. v.-p. at WI 2-2000." Kesten being in Washington the "protests" would cost at least \$1.10 each, PM must have learned later.

### Plan Research Co-Op Between Gov't-RTPB

Washington Bureau, RADIO DAILY  
Washington—The necessity for complete cooperation between government and industry groups on early study of technical problems involved in future of radio, was generally agreed upon at a meeting held in Washington by members of the Radio Technical Planning Board, representing the industry; the Interdepartmental Committee on Radio and Television.

### Screen Rights Purchased For Blue Net Coast Serial

Sale of screen rights on "Red Ryder," Blue Net show heard on the West Coast under sponsorship of Langendorf United Bakeries, to Republic Pictures for a series of eight "Red Ryder" feature westerns was announced yesterday by Stephen Sleight.

## Speaker Says Television Sets In New York Area 80% Used

### New Foreign Newsmen With CBS; Other Changes

Charles C. Shaw, formerly of KTSA, San Antonio, has been appointed by Paul White of CBS to join the net's staff of foreign correspondents in London where he will work with Edward R. Murrow, Larry Lesueur and George Moorad. Shaw was one of a group of radio, newspaper and magazine writers.

(Continued on Page 2)

## NAB Head, Resuming At W-W Hearing Makes Strong Case For Measure; More Witnesses Summoned

### Noble Outlines Blue Net Financing Plans

Chicago—Concrete plans for participation by affiliated stations in the ownership of the Blue Network will be announced "as soon as our thinking crystallizes," Edward J. Noble, owner and chairman of the board of the network told 175 station owners and managers at the Blue Network regional meeting in the Palmer House.

Meeting with representatives of the network.

### Says Owners Of WMCA Will Be Party To Suit

Approval by FCC of the sale of WMCA by Edward J. Noble to Cosmopolitan Broadcasting Corp. headed by Nathan Straus and Davega-City Radio Stores, Inc. will not interfere with the Donald Flamm suit against the network.

### Beatty Programs On WOR To Originate At Garden

Bessie Beatty's programs on WOR will originate from Madison Square Garden for the week beginning next Monday where the Women's International League for Peace and Democracy.

Washington Bureau, RADIO DAILY  
Washington—Broadcasters present yesterday at the hearing before the Senate Interstate Commerce Committee took heart as NAB President Neville Miller, in far better form than on his previous appearance Monday, outlined his reasons for supporting various sections of White-Wheeler bill. The Senators appeared more sympathetic toward the industry case as presented by Miller than they have at any time before.

R. J. Thomas, president of the United Automobile Workers (CIO) will testify.

(Continued on Page 3)

## Craven Takes Stand Before Lea Com. Today

Washington Bureau, RADIO DAILY  
Washington—Commissioner T. A. M. Craven will take the stand this morning to testify before the House Select Committee to investigate the FCC, chaired by Rep. Clarence F. Lea, of California. Craven appeared earlier before the same committee, before Lea succeeded Rep. E. E. Cox.

(Continued on Page 3)

## New Variety Show Set For WOR-Mutual

New Variety program scheduled by WOR-Mutual which gets under way Monday Nov. 29, at 9:30-10 p.m., EWT will feature Paul Winchell and Jerry Colonna.

(Continued on Page 2)

### Modern Delivery

Fat bay horse harnessed to a light delivery wagon of elderly vintage stood before a branch of local sporting goods, chain store which specializes in radios and kindred commodities. Drawing closer to ye olde waggone what does the legend say on all sides but Decca Records. What's more, the paint job indicated Decca has been using the cart for some time.





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JOHN W. ALICOATE : : : Publisher

FRANK BURKE : : : : Editor

MARVIN KIRSCH : : : Business Manager

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FINANCIAL

(Wednesday, November 17)

NEW YORK STOCK EXCHANGE

Table with columns: High, Low, Close, Net Chg. Rows include Am. Tel. & Tel., CBS A, CBS B, Crosley Corp., Farnsworth T. & R., Gen. Electric, Philco, RCA Common, RCA First Pfd., Stewart-Warner, Westinghouse, Nat. Union Radio, WCAO (Baltimore), WJR (Detroit).

NEW YORK CURB EXCHANGE OVER THE COUNTER

Net's War Effort Time Increased Past Month

Time contribution to the war effort by the Blue Network for October totaled about 112 hours, representing an increase of 31 hours over the corresponding period last year, it was announced yesterday by the web. Sustaining time donated by the Blue in October, 1943, amounted to 94 hours and 13 minutes, as compared with 63 hours and 33 minutes for the same month of 1942. Sponsors' contribution of time showed no change: total was 17 hours and 43 minutes in both 1942 and 1943.

20 YEARS AGO TODAY

(November 18, 1923)

WDT, New York, passed into oblivion this week, much to the surprise of the radio industry which encouraged its gradual rise... amateurs in radio construction and operation showing a steady increase... ever-popular Phil Baker and his spontaneous wise-cracking is now heard over WHN.

Coming and Going

EDWARD J. NOBLE, owner of the Blue Network; MARK WOODS, president; EDGAR KOBAK, executive vice-president, and PHILIPS CARLIN vice-president in charge of programs, expected back today from the Chicago meetings.

RALPH BRUNTON, president of KQW, CBS outlet in San Francisco, is in town on a brief business visit.

DAVE DRISCOLL, WOR's director of special features and news, has left on a short vacation.

FRANK E. MASON, vice-president of NBC now on special assignment as aide to SECRETARY OF THE NAVY FRANK KNOX, in New York this week.

JOHN B. HUGHES, commentator on Mutual, has returned to the West Coast following a lecture tour in Eastern cities.

W. C. EWING, president of WFNC, Fayetteville, and PAUL MOYLE, commercial manager of the station, are here from North Carolina for talks with the local reps.

ARTHUR GODFREY, of WABC's early-morning "Arthur Godfrey" program, is in New York for the week.

JAMES M. GAINES, of the NBC stations department, is in West Virginia to resume his tour with the industry's film-and-live show, "Air Force and the Retailer."

RUSS HODGES, Mutual network sportscaster, leaves tomorrow for Chapel Hill, N. C., where he will do a play-by-play account of Saturday's game between Duke and North Carolina.

New Variety Show Set For WOR-Mutual

Mahoney. Act will feature the "ventromimic" qualities of the duo, the latter of whom is a "living" dummy who does imitations. Featured with Winchell will be Imogene Carpenter, singer now appearing in the "Ziegfeld Follies" and Russell Bennett, conducting the WOR orchestra.

Guest stars will be heard each week and the opening session will have Kurt Baum, Met. Opera tenor and Maurice Rocco, boogie-woogie genius of the Cafe Zanzibar.

Screen Rights Purchased For Blue Net Coast Serial

singer, owner of the show. Wild Bill Elliott will be starred in the title role of the popular Fred Harman cartoon character.

Emmert Gets OCD Citation

Mert Emmert, WEAF farm program director, was cited this week by the Civilian Defense Volunteer Office for his "splendid contribution" to the war effort. Grover A. Whalen, chairman-director of the New York office of the Civilian Defense Volunteer Office wrote to Emmert enclosing a certificate of merit signed by Mayor F. H. La Guardia and himself.

WNOE Renews Mutual Pact

WNOE, Mutual affiliate in New Orleans, has renewed its contract with the web for a two-year period.

KINGSLEY HORTON, assistant director of WEEL, Columbia's O & O station in Boston, and ROY D. MARKS, account executive of the outlet, have left town following conferences with network officials.

MOSE GUMBLE, Witmark, has returned from five weeks in Hollywood, where he did exploitation work on revivals and new songs.

GENE BRESSON, assistant producer on Columbia's "Great Moments in Music," in Toronto today to supervise tonight's "Canadian Cavalcade" program.

PETER SMYTHE, program director of KLZ, Denver affiliate of CBS, has left town following a short stay.

B. J. PALMER, president of WHO, Des Moines, in New York this week for confabs at the stations department of NBC.

PHIL SPITALNY and the members of his all-girl orchestra, off for Chicago and a two-week engagement at the Chicago Theater.

HERBERT BAUMCARTEN, materials engineer with the Universal Microphone Co., at Fort Monmouth this week for conferences with Signal Corps officers. He will also spend some time in Universal's New York offices.

LT. TOM PENDERGAST, former WABY announcer now with the U. S. Marines, home on leave and visiting this week at the Albany offices of the station.

ALEX L. HILLMAN, publisher of the magazine group which has released many stories for radio adaptation, has left on a business trip to Florida. He plans to return next Monday.

NAB Board Of Directors Opens Capital Sessions

of the hearings on the White-Wheler bill now going on before the Senate Interstate Commerce Committee, and discussed facts which it feels should be brought out before the Senators in future testimony. The board was closed all afternoon, going into session again in the evening to discuss further the legislative situation.

All board members were on hand with the exception of James D. Shouse who is now in London and Frank (Scoops) Russell of NBC who is ill. Frank Mullen, vice-president and general manager of NBC sat in for Russell.

Beatty Programs On WOR To Originate At Garden

tional Exposition of Arts and Industries will be held. Using as its theme, "Women in the War," the Exposition has invited Miss Beatty to conduct a forum for the entire week on the subject, "Security for Women in the Post-War World."

Gold Star

Lieut. Harry O. Morris, Jr., on leave from the commercial department of KMBC, Kansas City since his enlistment in the army air force a few months after Pearl Harbor, was killed November 1st when an army bomber of which he was co-pilot crashed in a take-off at Patterson Field, Ohio.

Radio Priority Rating Raised By WPB

preference rating and is expected to use the symbol "MRO." A slight change was made in the section referring to tube factories, making it plain that tubes, even though repaired, are to be considered as new tubes.

New Foreign News With CBS; Other Changes

zine editors who toured the Kingdom in the summer of 1942, guests of the British Ministry of Information. Other staff changes announced include the addition of Baker, formerly of WWJ, Detroit, a member of the CBS announcer staff; John Aaron, new member of the net's news department; Philip Eisenberg, former instructor in psychology at Brooklyn College, who joined the program analysis department of the research department.

Gets PA Position

Burl Ely has been appointed to an administrative position in the executive offices of Press Association. Oliver Gramling, Assistant Chief Manager, has announced. Ely has 15 years of news agency experience, having managed several INS Bureaus, was called to the home office of the organization. He served as Production Manager for a five-year period, Assistant Sales Manager for two years and for a short time was Pacific Representative.

Introducing A New Product? READ THIS:

"We give WITH full and complete credit for putting across a new product in an extremely difficult market, a time when competition was at its keenest."

NAME OF SPONSOR ON REQUEST

W-I-T-H



IN BALTIMORE

TOM TINSLEY, President

REPRESENTED BY HEADLEY-REED



# Miller Resumes W-W Bill Testimony With Strong Argument For Measure

# Craven Takes Stand Before Lea Com. Today

(Continued from Page 1)

appear this morning, probably to be followed by several NAB members at these hearings and the meeting of the NAB board of directors. Those to be heard are J. Reinsch, WSB, Atlanta; Don WNC, Asheville; James V. ... Jr., WRBL, Columbus, Ga.; ... rd, WAVE, Louisville, and ... avin, WDAY, Fargo, N. D. Partners will also take the stand ... eved, with Miller planning ... ate his testimony after these ... ders have been heard.

Miller was subjected to ... eble questioning, the interest ... to be sympathetic and it ... e apparent that he has made ... oint he said is paramount— ... e legislation should be writ- ... ell out the limits of FCC ...

### Endorse FCC Bar Proposals

Endorses the proposals of the ... B Association regarding pro- ... s outlined Friday by Herbert ... ing and Horace Lonnes, Mil- ... and recommends that new ... contain the proposals of ... wers. These dealt with pro- ... and organization exclusively, ... obvious imperfections in the ... statute regarding the right of ... veon" and clarifying not only ... on powers but also its pro- ... exercising these powers. He ... sifically in favor of the sec- ... e bill which would divide ... mission into two sections, one ... broadcast matters and one ... common carriers.

### Declaratory Judgment' Stressed

Stressed also the importance ... claratory judgment proposal, ... hat it provides a method ... ead broadcasters could obtain ... ial determination of the FCC ... without jeopardizing their ... Here he ran into some dif- ... He urged adoption of the ... now in the bill, which he ... compromise between provid- ... ing the issuance of declara- ... ments mandatory upon re- ... d mere authority to issue ... gments, with no compulsion. ... provides that issuance of de- ... judgments is mandatory if ... s against a licensee who ... the judgment have already ... ight.

Wallace K. White, Jr., Maine ... and co-author of the bill, ... re that the language is de- ... protect a man's investment, ... him an opportunity to act ... pance with the declaratory ... ne. Declaratory judgment or ... mtee chairman Burton K. ... suggested that there should ... sion to stay Commission ac- ... peling decision in the event a ... ough into court.

### Newspaper Ownership Discussed

Discussing the newspaper own- ... sion last week, Chairman ... e FCC "attempted to mini-

mize" the importance of the matter at this time because of the war ban against new facilities, Miller said. He declared that Fly's statements were of special significance because they show the willingness of the Commission to proceed with a determination of the question despite judicial declaration that the FCC has no power to rule in the matter. Fly's statements, Miller continued, are also "indicative of a state of mind which influences the Commission's actions in other matters. The Commission is not only willing but anxious to take action in fields of doubtful authority, irrespective of the intention of the Congress as shown by the statute and irrespective of consequences to the industry which it was established to regulate."

### Calls Consideration Vital

White said he is disturbed because no recommendation has come to the committee from the FCC on the newspaper ownership matter. Congress must consider it, he said. Miller, referring to a district court of appeals decision which he said rules out Commission action on this matter, said Fly indicated that he intends to go ahead and make his ruling despite the court decision to which Senator Clark declared that, "we had better decide the matter. That's our responsibility as a member of Congress."

The NAB head also advocated legislation to prohibit the imposition by the FCC of penalties, denials, prohibitions and conditions not authorized by the statute citing as an example the case of the CBS contract for use of land on Mt. Wilson, in California, for FM transmission. Speaking of the story as told Tuesday by J. Frank Burke, KPAS, Pasadena, Miller declared that alleged insistence by the Commission that CBS get contract to exclude all other FM transmission from the premises was an instance of exercise of unauthorized power. Here, he said, the Commission was not regulating a licensee, but was regulating contracts between individual citizens.

### Discusses Dual-Licenses

Wheeler then asked if Miller thought it proper for a man to hold more than a single radio license in the same town. Miller, as before, refused to answer the question, saying only that Congress should decide the matter. Wheeler said it is a "serious question" in view of the limited number of frequencies, adding that he does not think it proper for a newspaper in a small town to hold the towns radio license as well.

Senator Albert J. Hawkes, New Jersey Republican, then asked Miller if it was not true that what NAB and the industry wants is "to know what you can do?" that is the point, said the NAB head, mentioning as an example the case of the broadcaster who desires to enter the FM field but is uncertain as to whether the Commission would license him, or would con-

tinue his license even if it were originally granted.

Here Wheeler stated that he feels it important to call engineers to testify regarding the future of FM and Television, in order that legislation may be made with a view to these services. Clark added that the FCC must be given ample discretion to handle the influx of these services, since Congress cannot undertake to rewrite the radio law each time there is an advance in one of these services.

Miller replied that the law can be so written as not to "straight jacket" the Commission. Even though Congress is busy, however, he said radio feels it is entitled to a review of radio law more often than once in 16 years. Commission actions are frequently resented by the industry, he said, but little can be done because the industry is fearful of offending the licensing power. The duty of the FCC, he said, is to administer the law as written, not to write its own law.

Such solicitude was unlooked for, but at one point during the hearings before the ICC yesterday Chairman

who resigned under pressure in September as chairman.

The FCC majority thus faces a day of double grief, for in addition to Craven's appearance, several broadcasters are scheduled to appear in support of the White-Wheeler bill before the Senate Interstate Commerce Committee. Craven is in constant disagreement with the Commission majority on nearly all policy matters; and the broadcasters scheduled to appear before the Senate group are members of the NAB Board of Directors. They are expected to support the White-Wheeler bill, which the Commission majority opposes.

Wheeler remarked that "anybody who's chairman of the FCC has got a tough job at best." To which NAB head Neville Miller, constant critic of FCC Chairman Fly, replied, "that's true enough. He's criticized for taking the power if he does take it and for not taking the power if he doesn't take it. If this bill passes, showing him what power he is entitled to, he'd be a happier man."

IT'S ALWAYS ON YOUR DIAL

710 770 880 930

WPAT

ON YOUR DIAL AT 93

During the next 13 weeks . . . the New York and New Jersey listening public will become even more WPAT conscious through consistent advertising in the . . .

NEW YORK TIMES    NEW YORK WORLD-TELEGRAM  
NEWARK NEWS      PASSAIC HERALD-NEWS  
PATERSON CALL

Sell your clients WPAT . . . the fastest growing station in the metropolitan area.

RADIO STATION WPAT } PATERSON, NEW JERSEY • PARAMOUNT BLDG. NEW YORK



LOS ANGELES

By RALPH WILK

**B**ILL GOULD, KNX sound effects department, who handles the effects for the Jack Carson show, heard his own original song entitled "Tell Ya What I'm Gonna Do," introduced by Charles Dant's orchestra recently.

Robert Henaricks, assistant guests relations manager, will eat his Thanksgiving turkey at Fort MacArthur Nov. 23. He will report for Army duty Nov. 25. He is being succeeded by Wayne Kenworthy, formerly with Kfir, Twin Falls, Idaho.

Oscar Otis, well known racing expert, who formerly broadcast the Santa Anita races over NBC, has been promoted to corporal at the Marine Corps public relations bureau, San Francisco.

In recognition of his excellent morale work, Eddie Cantor was made an honorary private, first class, of the Coast Artillery troops, stationed in the Panama Canal Zone. The presentation was made in person by Captain W. J. Williams, who gave Eddie a polo knife as a gift. The presentation was transcribed and will be short-waved to Panama.

Sam Hayes is making "Thru The Sport Glass," a series of 26 15-minute transcriptions re-creating famous sporting events. The dramatizations are for the NBC transcription library.

Red Skelton made a recent personal appearance at the Long Beach civic auditorium to aid in recruiting WAVES for the Navy.

Xavier Cugat comes to the Mutual Broadcasting System on a new half-hour show starting December 2nd for Dubonnet Wine. The show will be heard over KHJ and the Don Lee network Thursdays, 10:00 to 10:30 p.m., PWT.

**Says Owners Of WMCA Will Be Party To Suit**

(Continued from Page 1)

Noble in which Flamm, former owner of WMCA seeks to buy back the station, according to Philip Handelman of Handelman & Ives, attorney for Flamm. Flamm filed an intervenor with the FCC regarding the sale by Noble to Cosmopolitan but this was automatically denied when the FCC approved the WMCA sale Tuesday.

Flamm's suit against Noble comes up for hearing tomorrow in the Appellate Division of the Supreme Court of New York. Handelman stated that the FCC action would not change the status of the pending action against Noble because the new WMCA owners knew of the litigation and at the "proper time, the new owners will be joined to the case."

**Stork News**

San Antonio—Fred W. McFarran, control room operator of station KTSA is the proud father of a baby son, his first....Lew Riklin, member of the sales staff of station WOAI, is announcing the arrival of a daughter, also his first child.

MAIN STREET

WITH *Ol' Scoops Daily*

**Radio Vitamins For Thursday...!**

● ● ● Among other things the broadcasting industry manages to contribute to the world at large something more than its excellent programs and constructive contributions toward winning the war....as for instance, books by correspondents who are enabled to gather the material and present it to the public....material gathered while acting as reporter or foreign correspondent for the networks....latest of these is "Seventy Thousand Miles of War." By W. W. Chaplin....this "human side of the war"....is by one of NBC's ace commentators and Bill knows whereof he speaks....and tells the story of "the little man under fire" as seen through veteran reporter eyes....Chaplin's story starts with the invasion of Poland and ends at the turning point, where the British Eighth Army broke through at El Alamein....well worth reading.... this one man's Odyssey of many fronts....



● ● ● Then there's the newly issued well-bound pocket size book entitled "A Minute of Prayer"....one for every day in the year by Protestant Ministers, Catholic Priests and Jewish Rabbis....it is a compilation from Mutual network's "Minute of Prayer" heard at least once daily over MBS originating via WOR and contributed by the clergymen of various faiths....all royalties from the sale of this fine compilation of prayers go to the USO, as a donation from the fine men who wrote the prayers for the network....certainly worth the dollar it sells for....and being the only one of its kind, Mutual deserves a bow....



● ● ● November 19 issue of "Yank," the Army weekly takes time out to give the lesser known rank and file of entertainers of the armed services a break in an editorial titled, "We Could Use More Bob Hopes"....of course it also lauds the excellent work of the better known stars such as Al Jolson, Jack Benny, Joe E. Brown, Andy Devine, Ray Bolger and others...."Yank" quotes Sgt. D. H. Martin, editor of Gen. Montgomery's Eighth Army "The Crusader" official weekly publication.... Sgt. Martin opines that Gracie Fields should be taken to task for running off to America to fulfill a radio engagement and that at the start of the war, all such stars should have been put in uniform and allowed to wear "paint and pretty clothes" only while performing for service men.... "Yank" would not go so far as to put all the stars in O.D.s....because, while it would be very nice for the men being entertained by them, the GIs in remote parts would find the going still tougher if there were no movies or other entertainment coming through...."Yank" however puts in a word of praise for the rank and file who don't rush home to fulfill engagements there because they haven't any to fulfill....The Army weekly sings the praises of the "hundreds of unpublicized, self-sacrificing show people on overseas duty"....and would like to see their burden shared with more of the higher paid glamor personalities....The War Department, "Yank" reminds, never set a limit on how many entertainers could go overseas....



● ● ● Contrary to report, Ted Lloyd continues as radio director in the New York office of 20th Century-Fox Pix....Many a songplugger's heart would have taken an extra beat yesterday, had he walked through the Blue Net's offices and noted Aileen Stanley, famed song delineator of the Palace days, chatting with "Pops" Whiteman....



—Remember Pearl Harbor—

CHICAGO

By BILL IRVIN

**"COLONIAL WILLIAMSBURG"** motion picture, will be shown at the luncheon of the Association of Broadcasters during the Broadcast Conference on Nov. 30 at the Morrison Hotel. Speakers at the luncheon will be S. Lambert, educational counsel of the Canadian Broadcasting Corporation, Toronto, and Donald Bean, director of Colonial Williamsburg. Entries for the Fourth Annual Utilization of Radio in Education Contest are coming in from Cleveland, Detroit, Portland, and other interested centers of education.

WJJD is offering listeners a taste of its "Morning Showboat" program.

Ed Allen, who conducts the "Early Bird" program (5:35-6:00 a.m.), receives many strange requests from listeners, but he has the strangest is recent one asked him to assist in an advertisement.

Can literary appreciation be developed by radio? The answer is a definite "yes," according to Betty of Hallock, Minn., who lost her sight as the result of a childhood accident. But two years ago she discovered light that is buried in books, when she found Nelson Olmsted, a storyteller, via her radio set. A Braille letter received by Olmsted, Betty gives credit to his World's Best Stories program for developing latent love for books and story fan correspondence has sprung between Olmsted and Miss N. with the aid of the Blind Service Association in Chicago, which transmits Betty's letters for Olmsted and advertises his replies to the Braille for her reading hands.

**War-Hospital Experiment For BBC-WNEW S**

(Continued from Page 1)

been attempted on as long a basis as a trans-Atlantic broadcast. The program will be heard on WNEW in New York and throughout the world via BBC "Seven Seas Circuit" wave. It will be piped to Thorpe bedside on Ellis Island with doctors and nurses in attendance.

The program is a regular BBC-WNEW feature each Saturday, the first half coming from Menzies Navy Hall in London and the second half coming from Seamen's Institute in New York. Both portions of the program are heard on WNEW. On the other half of the program from WNEW any progress with Thornton will be broadcast throughout the world.

**"Salute To Youth" Honor** "Salute to Youth," weekly program sponsored by Goodyear & Rubber Company, over the full network, has received the "Award for 1943," given by the Manhattan group of women's magazines. Mary Rollins, editor-in-chief of the group's publications, presented the plaque to Raymond Paige, musical director.



# Research Co-Op Between Gov't-RTPB

(Continued from Page 1).  
Advisory Committee, the government's Board of War Communications and the FCC.  
Subject to priorities of work relative to the war, the studies should be as quickly as possible, it was stated. Government departments connected with radio work will appoint advisers to work with the Radio Technical Planning Board, it was declared. There will be an exchange of information between the government departments and the RTPB so that all worked in this field can coordinate the work.

**Three Categories Listed**  
The various panels of the RTPB and government groups will study problems as (a) major changes that may be required with respect to service, i.e., standard broadcasting, FM Broadcasting, television, radio (domestic and international), and emergency services, international point-to-point, maritime and government; (b) changes to be made in the FCC's present standards of engineering practice and other technical rules, and (c) the possibility of utilizing frequencies above 300 megacycles.

Among those on hand for the conference were: Commander Franz O. Willenbacher, W. Bailey, American Radio Relay League; Kenneth B. Warner, American Radio League; Walter J. Damm, FMBI, Military; Lt. Comdr. Paul Segal, for BWC; Dellinger, Bureau of Standards; Lt. Paul D. Miles, E. C. Wagner, Agricultural Dept.; A. L. Budlong, Ensign E. J. Craugh and Capt. E. M. Webster, U. S. Coast Guard; L. H. Simson, CA; and A. J. Simon, Signal Corps, for IRAC.

Representing RTPB were: Dr. W. R. G. (Chairman RTPB); L. C. F. Horle, (Coordinator RTPB); Bond Geddes, (Treasurer RTPB); G. E. Gustafson, vice-president, Engineering Department, Zenith Radio, Chicago; Frank Walker, International Assn. of Police, Detroit; D. E. Noble, Galvin H. F. Argento, Raytheon Co.; David H. Burgess Dempster, Crosley Corp.; George RAB, Washington; H. H. Johnson, RCA, New York City; E. W. Brown, RCA Laboratories, Princeton; Edwin, General Electric; I. M. Constable, J. Young, RCA, Princeton; John L. Fox, Facklme, Inc.; Ralph Brown, Bell Laboratories; Ray H. Manson, Stromberg-Carlson, Mfg.; F. M. Ryan, AT&T; C. M. Jr., Jansky & Bailey, Washington, and George T. Barnes, American Institute of Electrical Engineers.

Herbert A. Friede, International Municipal Signal Assn.; Dr. Alfred N. Goldsmith, New York City; R. M. Wise, Sylvania Electronics; Theodore Streibert, FM Broadcast, Inc.; Philip Louche, FM Broadcast, Inc.; W. B. Lodge, CBS; Fred D. Wilcox, Philco Corp.; H. W. Holt, Frank J. D. W. Rentzel and Walter Murray. Also included were Chairman James Lawrence, of the FCC, and Commissioners T. Craven, C. J. Durr, Paul A. Walker and C. A. Wakefield, as well as E. K. Jeff, Engineer; Charles Denny, general counsel; F. Siling, Rosel Hyde, Dr. L. P. Warner, George Sterling, William H. Bauer, Adair, George Turner, James T. Harry Plotkin and William Krebs.

**Renewals Prove Results**  
**WTBO**  
Kc. Cumberland, Md.

# Affiliated Outlet Participation Set In Blue Net Finance Plan

Blue affiliates for the first time following final FCC approval of the sale of the Blue, Noble said:

"The ideal operation of a broadcasting network would see the stock held by 130,000,000 people in America. Unfortunately, this is not practical. Other than saying that I would like to see amateurs and management holding stock, I don't want to outline a plan at the present. Within a year I will be able to come to you with more concrete plans."

**Cites Wartime Uncertainties**  
Due to wartime uncertainties, as they affect network operations for the next few years, and because an additional five to ten million dollars must be invested, purchase of Blue Network stock at this time would be a hazardous investment, Noble said. And stockholders, he added, naturally expect and are entitled to expect a return on their money. If Blue stock were widely held during the first months of network operation, he explained, huge expenditures for improvements and advertising might not be so easily handled.

"In the beginning," said Noble, "I will have to assume the financial risks myself. Naturally, I want to keep the property economically sound but that is not my sole objective. I wish to make the Blue America's leading network whether or not the operations in the beginning are profitable."

Other highlights of the final session in the two-day meeting, included:

A report on time sales showing an increase of 61 per cent in the past year.

A recommendation that all blue affiliates immediately file application for frequency modulation transmitter licenses.

Announcement by Noble that, for the first time, a station owner or operator will be added to the board of directors.

A recommendation that all affiliates in major cities file application for television licenses. The Blue Network, it was announced, will shortly file applications for FM and television stations in New York, Chicago, Los Angeles and San Francisco.

Announcement of detailed plans for an extensive advertising campaign. The plans, as outlined by Edgar Kobak, executive vice-president of the Blue, call for expenditure of a quarter of a million dollars, in addition to current trade paper advertising and advertising for WJZ, WENR and KGO. Magazines, newspapers, outdoor display and radio will be used.

**"Consumer" Drive, Says Kobak**  
"This is a consumer campaign," Kobak said, "and is designed not to sell the network to advertisers but to sell the programs to the radio audience. Radio is a combination of advertising and show business and it is our belief that merchandising programs to our audience is fully as

important as the building of the finest programs we know how to build."

Mark Woods, Blue Network president, pointed out that the progress made by the Blue in the past year, both in nationwide coverage and in programs presented, was made possible because of the general revenue increase.

**Woods Praises Programs**  
"Sales," he said, "have represented more than revenue. They have represented new programs for the Blue and for the stations. It is because of these new commercial programs that we have been able to spend more and more money on the presentation, at our expense, of many fine, new sustaining programs. We have made technical improvements in quantity as well as in the quality of programs."

The Blue, Woods reported, now consistently leads in morning hour listeners. And in many markets, he added, it also leads in afternoon listeners.

"We're well ahead during the hour and a half that our children's shows are on the air. And at night we are jumping rapidly to the point where we are ahead or one of the other two major networks in 23 evening quarter hours a week, and either ahead or equal to the other network in 31 evening quarter hours."

**Carlin Discusses Policies**  
In introducing Noble, Woods said:

"While the record of the Blue during its 18 months of independent operation has been impressive, none of us, either with the Blue or with affiliates, can rest on the job. With FM and Television in the offing, and with advertising and program methods changing, we need strong leadership and leadership that envisions broadcasting as a public service and not as a mere profit maker. In Edward J. Noble the Blue Network Company and broadcasting in general is fortunate to have that man."

Philips Carlin, vice-president in charge of programs, in discussing future program policies, said:

"In building program cost is not a factor. We will seek new talent wherever it may be. We will develop new talent and spend whatever amount of money is necessary to do so. In this respect, our foreign news staff is being increased and we are already making plans for additional foreign pickups."

**Kiggins Introduces Priaulx**

Keith Kiggins, vice-president in charge of station, presided at the meeting. He introduced C. Nicholas Priaulx, newly named vice-president in charge of finance and E. E. Anderson, member of the board of directors.

Harold Hough, KGKO-Fort Worth, chairman of the Blue Network Advisory and Planning Committee, speaking for the stations, welcomed Noble as the new owner.

"There are people and there are folks," said Hough. "Ed Noble is our kind of folks."

# Says 80% Tele Sets Working In N. Y. Area

(Continued from Page 1)  
Marketing Association in the Sheraton Hotel, New York. Present quality of 957 sets was noted as excellent or good; 202, fair; 68, poor; 160, not operating, and 47, didn't know or answer.

Home reception, out of 1,113 returns, indicated an average audience of eight people before each parlor television, Williams reported. This group was then broken down to an average of three men, three women and two children. Poll of 155 public places showed an audience mean of 46 individuals before a receiver, consisting of about 31 men, 11 women and four children.

Majority of televisioners, according to the returns from the NBC survey, incidentally, were of RCA make, which accounted for 870 replies, or 60.7 per cent of the total return. Du Mont came next with 149 sets, or 10.4 per cent; GE, 146, or 10.2, and other makes such as Andrea and Westinghouse trailed the list. Twenty-two answers reported more than one receiver. Screens were found to range from more than 12 inches down to five. Greatest number of image reflectors was in the 12-inch category as noted in 721 returns, or 50.2 per cent of the total.

Other speakers were C. E. Hooper, head of his own commercial radio research organization, who forecast listening trends among radio audiences during the coming Winter, and a brief introduction by R. L. Gibson, assistant to the manager of GE broadcasting and publicity, to a screening of "Sight-seeing at Home," GE educational film short. A turn-away crowd of 275 AMA members and guests attended.

**WGCM**  
Voice of the  
MISSISSIPPI GULF COAST  
**BLUE NETWORK**  
Gulfport, Biloxi, Miss.

The Voice of the Thousands who are Spending the Millions in Monthly Payrolls on the Mississippi Gulf Coast!

National representatives: Sears & Ayer, Inc., Chicago and New York.



## PROGRAM REVIEWS

## "FOREIGN ASSIGNMENT"

Saturday 8:30-9 p.m., EWT  
WOR-Mutual (sustaining)  
Cast headed by Jay Jostyn; produced by  
Henry Souvaine office

## WAR DRAMA THAT CARRIES AN UP-TO-THE-MINUTE NEWS ANAL.

"Foreign Assignment" tells the running story of a compact set of characters doing their stuff overseas, with a clever twist in that the episodes, each a complete story in itself, are actually based on inside news, political and war events, with just the right amount of disguise. Obviously this is a type program that would be just another dramatic war series if not so competently handled, not only as to the acting but the fine hand of a script writer who knows his stuff every inch of the way. Script is credited to Frank H. Phares, press association correspondent now in this country.

When reviewed, story revolved around the usual characters Brian Barry, American newspaper correspondent played by Jay Jostyn, who has just joined the cast as male lead, Barry and his English newspaper pal Peabody (British version of "Penbody") and the girl Carol Manning a free lance intelligence agent are the standard roles in the playlet. On this occasion the two men are passed on the road outside Naples by a private car carrying civilians and this arouses Barry's curiosity, particularly with the girl in the car being unusually attractive. Being nosy for news they follow up a hunch. In a public place Barry gets into conversation with both the Italian and his niece who have left Rome because of the Fascists after their sculps. The man from Rome (whom they saw in the car earlier) is vehement against the Fascists who have a new plot up their sleeves. At a party thrown by the alleged anti-Fascist from Rome the niece tells Barry that in reality her uncle is a high ranking Fascist who is now working out a plot under guise of being on the other side of the fence. Since her father was killed by the Fascists, she is against all of them including her uncle. While she is seeking to reveal some conclusive evidence hidden in a strong box, the uncle surprises them and shoots the niece. At any rate the correspondents are enabled to break a good story on the Fascist plot developed in Rome.

Yet the supposed fiction was closely followed in the evening papers as well as Sunday, which happened to carry a similar story of an important fascist captured in Naples under the guise of being anti-Nazi, etc. Most of the Phares scripts have preceded actual news happenings as carried in the dailies and some virtually coincidental.

Others in the cast, in addition to Jostyn, all of whom do an excellent job, are Vicki Vola, as Carol Manning and Maurice Wells as George Peabody. Chick Vincent is director.

## "HOOK 'n LADDER FOLLIES"

Goodyear Tire & Rubber Co.  
WEAF-NBC Sat. 11-11:30 a.m., EWT  
N. W. Ayer & Son

## RAFT OF FIRST-RATE TALENT IN A BREEZY, FAST MOVING SHOW.

In the interest of the local shoe-repair man (particularly rubber heels and composition soles), Goodyear has assembled a sure-fire assortment of talent in a fool-proof formula and one that is simple too—merely that it entertains in wholehearted manner. For a Saturday morning it seems to hit the spot for young folks are home as well as the lady of the house. And who wears out shoes any quicker than the growing boys and girls? And new shoes are rationed in the bargain.

Cast is headed by Ralph Dumke as emcee (formerly East & Dumke) and currently in the Broadway revival of "The Merry Widow"; Carson Robison is featured and sings his own composition; Ed Durlacher, president of the American Square Dance Callers, is still another star, calling the sets performed on the stage of the studio. This is only the beginning, however, for The Song Spinners, network choral group, are also much on the job and is comprised of Margaret Johnson,

## Washington Front

By ANDREW H. OLDER

POOR J. Frank Burke—no relation to our editor—ran into plenty of trouble Tuesday when he appeared to testify before the Senate ICC on the White-Wheeler bill. All set to open up on his pet subject—MONOPOLY—Burke ran into a barrage of questions concerning the ownership of his station, his own position in the picture, under what auspices he had opposed a bill before the California state legislature and several other matters. Sincere in his belief that the networks have American radio in an iron grasp, apparently, Burke was a bit too confused to be able to present much of a case even if he did have facts to prove his contentions. And that, quite apart from the merits of the case, did not appear to be too certain. It appears that Senator Wheeler was laying for Burke. We don't know exactly why, but it may have been because screen actor Melvyn Douglas was originally listed as a director of Burke's station. Douglas is not beloved on Capital Hill. At any rate, Burke got a terrific going over from the Senators, and we seriously doubt that he did say half of what he had expected to say to them. We also doubt that he'd care to go back to complete his testimony. We also doubt that the FCC would want him to go back. Incidentally, newsmen have been amused on several occasions when the discussion reached freedom of speech to hear Senator Wheeler paint the horrors of an undemocratic radio. Invariably he says something like "That's the trouble with radio in Russia—" then adds, apparently as an afterthought, "Germany and Italy."

The local AP had a few bad moments here last week when one of the female press corps filed a story on the new synthetic rubber girdle, describing it as "American womanhood's No. 2 desire".... Naturally, the wires burned and burned and burned. We don't know who were shooting in the question from Duluth, Dallas, Denver, etc., but it's our guess that plenty of men on AP desks there wanted to know the answer to the obvious question. The tension at the AP office here grew and grew until finally the gal who wrote the story was reached by

Travis Johnson, Bella Allen and Len Stokes. Frank Novak's 18-piece orchestra and several smaller groups, the Sonwood Mountain Boys, the Rootin' Tootin' Five, Tubby Twitchfinger and his Meerschmum Sax Septet, a "sweet potato" sextet and other combinations are slated to further enhance the variety of the entertainment. Don Gordon handled the commercials and Jack Roche of the Ayer agency directed. Entire program was under the supervision of Max Wylie, assistant to Hay McClinton, vice-president in charge of radio for the agency, has the over-all job of production.

With the commercials short and not intrusive, more or less institutional in nature, and either instrumental musical, vocals or a dash of comedy always on tap, it appears that "Hook 'n Ladder Follies" got away to an excellent start; and no reason why it shouldn't continue stronger as it goes along. Show originates in large NBC studio New York and is heard over the complete network.

telephone. She came through. American womanhood's No. 1 desire, she explained, is—no, you're all wrong—its nylon hose.

WHN's Congressional Record of the Air and Leo J. Pausin, who handles it from this end, came in for a loud nuzzan and plenty of nice words on the House Floor Monday from Rep. Carl E. Mundt of South Dakota. "Both the Congress and the country owes a debt of gratitude to both radio station WHN and to Mr. Pausin for their enterprise in arranging these weekly programs which bring to the microphone at 8:30 each Monday evening a senator or Representative who discusses a pertinent public problem from either the Democratic, Republican or independent viewpoint as the case may be.... So far as I know," Mundt went on, "WHN is the only independent radio station in America which awards its listeners this type of regular weekly discussion by members of Congress.... It is a pattern of radio service which may well be extended to the network net since it is entirely devoid of propaganda purposes and dedicated solely to the task of keeping the individual citizen better informed about the operations and attitudes of his government."

Senator Ralph O. Brewster, Maine Republican, had something else to say about public service programs—or anyway, about one of them. He appeared recently on the Town Hall of the Air, along with Harry D. Gideonse, president of Brooklyn College. Brewster told the Senate last week that Gideonse was provided in advance with a copy of the remarks Brewster intended to make, but that Brewster did not have the same advantage. The Senator from Maine did not feel that this was quite cricket, and wrote Moderator George V. Denny, Jr., suggesting that the printed record of the session include his protest.... The very detailed manner in which Gideonse "made reply seriatim to the points which I raised evidently led" to several inquiries of Brewster from listeners. Brewster replied to his questioners that Gideonse had been provided with an advance copy of his remarks.

We understand that there should be action soon on the famous Wilkes-Barre case, over at the FCC. That was the case last year where WBAX was licensed to a corporation which included Wilkes-Barre Lawyer Robert J. Doran. The grant was protested by local labor and ministerial groups, who pointed to Doran's book-burning activities, later admitted, and his sponsorship of Mrs. Elizabeth Dilling and Col. Eugene Sanctuary, both under indictment for sedition, as evidence of fascist leanings. The case was fought long and hard, with Doran bringing in strong American Legion support.... The files were taken by the Cox committee last spring, and only recently returned to the FCC.

## NEW BUSINESS

KPO, San Francisco: Globe Flouring Mills (Globe A-1 Flour), weekly, through Sept., through McCann-Erickson; Nicholson Johnston Portrait Studios (photography), weekly anns., eight weeks; Haas Bros. (Trupak candies), "A Date at Eight" var with Art Linkletter, renewal for weeks, through Leon Livingston Agency; Regal Amber Brewing (beer), "Eye Witness News," renewal for 26 weeks, through M. E. Harlan Agency; Meyerberg Milk Co. (canned milk), "A Picture of You" var and drama, renewal for 13 weeks, through M. E. Harlan Agency; Standard Brands, Inc., six a weekly, 56 times, through Ted B. Inc.; California Dairy Council, weekly participation in "Women Magazine of the Air," through BBD&O.

## "Treasure Hour Of Song Returns To MBS Today"

"Treasure Hour of Song," heard Mutual's musical calendar, returns begin another Thursday series today from 9:30-10 p.m., EWT. Licia Albanese, lyric soprano, and Francesco Valentino, young baritone, both stars of the Metropolitan Opera Company, will be featured with the orchestra conducted Alfredo Antonini. Alois Havrilla turns to his post as announcer musical annotator for the series.

The program is being sponsored by Conti Products, Inc., over 19 stations and made available sustaining to full Mutual network with commercial credits cut.

## "Can You Tell A Joke" Slated For WMCA Debut

A new program, "Can You Tell A Joke," has its premiere on WMCA New York, tomorrow from 10 to 10:30 p.m. Del Sharbutt, well known announcer, will act as master of ceremonies of the show which contestants, first picked through weekly auditions, will participate. "Can You Tell A Joke" pays \$10 for a "Howler"; \$5 for a "smile"; \$2 for an "egg" and a \$25 war bond to a contestant called back to the program by votes of the radio audience.

## Stars On "Bandwagon" Show Starting Nov. 21

Guest star system being inaugurated on Fitch Bandwagon show on NBC effective Nov. 21 with Ginny Simms as first guest star. Other name personalities scheduled for early appearances are Dick Powell, Nov. 28; Francis Langford, Dec. 5 and Frank Sinatra and the Andrews Sisters to come late. Star system will augment regular name bands and Tom Reddy, master of ceremonies. The show is heard Sundays at 7:30 p.m. EWT.



# ★ ★ ★ COAST-TO-COAST ★ ★ ★

— KENTUCKY —

**LOUISVILLE**—New business chalked up by WINN includes a musical program, "Southern Melodist" aired Sunday, Tuesday and Thursday evenings from 6:45 to 7 p.m. sponsored by the Old Colony Furniture Co.; the 7:55 to 8 a.m. news, sponsored Monday through Thursday by Puritan Cleaners, and the "Six O'Clock News" sponsored Monday through Friday by Udga, Inc., of St. Paul, Minnesota.

— IOWA —

**DES MOINES**—New show on KRNT is "Newsroom Roundtable." Station's news gets together each Tuesday and discusses the week's news, as seen individually and collectively. Ed Lineham, KRNT program director, acts as moderator on the broadcast, which is sponsored by Dodson's, home furnishers. Stanley Dora, John R. Irwin, Glen Law, Betty Ames, Gene Shumate, and George Suderma participate in the discussions.

— OREGON —

**PORTLAND**—"Down the Ways" is the title of a new weekly half-hour dramatic production on KEX, sponsored by the Buckler-Chapman Co., the fitting firm which finishes Kaiser ships built in the Portland area. Program, presented from the local Seaside Center, dramatizes experiences of individuals who sail on and build the Kaiser ships. Homer Welch, KEX program director, produces the show, and music is provided by the Abe Hovovitz and the KEX staff orchestra. Winifred Searles, formerly secretary to the KGW-KEX commercial manager, has returned to the outlet as secretary to Arden X. Pangborn, managing director. She has been in the East the past two years with her husband, Paul Searles, former KGW-KEX engineer who is now a Lieutenant (j.g.) in the Navy. He is now on sea duty.

— MINNESOTA —

**MINNEAPOLIS**—"Twin Cities Review" recent innovation on KTSP, designed to eliminate indiscriminate dumping and the schedule of interviews with celebrities and news of local projects. Aired Tuesdays from 5:15 to 5:45, format includes, in addition to interviews, music by Gene Carroll, songstress, and Leonard

Leigh at the organ. Dorothy R. Spicer, KSTP director of public service, produces and handles the announcing chores.... RKO Radio film, "Lady Takes a Chance," is being plugged over KSTP with minute and station break announcements. Foote, Cone & Belding placed the contract.

— CONNECTICUT —

**HARTFORD**—After a period of training, Mrs. John G. Gamble, secretary to WDRC program manager Walter Haase, has been transferred to the station's control room staff as an operator. She is the second girl at WDRC to hold down an operator's job, the first being Jean Kirwan.

— PENNSYLVANIA —

**PHILADELPHIA**—For the first time since its house band hit the air, WIBG is offering the group for sponsorship. Station has been grooming them till now, and feels they have reached the status where they can do a selling job. Units for sale are "Music by Wilkinson," full orchestra, "The Rittenhouse Trio," "Organ and Strings," combination of organ, harp and two violins, and Eric Wilkinson at the organ.... United States Rubber Co. has renewed its sponsorship of "To Whom It May Concern" in the Providence, R. I. area. Renewal calls for a second set of 30 scripts to be written by Ed Obrist, WFIL program director. Program is syndicated through Harry S. Goodman, New York transcription service.

— FLORIDA —

**JACKSONVILLE**—Harry Moreland has arrived here to take over the post of program director at WJHP, coming from Chattanooga, Tennessee, where he was a member of the WDOD announcing staff. Previous to his last position he was associated with WROL, Knoxville, Tenn., and before that with WJW and WADC, Akron, Ohio.

— MASSACHUSETTS —

**WORCESTER**—The American Optical Co., Southbridge, is using WTAG for an extensive "help wanted" campaign. Firm has contracted for five-minute shows six days weekly, with scripts by WTAG writer Anne Cristy. Shows are built around the good-will theme, dramatizing history of the plant, stories of its founders, and importance of its products in war and peace.

— INDIANA —

**HAMMOND**—Sam Weller recently took over the duties of program director at WJOB. Weller has been in radio since 1921, having started at WGR, Buffalo. He has been a free lance announcer, working for some time with NBC, and has also been associated with WIND, Gary. For the past two years he has worked at WJOB on the announcing staff.

— WISCONSIN —

**MILWAUKEE**—Two Christmas religious broadcasts have already been scheduled by WISN. Station will air the midnight mass from St. John's Cathedral, and a Christmas morning service from St. Boniface's Church.

— INDIANA —

**FORT WAYNE**—New production director at WOWO-WGL is Fred Freeland, who has served as a combination production man and announcer. He succeeds Clair Weidenaar, who is now in the Navy.... Charles L. DeVault, WOWO news commentator, has been sold to Grove Laboratories for a period of 18 weeks, five nights weekly.... WOWO is sponsoring a Fall Field Day and plowing demonstration on a farm near Fort Wayne as a special contribution to North-eastern Indiana farmers. Purpose of the Field Day is to instruct farmers in scientific methods of combating insects and to explain various new grains. Agricultural experts from Purdue University will be featured as speakers and demonstrators.

— TEXAS —

**FORT WORTH**—Producers Creamery Co., Springfield, Mo., have extended their five-minute programs, "Melodies that Linger," from four to five times weekly over KGKO at 11:55 a.m., to run for a year.... McDonald Hatcheries have signed a year's contract for one-minute transcribed announcements over KGKO six days weekly.... "WAC Time," series of five-minute shows aired over KGKO six days a week, is being sponsored by the following firms: Worth Food Markets; Ben E. Keith Co.; W. C. Stripling Co.; Ellison Furniture and Carpet Co.; Monnig's Dry Goods Co.; and Fair Department Store. In addition to "WAC Time," Ellison Furniture has signed a 52-week contract with KGKO for a series of spot announcements.

— OHIO —

**DAYTON**—Richard Higham, philosopher, has started a new series of morning broadcasts over WHIO for Coca Wheats. Higham has been featured for several months in an afternoon spot on WHIO.... New shows will be aired Monday through Friday at 8:45 a.m.... "Music Out of the Night" is one of the latest additions to the WHIO schedule five days a week. Program features popular music and informal chatter, interspersed with spot announcements plugging several local accounts. Show is heard from 11 to 11:30 p.m.... Three new advertisers on WHIO are Pillsbury Flour, Bulletin Publishing Co., and Old Reliable Coffee. Pillsbury sponsors Dick Cull's noon news, 15 minutes five days weekly. Bulletin has a quarter hour Sunday morning show at 10:30, featuring all-Negro talent, in behalf of a newspaper for Negroes published by the firm. Old Reliable in conducting a spot announcement campaign over WHIO.

— WEST VIRGINIA —

**WELCH**—Ralph Nash, WBRW manager, is back at his desk after a week's vacation. He is performing in a new feature added to the WBRW Saturday night "Hill-billy Jamboree." The addition is a "little moron" act, with no one less than Nash himself playing the title role of "Elmer".... Aubrey Light and Bob Kelton, of the WBRW staff, were stricken with appen-

dititis within a week of one another. Both are recuperating nicely.... New accounts at WBRW include Bond Clothing Stores, of Welch, and King Kut Rate Drug Co., local firm.

— MISSISSIPPI —

**COLUMBUS**—Increased business has caused WCBI to add 45 minutes to its broadcast schedule. Station now opens at 6:30 a.m. instead of 7 a.m., and signs off at 10:45 p.m. instead of 10:30 p.m. One of WCBI's oldest public service programs has gone commercial. The Fourth Sunday Singing Convention, on the air since the outlet was built, was sold recently to the local B. F. Goodrich Silvertown Store. Convention attracts over a thousand people to the Lowndes County Courthouse every fourth Sunday. WCBI airs one hour of the three-hour program direct from the auditorium.

— ARIZONA —

**PHOENIX**—Jimmy Creasman, former KTAR newscaster who, for the past year has been working with the CIAA in New York, has returned to Arizona for a short vacation prior to entering the service.... Parker Sutton, KTAR announcer, is back at the mike following a two week illness.

— WASHINGTON —

**SEATTLE**—KIRO is making daily transcriptions of the "American School of the Air" which are being sent to Fairbanks, Alaska, for re-broadcast over KFAR for the benefit of schools and adult listeners in that area, it was announced by Kenneth Yeend, KIRO educational director.

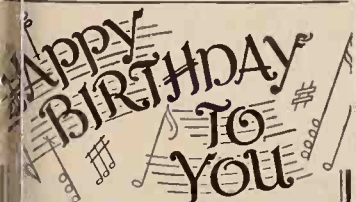
— CALIFORNIA —

**OAKLAND**—KROW is carrying a three-week series of broadcasts direct from War Chest Report luncheons, giving listeners latest information on the progress of the drive.... Pacific Telephone & Telegraph Co. has purchased a heavy schedule of five-minute shows on KROW to secure additional employees. Broadcasts feature interviews with the company's personnel.... Southern Pacific Co. has signed with KROW, via Foote, Cone & Belding, for a schedule of announcements.

## Own Capital News Bureau Set By WJR, WGAR, KMPC

Washington Bureau, RADIO DAILY  
Washington—Officials of WJR, Detroit, WGAR, Cleveland, and KMPC, Beverly Hills consummated a deal in Washington last week which established what is believed to be the first regularly maintained Washington news bureau for independent radio stations.

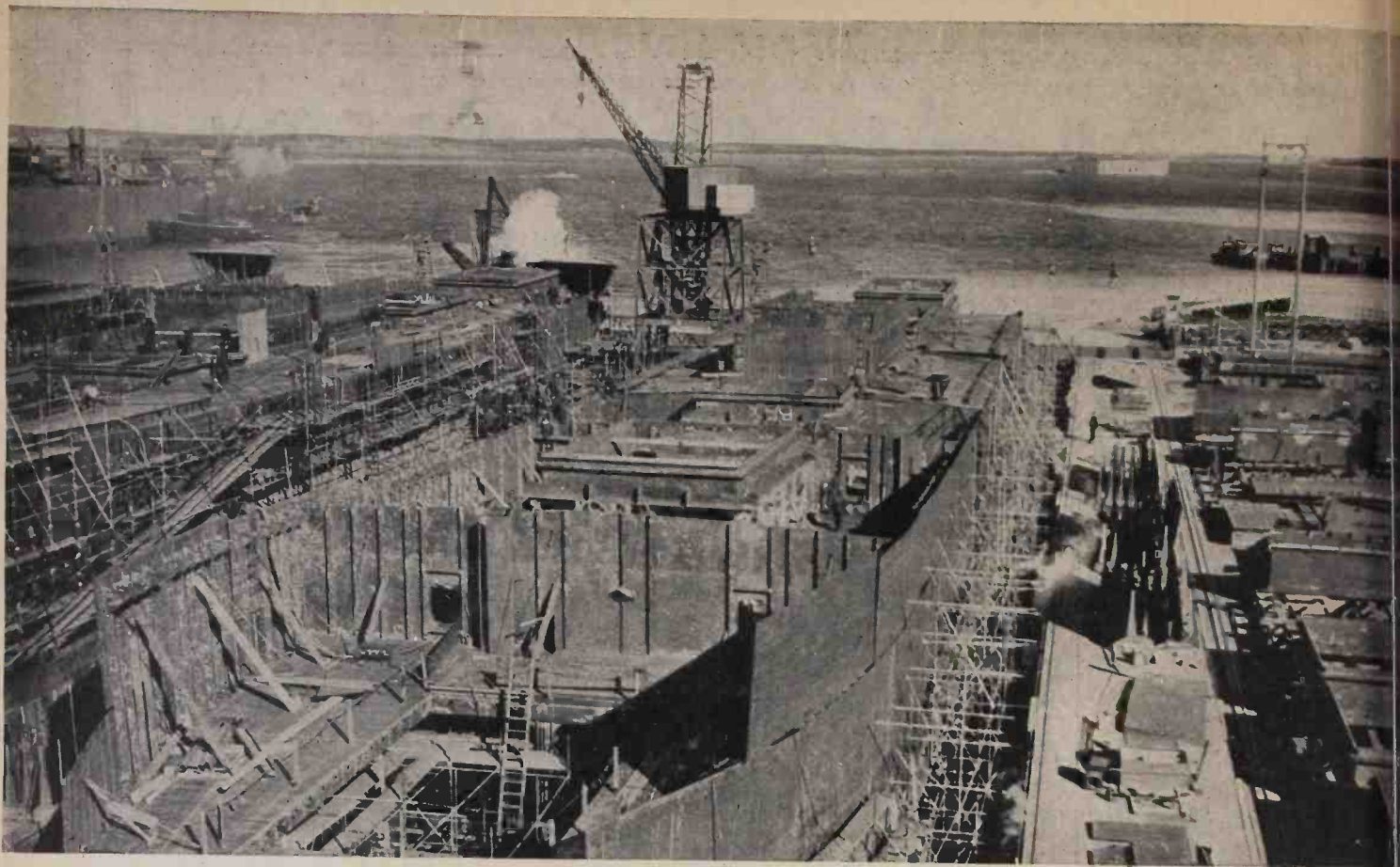
The arrangement places at the disposal of each station a news staff headed by William Neel. Acting for WJR were vice-president and general manager Leo Fitzpatrick and news editor George Cushing; for WGAR, vice-president and general manager John F. Patt and news editor Ralph Worden; for KMPC, Eugene Carr, assistant to G. A. Richards, president of KMPC, WJR and WGAR.



November 18

at Alan	Jean Ellington
etty Frear	Sharon Grainger
obby Jarvis	Mrs. Joe Rines
am Kaufman	Arthur H. Peterson, Jr.





Associated

## PICTURE OF A LAZY LIFE...

### In the Clutches of War Work!



"... used to put in here on vacation cruises now and then. No excitement. Never went ashore except to check gear and maybe pick up some fresh lobsters. Just a nice, relaxing town and harbor, that's all. But boy, you ought to see it now! This is one of those boom towns you hear about."

You may know about this place, but do you know about all the others? The whole country is teeming with boom areas. And it's our job

to keep *you* in pace with these rapid changes. It's our job to know where they are, what new markets they offer, and how best they can be reached.

Proof of the pudding, that we have "know how" . . . that we know what to do with the information we get, is that we've had an enviable average billing gain of 42% for every year we've been in business. For ten years without a hitch!

*Back the attack with War Bonds and Stamps*

# WEED AND COMPANY

## RADIO STATION REPRESENTATIVES

NEW YORK • BOSTON • CHICAGO • DETROIT • SAN FRANCISCO • HOLLYWOOD





# RADIO DAILY

The National Daily Newspaper of Commercial Radio and Television



NOV. 25, NO. 33

NEW YORK, N. Y., FRIDAY, NOVEMBER 19, 1943

TEN CENTS

## Urges Radio Law Revision

### Morgenthau At ANA Praises Advertisers

American advertisers have taken... as their "professional assign-... Treasury Secretary Henry J. Morgenthau, Jr. told the ANA last... in meeting at the Hotel Com-... New York. Warning against... optimism and premature assump-... at the war is over, Morgenthau... advertising has done a remark-... of keeping the seriousness of... before the people and will... ue to do so. He credited adver-... (Continued on Page 3)

### Crosby Wins Poll Cleveland For 2nd Year

The second straight year, Bing Crosby topped the poll for popular-... conducted by Bob Stephan, radio... of the "Cleveland Plain... and came out with the title... "captain." Other winners in the... in, follow in order: Don Ameche... Smith, Joan Davis, Ed (Archie)... er, Bob Hope, Clifton Fadiman... Durante, Lionel Barrymore... Cross and Jim Ameche. (Continued on Page 3)

### Sanderson For Tums Starts On Mutual Dec. 2

Ma Sanderson, will head a new... the coast-to-coast Mutual net-... series—her first air show since... death of her husband Frank... Thursday, Dec. 2, 1:30-2 p.m... The program, entitled "Let's... charming," will be sponsored on... than 190 stations by Lewis-Howe... (Continued on Page 2)

**Decorated**  
John H. Thompson, MBS and Chicago Tribune war correspondent... been awarded the Purple Heart... injuries suffered July 9 when... leaped from a plane with U. S... troops in the vicinity of Vit-... a, Sicily. Thompson has been... ched to the parachutists in... their operations in Sicily and... ly, and has since gone to Cairo... cover from there.

**Constant Listener**  
Passing through a Connecticut town on a bus, Howard S. Keefe of WSPR, Springfield, Mass., chanced to glance through the window at a theater with a lighted neon sign above it. Name of the movie house was the "Webb." Youngster nearby asked his daddy what it was, and papa replied unhesitatingly. "Oh, that's a radio station of course—station WEBB, Hartford."

### Denver Post Answers KFEL Damage Charge

Denver—The Denver "Post" today denied that the public interest requires it to print programs of all stations in its daily log in replying to the suit brought by radio station KFEL which seeks to compel the newspaper to publish KFEL programs. The "Post" filed motions to dismiss and to strike. Its motion to dismiss charged that the facts stated in... (Continued on Page 3)

### Adelaide Hawley Show Gets 5 Part Time Sponsors

Five sponsors have initialed contracts with WEAf for participation in Adelaide Hawley's morning commentary for the distaff side. The new commercials and their agencies are: H. C. Bohack Co., Inc., E. M. Frey-stadt Assoc., Inc., Simoniz Co., George... (Continued on Page 2)

## Sports World Wartime Effort Lauded At Luncheon Of REC

### Sarnoff And Cantor Cited By 'Hall Of Fame'

David Sarnoff, RCA president, and Eddie Cantor have been included in a living "Hall Of Fame" by the Educational Alliance, fifty-year-old settle-ment house on New York's Lower East Side. Idea is inspirational, with the photographs of successful, former "boys" serving as an example to... (Continued on Page 2)

## Manager Of WSB And Auto Union Head Give Divergent Views At Hearing On W-W Bill Before Senate ICC

### Retail Sales Film Well Received In N. Y.

Stimulation of New York City re-tailers' interest in radio advertising was effected by the NAB film-and-live presentation, "Air Force and the Retailer," which wound up a four-day metropolitan showing yesterday, it was learned from an industry con-sensus. Result was considered as heartening in view of the fact that... (Continued on Page 5)

### Alex Dreier Renewed By Skelly Oil On NBC

Chicago—Renewal of Alex Dreier, NBC commentator on the Skelly News programs for another 52 weeks, ef-fective Dec. 13, heads the radio bill-ings of the past week. Renewal for Dreier came through... (Continued on Page 2)

### KDYL Asks FCC Okay For New Television Outlet

Salt Lake City—Application for an experimental television station in Salt Lake City has been filed with the FCC by KDYL, Salt Lake City. S. S. Fox, president and general... (Continued on Page 2)

Washington Bureau, RADIO DAILY  
Washington—Two witnesses, pro-pounding different doctrines, but both appealing for new legislation to regu-late broadcasting were heard by the Interstate Commerce Committee yester-day during hearings on the White-Wheeler bill. The witnesses were J. Leonard Reinsch, general manager for WSB, Atlanta, WIOD, Miami, and WHIO, Dayton, Ohio, and R. J. Thomas, president of UAW CIO. Reinsch defended NAB, was critical of FCC, and asked for new radio... (Continued on Page 6)

## Stephens Conference Gets Under Way Today

Columbia, Mo.—Post-war broad-casting problems will be examined at the second annual Regional Wartime Radio Conference to be held here at Stephens College today, Saturday and Sunday under the sponsorship of The Association for Education by Radio. Program is titled "The Responsibility of Radio in the New World." Nation-... (Continued on Page 8)

## Lea Probers Of FCC Hold 2 Routine Sessions

Washington Bureau, RADIO DAILY  
Washington—The Lea committee to investigate the FCC offered little com-petition to the Senate Interstate Commerce Committee as it held two... (Continued on Page 3)

**Two More Verses**  
Celeste Holm, singing comedi-enne of "Oklahoma," will sing two specially added American verses for Noel Coward's controversial Don't Let's Be Beasily to the Germans," with the complete ap-proval of the English playwright, when the song is given its first American broadcast over the Mut-ual network on Tuesday, Novem-ber 23, from 8-8:15 p.m., EWT.





Vol. 25, No. 33 Fri., Nov. 19, 1943 Price 10 Cts.

JOHN W. ALICOATE : : : : Publisher

FRANK BURKE : : : : : Editor

MARVIN KIRSCH : : : : Business Manager

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# FINANCIAL

(Thursday, November 18)

## NEW YORK STOCK EXCHANGE

	High	Low	Close	Net Chg.
Am. Tel. & Tel.	155	154 1/4	155	+ 1/4
CBS A	23 3/8	23 1/4	23 3/8	—
Farnsworth T. & R.	9 1/2	9 1/2	9 5/8	—
Gen. Electric	34 1/4	33 7/8	33 7/8	- 1/2
Philco	20 5/8	20 1/4	20 5/8	+ 1/2
RCA Common	8 7/8	8 7/8	8 7/8	+ 1/4
RCA First Pfd.	68 5/8	68	68 5/8	+ 5/8
Stewart-Warner	10 3/8	10 1/8	10 1/8	- 1/4
Westinghouse	89	88 1/4	88 3/4	+ 3/4
Zenith Radio	29	28 3/4	29	+ 1/4

### OVER THE COUNTER

	Bid	Asked
Stromberg-Carlson	10 1/8	11 1/8
WCAO (Baltimore)	20	23
WJR (Detroit)	29	

## "E" For Borax Firm

Pacific Coast Borax Company, sponsor of "Death Valley Days" on CBS, has been awarded the Army-Navy "E" in recognition of its production of material used in the war effort.

## 20 YEARS AGO TODAY

(November 19, 1923)

International amateur call letter plan will soon go into effect with a regulated system of sending and receiving messages... the choral society made up of employees of Abraham and Straus is a weekly feature of WEAF... United Cigar Stores has gone into the radio field and organized radio sales departments in various stores in the chain.

## WANTED TO BUY

250 Watt transmitter. Also FCC approved modulation Monitor, in fact will buy a full 250 watt station complete with all equipment. What have you to offer. Nathan Frank, Radio Station WCBT, Roanoke Rapids, N. C.

## Alex Dreier Renewed By Skelly Oil On NBC

(Continued from Page 1)

Henri, Hurst & McDonald, Inc. The program is heard Mondays through Saturdays, 7:00 to 7:15 a.m., CWT over 21 midwest stations. Lloyd Burlingham, farm expert, shares the Saturday edition with Dreier, presenting the weekly W. G. Skelly award for superior achievement in agriculture to an outstanding farmer for his accomplishments in the battle for food production. Dreier was one of the first war correspondents to cover the fighting fronts from the two belligerent capitals, London and Berlin.

WBBM inaugurates a weekly 15-minute program of "Town Chatter" by Nate Gross, Chicago columnist, on Saturday, Dec. 4, 5 to 5:15 p.m. Sponsor is the Illinois Commercial Men's Association, through L. W. Ramsey Advertising Company, Chicago. Contract is for 13 weeks.

Joe Boland, WGN sports and special events announcer, will begin a new series, "Behind the Scenes of Sports," on Saturday, Nov. 20 (9:15 to 9:30 p.m., CWT). The program, formerly known as "Sanders and Savage," will present world news by Hill Sanders and news on the sports world by Boland.

## 'America Tomorrow' Debuts On Blue Net Tuesday

Post-war problems of American industry, labor and agriculture will be examined in "America Tomorrow," a new weekly discussion program scheduled to begin a series of eight airings over the Blue Network next Tuesday, Nov. 23, 10:30 to 11 p.m., EWT. Symposium will be a web presentation in co-operation with the U. S. Chamber of Commerce.

Regular discussion panel includes William Green, AFL president; Philip Murray, CIO chief; Edward A. O'Neal, head of the American Farm Bureau Federation; Albert S. Goss, Master of the National Grange, and Eric Johnston, Chamber of Commerce proxy. William Hillman, Blue commentator and Washington editor of "Collier's Weekly," will act as moderator. Production is set to be supervised by John Heiney.

## Blue Goes Ritz

The Blue is puttin' on the Ritz, that is, it plans to put on shows from the boards of the New York theater of that name, which it has just leased for one year, due to the increase of studio-audience programs. Premiere of the Philco-sponsored "Hall Of Fame" will open the house Dec. 5. Rental of the playhouse by the network, its first on a permanent basis in the New York area, brings the Blue's theater holdings to two, one having been leased in Hollywood last Spring.

## Renew "All Time Hit Parade"

American Tobbacco Co., through Foote, Cone & Belding, Inc., has renewed "Your All Time Hit Parade" over the full NBC network.

## Julia Sanderson For Tums Starts On Mutual Dec. 2

(Continued from Page 1)

Laboratories, Inc. for Tums and N. R. Appearing with Miss Sanderson will be veteran emcee Pat Barnes, the piano-organ team of Jack-Shilkret and Johnny Gart, and a rhythmic trio featuring singers Guy Bonham, Wamp Carlson, and Dwight Latham.

A highlight of the weekly show will be helpful hints on how "women listeners can be more charming." Miss Sanderson will provide beauty tips, gathered from her experiences in show business.

## KDYL Asks FCC Okay For New Television Outlet

(Continued from Page 1)

manager, declared the station has been experimenting for several years with RCA television demonstration equipment and is now prepared to expand into actual telecasting. Plans call for several receiving sets to be placed in prominent downtown locations for daily one-hour broadcasts.

## Adelaide Hawley Show Gets 5 Part Time Sponsors

(Continued from Page 1)

H Hartman Co; Robertshaw Thermostate Co., Hixson-O'Donnell Advertising, Inc.; Wipe-On Corp., Freystadt, and Taylor-Reed Co., Tracy Kent agency. Mrs. Hawley joined NBC Nov. 1 after a long association with CBS.

## Sarnoff And Cantor Cited By 'Hall Of Fame'

(Continued from Page 1)

neighborhood kids. Note, too, that there is no connection between this stunt, patterned after New York University's Hall of Fame memorial to great men of the past, and Philco's forthcoming radio program of the same name over the Blue.

Samuel Chotzinoff, manager of NBC's music division, also is included in the "Hall of Fame."

## Series Salutes WAVES

CBS' "American Women" program will devote five shows to the WAVES beginning next Monday, Nov. 22, each salute to be broadcast direct from a Naval location with a member of the organization there telling of her work.

Pickup schedule is as follows: Monday 22, Great Lakes; Tuesday, Hydrographic Office, Washington, D. C.; Wednesday, Naval Medical Center, Bethesda, Md.; Friday, Floyd Bennett Field, New York and (skipping Thanksgiving Day) Monday Nov. 29, Philadelphia Navy Yard. Program is heard 5:45-6 p.m. EWT.

## Leaving NBC For Army

Robert Hendricks, the assistant to Jennings Pierce, director of the guest relations and public service department, NBC's Western Division in Hollywood, is reporting for army duty.

## COMING and GOING

PAUL M. HOLLISTER, vice-president in charge of advertising and sales, is back from Chicago, where he attended the Women's Advertising Club of that city.

FRANK M. HEADLEY, president of J. Reed Company, has returned with JOE ALLISON to the agency's New York. They had attended the WJW ceremony Cleveland.

ALTON ALEXANDER is in Pittsburgh supervising production of his program, "Your War Job." He'll return to New York tomorrow in time to assume same duties "Topics for Today." Both shows are over the Blue Network.

JOHN T. WILLIAMS, head of television NBC, left yesterday for Schenectady, he will confer with officials of General Electric.

TED HUSING and JIMMY DOLAN, sports reporters, off for South Bend, Ind., they'll give Columbia's listeners a play report of tomorrow's game between Dame and Iowa Pre-Flight.

J. TED BRANSON, publicity director and motion manager of KFEQ, has arrived from Joseph, Mo., for conferences with the York representatives of the station.

STERLING FISHER, assistant public affairs counselor of NBC and director of the work's Inter-American University of the is in Kansas City, where tonight he will address at the Municipal Auditorium. is scheduled for a talk tomorrow at State College.

A. D. WILLARD, JR., station manager, W. MCGREGOR PARKER, sales promotion director, both of WBT, CBS-owned outlet Charlotte, N. C., have left for the homes following a short stay in New York.

JACK DE RUSSY, of Westinghouse Radio, Inc., a caller yesterday at the quarters of NBC.

RICHARD D. "DICK" ROBBINS, community manager of WHLD, down from Niagara for a few days in town. Called yesterday the station's local reps.

## Round-The-Clock Attention!

News of the hour, every hour, 24 hours a day . . . another reason why W-I-T-H attracts a large audience all around the clock!

# WITH



## IN BALTIMORE

TOM TINSLEY, President

REPRESENTED BY HEADLEY-REED



# Never Post Answers KFEL Damage Charge

(Continued from Page 1)

KE's original complaint were not... motion to strike the "Post" and statements by KFEL that... of the newspaper of pro-... of KOA (NBC), KLZ (CBS)... VOD (Blue) created the im-... that no other programs were... The newspaper has never... programs of KFEL, which... with MBS, and KMYR, an... The "Post" also denied... of KFEL that the sta-... as being blacklisted and boy-... and also that elimination of... from program listings was ac-... by fraud and malice. Dis-... of KFEL's request for an in-... which would require the... per either to print KFEL pro-... or eliminate its radio... was sought.

**Treble Damages Asked**

Referring to KFEL's request for... damages amounting to \$2,395, "Post" stated that the price it... the station for program list-... was not excessive. In contrast... listings given KOA, KLZ and... without cost, the "Post" had... KFEL \$5 per line for pro-... listings in its log.

...ate for court hearing on the... test case has been set as... District Judge George A. ...

# Crosby Wins Poll Cleveland For 2nd Year

(Continued from Page 1)

oted as follows: Bing Crosby's... Music Hall; Kate Smith Hour, ... Bergen (Charlie McCarthy); ... Skelton, Joan Davis' (Seatest... Duffy's (Tavern); "Great Gil-... e," Sammy Kaye, Bob Hope... Fibber McGee.

... pointed out in compiling... that the wartime preference... comedy and variety. However... broadcasters came up with... followings, with Lowell... having a two-to-one edge on... ers. Other five in order are: ... Heatter, Edward R. Murrow, ... Gram Swing and Cedric... who rose in favor recently to... at Bill Shlirer. "Lux Radio... " continued to dominate the... field with followers-up be-... dlo Readers Digest," "Caval-... America" and "Screen Guild"

**Hope Leads Comedians**

... even comedians were headed... Hope, with the rest in order... Red Skelton, Edgar Bergen, ... rdner, Hal Peary (Gilder-... Jimmy Durante, Fibber... and Joan Davis, who was far... in the commedienne class.

... dramatic series where the... remains the same each week, ... in Man" nosed out "One Man's... " In the symphonic division... New York Philharmonic-Sym-... took a big lead over competi-

# ★ AGENCY NEWSCAST ★

**PRODUCTION MEN'S CLUB** of New York has elected officers for 1944 as follows: A. T. Cozzi, of Blackett-Sample-Hummert, president; R. Nelson, Abbott & Kimball, vice-president; Jay R. Weider, J. D. Tarcher, Inc., secretary, and Charles Priestman, Erwin, Wasey & Co., treasurer.

**COLUMBIA SURVEY INC.**, of Washington, public opinion analysts, announces the appointment of Ous T. Wingo Jr. as executive vice-president with headquarters in New York. Wingo, formerly vice-president of Fletcher & Company and formerly assistant director of the Public Relations Department of Young & Rubicam, Inc., has been serving as assistant to the president of Allied Aviation Corporation of Batimore and Winston-Salem, manufacturers for the Navy of the first amphibian transport gitaers. Allied Aviation Corporation has appointed The Columbia Survey Inc. as advertising and public relations counsel.

**RUTHRAUFF & RYAN, INC.**, New York, has filed a change of capital with the Secretary of State, Albany, increasing present capitalization of 15,000 shares, no stated par value, to 30,000 shares, no stated par value. The papers were filed by Henry W. Steingarten, 63 Wall Street, New York.

**ALAN M. FISHBURN**, of Schwimmer & Scott, Chicago, is producing the "Coronet Little Show" for Coronet Magazine.

**NEWARK PACKING CO., INC.**, packers of Aster brand peanut butter and salted peanuts, have appointed S. Duane Lyon Inc. as their agency.

tors followed by the CBS Symphony, NBC Symphony and the Cleveland Orchestra. Lighter music found the Prudential "Family Hour," followed by Andre Kostelanetz; Guy Lombardo again led the dance bands with Harry James next in the voting. Richard Crooks and John Charles Thomas respectively were the first two male serious singers, while Gladys Swarthout and Lily Pons headed the same classification among the women.

**Quiz Shows Rated**

As the popular male singers Bing Crosby came out ahead of Frank Sinatra while the top women singers gave the vote to Kate Smith closely followed by Dinah Shore. "Information Please" led the quizzers with "Take It Or Leave It" coming in second. "Information Please" was ahead of "Chicago Round Table" in the educational stuff and the "Army Hour" was easily voted the best in this field.

It appeared that listeners voted more for the Hollywood talent than for the regular run of radio talent. Poll in which the listeners voted was conducted in Cleveland and 84 cities and villages in Ohio, with some ballots coming in from Michigan and Pennsylvania.

**KENNETH MacGREGOR** has joined the staff of the radio department of William Esty and Company as a producer-director. He was for a number of years a radio producer for Benton & Bowles, and comes to Esty from Chicago, where he was program director for WGN.

**HARRISON RECORDING STUDIOS, INC.**, New York, has been granted papers of incorporation to carry on business of recordings, transcriptions, auditions, etc. with authorized capital stock of \$10,000 in \$100 par value shares, Norman H. Harrison, Seymour Lee and David Roth, New York City, are the directors of record, while Edward A. Kole, New York City, was the attorney.

**WILLIAM MESSERSCHMIDT** has rejoined the Geyer, Cornell & Newell agency as art purchaser. He formerly was an art director of Moser and Cotins, BBD&O and the Patterson Address Company, and was previously associated with Geyer, Cornell & Newell as an art executive.

**NATIONAL LIVESTOCK REMEDY COMPANY**, Hammond, Ind., have appointed Goodkind, Joice & Morgan, Chicago, to handle their advertising, it has been announced by T. I. Moorman, president. **HOOVER GLASS & PAINT MFG. CO.** also have appointed Goodkind, Joice & Morgan, Chicago, to handle their advertising, it has been announced by B. W. Kunst, advertising manager.

**JULES ALBERTI**, national director of radio advertising of 20th Century-Fox has become a member of the Advertising Club of New York.

# Tele Society Board Calls Special Meet

Special meeting of the American Television Society's board of directors has been called for tomorrow at 2 p.m. in ATS headquarters. Under consideration, it is believed, will be future policies of the Society, particularly with regard to an investigation of television programming conditions and co-ordination of existing experience in that little-practiced field.

Also very likely for discussion are proposals for possible joint sessions with other organizations in view of last week's turn-away meet with the New York Advertising Club. ATS headquarters is at 1140 Broadway, New York.

# "Info. Please" To Canada

Effective Nov. 22, "Information Please" will add 10 Canadian stations to its present NBC network of 132 outlets. Thereafter, the H. J. Heinz Co., sponsored quiz show will be heard in the Dominion over CBM, CBL, CBO, CKWS, CKSO, CFCH, CJKL, CKGB, CFPR and CFPL.

# Morgenthau At ANA Praises Advertisers

(Continued from Page 1)

tising with a major share of responsibility for preparing America for this war.

Morgenthau had high praise for advertising and the radio industry and the job they have done in promoting the sale of war bonds. Such promotion, he said, is a "double-headed job." Half of it raising the money, the other half the maintenance of interest in and awareness of the war. "I am glad that you and I have been partners so often in the use of advertising in connection with this war," said Morgenthau. "I have gone over the whole story because I thought you would be interested in it. I have liked working with you. I think you have established a remarkable record. I think the stature of advertising has improved immeasurably as a result of what you people, who have thrown aside all thought of political differences, have done.

"Your job is barely begun, and the job is going to get more difficult every week and every month that the war wears on."

# Lea Probers Of FCC Hold 2 Routine Sessions

(Continued from Page 1)

public sessions yesterday on the other side of Capitol Hill. T. A. M. Craven, Federal Communications Commissioner, was on the stand, and as when the committee was chaired by Rep. E. E. Cox, the disclosures were not of great trade interest. Committee Counsel Eugene L. Garey still dominates the proceedings, with Craven spending most of the day listening to the lawyer and actually getting in little himself.

The subject was alleged attempts by the FCC to dominate government and private radio, and the arousing of antipathy toward it on the part of other government agencies. Most of the session was taken up by the reading into the record by Garey of lengthy minutes from past meetings of the Federal Government's Inter-departmental Radio Advisory Committee, including numerous attacks upon the FCC by the agency's arch foe, Admiral William Hooper, veteran retired Naval communications expert. Craven will return to the stand Tuesday, and presumably the testimony will continue on the same matter.

**WBNX NEW YORK**

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

**5000 WATTS** Directional  
OVER METROPOLITAN NEW YORK





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## Julia Sanderson For Tums Starts On Mutual Dec. 2

(Continued from Page 1)

Laboratories, Inc. for Tums and N. R. Appearing with Miss Sanderson will be veteran emcee Pat Barnes, the piano-organ team of Jack-Shilkret and Johnny Gart, and a rhythmic trio featuring singers Guy Bonham, Wamp Carlson, and Dwight Latham.

A highlight of the weekly show will be helpful hints on how "women listeners can be more charming." Miss Sanderson will provide beauty tips, gathered from her experiences in show business.

## KDYL Asks FCC Okay For New Television Outlet

(Continued from Page 1)

manager, declared the station has been experimenting for several years with RCA television demonstration equipment and is now prepared to expand into actual telecasting. Plans call for several receiving sets to be placed in prominent downtown locations for daily one-hour broadcasts.

## Adelaide Hawley Show Gets 5 Part Time Sponsors

(Continued from Page 1)

H Hartman Co; Robertshaw Thermostat Co., Hixson-O'Donnell Advertising, Inc.; Wipe-On Corp., Frey-stadt, and Taylor-Reed Co., Tracy Kent agency. Mrs. Hawley joined NBC Nov. 1 after a long association with CBS.

## Sarnoff And Cantor Cited By 'Hall Of Fame'

(Continued from Page 1)

neighborhood kids. Note, too, that there is no connection between this stunt, patterned after New York University's Hall of Fame memorial to great men of the past, and Philco's forthcoming radio program of the same name over the Blue.

Samuel Chotzinoff, manager of NBC's music division, also is included in the "Hall of Fame."

## Series Salutes WAVES

CBS' "American Women" program will devote five shows to the WAVES beginning next Monday, Nov. 22, each salute to be broadcast direct from a Naval location with a member of the organization there telling of her work. Pickup schedule is as follows: Monday 22, Great Lakes; Tuesday, Hydrographic Office, Washington, D. C.; Wednesday, Naval Medical Center, Bethesda, Md.; Friday, Floyd Bennett Field, New York and (skipping Thanksgiving Day) Monday Nov. 29, Philadelphia Navy Yard. Program is heard 5:45-6 p.m. EWT.

## Leaving NBC For Army

Robert Hendricks, the assistant to Jennings Pierce, director of the guest relations and public service department, NBC's Western Division in Hollywood, is reporting for army duty.

# COMING and GOING

PAUL M. HOLLISTER, vice-president in charge of advertising and sales, is back from Chicago, where he attended the Women's Advertising Club of that city.

FRANK M. HEADLEY, president of Reed Company, has returned with JO ALLISON to the agency's New York office. They had attended the WJW ceremony in Cleveland.

ALTON ALEXANDER is in Pittsburgh supervise production of his program, "Your War Job?" He'll return to New York tomorrow in time to assume same duties "Topics for Today." Both shows are over the Blue Network.

JOHN T. WILLIAMS, head of televisions, left yesterday for Schenectady, he will confer with officials of General Electric.

TED HUSING and JIMMY DOLAN, sports reporters, off for South Bend, Ind., they'll give Columbia's listeners a play report of tomorrow's game between Dame and Iowa Pre-Flight.

J. TED BRANSON, publicity director and motion manager of KFEQ, has arrived from Joseph, Mo., for conferences with the York representatives of the station.

STERLING FISHER, assistant public counsellor of NBC and director of the work's Inter-American University of the is in Kansas City, where tonight he will address at the Municipal Auditorium. is scheduled for a talk tomorrow at Ste College.

A. D. WILLARD, JR., station manager, W. MCGREGOR PARKER, sales promotion director, both of WBT, CBS-owned outlet Charlotte, N. C., have left for the home fices following a short stay in New York.

JACK DE RUSSY, of Westinghouse Radio tions, Inc., a caller yesterday at the quarters of NBC.

RICHARD D. "DICK" ROBBINS, comme manager of WHLD, down from Niagara for a few days in town. Called yesterday the station's local reps.

## Round-The-Clock Attention!

News of the hour, every hour, 24 hours a day . . . another reason why W-I-T-H attracts a large audience all around the clock!

# WITH



## IN BALTIMORE

TOM TINSLEY, President

REPRESENTED BY HEADLEY-REED



## Denver Post Answers KFEL Damage Charge

(Continued from Page 1)  
 KFEL's original complaint were not sufficient. Its motion to strike the "Post" statements by KFEL that were published by the newspaper of program of KOA (NBC), KLZ (CBS) and KVOD (Blue) created the impression that no other programs were available. The newspaper has never published programs of KFEL, which is affiliated with MBS, and KMYR, an independent. The "Post" also denied the allegation of KFEL that the station was being blacklisted and boycotted and also that elimination of KFEL from program listings was accomplished by fraud and malice. Dismissal of KFEL's request for an injunction which would require the newspaper either to print KFEL program listings or eliminate its radio program was sought.

**Treble Damages Asked**  
 In reply to KFEL's request for treble damages amounting to \$2,395, the "Post" stated that the price it paid the station for program listings was not excessive. In contrast with listings given KOA, KLZ and KVOD without cost, the "Post" had paid KFEL \$5 per line for program listings in its log.

A date for court hearing on the important test case has been set as early as next week by District Judge George A. ...

## Crosby Wins Poll Cleveland For 2nd Year

(Continued from Page 1)  
 As noted as follows: Bing Crosby's "Music Hour"; Kate Smith Hour, "The Bergen" (Charlie McCarthy); "The Skelton, Joan Davis" (Sealtest); "The Duffy's" (Tavern); "Great Gilday"; "Sammy Kaye, Bob Hope"; "The McGee."

... pointed out in compiling ... that the wartime preference ... comedy and variety. However ... broadcasters came up with ... followings, with Lowell ... having a two-to-one edge on ... Other five in order are: ... Heatter, Edward R. Murrow, ... Gram Swing and Cedric ... who rose in favor recently to ... Bill Shirer. "Lux Radio ... continued to dominate the ... field with followers-up be- ... Readers Digest," "Caval- ... America" and "Screen Guild"

**Hope Leads Comedians**  
 Seven comedians were headed ... Hope, with the rest in order ... Red Skelton, Edgar Bergen, ... Gardner, Hal Peary (Gilder- ... Jimmy Durante, Fibber ... and Joan Davis, who was far ... in the commedienne class.

The dramatic series where the ... remains the same each week, ... "Thin Man" nosed out "One Man's ... In the symphonic division ... New York Philharmonic-Sym- ... took a big lead over competi-

## ★ AGENCY NEWSCAST ★

**PRODUCTION MEN'S CLUB** of New York has elected officers for 1944 as follows: A. T. Cozzi, of Blackett-Sample-Hummert, president; R. Nelson, Abbott & Kimball, vice-president; Jay R. Weider, J. D. Tarcher, Inc., secretary, and Charles Priestman, Erwin, Wasey & Co., treasurer.

**COLUMBIA SURVEY INC.**, of Washington, public opinion analysts, announces the appointment of Ous T. Wingo Jr. as executive vice-president with headquarters in New York. Wingo, formerly vice-president of Fletcher & Company and formerly assistant director of the Public Relations Department of Young & Rubicam, Inc., has been serving as assistant to the president of Allied Aviation Corporation of Baltimore and Winston-Salem, manufacturers for the Navy of the first amphibian transport gliders. Allied Aviation Corporation has appointed The Columbia Survey Inc. as advertising and public relations counsel.

**RUTHRAUFF & RYAN, INC.**, New York, has filed a change of capital with the Secretary of State, Albany, increasing present capitalization of 15,000 shares, no stated par value, to 30,000 shares, no stated par value. The papers were filed by Henry W. Steingarten, 63 Wall Street, New York.

**ALAN M. FISHBURN**, of Schwimmer & Scott, Chicago, is producing the "Coronet Little Show" for Coronet Magazine.

**NEWARK PACKING CO., INC.**, packers of Aster brand peanut butter and salted peanuts, have appointed S. Duane Lyon Inc. as their agency.

tors followed by the CBS Symphony, NBC Symphony and the Cleveland Orchestra. Lighter music found the Prudential "Family Hour," followed by Andre Kostelanetz; Guy Lombardo again led the dance bands with Harry James next in the voting. Richard Crooks and John Charles Thomas respectively were the first two male serious singers, while Gladys Swarthout and Lily Pons headed the same classification among the women.

### Quiz Shows Rated

As the popular male singers Bing Crosby came out ahead of Frank Sinatra while the top women singers gave the vote to Kate Smith closely followed by Dinah Shore. "Information Please" led the quizzers with "Take It Or Leave It" coming in second. "Information Please" was ahead of "Chicago Round Table" in the educational stuff and the "Army Hour" was easily voted the best in this field.

It appeared that listeners voted more for the Hollywood talent than for the regular run of radio talent. Poll in which the listeners voted was conducted in Cleveland and 84 cities and villages in Ohio, with some ballots coming in from Michigan and Pennsylvania.

**KENNETH MacGREGOR** has joined the staff of the radio department of William Esty and Company as a producer-director. He was for a number of years a radio producer for Benton & Bowles, and comes to Esty from Chicago, where he was program director for WGN.

**HARRISON RECORDING STUDIOS, INC.**, New York, has been granted papers of incorporation to carry on business of recordings, transcriptions, auditions, etc. with authorized capital stock of \$10,000 in \$100 par value shares, Norman H. Harrison, Seymour Lee and David Roth, New York City, are the directors of record, while Edward A. Kole, New York City, was the attorney.

**WILLIAM MESSERSCHMIDT** has rejoined the Geyer, Cornell & Newell agency as art purchaser. He formerly was an art director of Moser and Cotins, BBD&O and the Patterson Address Company, and was previously associated with Geyer, Cornell & Newell as an art executive.

**NATIONAL LIVESTOCK REMEDY COMPANY**, Hammond, Ind., have appointed Goodkind, Joice & Morgan, Chicago, to handle their advertising, it has been announced by T. I. Moorman, president. **HOOVER GLASS & PAINT MFG. CO.** also have appointed Goodkind, Joice & Morgan, Chicago, to handle their advertising, it has been announced by B. W. Kunst, advertising manager.

**JULES ALBERTI**, national director of radio advertising of 20th Century-Fox has become a member of the Advertising Club of New York.

## Tele Society Board Calls Special Meet

Special meeting of the American Television Society's board of directors has been called for tomorrow at 2 p.m. in ATS headquarters. Under consideration, it is believed, will be future policies of the Society, particularly with regard to an investigation of television programming conditions and co-ordination of existing experience in that little-practiced field.

Also very likely for discussion are proposals for possible joint sessions with other organizations in view of last week's turn-away meet with the New York Advertising Club. ATS headquarters is at 1140 Broadway, New York.

## "Info. Please" To Canada

Effective Nov. 22, "Information Please" will add 10 Canadian stations to its present NBC network of 132 outlets. Thereafter, the H. J. Heinz Co., sponsored quiz show will be heard in the Dominion over CBM, CBL, CBO, CKWS, CKSO, CFCH, CJKL, CKGB, CFPR and CFPL.

## Morgenthau At ANA Praises Advertisers

(Continued from Page 1)  
 tising with a major share of responsibility for preparing America for this war.

Morgenthau had high praise for advertising and the radio industry and the job they have done in promoting the sale of war bonds. Such promotion, he said, is a "double-headed job." Half of it raising the money, the other half the maintenance of interest in and awareness of the war. "I am glad that you and I have been partners so often in the use of advertising in connection with this war," said Morgenthau. "I have gone over the whole story because I thought you would be interested in it. I have liked working with you. I think you have established a remarkable record. I think the stature of advertising has improved immeasurably as a result of what you people, who have thrown aside all thought of political differences, have done.

"Your job is barely begun, and the job is going to get more difficult every week and every month that the war wears on."

## Lea Probers Of FCC Hold 2 Routine Sessions

(Continued from Page 1)  
 public sessions yesterday on the other side of Capitol Hill. T. A. M. Craven, Federal Communications Commissioner, was on the stand, and as when the committee was chaired by Rep. E. E. Cox, the disclosures were not of great trade interest. Committee Counsel Eugene L. Garey still dominates the proceedings, with Craven spending most of the day listening to the lawyer and actually getting in little himself.

The subject was alleged attempts by the FCC to dominate government and private radio, and the arousing of antipathy toward it on the part of other government agencies. Most of the session was taken up by the reading into the record by Garey of lengthy minutes from past meetings of the Federal Government's Interdepartmental Radio Advisory Committee, including numerous attacks upon the FCC by the agency's arch foe, Admiral William Hooper, veteran retired Naval communications expert.

Craven will return to the stand Tuesday, and presumably the testimony will continue on the same matter.

**WBNX NEW YORK**

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

**5000 WATTS** Directional  
OVER METROPOLITAN NEW YORK



# LOS ANGELES

By RALPH WILK

**E**DDIE CANTOR will do a series of broadcast from service camps as soon as he completes the filming of his current movie, "Show Business," in January, 1944. Meanwhile, the comedian makes a weekly appearance at the Hollywood Canteen and makes junkets to Southern California camps whenever his production schedule permits.

Edward Earle, member of the Board of Directors for the "Masquers Club," revealed all the inside dope of those Friday night parties staged by the famous Masquers, when he appeared on the "Hollywood Spotlight" as Erskine Johnson's guest on KECA the other evening.

December issue of "Free World," will feature an article by Harry W. Flannery, CBS commentator, on the subject, "Salvemini, the Catholic Church and Fascism."

Billy Mills, maestro of the Fibber McGee show, gave a special showing of his 16-millimeter films for the entertainment of the boys in a California Naval hospital.

Our Passing Show: Harry Witt, Kevin Sweeney, Tracy Moore, Bob Reynolds, W. B. Ryan, Gil Paltridge, George Moscovics, Ralph Taylor, Jack Morse, Joe Alvin, M. Austin King, Chef Matson, Maury Vroman, Howard Ray, Cliff Lee at a showing of "Air Force And The Retailer."

Eddie Robinson, former contact producer on the KNX staff, is now affiliated with the San Francisco office of the OWI, handling production duties on radio shows. John Groller of the KNX writing staff, moves into the production department to take over Robinson's former duties at Columbia Square.

Oliver A. Runchey, manager of the Don Lee station KOL in Seattle, was a visitor in Hollywood this week, en route home from a trip to the East Coast.

George L. Moskovics, sales manager for Columbia Pacific network, has returned from a conference with CBS sales executives in San Francisco, Portland and Seattle. "During the ten day tour," reported Moskovics, "conditions noted show excellent prospects for business of the future."

Jean Meredith has been named assistant to Lloyd Brownfield, KNX-CBS publicity chief. Jac Willen has been appointed trade paper contact.

## Wedding Bells

Edward C. Ryan, of the staff of Barnes Printing Company, serving the radio and film industries, will be married tomorrow afternoon to Ellen M. Cooke at Ascension R. C. Church.

Have You Met the Voices

# GILBERT MACK

?

LEX. 2-1100

# MAIN STREET

WITH *Ol' Scoops Daily*

## Reporter At Large. . . !

● ● ● Every day our desk is flooded with letters, pamphlets, network schedules and press releases. . . . while pouring over the contents it occurred to us that in this paper shortage, we of the Radio Industry, could set an example for other industries. . . . we can definitely conserve paper, aye, even as much as 40 per cent. . . . network schedules, which of necessity, require much paper, if printed on both sides would thus cut in half the amount needed. . . . we think, too, that letters should be typed on both sides of the letterheads and of course both sides of the carbon copy paper should also be utilized. . . . execs of every branch of our industry, we are certain, will find that efficiency will not be effected the slightest bit, if they were to instruct all departments that "the war on waste is on. . . . use both sides to type, print or write". . . . this is one National Project that requires no meetings, officers, plans etc. . . . we know what we wish to accomplish. . . . all we must do is "decide to CONSERVE". . . . Radio, the world's most enterprising Industry has an opportunity. . . . by grasping it with determination and thus setting so simple, yet so important an example in paper conservation (which others will emulate), Radio will add to the lustre of its achievements thus far accomplished in the War Effort. . . .

● ● ● Mrs. Gertrude ("The Goldbergs") Berg will be hostess December 2, at a cocktail party commemorating two events. . . . the fifteenth anniversary of the program on the air and the third year with NCAC. . . . Sir Stork delivered an eight-pounder, Donald Edward to the Ed Herlihs. . . . Berry Kroeger, heard on "Inner Sanctum" and "Philip Morris Playhouse" returned from Hollywood where he nixed a film offer. . . . sez Berry, "I find radio is more lucrative". . . . (yep, and it probably pays more). . . . Alan Courtney's "Harlem Hit Parade," featured Mondays over WOV, will be increased to an hour starting next week and will guestar a top Negro artist each week. . . . The Song Spinners, quartette featured on the "Hook 'N' Ladder Follies," new NBCCommercial, will make a "Community Sing" short subject, for Columbia Pictures to be distributed by the Army to Camps and Bases. . . . an all-Christmas Carol musical. . . . Cyril Armbrister, too busy with his fantasy "Land of the Lost," gave up directing the Blue's "Sea Hound". . . . Norman Dicken succeeds. . . . We think Tom Slater rates a bow for the swell job he's doing with the "This Is Fort Dix" MBSalute to Inductees. . . . the program, incidentally the first of this type of show, celebrates its fourth anniversary, Dec. 12. . . .

● ● ● We think, too, it is darn swell of CBS to send its alumni, now serving in the armed forces, a silver Dunhill Foxhole ciggie lighter for Christmas. . . . Joseph Dunninger, the mental wizard, has been renewed on the Blue Network until Jan. 16. . . . his time however is changed to 10:30 p.m. . . . Lewis Music Co., publishers of the sensational swing tunes, namely "Tuxedo Junction" and "Jersey Bounce," has another candidate for the Hit Parade, albeit a ballad. . . . song is titled "Caught In A Dream". . . . Clarisse, sister of Blue Barron, now a Pvt. in the Army, has taken charge of the band, currently directed by vocalist Tommy Ryan at the Edison Hotel. . . . Ray Nelson, Director of Daytime Programs and supervisor of Television at WOR, resigns, effective Dec. 5. . . . With the help problem what it is, "Happy Jim Parsons," between broadcasts, taxis to Park Ave. and 56th street where he helps "Mrs. Happy Jim" who owns a dress shoppe. . . . A new series of authentic stories of the "underground" movements in Europe and Asia, starts Dec. 6 over the Blue, titled "Out of the Shadows". . . . Joan Edwards, who recently was blessed-evented, returns to her regular spot on the CBS "Hit Parade" next week. . . .

Remember Pearl Harbor

# CHICAGO

By BILL IRVIN

**T**HE MEANINGWELLS, Saturday serial starring Livingston and Marjorie Leigh, most sold themselves a family relay. In the script, Ed and Edna Meaningwell decided to "adopt" a child, whose parents were both in the service, for the duration. . . . on the broadcast the Chicago War Administration telephoned them to say they had several children to choose from and would Ed and Edna come over soon to make their selection.

Mortimer Snerd celebrated his eighth birthday on Nov. 1. Edna Bergen's "other dummy" came to life on the tablecloth of a Chicago club when Bergen realized he needed an encore to McCarthy.



## IS A WEE HOUR?

Not very wee on WOR, when you consider some of the results STEVE ELLIS and his all-night show, Moonlight Saving Time, have been getting. Mail? Impressively, it pours in from 39 states, also Canada. Response to offers? 1,130 from 27 states for something as unspectacular as a Lum 'n' Abner photo (Ellis rebroadcasts the show). Price? Practically as small as a flea's instep, sir. Why not look into the matter today?

# WOR

1440 Broadway • N. Y. 18



# Broadcasters Guests at Luncheon of REC

(Continued from Page 1)  
 er major sports are doing  
 th armed forces and made stir-  
 eas for support of the Red  
 ood banks.  
 Lebharr, Jr., sales director of  
 nown to the sports world as  
 e, hockey authority, served as  
 or the sportscasters and intro-  
 e speakers. Murray Grab-  
 sident of REC, presided at  
 ing and introduced Lebharr.  
 ight into the activities of the  
 oadcasters Association was  
 enny Stan Lomax, the club's  
 t. He paid tribute to Ted  
 s being the moving spirit in  
 g the club two and one half  
 s go and recounted some of the  
 accomplishments. Lomax told

## Mayor Next Speaker

Mayor Fiorillo La Guardia, who  
 recently sought FCC Chairman  
 Justice Fly's opinion on broad-  
 casting matters over WNYC, will  
 be guest speaker at the next  
 luncheon Thursday, Dec. 2.

interest in the Red Cross  
 sors drive; transcribing spe-  
 orts programs for OWI for  
 ve transmission to the armed  
 Sam Taub's special sports  
 at Halloran Hospital and their  
 ontributions in Stage Door  
 and other wartime activities.  
 ties of the armed forces radio  
 formerly the special service  
 of the War Department, were  
 d by Joe Hasel.

ed using, discussing the problems  
 oad broadcasting this year as  
 ped to previous peacetime  
 s, id that the sportscasters were  
 oped some but accepted their  
 gments in the spirit of the times.  
 usportscasters organization in-  
 e I think, that a major indus-  
 aching maturity and becom-  
 oage," Red Barber declared  
 e detailed the impact of radio  
 y industry upon our people.

## Dunphy, Stern Speak

on Dunphy and Bill Stern were  
 ard. Dunphy, ace boxing  
 dter, took occasion to com-  
 the boxing world for their  
 ontributions and paid par-  
 tribute to Joe Louis as a good  
 s as well as a world's champ.  
 ern, a finished story teller,  
 REC audience a dramatic  
 alf Lou Little's association with  
 ou football player back in his  
 Georgetown. He ended in a  
 eisen.

the sports personalities in at-  
 e included: Private Sylvan  
 immy Dolan, Bob Har-  
 rmon Nichols, Bob Allison,  
 Schreier, Paul Jonas, Tom  
 Larry Stevens, Bob Bender,  
 uelm, Connies Desmond and  
 lickman. Harry Wismer tele-  
 his regrets in being unable

Boles, co-starring in "One  
 Venus," led in the singing  
 Star Spangled Banner."

# ★ WORDS AND MUSIC ★

By PEGGY BYRNE

**R**ADIO will crash the legit theater en masse tomorrow night when "Winged Victory," Army Air Forces show, opens in New York. Out of a troupe of three-hundred, approximately 20 per cent are former radioites. . . . A la Gracie Fields, let's have a parade. . . . Musical director of the production, and arranger of the tunes, is Sgt. Dave Rose, formerly with many big net shows as well as his own on CBS. . . . Sgt. Zeke Manners, veteran radio hillbilly will be on stage with his accordion. . . . Pvt. Alfred Ryder, original "Sammy" of "The Goldbergs," also numbers among the principals as do Cpl. Fred Cotton, "Capt. Henry" of "Showboat"; Sgt. Peter Lind Hayes, best remembered as impersonator of Fred Allen on Jack Benny's program; Pvt. Whitner Bissel, formerly heard on "Stage Door Canteen," "Grand Central Station" and so on; Pvt. Richard Beach, who worked with Vallee and Autry, as well as "Texaco Star Theater," "Blonde," etc.; Sgt. David Durston, heard in Arch Oboler's series; Pvt. Michael Duane, aired in "Stella Dallas," "Betty and Bob" and such; Pfc. Thomas J. Dillon, who ran his own show on WNYC; Pfc Kenneth Forbes, regular on soap operas and evening shows; Sgt. Gilbert Frye, frequently in West Coast productions; S/Sgt. Gordon Gaines, formerly on various New York indies; Lt. Gilbert O. Herman, actor and announcer on all webs; Sgt. Kevin McCarthy, of soap opera fame; Privts. George Petrie, Walter Reed and Grant Richards, each with a long list of radio shows to his credit.



And that's not all. . . . There's Pvt. Claud Stroud, of the famous Stroud twins; the Mauch twins, Bobby and Bill, now Pfc's in the Air Force; Pvt. John R. Kearney, formerly with "Show Boat" and "Myrt and Marge"; Pvt. Arthur L. Green, who did commercial spots with Sonovox; and Pfc. David C. Scott, often heard from the Coast. . . . On the vocal side are: Pvt. Eugene Conley, who soloed with NBC Symphony under Toscanini and with Dr. Frank Black, as well as stints as staff artist on WWJ, Detroit, and WJZ; Pvt. John C. Andes, who had his own shows on CBS and the Blue; Sgt. John J. Ademy, announcer from WCAO, Baltimore, who emceed shows for the Army over WBIG, Greensboro, N. C., before joining "Winged Victory"; Sgt. Howard Crawford who had his own show on WHP, Harrisburg, Pa.; Cpl. Robert Cantell, singer on Hartford, Conn., stations; Cpl. Milton Douglas, vocalist on network programs; Pvt. James J. Engler, songster formerly with Johnny Long, Charles Barnett and Hal McIntyre on web shows; Pvt. John A. Ford, previously on KPAS, Pasadena, with his own program; and Pfc. Ray Merrill, heard on his commercial shows over Mutual and CBS.



And still they come. . . . Musicians in "Winged Victory" were all with network productions before they joined the Army. They are: Pvt. Claus Adam; Sgt. Stanley W. Aronson; Cpl. Sydney Baker; Cpl. Edward R. Cresswell; Cpl. Harold H. Dankers; Pvt. Stephen Lipkin; and Pfc. Joe Perrin. . . . Not to neglect the distaff side, we include Olive Deering, who has the femme lead, and Jean McCoy.



The end of the parade is not in sight, but the end of this column is. We salute them all and wish the entire cast the best of luck.

## WRRN Joins Mutual

WRRN, Warren, Ohio, became an affiliate of the Mutual Broadcasting System last week. Licensed to operate full-time WRRN broadcasts on a frequency of 1,400 kilocycles with 250 watts. The station, owned by Nied & Stevens, celebrated its second anniversary coincidental with its joining Mutual. J. Marion O'Hara, is the Station Manager.

## Revives 'Museum' Show

Jerry Lawrence, WMCA Director of Recorded Music, has revived his "Wax Museum" for a weekly full hour Wednesday night series at 8:03 p.m. Created to provide a living history of American music, the program features rare collector items of famous records and won great popularity upon its inauguration over Mutual last year.

# Retail Sales Film Well Received In N. Y.

(Continued from Page 1)

the use of radio by Gotham merchandisers is the lowest in the Nation, according to figures gathered by the National Retail Dry Goods Association. An audience of 1,000 attended the quartet of performances.

## Avery Emcee

Presentation was emceed by Lewis H. Avery, NAB director of broadcast advertising, under the sponsorship of the New York Retail Promotion Committee of the Association, which consists of James V. McConnell, national manager of NBC spot sales, chairman; Arthur Hull Hayes, general manager, WABC; John McNeil, manager, WJZ, and R. C. "Pete" Maddux, WOR vice-president in charge of sales. Interviews with these principals indicated that the desired effect had been achieved.

"Air Force and the Retailer," Avery summed up, "has been well received by New York advertising agency executives, retailers, national advertisers and educators." McConnell of WEPF made the following statement: "We've had some interesting reactions, and very fine reactions from several of the large retailers in the New York market." He added, significantly enough, "There have been some direct inquiries concerning advertising plans."

## Retailer Interest Seen

Crystallization of retailers' interest was also noted by other committee members. McNeil declared: "Those that we wanted most to impress—the retailers—were very favorably impressed. A spokesman for one of New York's largest department stores said that he thought it was the greatest selling job he had ever seen," related the WJZ manager. "The interest the presentation has awakened among retailers well justifies the effort and expense involved." Promising was the opinion of WABC's Hayes, who stated: "The showing took the leading department store people and gave them a great deal of information on radio, which they may not have known before, and which most of them seemed to appreciate."

At WOR "Pete" Maddux said: "I think that the presentation was successful as a first chapter of a plan to introduce the power of radio to the grass roots of the retail industry by studying and presenting the retailer's problem."

## A Few Critical

Adverse criticism of the retail-promotion stunt was observed among some advertising men, who inclined to the view that the presentation of radio was too elementary. Retailers, though, were noted as exhibiting great interest in first principles. Show is understood to have been improved since its premiere in Washington last month by the cutting of a half hour from the running time, which is now about an hour and a half. According to the NAB, the reception in New York City was a little above the average for the rest of the country.



# WSB And UAW Execs, Before ICC, Urge Revision Of Radio Legislation

(Continued from Page 1)

legislation if the American people are to realize the full benefits of the mechanical marvel that is radio today and the development of the principle that is promised for the post-war period.

Thomas declared that CIO will propose legislation to assure fair handling of controversial issues by the broadcasters, urged abolition of NAB code, and stated that radio had not been generally fair to labor.

## Quotes Paley

CBS head Paley urged greater freedom for radio from the FCC, Thomas said. "I am here to urge another kind of freedom, not greater freedom for the radio industry, but greater freedom for listeners to hear the kind of programs they want, and for reputable groups to reach the public with their messages and points of view."

Although the present radio act is based on the theory that stations will operate in the public interest, giving fair and equal treatment to the various groups that want time on the air, "in practice, it works out just the other way," Thomas said. "The great employers of this country buy coast-to-coast hookups for hour after hour, during which they broadcast music, news, sponsored news commentators, and skillfully worded announcements to air their points of views. But when the employees of those very companies ask for time—not time free of charge in which to answer, mind you, but time for which they are prepared to pay, the full commercial rates—the stations and networks with few exceptions refuse to sell."

## Cites Examples

Broadcasters, said Thomas, as indicated by the NAB code, are against selling time to labor unions on any terms. He gave several examples of banning from the air for labor when it sought time to discuss controversial issues, and referred to Blue Network head Edward J. Noble's testimony before the FCC that labor unions are per se a controversial issue. He read also from the NAB code manual, "discussion of labor problems on the air is almost always a controversial matter."

Thomas then discussed three conditions put upon his union by WHKC, Columbus, O., when it contracted for time there, considering each of the conditions.

The first, he said, forbid the union to solicit memberships directly or indirectly on the air. The company could, and did, recruit employees on its program; but the union, which paid the same rates for the same time, couldn't ask for members. It couldn't even tell listeners how to join if they wanted to. That is a nationwide ban invoked against not only unions but also against cooperatives and other membership organizations by the National Association of Broadcasters. It is a comparatively new ban. "I suggest that this committee go on record forthwith as opposing any regulation so discriminatory against union and cooperatives, Thomas urged.

The second condition was that there should be no discussion of race, religion, or politics. "The UAW stand on

race is well established," said Thomas. "We wholly oppose any discrimination of employment based on race or color. But over the air we were not permitted even to discuss such matters, though we bought and paid for time.

"The third restriction placed on the UAW Columbus local by station WHKC was even more far-reaching. I quote from the station itself: 'No controversial subjects would be discussed or treated in any way whatsoever.' What is a controversial issue? Obviously, it is any issue in which people are sufficiently interested to have firm convictions. And any such issue was taboo as far as the UAW broadcasts were concerned.

## Attacks NAB Code

Referring again to he NAB code, Thomas declared that "according to NAB philosophy the citizens of our country should take no interest in how they are governed except in the heat of election campaigns. . . . Now I submit to you gentlemen that no one has the right to set up that kind of private dictatorship over political discussion in these United States.

The NAB code, Thomas said, is supposed to embody the broadcasters' response to the demand that radio be used in the public interest and as a national resource. Actually, he charged, the code evades, rather than interprets, the social responsibility of broadcasting. When it speaks of the threat that too much time will go for political and controversial subjects, overbalancing the program day Thomas termed the statement absurd.

## Points to Fly Statement

The union head said he hopes the FCC "will continue to demand of the broadcasters far more than a mechanical adherence to rules and avoidance of anything looking like trouble. He quoted from FCC Chairman Fly's speech last month before the radio executives club, terming it "an intelligent, a dignified, and American way of looking at this problem."

Following Thomas, to the stand, Reinsch impressed the Senators with his fingertip answers, his enthusiasm, excellent phrase-making and, all in all, a very clear capsule exposition of the attitude of the NAB toward suggestions for radio legislation advanced by the FCC and toward the FCC itself.

## Reinsch Resumes Today

Leaving a few minutes before the session adjourned for the day (Reinsch will be on the stand again today, followed by other board members) Senator Albert J. Hawkes, New Jersey Republican, told him "not for the record" that his presentation was as fine as any the Senator has heard before a Senate committee. To which chairman Burton K. Wheeler, Montana Democrat, added, that, "he isn't running in your state, either."

Reinsch defended the industry's position in regard to making time available for labor, maintaining that labor does get time. The "general run of broadcasters recognize their responsibility and try to be fair," he said. Similarly, he continued, broadcasters are well aware of their responsibilities of public service.

To support his statement regarding public service, Reinsch referred to the job done by WSB during a severe Atlanta

ice-storm, when it tore up its schedule and devoted its broadcast time to airing messages of importance in restoring the city to normal life. Here Wheeler brought up the question of "superpower stations," declaring that a superpower station broadcasting into the city from another area could not have provided that service. He said he is wondering whether there should not be some statutory curb placed upon the granting of superpower.

Senator D. Worth Clark, Idaho Democrat, asked Reinsch here if he is "afraid of the FCC?" Wheeler then asked, "or just the chairman?" Senator Charles W. Tobey, New Hampshire Republican, the committee wit, then asked "aren't they synonymous?"

Reinsch, finally permitted to reply to Clark's question, said that he is afraid of the FCC. He is afraid of "Star-Chamber" practices which he attributes to the Commission, he said, and is afraid of an agency which arbitrarily decides that a whole group of licensees is no good. (His three stations, owned by former Ohio Governor James Cox, are all affiliated with newspapers.) "We need a new set of rules for this game," said Reinsch.

Quizzed on his attitude toward the networks, Reinsch remarked that he has frequent arguments with NBC and CBS (WSB is a CBS affiliate, the other two stations NBC affiliates) but that they are business arguments. He has no real complaint against the networks, he continued, observing that "too often we take the easy way out and blame the networks for all our ills. . . . American radio wouldn't lead the world parade were it not for network pioneering and leadership. Radio quality in this country has followed the network pace." He is no "flagwaver for the networks," he said, but, they are an integral part of the American radio system.

When Senator Tobey raised the question as to the effect of FM development on American broadcasting Reinsch turned it to illustrate the plight of newspaper owners who do not know whether they can with any assurance go into the FM field because of the FCC attitude toward newspaper ownership. They are afraid, he said, that if they do go into FM they may be "finessed out of the broadcasting business."

Complaining about FCC Chairman Fly's suggestion that stations should keep a log of time requests and disposition thereof, Reinsch said he already needs a special department to take care of government questionnaires, reports, etc. Here Senator Hawkes declared that his travels across the nation have convinced him that the people of the country are sick of "bureaucratic regulation," whether or not it is in war-related matters. Reinsch agreed, and he was "in."

## Queried on Press-Ownership

Wheeler remarked that Hawkes' observation seemed to be the sentiment expressed in the last election, and Hawkes promised that it will be further expressed.

Clark then asked Reinsch whether a newspaper should be permitted to own a radio license in a small city where there is but one paper and one radio station. Reinsch refused a

## GUEST-INS

DOROTHY SARNOFF, featured in "Rosalinda," on "Home Front Line," today (WABC-CBS, 4 p.m.)

JACK PEARL and HARRY GREEN, on the Maxine Keitel program, today (WOR-Mutual, 8 p.m.)

GYPSY MARKOFF, a survivor of the Clipper crash off Lisbon, "Double or Nothing," today (Blue Network, 9:30 p.m.)

DON TANNEN, formerly of the Edgar Bergen show, on the Smith program, today (WABC-CBS, 8 p.m.)

RITA HAYWORTH, in an adaptation of "The More the Merrier" the "Philip Morris Playhouse," today (WABC-CBS, 9 p.m.)

MARGO, on Groucho Marx's "Ribbon Town," tomorrow (WABC-CBS, 8 p.m.)

LT. RUDY VALLEE and CLARA ARRUA, Chilean pianist, on the Ameche's "What's New" program tomorrow (WJZ-Blue Network, 7 p.m.)

EUGENE ISTOMIN, 17-year-old pianist, on the program of the New York Philharmonic-Symphony, today (WABC-CBS, 3 p.m.)

ALFRED P. SLOAN, JR., chairman of the board of General Motors; H. VAN DEVENTER, editor-in-chief of "Iron Age," and S. BURTON HEATH, of the Newspaper Enterprise Assn., discussing "Where Are We Going, America," Sunday (WJZ-Blue Network, 1 p.m.)

HEDY LAMARR, on the Bernice McCarthy show, Sunday (WABC-CBS, 8 p.m.)

DR. DAVID DE SOLA POOL, rector of the Spanish and Portuguese Synagogue, Shearith Israel, on Columbia's "Church of the Air," Sunday (WABC-CBS, 1 p.m.)

DINAH SHORE, on "We're People," Sunday (WABC-CBS, 8 p.m.)

straight answer at first, declaring that statutory restrictions might keep radio station out if even no one in the newspaper wants to operate a station. Clark then changed his question, asking what Reinsch would suggest if the station were separately owned, but a sale to the newspaper was up for approval.

If it is a clean, good newspaper without pronounced bias, Reinsch replied, he would let them buy. That might be abuses, he admitted, but an arbitrary rule keeping them out would open the door to even greater violation of the public interest and "freedom of enterprise."



# How Much is Your Thanks Worth?



**T**HANKS...to the Chinese, who never had much, but who at least had the guts to stand up to the Japs for seven long years.

Thanks...to the Norwegians, who lost their country but never surrendered themselves.

Thanks...to the Russians, who gave their lives and homes and burned their factories and fields to turn Hitler's dream of conquest into a nightmare of defeat.

Thanks to the British, who might have given up but didn't...to the Yugoslavs, who still fight in the hills...thanks to *all* the freedom-loving people in the world who gave us time to gather our strength.

Make your thanks to all of these really mean something...by giving generously to the National War Fund through our own community war fund.

Seventeen war relief agencies have banded together in this great work to make the thanks of America mean something both abroad and at home and wherever our men fight on land or sea.

For we owe thanks, too, to the young men of America who gave up careers and good jobs to do the job that has to be done...and to those who cheerfully saw their lives turned upside down so that their men could fight and build ships and turn out tanks and planes and guns, all day and all night.

Because the National War Fund is combined with our local united campaign, you are being asked to give only *once*, this year, for *all* the agencies represented by it. So add up all you would have given to each, and then *double the total!* There's no better way to show your gratitude.

*Give ONCE  
for all these*

USO  
 United Seamen's Service  
 War Prisoners Aid  
 Belgian War Relief Society  
 British War Relief Society  
 French Relief Fund  
 Friends of Luxembourg  
 Greek War Relief Association  
 Norwegian Relief  
 Polish War Relief  
 Queen Wilhelmina Fund  
 Russian War Relief  
 United China Relief  
 United Czechoslovak Relief  
 United Yugoslav Relief Fund  
 Refugee Relief Trustees  
 United States Committee for the  
 Care of European Children

**NATIONAL  
WAR FUND**



(This Space Donated By)  
RADIO DAILY



# Stephens Conference Gets Under Way Today

(Continued from Page 1)

wide representation at the three-day meeting will include leaders from every phase of commercial, educational and governmental transmission.

Discussion is scheduled by panel groups, which will look into specific questions posed by radio's responsibility after the peace. The weekend conclave is scheduled to sound off this afternoon with "The Responsibility of Radio to the Community Under Wartime Conditions." Among the speakers at this session will be Major Harold W. Kent, War Department educational liaison officer and AER president, with a report on OWI and the Public Relations Office (of the Army, presumably). Promotion of attitudes and propaganda under wartime conditions will be scrutinized by another gathering. The day's analyses will come to a close with a lecture on "China and the Future" by Madame Wellington Koo, wife of the Chinese ambassador to Great Britain.

### School Radio a Subject

Role of schools in training for radio is set for consideration tomorrow morning under the chairmanship of Judith C. Waller, public service director of NBC's Central Division. Part of schools in utilizing radio programs in the classroom will be debated, with Raymond P. Kroggel, of RCA's Chicago Educational Department, presiding. Kroggel will also lead another group on the schools' responsibility in making use of out-of-class listening. Program examined by the latter body will be NBC's Inter-American University of the Air. Post-war community planning comes up for a round-table discussion at the same time in another part of the campus.

Balance of tomorrow's sessions includes examinations of planning for radio in the post-war world, and promoting hemispheric and global thinking. Harry B. Summers, New York public service manager of the Blue Network, will preside over a dinner meeting concerned with "Radio and the World Tomorrow." Scheduled to address the evening assemblage are Willard D. Egolf, assistant to the president of NAB, who will speak on "The Manager and the Medium"; the Blue Network's Edward Tomlinson, whose news commentary on Latin America will be carried over that web, and a forecast by Robert Lewis Shayon, Columbia's research analyst in post-war radio, on "Radio Looks Ahead."

### Round Table Scheduled

Final day of the meeting will get under way with a round-table examination of "The Responsibility of the Listener" led by Mrs. Dorothy Lewis, NAB co-ordinator of listener activities, at which Douglas B. Grant, program director of WMT, Cedar Rapids, Ia., is scheduled to talk. Broadcast from the Stephens campus of the "Northwestern Reviewing Stand" over Mutual is set for 11 a.m. Sunday on "Our War Propaganda." At an open luncheon Joe Du Mond,

# COAST-TO-COAST

## —INDIANA—

VINCENNES—Robert F. Young is the new announcer who has been added to the regular staff of WAOV. Before coming to the station, Young attended Purdue University where he was a staff member of WBAA, Purdue outlet... Bell Bakeries has placed a new show with WAOV titled "Sam Adams, Your Home Front Quartermaster." Program replaces the "Barrel O' Dough," and is aired at 9:30 a.m., Monday, Wednesday and Friday... Ebner Ice & Cold Storage Co., local firm, has renewed its five weekly 9:55 a.m. newscast on WAOV for another year.

## —CALIFORNIA—

SAN FRANCISCO—Henry Grant, who broke into radio 11 years ago as vocalist on the "Happy-Go-Lucky Hour" in Los Angeles, has taken over the emcee chore on KGO's weekly "Spell for Dough," spelling bee sponsored by a local jewelry store from the Claremont Hotel in Berkeley. He succeeds Art Linkletter, who has had to give up the show due to numerous other commitments. Grant came to Frisco several months ago as a free-lance announcer and worked on KQW for a while... Minor alterations were recently undergone at the KFRC studios to place the newsroom in the center of the second floor lobby, where visitors can watch the staff broadcasting and at work.

## —PENNSYLVANIA—

WASHINGTON—Hunter Reams recently joined WJPA as program director. He was formerly public relations director at WWPG, Lake Worth, Fla., announcer and continuity writer at WJNO, West Palm Beach, and news editor and chief announcer at WSTV, Steubenville, Ohio... New to the WJPA continuity department is Gladys M. Fox... Clover Farm Stores has bought a heavy schedule on WJPA. Contract includes "Clover Farm Time," daily half-hour a.m. and p.m. show, plus the 11 to 11:15 a.m. newscast and four one-minute announcements daily.

## —FLORIDA—

JACKSONVILLE—WPDQ is increasing local production, adding two new shows to its schedule—one already sold and one for sale. "Smokes from the Folks" is being sponsored by N & L Auto Parts, giving local citizens a chance to send large quantities of cigarettes to their boys overseas. "Forfeits" is a quiz show based on the game of the same name.

president of KXEL, Waterloo, Ia., will preside while Col. B. J. Palmer, of the Tri-City Broadcasting Co., Davenport, Ia. speaks about "Wartime Advertising Problems."

Afternoon schedule of the closing day commences with a discussion of the responsibility of women's program directors. Separate sessions will analyze "The Station's Responsibility for Initiative" and "The Responsibility of Radio to the Consumer." Finale will feature a lecture by Edward Tomlinson on "The Americas at War and After." (For a detailed list of those expected to attend the conference, see RADIO DAILY, Nov. 9).

## —TEXAS—

SAN ANTONIO—Phil Hopkins, newspaperman from Oklahoma City, has been added to the staff of KTSA. Hopkins is filling the post vacated by former news editor Charles C. Shaw, who has joined the CBS London office... Roland Schier is the newest KTSA mikeman, coming to the outlet from the Army, from which he was honorably discharged... Ardyce Pfansteil and Nita Oneda Caster are new to the KTSA continuity department, replacing Ramsey Yelvington and Elizabeth O'Brien... Bud Lutz, KTSA merchandise manager, is taking a belated vacation. He will visit San Francisco and return to the station around the first of December.

## —MISSOURI—

ST. LOUIS—Ambrose Haley and the KXOK "Ozark Ramblers" recently appeared at the Fox Theater with cowboy Roy Rogers, who was interviewed during the week on Kay Morton's KXOK program, "Just For You"... Monty Rhine is the latest addition to the "Ramblers," featured as vocalist and hot guitar man.

## —GEORGIA—

MACON—WMAZ had a completely feminine staff Wednesday, when the radio class of Wesleyan College took over. The students wrote all copy and did all announcing and newscasting for the day, but the staff had no holiday, as their job was to see that everything ran smoothly... Fred McCall has joined the WMAZ announcing staff, coming from WOLF, Syracuse, New York... Gordon Price, 16-year-old who announces for WMAZ on week-ends, is proving valuable as a mimic. It was he who did such a convincing imitation of Hitler on the station's Armistic Day presentation of "The War to Date."

## —SOUTH CAROLINA—

FLORENCE—Another member of the WOLS staff has been stricken and is residing in the local hospital. Russ Holt, manager, came down with appendicitis and is now recuperating after a successful operation. Not so long ago Ray Caddell had to take a temporary leave from the outlet to undergo operative procedure.

## —NORTH CAROLINA—

CHARLOTTE—Claude Dunnagan, formerly continuity editor at WSJS, Winston-Salem, and staff announcer at WMFD, Wilmington, is now continuity director at WAYS. He is also doing production and a hitch at the mike... Haskell Porcher, sports and special events announcer at WAYS, has been promoted to night manager... Audrey Summers has been named WBT continuity director, succeeding Adele McCarty, who is now associated with WNAC, Boston. Pat Stoyle, of the WBT transcription department, has been transferred to continuity to assist Miss Summers, while Betty Russell, WBT music director, has assumed the transcription post as added duties... Martha Duncan is now in charge of the United Press room, located in the WBT news room. She holds the post formerly occupied by David Brinkley.

# Tele Study Courses By Yale Drama

New Haven—Appraisal of television as a dramatic medium has been announced as the aim of the Yale University Drama Department's course in television production, which is conducted by Howard G. Cole, technical director and head of stage lighting. The intensive sight-and-sound curriculum is open only to students who have at least a year of production, camera developments, studio control-room procedure, acting, make-up and lighting.

### Field Trips Included

In addition, field trips will be made by the class to WRGB, GE television outlet in Schenectady, where telecasts will probably be presented. Later, a Yale group made a telecast on a New York state station. The original work in the problem vision studio design in collaboration with Prof. C. L. Meeks, assistant professor of the Yale Art School.

# Broadway Show Disk For BBC Home Service

New radio series for BBC Home Service broadcasts will be recorded here and forwarded to England next week, the plan being to continue the plays on Broadway a portion to give the listeners an idea of what it is like, and produced with the original cast. Program titled, "Second Nights On Broadway" will be the first.

Roy Lockwood, production manager of BBC in New York, is handling the series and also acts as commentator. Whenever possible the author of the play speaks a few words on his show. First transcribed performance completed this week was Rice's "A New Life," starring Fields. Next production scheduled, Frederick Lonsdale's "Another Story," starring Roland Young and Margaret Lindsay.



### November 19

Charme Allen Tommy Dorsey  
Natalie Feldman Bob Hope  
Karl Kraus George McCaughey

### November 20

Frank Allison Walter Biddle  
Bill Boher Judy Canyon  
Art James Allen Rivkin  
Frank Thomas Virginia Verrill

### November 21

Joe Du Mond Edward K. Osborne  
Eleanor Powell Paul Rhymer  
Beth Roffman



# RADIO DAILY

The National Daily Newspaper of Commercial Radio and Television

NOV. 25, NO. 34

NEW YORK, N. Y., MONDAY, NOVEMBER 22, 1943

TEN CENTS

## Broadcasters Testify

### NAB Lawyers Guild Dines Chairman Fly

Washington Bureau, RADIO DAILY  
Washington—More than 450 radio and government officials gathered at the Mayflower Hotel Friday night to hear FCC Chairman James Lawrence on the occasion being a dinner given by the National Lawyers Guild. Speakers included Vice-President Charles A. Wallace, who spoke briefly on the issue of Fly, whose subject was "National Communications"; Leonard Peterson, who discussed the relation of radio to the public.

(Continued on Page 7)

### Controversial Show Gets Frigon's 'Go Ahead'

Montreal—Dr. Augustin Frigon, acting general manager of CBC, said on Friday that the first program of a new series entitled "of things to come" will go on the air as scheduled tomorrow night.

Dr. Frigon said "some points" in the series "still have to be worked out," but he did not specify when. He had laid aside plans for the pending study of the plan by the board.

(Continued on Page 6)

### Dr. Dubonnet Date Moves From Blue To Mutual, Dec. 1

"Dr. Dubonnet Date," musical comedy featuring Xavier Cugat and orchestra, moves from their Saturday afternoon slot on the Blue Network, to 8:30 to 9:30 p. m., EWT., on Wednesday, on the Mutual network, starting Dec. 1. The program account is placed through the William H. Weintraub Company, New York. Listeners in the Pacific time zone will hear the program on Wednesdays at 10 p. m., PWT.

### Pegeen's Puss

A persistent meowing around the reception desk at WOR recently led people to believe a kitten was on the loose. The hunt was on—and the radiator grille was removed—but no puss. Turned out the meow was via loudspeaker, by a note from the home of Pegeen Fitzgerald, who does her 8:30 a. m. broadcast over her breakfast table. She forgot to put the cat out.

### Surprise

Arguing on the question of how the AFM should administer a huge sum if it came into its possession via phonograph record royalties or juke box licenses, Joseph A. Padway, attorney for the AFM told the WLB panel Friday that he would be willing to put Ralph Colin, CBS attorney, on the administrative board which would make decisions on the fund's disposition.

### WLB-AFM Finishing; Legislative Angle Up

Striving consistently to bring both sides to some sort of basic point of agreement, and using several hypothetical questions which may apply in the case, Chairman Arthur Meyer, of the WLB tripartite panel hearing the AFM-recording men dispute, indicated on Friday that the panel may recommend legislation to solve the problem. Petitioners in the hearing before the board are RCA Victor, Columbia Recording Corp. and the Radio Recording Division of NBC;

(Continued on Page 7)

### AFRA Elects Board And Ratifies ET Code

AFRA's New York local elected a new 21-member board of director from a field of 46 candidates at the union's annual membership meeting last Thursday night in the Edison Hotel. Returns of the closed-ballot

(Continued on Page 6)

### Elias, Lord And Reinsch Give Support To White-Wheeler Bill At Hearing Before Senate ICC Committee

### Mutual Stations Offered New Deal

Mutual stations throughout the country will be invited today by Miller McClintock, president of the net, to subscribe to a new standard contract for member and affiliated stations. The new contract will provide stations with increased programming service and eliminate many inequities now prevalent in existing agreements, without deviating from

(Continued on Page 8)

### Dramatic Show Premieres On Mutual, Sunday, Dec. 5

First broadcast of "Let Freedom Ring," half-hour dramatizations of the life of Abraham Lincoln from the writings of Carl Sandburg, will be heard over a Mutual net of 100 stations on Sunday, Dec. 5, 4:30 to 5

(Continued on Page 2)

### N. Y. Audience Increases; News Listeners Decline

Audiences listening to newscasts and commentaries in New York decreased during the month of October while total listening in October rose

(Continued on Page 2)

Washington Bureau, RADIO DAILY  
Washington—Three broadcasters, members of the NAB board of directors, appeared Friday before the Senate Interstate Commerce Committee to testify in support of the White-Wheeler bill. J. Leonard Reinsch, WSB, Atlanta; Nathan Lord, WAVE, Louisville, and Don S. Elias, WWNC, Asheville, all called upon the committee to write into law the rules by which broadcasters must govern themselves, rather than leaving these regulations to the discretion of the FCC.

Reinsch told the Senators that 60

(Continued on Page 8)

### NAB Board Discusses Legislative Status

Washington Bureau, RADIO DAILY  
Washington—The NAB board of directors reviewed the legislative history of the radio industry in the light of the current hearings on the White-Wheeler bill during its two-day meeting in Washington last week. Strategy for presentation by industry representatives of the industry's case

(Continued on Page 7)

### Nelson Leaves WOR Staff; To Enter Commercial Radio

Ray Nelson, WOR director of daytime programs and supervisor of television productions, has resigned effective Dec. 5 to enter the commercial

(Continued on Page 2)

## ★ THE WEEK IN RADIO ★

### New Radio Legislation Sought

By PEGGY BYRNE

GENERAL opinion of witnesses at the White-Wheeler bill hearings last week was that legislation should be enacted to clarify the powers of the Federal Communications Commission. Herbert C. Bingham and Horace Lohnes, appearing as representatives of the FCC Bar Association, supported most of the bill's provisions regarding right of appeal and various other procedural matters. Neville Miller, president of the NAB, agreed with the lawyers that the right of

intervention needs clearer definition and that declaratory judgments would aid and protect broadcasters. Pointing out that the industry had greatly expanded since the radio laws were written more than 16 years ago, Miller urged new legislation to eliminate the confusion caused by the outmoded regulations. He was given to understand, however, that though the forms of the regulations may be changed, their purpose would remain

(Continued on Page 2)

### Folksy Fellow

Burl Ives, CBS signing-guitarist, is back on the net with a new four-week sustainer. Explaining his absence from the airways, Ives' press agent wrote, "he plied his musical art and increased his store of ballads in farm houses of isolated regions, in hill sections, even on the street corners and in the taverns."



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FINANCIAL

(November 19)

NEW YORK STOCK EXCHANGE

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

OVER THE COUNTER

Table with columns: Bid, Asked. Rows include Stromberg-Garlson, WCAO (Baltimore), WJR (Detroit).

20 YEARS AGO TODAY

(November 22, 1923)

FADA has a new set which allows tuning in perfectly "distant stations" while local stations are running" schools are adding radio to their list of courses, making it a regular subject... Vaughn de Leath has returned to the air after an absence due to her tour with Lionel Barrymore in "Laugh, Clown, Laugh."

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.

THE WEEK IN RADIO

New Radio Legislation Sought

(Continued from Page 1)

the same... J. Frank Burke, chief stockholder of KPAS, Pasadena, spoke up for the case of the independents and supported the FCC and its protection of the public interest in breaking up monopolies... J. Leonard Reinsch, general manager of WSB, Atlanta, WIOD, Miami and WHIO, Dayton, Ohio, and R. J. Thomas, president of the UAW, CIO union, both asked for new legislation. Thomas requested that the NAB's Broadcast Code be abolished and that labor be assured fair handling on controversial issues. Reinsch defended the NAB, maintaining that labor is being treated fairly and that broadcasters are not neglecting their responsibilities of public service... The question of newspaper ownership was discussed with both Miller and Reinsch. Miller indicated that Congress should decide this point, not the FCC, while Reinsch was more or less in agreement but put himself on record as against an arbitrary rule prohibiting newspaper ownership in a town where there is only one paper and one station.

Bankhead bill, providing for paid War Bond advertising in small town papers, was passed by the Senate last week without any provision for a

similar radio subsidy... FCC Commissioner T. A. M. Craven, was on the stand before the Lea FCC investigating committee last week. Subject was alleged attempts of the Commission to dominate government and private radio, and the antipathy of other government agencies toward the FCC. Letter to President Roosevelt, from Rep. Carl Vinson, requesting the transfer of control of radio intelligence from the Commission to the armed services was inserted in the record... Blue Network Station Planning and Advisory Committee held a three day conference in Chicago last week, meeting for the first time with Edward J. Noble, new owner of the chain and chairman of the board... Members of the Radio Technical Planning Board, Interdepartment Radio Advisory Committee, Board of War Communications and the FCC met in Washington last week and agreed to cooperate closely on studies of technical problems involved in the future of radio... American Television Society declined the RTPB's invitation of membership, preferring to remain separate and devote its energies entirely to the programming aspects of television.

N. Y. Audience Increases; News Listeners Decline

(Continued from Page 1)

15.3 per cent over last year's averages and gained 3.7 per cent over the first nine months of 1943, Dr. Norman Muhlen reveals in "The Pulse of New York" survey letter.

This development shows that a saturation point in news interest has been reached, writes Dr. Muhlen. A study of listening reaction to the stimulus of different war events shows that the start of active American acts of war, with their moment of suspense, draws larger listening interest than allied victories and endings of campaigns (North Africa, Sicily) and allied defeats (Bataan, Singapore). Though the listening trend is still going upward generally, states the newsletter, news listening may be expected to increase only to a limited degree.

Dramatic Show Premieres On Mutual, Sunday, Dec. 5

(Continued from Page 1)

p.m. EWT. Program will be sponsored weekly by the National Small Business Men's Association and the account is handled by Schwimmer & Scott, Chicago.

Nelson Leaves WOR Staff; To Enter Commercial Radio

(Continued from Page 1)

radio field. Nelson joined the WOR staff last April. He formerly held the position of eastern production manager for NBC.

Barnouw Shortwave Series To Holland For The OWI

Erik Barnouw, assistant manager, NBC script division, has started a weekly series of shortwave newscasts to Holland in the Dutch language for the Office of War Information. The British Broadcasting Corp. also is re-broadcasting Barnouw's talks to Holland. Before joining NBC's script division in 1937, Barnouw was instructor in radio writing and production at Columbia University.

Joins CBS Press Dept.

Richard C. Fernald, formerly of the public relations staff of the Bell Aircraft Corporation, has joined the CBS press information department. He replaces Carleton Pearl who left to enter the army.



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Symphony Hall SOLD!

—Baltimore's popular feature, "Symphony Hall" is now sponsored by Remington's, one of the finest book stores in the country. A few other star programs are still available for your sponsorship. Write, wire or call.

WITH



IN BALTIMORE

TOM TINSLEY, President REPRESENTED BY HEADLEY-REED





## THE KEYSTONE BROADCASTING SYSTEM

takes pleasure in announcing  
that you can now extend your  
live network programs  
on transcriptions  
into the vital secondary markets of the country  
over the facilities  
of its 200 affiliated stations  
from Coast to Coast  
at  
economical per capita cost  
equal to (and in many cases less than)  
metropolitan, mass coverage per capita costs.

R.S.V.P.

*You are cordially invited  
to examine the K.B.S. group rates  
for timely, effective penetration into  
America's booming small towns and  
their rich rural and farming environs.*

**"THIS IS THE KEYSTONE BROADCASTING SYSTEM"**

134 NO. LA SALLE ST., CHICAGO 2, ILL.  
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580 FIFTH AVE., NEW YORK 19, N. Y.  
LONGACRE 3-2221

6331 HOLLYWOOD BLVD., HOLLYWOOD 28, CAL.  
HEMPSTEAD 0460





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MARVIN KIRSCH : : : Business Manager

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FINANCIAL (November 19)

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

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

20 YEARS AGO TODAY

(November 22, 1923) FADA has a new set which allows tuning in perfectly "distant stations while local stations are running" schools are adding radio to their list of courses, making it a regular subject... Vaughn de Leath has returned to the air after an absence due to her tour with Lionel Barrymore in "Laugh, Clown, Laugh."

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.

THE WEEK IN RADIO New Radio Legislation Sought (Continued from Page 1)

the same... J. Frank Burke, chief stockholder of KPAS, Pasadena, spoke up for the case of the independents and supported the FCC and its protection of the public interest in breaking up monopolies... J. Leonard Reinsch, general manager of WSB, Atlanta, WIOD, Miami and WHIO, Dayton, Ohio, and R. J. Thomas, president of the UAW, CIO union, both asked for new legislation. Thomas requested that the NAB's Broadcast Code be abolished and that labor be assured fair handling on controversial issues. Reinsch defended the NAB, maintaining that labor is being treated fairly and that broadcasters are not neglecting their responsibilities of public service... The question of newspaper ownership was discussed with both Miller and Reinsch. Miller indicated that Congress should decide this point, not the FCC, while Reinsch was more or less in agreement but put himself on record as against an arbitrary rule prohibiting newspaper ownership in a town where there is only one paper and one station. Bankhead bill, providing for paid War Bond advertising in small town papers, was passed by the Senate last week without any provision for a

similar radio subsidy... FCC Commissioner T. A. M. Craven, was on the stand before the Lea FCC investigating committee last week. Subject was alleged attempts of the Commission to dominate government and private radio, and the antipathy of other government agencies toward the FCC. Letter to President Roosevelt, from Rep. Carl Vinson, requesting the transfer of control of radio intelligence from the Commission to the armed services was inserted in the record... Blue Network Station Planning and Advisory Committee held a three day conference in Chicago last week, meeting for the first time with Edward J. Noble, new owner of the chain and chairman of the board... Members of the Radio Technical Planning Board, Interdepartment Radio Advisory Committee, Board of War Communications and the FCC met in Washington last week and agreed to cooperate closely on studies of technical problems involved in the future of radio... American Television Society declined the RTPB's invitation of membership, preferring to remain separate and devote its energies entirely to the programming aspects of television.

N. Y. Audience Increases; News Listeners Decline

(Continued from Page 1) 15.3 per cent over last year's averages and gained 3.7 per cent over the first nine months of 1943, Dr. Norman Muhlen reveals in "The Pulse of New York" survey letter. This development shows that a saturation point in news interest has been reached, writes Dr. Muhlen. A study of listening reaction to the stimulus of different war events shows that the start of active American acts of war, with their moment of suspense, draws larger listening interest than allied victories and endings of campaigns (North Africa, Sicily) and allied defeats (Bataan, Singapore). Though the listening trend is still going upward generally, states the newsletter, news listening may be expected to increase only to a limited degree.

Barnouw Shortwave Series To Holland For The OWI

Erik Barnouw, assistant manager, NBC script division, has started a weekly series of shortwave newscasts to Holland in the Dutch language for the Office of War Information. The British Broadcasting Corp. also is rebroadcasting Barnouw's talks to Holland. Before joining NBC's script division in 1937, Barnouw was instructor in radio writing and production at Columbia University.

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"That commentator on WFDF, Flint, Michigan, was right—our post-war problems are terrific."

Dramatic Show Premieres On Mutual, Sunday, Dec. 5

(Continued from Page 1) p.m., EWT. Program will be sponsored weekly by the National Small Business Men's Association and the account is handled by Schwimmer & Scott, Chicago.

Nelson Leaves WOR Staff; To Enter Commercial Radio

(Continued from Page 1) radio field. Nelson joined the WOR staff last April. He formerly held the position of eastern production manager for NBC.

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## THE KEYSTONE BROADCASTING SYSTEM

takes pleasure in announcing  
that you can now extend your  
live network programs  
on transcriptions  
into the vital secondary markets of the country  
over the facilities  
of its 200 affiliated stations  
from Coast to Coast

at  
economical per capita cost  
equal to (and in many cases less than)  
metropolitan, mass coverage per capita costs.  
R.S.V.P.

*You are cordially invited  
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for timely, effective penetration into  
America's booming small towns and  
their rich rural and farming environs.*

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6331 HOLLYWOOD BLVD., HOLLYWOOD 28, CAL.  
HEMPSTEAD 0460



# We're tying a



**N**EW YORKERS have terrible memories. As a rule, they can't remember anything that happened before 8 o'clock this morning.

WEAF, though, is now giving New Yorkers a memory course. It is launching one of the most intensive promotion campaigns ever run by a New York station. By the time it's over, New Yorkers will *never* forget that "660 on your dial means WEAF, or the World's Best Entertainment Free!"

This campaign is running in all eight Manhattan dailies, calls for over 100,000 lines of space, extends over a period of 12 weeks. It underscores WEAF not only as *the* entertainment station in New York, but also pushes the individual programs heard on it . . . in a powerful, two-way campaign to attract additional listeners for WEAF advertisers in this greatest of all markets.

This kind of high-powered, don't-spare-the-horses promotion is typical of WEAF's wide-awake aggressiveness in building audiences and *holding* them for *all* WEAF advertisers. That's why it's New York's No. 1 Station.

## WEAF



Represented by **NBC SPOT SALES**  
Radio City, New York 20, N. Y.



*This campaign follows on the heels of a 62,000-line newspaper campaign for WEAF, recently completed. Coordinated with other WEAF audience-building exploitation, it is all part of a complete promotion pattern aimed to build bigger and better audiences for WEAF advertisers.*



# New York's finger...

...in one of the most intensive motion campaigns ever run by a New York station

operations should check women doing advanced reading...  
 Office of Defense in Japanese and five naval of...  
 Henry C. ficers comprise the advanced...  
 city district man- section of the thirty-four stu-  
 tion of motor dents in Columbia's Japanese...  
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 parier...  
 meaning...  
 plus...  
 two...  
 speak...



*\$6.00 is peanuts on 52nd St.—*

*but 660 on your dial*  
**GIVES YOU A WEALTH OF FREE FUN—**



**ALLEN ROTH**  
 Allen Roth is a hard leader you should keep your eyes and ears on. His music is out of this world...  
 or close to heaven. Please see our...  
 Monday, Wednesday and Friday at 7:30 P.M. for top listening pleasure.

\$6.60 won't get you very far on 52nd Street. Why, that kind of money is just peanuts in the Land of the Midnight Sons. For \$6.60, you'll just about be able to pay the cab fares and the hat-check girl—let alone the check-out the swing spots on Hot Lick Lane. For there, the only limit is the sky and

660 on your dial, though, means plenty of fun to New Yorkers "in the know"—and at no cost whatever. For 660 is WEAF, which brings you the best entertainment in town. If you're pleasure-bent, turn your ear to WEAF's great shows, which will not only make you feel better, but lift your spirits to the level of a 52nd Street cover charge.

For when it comes to great popular music, the bands on WEAF really "send" you—send you the best entertainment ever... and it's all free!



**KAY KYSER**  
 Twist the wrist, students, to 660 on your dial and enjoy Kay Kyser, it's better than a night club. Nobody knows rattle in your face, wags on your toes, or hits you on the head with a champagne bottle. (Wednesday nights at 10.)



**FRED WARING**  
 Music hath charms when played by Fred Waring and his great orchestra. It's just the thing after a hard day at the office. People who hear the top band quickly lose that careworn expression. Monday through Friday, at 7 P.M.

**WEAF**  
 The Showcase of NBC  
*660 on your dial*

...old...  
 reported...  
 action by the British...  
 today...  
 Commodore Todd...  
 the distinguished...  
 President Roosevelt...  
 resulting 229 members...  
 of the United States...  
 Fulton which caused...  
 en route from Hong...  
 Poochow, China...  
 14, 1934...  
 Commodore...  
 in command of H.M.S...  
 a British destroyer...  
 in Chinese waters, when the...  
 was made...  
**What They Needed**  
**as a Drawbridge**  
 With the second Army in Ten...  
 (A. P.)...  
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**WEAF**  
 to these other...  
 Programs...  
**ORANGE**  
 Wed. Fri. 7:45...  
 Sun. 8:45...  
 Mon. 10:15...  
**FRIDAY**  
 Sat. 12:30...  
 Sun. 7:30...  
 Mon. 8:30...  
 Tue. 9:30...  
 Wed. 10:30...

in WEAF's news-campaign to remind New Yorkers that "660 on your dial WEAF, or the World's Entertainment Free!"



## • TELE TOPICS •

**Tele-wise** . . . Ed Kobak, executive vice-president of the Blue, on Friday confirmed steps now being taken by the network in preparing applications for television and FM license in behalf of its outlets in New York, Chicago and San Francisco. Interest of the web in eye-and-ear transmission was first noted in prexy Mark Woods' announcement of the action to affiliates at the Blue regional meeting in Chicago earlier in the week. It is understood that owner and board chairman Ed Noble is keenly interested in the new medium.

**Tele-revelation** . . . CBS has leased part of Mt. Wilson, mile-high peak near Pasadena, for a transmitter, according to testimony before the Senate ICC Committee sitting on the White-Wheeler bill.

**Question Period** . . . Going up? A new and higher place in the spectrum for tele and FM outlets may be the outcome of technical research presently getting under way as a result of the recent FCC meet with the RTPB and other groups. Possibility is raised because of the feeling in a number of quarters that chairman Fly is trying to make more elbow room among the stations. Some engineering experts have expressed themselves as believing that such a move would retard the expansion of television because of further experimentation that would be necessary before the very high frequencies can be utilized satisfactorily.

**Tele-color** . . . Three-color television process has been patented by Dr. E. F. W. Alexanderson, veteran GE consulting engineer and inventor of the Alexanderson alternator, foundation of modern radio, which put the voice in broadcasting. Columbia Television, which was active in color experimentation up to Pearl Harbor, claims that it has suspended this phase for the duration.

**Tele-views** . . . Programming is due for a much-needed hypo. The American Television Society is trying to do something about it through its program experimentation committee headed by Kay Reynolds. At Yale University, Prof. Edward G. Cole has scheduled a comprehensive curriculum on sight-and-sound production. Drama director Erwin Piscator is reported toying with it at the New School. Let's have a lot more of it, and maybe television will develop its own program technique.

## MAIN STREET

WITH *Ol' Scoops Daily*

### Memos of an Innocent Bystander. . . !

• • • Just dreaming with our eyes wide open, we noticed a chart with names listed . . . anytime your Old Scoops' *deux yeux brun* (for the correct pronunciation, we refer you to that eminent Professor of French Willie Howard), spies charts, lists or any other possible source of info, our resistance to temptation takes wing . . . so without further ado, we stopped dreaming long enough to note that since September 20 last until December 6, Tommy Dorsey's Band will have been featured on the Coca-Cola Spotlight Bands Programs, ten times . . . Part of Moss Hart's Air Forces Show, "Winged Victory," will be featured on the Philco initial program which starts December 5 . . . Bing Crosby has been set to sing "Silent Night" on this variety show during the Yuletide program . . . Pvt. Mike Vallon, stationed at Camp Stewart, Georgia, in town for a few days on furlough . . . he never looked better . . . Fibber McGee & Molly gifted Ransom Sherman with a beard to commemorate the bespectacled comic's two decades in radio . . . Sherman claims he started as a "singer" over the Westinghouse station, KYA when it started in Chicago back in 1923 . . . Virgil Evans, former Station Manager of WDLF, Panama City, Fla., has just been 'appointed' by Uncle Sam to a new post with the title of 'Private' . . . Chris Cross' band of comedian-musicians was originally booked into Jack Dempsey's restaurant for two weeks . . . tomorrow, the aggregation celebrates its sixth month there.

### AFRA Elects Board And Ratifies ET Code

(Continued from Page 1)

voting were tabulated late Friday, showed the re-election of 13 members and an incoming group of eight, in addition to an observer from the sound-effects ranks. Board members will serve until Nov. 1, 1944, consist of nine actors, seven singers and five announcers, according to the labor body's constitution.

Newly elected were: actors Carl Eastman and Jay Jostyn; singers Crane, Calder, Travis Johnson and Jack Keating; announcers Milton J. Cross, Hugh James, George A. Putnam (free-lance), and M. C. Brackhausen, sound effects representative, who was chosen to sit with the board until the biz boys are formally accepted by the union. Holding over for another term were: actors Bill Adams, Alan Bunce, Ted de Corsia, Eric Dressler, House Jameson, Anne Seymour and Ned Weaver; singers Phil Duey, Felix Knight, Evelyn MacGregor and Alex McKee, and announcers Ben Grauer and Ken Roberts.

Ratification of the recently inked Transcription Code by the membership was unanimous. George Heller, executive secretary of the local summed up the year's accomplishments, which included signing of the sustaining agreement, commercial code and transcription pact and the renegotiation of local contracts. Heller reported that 3,261 checks on claims and artists' fees amounting to \$94,728.80 were distributed to members.

Earle L. McGill, president of the Radio Directors' Guild, addressed the gathering, Ben Grauer presided.

### CBC Controversial Show Gets Frigon's 'Go Ahead'

(Continued from Page 1)

"competent CBC authorities," but on Friday he declared it was not necessary to submit the proposal to the board of governors and it will go ahead tomorrow as originally scheduled.

The original decision to abandon the program was predicated on a fear that the series might be used as a medium for leftist propaganda.

The series will be "citizen forum" style, with several speakers on each broadcast discussing various aspects of individual topics.

### Freddie Martin Will Baton 'Jack Carson Show' On CBS

West Coast Bureau, RADIO DAILY

Hollywood—Freddie Martin starts waving the baton as maestro of the Campbell Soup "Jack Carson Show" December 15. He replaces Charles Dant. Mary Lee, songstress, also becomes a regular feature of the program on the same date. Bill Lawrence produces the show for Foote, Cone & Belding Agency. The broadcast originates at CBS-KNX studios in Columbia Square, Hollywood on Wednesdays.

### Don Pryor To Washington

Don Pryor, CBS news reporter in New York heard on network programs including, "Report to the Nation" has been assigned to the Washington news staff, Paul White, CBS director of news broadcasts, announced. Pryor will be heard from the Capital on news programs and round-ups.

## CHICAGO

By BILL IRVIN

**SIDNEY BREESE**, Dr. McNeill in NBC's "The Light," is conducting lectures at the University of Chicago on comparative study of Chinese dental art.

Larry Chase, formerly the member of the Blue Network, Romeos and more recently a member of the Great Lakes Naval Training, has been voted Battalion Leader by fellow Bluejackets.

Howard C. Luttgens, chief for the NBC Central Division, has been elected to the executive of the Illinois Professional Communications Engineers Association.

Don Doolittle, formerly with waukee stations and now with WAIT, Chicago, has just WJJD announcing staff.



breeds many things, including active listener enthusiasm. WOR's STEVE ELLIS and his 2 to 5:45 A.M. Moonlight Singing Time show. For example, as quiet and unpretentious offer as a Lum 'n' Abner photo (Ellis rebroadcasts the show, recently attracted a flood of 1,130 requests from 27 states and also Canada. Cost of rebroadcast time per night: \$60. U.S. SHOT: To sell something at a piffling time-cost to late-shift war workers and other day dodgers, consider Radio Night-Blooming wonder STEVE ELLIS.

## WOR

1440 Broadway • N. Y. 10

BEST RADIO BUY IN BALTIMORE!

# WCBM

FREE & PETERS  
Exclusive National Rep.

John Elmer, President  
Geo. H. Reader, Gen. Manager



# AFM Finishing; Legislative Angle Up

# Wallace, Henderson, Wakefield Speak At Dinner Tendered Fly

# NAB Board Discusses Legislative Status

(Continued from Page 1)

of additional questions on Saturday so that summary would start today.

Chairman Meyer slanted his question toward both sides, seeking to find each a common ground on which they were agreed, and between the two sides offered argument for and against them. Thus one question was the proposition that the jukebox industry's \$200,000,000 business, which means via legislation of the considerable money for the benefit of the AFM. Would the record companies object such monies would be used for unemployment at the expense of the union. In principle, Attorney General Robert H. Jackson, attorney for CRC and those representing the record companies was not against the artists' receiving their money for their work, but generally he thought it was against public interest and unsound. He thought that the AFM in the War Labor Board would mean for an independent organization by employed men to a greater number of unemployed. Moral obligations were involved, as well many other angles. He thought that the AFM was against pressure groups dividing the funds, as a matter of

relationship between Congress and the Administrative agencies, the "mushroom" growth of special Congressional committees and special Congressional coalitions cutting across party lines; Commissioner Ray Wakefield, who delivered a brief tribute to Fly, and several others.

In his talk, Fly outlined five basic principles which, he said, should govern a world-wide system of communications which he suggested be established following the close of the war. These principles are (1) low rates for messages, (2) uniform rates for messages everywhere, (3) instantaneous radio communications, (4) low and uniform press charges, and (5) opportunity for all people to communicate freely with all the others.

OWI Director Elmer Davis had planned to attend, but was detained on the West Coast. The toastmaster was the California Attorney General Robert Reamy, guild president.

Unwilling to let the affair honoring Fly go by without comment, Rep. Frank B. Keefe, Wisconsin Republican, charged on the "House floor Friday that Fly was being given a "feast of honor" for the "contempt he has shown Congress, Congressional committees and the public."

"It is unique in the history of

with what the radio men did then and what the recording firms were being asked to do now.

Fallacy of copyright legislative and other proposals was also argued pro and con with Chairman Meyer still seeking to establish a basis for both sides to come to agreement. On such a basis he hoped to propose a finding.

### Rebuttal Planned

Padway at the close said he had to leave for California Tuesday (tomorrow) and it was finally agreed that two hours of questions would be had Saturday and both sides ready to sum up within a possible two hours each today. Rebuttal would follow, possibly to 6 p.m. when the case would close. Padway said he might not take more than an hour at most.

AFM Attorney Henry A. Friedman handled the early part of the proceedings Friday and sought to bring out the various types of contracts in effect

America for a so-called organization of lawyers to thus honor one so contemptuous of the nation's law-making body, but it is thoroughly in keeping with the Communistic performances of the National Lawyers Guild," Keefe said.

Keefe, branding the National Lawyers Guild as a Communistic organization, then declared: "Since it has become the fashion among high Administration officials in Washington to classify as fascists those who dare criticize their divergent views, perhaps I should say no more. But, Mr. Speaker, I cannot refrain from observing that it seems strange that the expensive dinner to honor Mr. Fly should be held in these days of strenuous rationing, when many organizations and associations are, at the behest of the government itself, cancelling their meetings, conventions, and banquets as war measures."

Finally, Keefe called upon Fly to "enunciate a fixed and determined plan to safeguard the freedom of radio. If Mr. Fly does, however, he will have to foresake a principle which he has helped to establish, namely that radio stations may properly be required to sign and file stipulations with the Commission indicative of program content as conditions precedent to favorable action by the Commission on matters before it."

with artists and particularly when they were consummated.

Toward the closing hour of the forenoon session the hearing revolved around the possibility of anyone joining the union to get in on a good thing since there would be money in the treasury for all. Attorney Joseph Padway for the AFM said they would probably eventually limit the members taken in or make the entrance examination more stringent. Also that there was no intention to have a possible 45,000 unemployed live off those who were employed. But the additional funds accrued from the extra fee principle and direct payment to the union would stabilize the unemployment situation now. Money would be used, said Padway, in setting up various small live orchestras in good sized towns where the people would eventually take an interest and support the orchestra themselves, as has happened in the past.

### Copyright Discussed

Questions of copyright and vested rights concluded the morning session with Attorney Bob Myers of RCA stating that it would be difficult to give the musician complete rights in a property that involved engineers, arrangers, composers, pressing plants etc. and that is why where multiple rights were involved such as a book or song, perhaps, the rights were with the publisher. Padway countered with the Waring decision in Pennsylvania which he said would be submitted to the panel. In Great Britain and territories, disk rights belong to the companies it was then pointed out.

(Continued from Page 1)

before the Senate committee was mapped out, with exhaustive discussions of the nature of the testimony to be presented.

"What We Want," said NAB Secretary-Treasurer C. E. Arney, Jr., after the sessions, "is a delineation of the areas of power of the Commission." The board does not want additional regulation placed upon the industry, but if it is to come, it feels that it should come from Congress rather than from the FCC. By that token, Arney indicated, NAB will not cease expressing its opposition to the network rules.

Only three members of the 25-man board were not on hand for the meeting. James K. Shouse of WLW being abroad, and John Fetzer and Frank W. Russell, III. Frank B. Mullen, NBC vice-president, appeared for Russell. The board also discussed the AFM situation, without taking any action or passing any resolutions, and reviewed various internal problems of NAB. There was no action on a budget for next year, since none has yet been submitted, but it was reported that the Association remains in a healthy financial condition despite the heavy drain caused by its activities against AFM and in the legislative field.

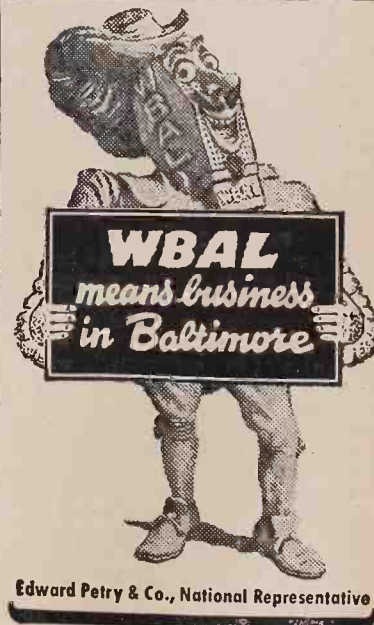
Date for the next annual meeting was tentatively set for April or May, and it will be held either in Chicago, Cincinnati or New York.

Five new members were added to the post-war planning committee, which includes the heads of all NAB standing committees. New members include Marshall Pengra, head of the small markets stations committee and Carl Coerper, head of the news committee; Gene Carr, WGAR, Cleveland; J. Leonard Reinsch, WSB, Atlanta, and Lewis Allen Weiss, Don Lee network.

On "Customary Practice" question of whether "customary" in the trade as defined by Section 2, Section 7 of the War Labor Act could be applied to the payment of direct payments by record companies to the AFM was strongly argued by Attorney General Robert H. Jackson. He saw no analogy because recording and ET firms had been against the rest of industry, and Attorney A. Padway attorney for the AFM cited various cases which he argued tied up with the practice. He argued, like two or three others, that it was settled at the time.

### 1937 Agreement

Attorney Padway sought to show that in 1937 record companies did agree to a proposition that they did agree a problem, eventually agreeing to the proposition and so took cognizance of the employment situation. Colin argued that there was no agreement in the preamble and substance of the paper was purely issued by the AFM. Further, Colin saw no connection



## WANTED RADIO STATION

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## Elias, Lord, Reinsch At W-W Bill Hearing

(Continued from Page 1)

million radio sets were bought in this country because Americans "wanted to listen to radio." It is these listeners who set the tone of radio, he asserted. "There is only one real censor—Mr. John Q. Public. If he doesn't like my talk or my guitar strumming, he flicks the switch or, on the more modern sets, he pushes a button. And, if enough feel that way, I'm off the air."

Reinsch declared that he is not seeking to have the FCC "bound and gagged" by some new law which "would spell out precisely what it should do about broadcasts at Tues-

### New Witnesses

*James W. Woodruff, Jr. WRBL, Columbus, Ga., and Barney Lavin, WDAY, Fargo, N. D. Both NAB Board Members, are yet to be heard, with Woodruff testifying today. It is likely also that NAB President Neville Miller will conclude his twice-interrupted testimony today. Hearings will be held Tuesday and Wednesday of this week also, with newspaper-ownership representatives expected on the stand. Judge Sykes, former FCC head, was present at Friday's session, and was invited by Senator Wallace L. White, Main Republican and co-author of the bill, to testify. It is possible that he will be heard next week.*

day high noon. . . The difficulty now is that the Supreme Court has shifted the entire idea of radio regulation by giving the FCC the duty of "determining the composition of the traffic." I don't think that's what Congress ever intended. Senators White and Wheeler were here then and knew the Congressional mind. So did Senator Dill, who has expressed himself since the court acted."

Committee Chairman Burton K. Wheeler, Montana Democrat, then read from a letter of complaint received by him against WIOD, Miami station under Reinsch's direction. A political candidate in a recent local election there charged that the station had charged him double and triple its regular rates for political broadcasts. Reinsch expressed doubt as to the accuracy of the information.

### Fear FCC Rulings

Lord spent most of his time before the committee discussing the question of fair treatment on the air, and the matter, thoroughly explored on numerous previous occasions, of "opening the air to crackpots," which Chairman Wheeler raises with nearly every witness. Lord asked for more explicit statement of Commission functions and powers, and that it be made unmistakably clear that the FCC has no authority over program practice, to which Wheeler remarked that "nobody wants to establish program control by the Commission."

Elias, pleading for "freedom from fear" for broadcasters, declared that some broadcasters were afraid to ap-

## COAST-TO-COAST

— TENNESSEE —

**MEMPHIS**—Ray's Doughnut Shop has taken a spot schedule on WHBQ. . . Buckley Clothing Stores has also signed with WHBQ for spots. Contract to run for 13 weeks. . . Swift & Co. has renewed its spots on WHBQ for another 20 weeks. Commercial plug Jewel Shortening. . . Bob Alburty, WHBQ manager, recently ad libbed steadily for three hours. Occasion was a football game. Starting time was 2:30 p.m., so Alburty went on at 2:15 to begin color. No teams appeared at 2:30, so Alburty kept on talking. Union trouble prevented the band of either team from playing, so he couldn't fade in music and take a rest. He gabbed for a half hour and finally the game started. Having no relief, he talked constantly till 5:15, when the game ended, then went home to nurse a sore throat.

— TEXAS —

**LONGVIEW**—Complete schedules of KFRO have been revised to accommodate programs from the Mutual Broadcasting System, which the station joined recently. Outlet is also airing regional Texas State Network shows. . . Gordon E. Guest is new to the KFRO mike staff. . . Bernice Johnson has joined the KFRO technical staff as transmitter operator.

— MASSACHUSETTS —

**WORCESTER**—New policy of W1XTG, FM outlet of WTAG, is the airing of BBC shortwave broadcasts. Premiere program last week was Beethoven's Second Symphony conducted by Sir. Thomas Beecham and played by the London Philharmonic Orchestra. Another broadcast was "International Students' Day," commemorating student victims of fascism.

pear before the committee because of the possibility of reprisals by the FCC. He said that he himself is fearful of reprisal—WWNC has already been granted approval for a power boost to 5,000 watts, but the CP will have to be approved once again when the materials are available. Broadcasters, he said, are under an "invisible compulsion"; if they want more power, or anything else, they had better be "in line."

He was greatly shocked, Elias said by FCC Chairman Fly's first-day testimony before the committee, and by his "bitter, scornful exhortation" of the two major networks and the NAB, which he termed a "stooge organization." Personally, Elias added, "I disagree with him completely, 100 per cent."

The industry has been seeking a new radio law since 1938, he said, and not simply because of the May 10 decision of the Supreme Court, although that decision heightens its feeling of need. New radio law to kill even the suspicion of government regulation of the industry is essential, he declared.

He also said that the freedom of radio is safer in the hands of the 900 station operators than in the hands

— OHIO —

**MARION**—Bob Gross, WMRN music director and announcer, leaves the outlet shortly for a West Coast station. . . New additions to the WMRN engineering and announcing staffs: Ted Chumley at the board. Dick Harvey of New York and Walter A. Klozar of Cleveland behind the mike. . . Anthony Laundry Co. and Smith Clothing Co. have purchased, for co-sponsorship, the WMRN daily half-hour show "Music Just For You" . . . Glenn Cassidy, of the WMRN sales department, has left the outlet to join the Universal Cooler Corp.

— NORTH CAROLINA —

**ASHEVILLE**—Sigmund Romberg, composer, was interviewed on WWNC yesterday before his concert at the City Auditorium. . . Colonial Baking Co., of this city, has resumed its sponsorship of "Today's War Commentary" on WWNC Monday through Friday at 8:15 a.m. . . Roland Wingate, WWNC announcer, has returned to the outlet after a two week leave of absence, during which he was in New York and New England.

— OREGON —

**PORTLAND**—Rollie Truitt, KGW-KEK sports announcer and director of public relations, was recently named Portland's "Citizen of the Week." Each week the Portland Traction Co. chooses one of the city's outstanding citizens who is contributing to wartime living, names him or her "Citizen of the Week" and publicizes the choice on its street-car and bus cards. Salute read: "For 14 years Rollie Truitt's voice has taken sports to the homes of shut-ins and others unable to attend games. He was instrumental in selling \$300,000 worth of War Bonds to baseball fans during the baseball season."

of "seven men domiciled in Washington."

If there is to be any restraint upon program freedom in the law, Elias said, then let it be in language "which no literate person can misconstrue and no Commission can distort." He added that denial to the FCC of supervisory control over program is not sufficient safeguard for freedom if Commission does retain power over broadcasters' business practices. It thus retains, he went on, subtle but effective control over stations.

Speaking on the question of newspaper-ownership of radio stations, Elias declared that "if Congress believes that newspapers should be barred, then let it say so. . . Let Congress say, 'You're unfit, you're pariahs' and let it pass a bill of attainder against newspapers." If Congress doesn't say that, then the FCC should not be permitted to say it.

In conclusion, Elias remarked that, "if any arguments today seem to be based upon distrust of the present Commission, that is not because of personal distrust," but he does "distrust them because they are human." Broadcasters, he concluded, will never be free if they must operate at the behest of officialdom.

## Mutual Stations Offered New

(Continued from Page 1)

the basic co-operative and policies of the network.

Under the new contract the first 16 unit hours during 28-day period, stations will receive compensation. In return, Mutual will absorb line expenditures. For the next 25 hours and 37½ per cent of the average rate, advancing the 32½ per cent for all unit hours in excess of 50.

Formerly Mutual station for line charges and the character. It was pointed out that all revenue accumulated from this network arrangement, was placed into a program reserve aimed to increase the quality program service to stations and listeners.

One feature which no doubt will result in general station acceptance is the fact that stations will be required to pay a 15 per cent contribution to Mutual on network cooperative programs locally sponsored.

Richard F. Connor, Mutual relations manager, announced the first Mutual stations to be new contracts are WRRN, Ohio; WNOE, New Orleans; KFXJ, Grand Junction, Colo. He stated that members of the Mutual relations department in the field negotiating the new contracts and stations are being given the opportunity to have their contracts converted to the new contract. It is expected that the conversion will be completed in a few days.

Commenting on the new plan, President McClintock said, "The Mutual Broadcasting System is dedicated to the perpetuation of its past co-operative non-profit type of operation. The new contractual relations which are being so favorably received by Mutual affiliates are designed to provide more form, equitable and fair compensation to stations than has been possible heretofore."

Plans to submit the new contract to Chairman Lawrence Fly at an early date were announced by Mutual officials.

**HAPPY BIRTHDAY TO YOU**

November 22  
Hoagy Carmichael Frank Grant  
Mildred Hallmark Glen  
Dick Pack Howard A. Poole  
Arthur Miller



# RADIO DAILY

The National Daily Newspaper of Commercial Radio and Television

25, NO. 35

NEW YORK, N. Y., TUESDAY, NOVEMBER 23, 1943

TEN CENTS

## WLB Weighing Disk Case

### Discuss NAB's Policy W-W Bill Hearing

Washington Bureau, RADIO DAILY  
Washington—NAB came in for questioning yesterday from the Interstate Commerce Committee. Chairman Burton K. Wheeler, who represented his committee in a hearing session on the White-Water bill. Witnesses were James Moffatt, Jr. of WATL, Atlanta; E. Columbus and WGPC, Albany, and NAB President Neville who concluded the testimony in a week earlier after numerous interruptions. A statement from  
*(Continued on Page 5)*

### WGN Program Head; McGregor Goes To Esty

Chicago—Buckingham W. Gunn, director of the Chicago office of Mer Thompson for the past five years has been named program director of WGN, according to an announcement by Frank P. Schreiber, manager. He assumes his new position Monday, Dec. 6. Gunn replaced Kenneth W. MacGregor, who resigned to join William Esty & Company, New York, as a radio pro-  
*(Continued on Page 2)*

### Talks From Britain Shortwave On WLW

London—George C. Biggar of London is currently in England as guest of the British will be heard on four shortwave pickups from BBC in London. He will be heard on WLW's "Everybody's Farm Hour" program. On Nov. 24, Biggar interviews James  
*(Continued on Page 2)*

### Powerful Weapon

Milwaukee—Al Dexter's "Pistol Packin' Mama" went a little too far with her gun totin' during a recent disk show on WTMJ. Just as Dexter warbled, "Until one night she shot out the light, bang—" not only was the blonde in the story gone, but WTMJ was blown right off the air! The lady was exonerated later, when a dead tube was found in the master control room.

### CBS Alters Program For Carol Broadcast

Altering their original plan to present Ex-King Carol of Rumania alone as a guest on the "Report to the Nation" program tonight from 9:30 to 10 p.m., EWT, Columbia Broadcasting System announces that Dr. Louis Bozin, a leader of anti-Carol sentiment in America, also has been invited to appear on the program.

Carol's scheduled appearance, resulted in protests from some quarters;  
*(Continued on Page 3)*

### Judge Sykes Counsel For Press Radio Group

Judge E. O. Sykes, former chairman of the FCC, has been retained as legislative counsel for the Newspaper Radio Group, Chairman Harold Hough of the publishers committee, announced following a week-end meeting of the steering committee. In  
*(Continued on Page 2)*

## Asks Basic Universal Language For International Global Radio

### Successor T. Nathanson Named For CBC's Board

Montreal—F. J. Crawford, 49, Toronto stockbroker, has been appointed to the board of governors of CBC by an order-in-council passed Saturday. Hon. L. R. LaFleche, war services minister, announced yesterday. Crawford, former director, vice-president  
*(Continued on Page 2)*

## Six To Eight Weeks Needed By Panel To Reach Decision; Union Threatens Strike In Event Of Adverse Ruling

### Tele Society Drafting Its New Constitution

Drafting of a new constitution was the major decision reached by the American Television Society's board of directors at a special meeting Saturday. Step was taken in view of the need for a restatement of the Society's policies due to its rapid growth in recent months.

Committee of three, chosen to revise  
*(Continued on Page 2)*

### Decision In Flamm Matter Reserved

Decision was reserved in Donald Flamm's appeal against Edward J. Noble's sale of WMCA during the past week-end. Suit was heard in the Appellate Division of the New York Supreme Court, First Department, before Justices Dore, Glennon, Unter-  
*(Continued on Page 2)*

### CBS Claims News Beat On Gilbert Landings

CBS claimed a news beat over the week-end for flashing word of the Marine-Army landings on the mid-Pacific Gilbert Islands at 4:30 p.m. EWT, Sunday, via a pickup from  
*(Continued on Page 2)*

Tripartite panel of the War Labor Board hearing the dispute between the American Federation of Musicians and the WLB petitioners, RCA Victor, Columbia Recording Corp. and the Radio Recording Division of NBC, retired last night to consider the evidence in the lengthy record and many exhibits introduced during the  
*(Continued on Page 6)*

## Ruffner To Join WOR As Program Director

Edmund B. "Tiny" Ruffner, veteran radio executive, yesterday was named daytime director of programs at WOR succeeding Ray Nelson who resigned to enter commercial radio, Jules F. Seebach, vice-president of WOR, announced yesterday. Ruffner started  
*(Continued on Page 5)*

## Opper Joins Blue Staff As China Correspondent

Frederick B. Opper, editor of the recently re-born Shanghai "Evening Post and Mercury" in Free China, has been appointed foreign correspondent of the Blue Network in Chungking, G. W. "Johnny" Johnstone, director  
*(Continued on Page 2)*

### "Snow Men"

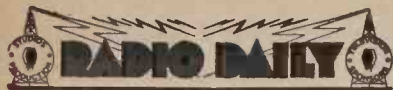
Ice Hughes, distaff-side com-  
municator for WMCA, New York,  
will broadcast an appeal for wo-  
men volunteers to "man" New York  
City snow shovels during the  
coming Winter. Call was in re-  
sponse to Mayor Fiorello H. La-  
Guardia's plea for help to clear the  
streets in the event of a heavy fall.  
Hughes recommends the work  
be healthful and invigorating.

### Electronic Art

Novel art exhibition, entitled  
"Electronic Paintings," opened yester-  
day at the Argent Gallery, New  
York. Canvases by Mrs. Pauline  
Peavy of Long Beach, Cal., are said  
to be a visualization of the elec-  
tro-magnetic spheres, generating in  
varying frequencies the thought  
patterns that determine human emo-  
tions—fear, love, hate.

*(Continued on Page 8)*





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MARVIN KIRSCH : : Business Manager

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FINANCIAL

(Monday, November 22)

NEW YORK STOCK EXCHANGE

	High	Low	Close	Net Chg.
Am. Tel & Tel	156	155 1/2	155 5/8	- 1/2
CBS A	23 3/4	23 1/2	23 1/2	- 1/4
Crosley Corp.	16 3/4	16 5/8	16 3/4	- 1/8
Farnsworth T. & R.	10	9 3/4	10	...
Gen. Electric	35 1/8	34 7/8	35	...
Philco	21	21	21	- 3/4
RCA Common	9 1/4	9	9 1/4	...
Stewart-Warner	10 3/4	10 3/8	10 3/8	- 3/8
Westinghouse	91 1/4	90 1/2	91 1/4	- 1/8
Zenith Radio	31 1/4	30 3/4	30 3/4	- 1/2
NEW YORK CURE EXCHANGE				
Nat. Union Radio	3 1/4	3 1/4	3 1/4	...
OVER THE COUNTER				
	Bid	Asked		
Stromberg-Carlson	10	11		
WCAO (Baltimore)	20			
WJR (Detroit)	29 1/2			

NBC To Televisify "Ice Follies" Show

Telecast of the "Ice Follies of 1944" will be made from Madison Square Garden next Tuesday over WNBC, NBC tele outlet. The ice show, which opens at the "Garden" tonight, incidentally, will be the third in the web's current series of live, sight-and-sound programs from the New York sports arena arranged to contribute entertainment to convalescent servicemen in New York and New Jersey hospitals.

20 YEARS AGO TODAY

(November 23, 1923)

Dr. Lee DeForest is guest of honor at Chicago Radio Show where he is honored as the inventor of the three-element vacuum tube which made broadcasting possible... Paul Specht's orchestra, playing from the Alamac Hotel is one of WJZ's featured programs... Music critic of London "Times" fears that broadcasting "will lessen singing and playing in the home."

CBS Claims News Beat On Gilbert Landings

(Continued from Page 1) Webley Edwards, Columbia correspondent in Honolulu. Story, as reported by the other networks, went out in bulletins over the Blue at 4:35, and NBC, 4:42; Mutual had no available record, but key New York outlet WOR broke it at 4:42:30.

Listeners on CBS were told that the Kostelanetz show would be delayed, and, soon after, Edwards read the Pacific Fleet communique from Admiral Chester W. Nimitz' headquarters. Hookup is understood to have been the result of more than a week's planning by Paul White, Columbia's director of news broadcasts.

Last night Edwards was again heard at 7:15 p.m., EWT, from Honolulu when he gave additional news on new landings in the Gilbert Islands. NBC, through John W. Vandercook, at the same time gave dispatches on similar news.

Gunn WGN Program Head; MacGregor Goes To Esty

(Continued from Page 1) gram producer. Gunn joined the Chicago office of J. Walter Thompson shortly after he was graduated from the University of Illinois in 1933, and was made radio director in 1938. He has had charge of radio production for "The Northerners," veteran WGN program sponsored by the Northern Trust Company, since 1936; is the producer of the Bowman Dairy Company show, "The Musical Milkwagon," also on WGN, and a portion of the "Breakfast Club" on the Blue Network.

Successor To Nathanson Named For CBC's Board

(Continued from Page 1) and president of Toronto Stock Exchange, replaces the late N. L. Nathanson of Toronto, on the board. He has headed his own firm in Toronto, F. J. Crawford & Co., since 1919, and previously was an associate of J. P. Bickell, prominent Canadian mining man.

Crawford's appointment fills one of three vacancies on the CBC board.

Decision In Flamm Matter Reserved

(Continued from Page 1) meyer, Callahan and Dowling, the latter presiding.

Judgment in the case is expected to be handed down in about ten days. Hearing consisted of submission of briefs and arguments by Philip Handelman, of Handelman and Ives, lawyers for Flamm, and by Attorney Stanley Wood in Noble's behalf.

Opper Joins Blue Staff As China Correspondent

(Continued from Page 1) of news and special features, has announced. Opper will be heard in a pick-up from Chungking on the Blue's Sunday "Weekly War Journal."

Judge Sykes Counsel For Press Radio Group

(Continued from Page 1) commenting on the Judge Sykes appointment, Hough said:

"Inasmuch as proposed legislation was being considered by the Senate Interstate Commerce Committee in reference to the Communications Act Judge Sykes has been employed by the newspaper group in order that any legislation suggested by the newspaper people would be applicable to the entire industry and that his Committee did not wish to advocate laws which might be considered as partial to their group. We merely want to live under the same laws as all of the rest of the broadcasters and believe Judge Sykes' past experience will be helpful."

Farm Talks From Britain Via Shortwave On WLW

(Continued from Page 1) Steel on the latter's Berkshire farm, a typical English dairy and mixed farm, talking on the nature of wartime agriculture.

On Dec. 4, Biggar will be heard on "Everybody's Farm Hour" interviewing Dr. Kay, director of the National Institute of Dairy Research on the Institute's wartime work.

On Dec. 6, Biggar will discuss dairy cattle and milk production in Britain with Deputy Director MacIntosh of the National Institute of Dairy Research.

On Dec. 9, Biggar will be heard in an interview with Henry Luebecke, associate drainage engineer in the Office of Foreign Agricultural Relations, United States Embassy, London. They will discuss land drainage problems in the middlewest of the United States as compared with those in Britain in wartime.

Tele Society Drafting Its New Constitution

(Continued from Page 1) the charter, will meet tomorrow; consists of Lela Swift, Charles Kleinman and Fred Kugel. After approval by the board, the reworked constitution will be submitted to the membership. Discussion of putting ATS on a calendar, instead of a fiscal, year may result in the altered constitution going into effect on Jan. 1.

Staging of tele shows by the program experimentation group was set to be dropped in favor of forming a talent pool to be made available to sight-and-sound producers.

WCCO And IBEW Sign

Minneapolis—It has been announced by A. E. Joscelyn, general manager of WCCO, that the agreement between the IBEW (International Brotherhood of Electrical Workers) and WCCO covering the station's announcing staff has been signed. By phone the station was notified that the international office in Washington had also signed, so that the agreement went into effect on November 14, 1943. Discussions had been going on for nearly a year.

COMING and GOING

MAJ. LAURENCE LEONARD, station manager of WFMD, Columbia affiliate in Fredericksburg, Va., is in New York on a brief business trip.

HAROLD V. HOUGH, general superintendent of WKGO, Fort Worth, Tex., who went to Chicago following the close of last week's Network meetings in Chicago, was in New York yesterday.

STERLING FISHER, assistant public relations director of NBC and director of work's Inter-American University of Ohio, is expected back today from a speaking tour which included Kansas City and Cincinnati.

HARFIELD WEEDIN, station manager of affiliate of CBS in Austin, Tex., is in New York for a few days in town.

JOHN MAYO, of Radio Advertising, has returned from a business trip to Chicago.

F. C. EIGHMEY, station manager of Mason City, Ia., who spent the major portion of last week in Chicago, is now back home office.

CHARLES COLLINGWOOD, CBS correspondent currently in the States and on a lecture tour, will speak today at University of Chicago.

BEN F. HOVEL, general manager of Warsaw, has returned to his Wisconsin headquarters following a few days in Chicago.

JOE SEIFERTH and the other members of the WJZ "Victory Troupe" have returned to Bethlehem, Pa., where they participate in a War Bond rally held at the Municipal Auditorium.

LES RYDER, program director of WCCO, has returned to Du Bois, Pa., after having visited briefly at New York office.

Advertising Club Speaks

Arthur P. Hirose, director of market research and promotion, National Advertising Club, will speak before the Advertising Club tonight at 6:15 p.m. Subject will be "Methods of Market Research."

62% of the Population

W-I-T-H's signal reached 62% of Maryland's population... concentrated in and around the booming city of Baltimore. No "gopher hole" coverage but listeners where retail sales are highest. For more-listeners-per-sales dollar, consider W-I-T-H, the people's voice in Baltimore.

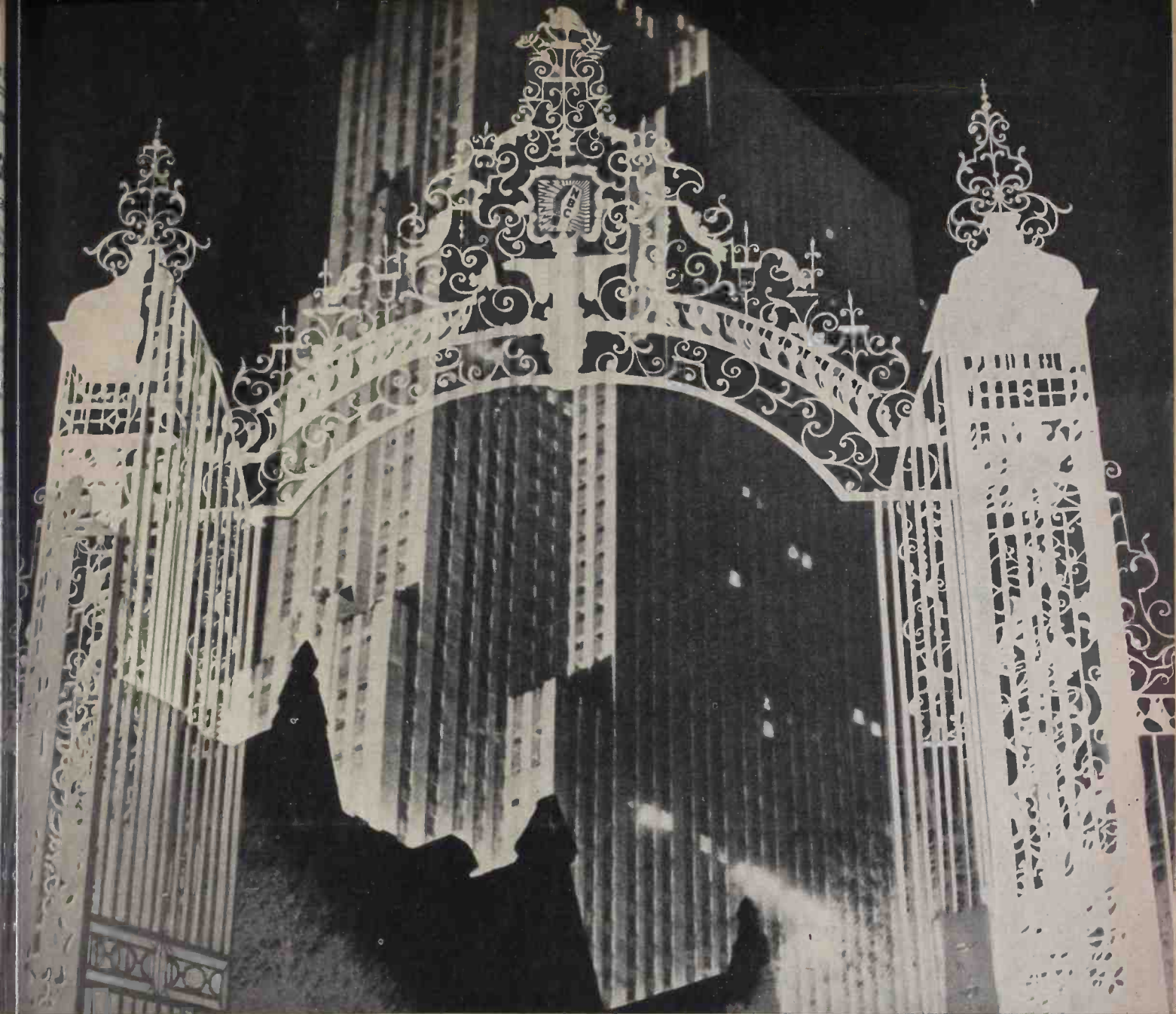


IN BALTIMORE

TOM TINSLEY, President

REPRESENTED BY HEADLEY-REED





## The University with 130,000,000 Students

DEFINITE cultural factor in the lives of 130,000,000 people, NBC has enough ex-professors and instructors on its staff to stock a good medium-sized university.

For instance, the director of our Public Service Department is a former president of one of the world's greatest universities. Our director of the Music Division taught at a great musical institute. Our director of News and Special Events is managing director of a great press service. Our vice-president in charge of International Relations has visited and/or lived in 54 countries. So it goes down the line—men and women who have lived with and mastered their subjects.

In all, there are 682 pieces of sheepskin hanging around NBC—286 of them honorary degrees!

This is the "faculty" of NBC. This is the caliber of the people who guide its work, create its policies, shape its future.

A highly trained, imaginative personnel, a body of experienced experts, a group of people—from president to office boy—who are devoted to the task of making broadcasting better, richer, more adult and more effective throughout—*these are among the things that make NBC "The Network Most People Listen to Most."*



—The **National Broadcasting Company**

America's No. 1 Network—A SERVICE OF RADIO CORPORATION OF AMERICA



LOS ANGELES

By RALPH WILK

**S**ID ZELINKA and Howard Harris compose the entire writing staff of the Durante-Moore series, currently, apart from the Garry Moore material, written by the latter zany himself.

Lieut. Peter Roebeck, formerly of the KNX-CBS transcription department and now an American Air Forces bombardier, is visiting his parents in Hollywood on a week's furlough from a Memphis, Tenn., hospital. Lieut. Roebeck's Flying Fortress was shot down over the Mediterranean by a German-manned captured P-38 and he spent 60 hours in the water before being rescued. The visiting flyer wears the order of the Purple Heart and the Distinguished Flying Cross with two clusters.

Our selection of the week of the most photogenic non-professional—Dorothy Stewart of the McKee-Albright Agency office.

Irene Rich, who is heard Sundays on the Columbia Broadcasting System (2:45 to 3:00 p.m., PWT), has, during her ten-year period of broadcasting under the sponsorship of Welch Grapejuice, showcased much talent that has stepped-up into popularity in the motion picture industry. Among those who have made their way from the radio program into film popularity are Martha O'Driscoll, Lois Collyer, Ray Montgomery and Betty Moran. Gordon T. Hughes produces the series.

Dinah Shore, who has an entire wall of her room covered with honorary titles and citations from service groups, got another this week from the Navy trainees at Harvard University. It made Dinah Honorary "Mate of the Deck."

Chet Doyle, formerly with the CBS sales department in San Francisco, visited the KNX-CBS studios recently. Doyle, now a second Lieutenant in the United States Army, is a special service officer with the Field Artillery Replacement Training Center at Camp Roberts, California. During his Hollywood visit Lieut. Doyle laid plans for visits to Camp Roberts by several Hollywood radio programs touring army camps.

Standard Brands Plan Special 'Xmas Show

West Coast Bureau, RADIO DAILY

Hollywood—Standard Brands is originating a special one-hour Christmas Variety Show from CBS-KNX studios, Tuesday, December 21st, 7 to 8 p.m., PWT. The broadcast will feature stars of film and radio. Those already scheduled to make their appearance on the show include Don Ameche, Edgar Bergen, Bob Burns, Spike Jones and His City Slickers, Dorothy Lamour, Jose Iturbi and the Dudley Chambers Choral Group. Others are yet to be announced. The program will be produced by Earl Ebi for the J. Walter Thompson Agency. Manny Manheim is scripting.

MAIN STREET

WITH Ol' Scoops Daily

Did We Tell You?

● ● ● That five minutes after Martin Block, on his "Make Believe Ballroom," program over WNEW, appealed to New Yorkers to invite Officers and their families ("stranded for lack of housing facilities") to their homes, the Officers' Service Committee Headquarters at the Commodore Hotel, was swamped with phone calls..... Judge Steinbrink of the Supreme Court, one of the listeners, offered the use of his entire home to an officer and his family while another "Ballroom Fan" a Doctor Bellamy phoned to say, "he was leaving the key to his apartment under the door mat for the Officer and his family"..... Dr. Bellamy then went to a friend's home where he spent the night..... This, then, is New York in War time..... and though we're not a betting man, we'd wager a few quid that this is the reflection of the spirit of America..... Charlie Barnett and His Orchestra will open a seven-week stay at the Strand (N. Y.) starting December 31..... Freddy Martin's Band will supply the music on the Jack Carson CBS Show, starting Dec. 15..... P. B. (Buck) Hinman, was given a leave of absence from WCBI where he was Program Director so that he might don khaki..... eight days later, he again wrote, directed and produced programs over WCBI..... but this time for Uncle Sam, the programs wired from Columbus Army Air Field, Miss. where he is Corp. Hinman..... Is our face red???..... we meant to report that Cyril Armbrister was relinquishing the reins of "The Baby Institute," but instead "pillared" "The Sea Hound".....



● ● ● A timely coincidence occurred last Wednesday on Mary Margaret McBride's WJAZ program..... booked weeks ago as guest speaker, David Rame, whose novel "Tunnel From Calais" deals with an under-the-English-Channel-tunnel, remarked that he was "amused to read in the papers that very morning a dispatch from abroad to the effect that Germany's 'Secret Weapon' is just such a tunnel"..... Arthur Hughes has portrayed about fifty characterizations in three years on the stage..... but for the past 11 years he's been NBC's "Just Plain Bill" (the latter may turn out to be a steady job)..... When "The Voice," Frank Sinatra opens a three-week personal appearance tour, December 2 which will take him to Boston, Pittsburgh and Philadelphia, he'll be accompanied by Axel Stordahl and Herb Polesie, conductor and producer respectively of his CBSunday Nite broadcasts, "Songs By Sinatra".....



● ● ● When Dave Kent, enterprising young contact man for Edwin Morris Co. greets the local maestri and vocalists with "I'll Be Around," he's not kidding..... for the "hit-packin'" music firm (publishers of the new craze tune, about a certain "revolver-carrying mother") has just taken over from Regent Music a song called "I'll Be Around"..... Now that both of the Victory Twins (Vi and Vilma Vernor) are out of the hospital, it seems to us their story and adventures during their many overseas entertainment trips might be a natural for either the "We, the People" or "March of Time"..... Tin Pan Alleyites Bob Russell and Sam H. Stept have written a song especially for them, titled, "Soldiers In Grease-paint"..... In last Wednesday's pillar we stated that Fred Allen's CBS Show, when it resumes December 12, may not originate from the coast as planned, but rather from Gotham..... we hear now that Hi, Lo, Jack & the Dame, who will again be featured on Fred's program, were advised to cancel "en route West" bookings to remain here..... Several weeks ago, Woody Herman took ill but the band carried on so well that the grateful maestro tossed a luncheon for his men yesterday at the Hotel Astor..... Since Sammy Kaye dropped comedy and added more "swing and sway" music on his commercial, his Crossley rose considerably.....



Remember Pearl Harbor

CHICAGO

By BILL IRVIN

**E**NGAGEMENT recently told that of Irene Anne Floto, receptionist, to Donald Shaw Chester, vice-president and director of Foote, Cone & Belding advertising agency.

In Chicago last week on Army business was Capt. Tom Gootee, NBC engineer, and now technical writer in the department of literature for the Air Force at Monmouth, N. J., and Corp. Rishworth, former public service director for NBC, who was in the connection with the Four Freedoms war bond show.

Bill Thompson, who is missing a year from his roles of Old Time Wallace on the Fibber McGee because he preferred to remain in Chicago with his ailing parents, soon have his own network show is under option to a soap company.

Six new members have been added to NBC Central Division Ten Club, bringing the total membership to 94, according to Harry C. vice-president and general manager of the Central Division. The members, who will be given gold and scrolls at the Club's second meeting in the spring, are Leonard A. son, assistant office manager; Will J. Murphy, continuity editor; George Maher and Wilford Lahman, engineering department; Michael E. minger, sound effects, and M. Reinecker, sales department.

Arthur Kulosa, Jr., formerly Stewart Warner Radio Corp., joined the WIND engineering replacing Paul Prokes, who goes to Johns Hopkins University Research Laboratories on government work.

Sept.-Oct. Stock Deals Show Inactive Market

Washington Bureau, RADIO DAILY  
Washington—The market in industry stocks was very inactive in September-October period, according to the report of the SEC just made public. Disposal of 1,000 shares \$2.50 par Class A Common in CBS Isaac D. Levy of Philadelphia reported, Levy retaining 38,876, well as 21,360 shares of the \$2.50 Class B Common.

An addition to the August report revealed that George Lawrence L. of New York disposed in that month of 1,800 shares of \$1.00 par Capital Stock in Decca Records, Inc., retaining 2,685. Harking back to July, SEC reported disposal of his entire block of 5,500 shares of \$5 Cumulative Preferred, no par value, in RCA William G. Welsh of Falmouth, Me.

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



# Radio Men Queried Regarding NAB By White-Wheeler Bill Committee

(Continued from Page 1)

leader Norman Thomas was ad into the record. Miller demanded first why NAB failed to work out voluntary agreements among broadcasters to come of the various problems regarding the broadcast of controversial issues, brushing aside the NAB efficient, and then questioned the concerning the degree of financial support given NAB by the network.

Miller produced figures showing that nearly half of the approximately \$330,000 annual income from the two markets and their managed and stations. NBC, he said, in \$41,700 annually for "M stations, CBS \$50,400, Blue and stations managed and by members of the board pay in \$7,328. In on, NBC and CBS each pay 2400 per year as network ers. NBC, said Miller, produced funds for about 20 per and CBS for about 22 per of the NAB bills. Total work outlay, as classified who, would be \$152,228 per or about 46 per cent of the NAB budget.

er made no comments, other n requesting a full analysis of es payments in terms of staver, proportion paid by Indies affiliates and other such data.

paper-Radio ownership will subject for today's hearing with four witnesses scheduled to appear on behalf of the paper owned stations. Judge Sykes, first chairman of CC, is among them, the being Harold Hough, Fort Tex., newspaper and man, and attorneys Seyou and Sydney Kaye.

uff, whose three stations are atters, called for the establishment of a "concrete working to provide equal opportunity discussion. "As a member he said, "I do not want to boastful, but I feel that our on has done a good job voluntary effort. I readily at we are not perfect, but sincerely tried to meet this and to give fair opportunity one. Personally, I am glad committee is ready to help sh to suggest, however, that should not force any broad permit his station to be initiate the discussion of con-

troversial issues. If, of course, he elects to do so, then he might well be required to afford the opportunity of answer to the other side."

Labeling of broadcast portions as fact or opinion was also suggested by Woodruff, in line with the suggestion advanced several months ago by FCC Chairman James Lawrence Fly.

### Solution "Utopia"

When Wheeler asked why NAB has not worked the question out satisfactorily Woodruff remarked that such a solution is a "Utopian hope." This Wheeler denied vehemently terming it just "ordinary common sense." You know about the complaints, and yet you've done nothing about it, he added, apparently preferring to come to Congress rather than work it out yourself, when Woodruff said the NAB is clarifying the issues, Wheeler retorted that it was the Supreme Court which clarified the issues.

The Georgian complained about network programs which might be satisfactory for one part of the country but not for another. He praised the CBS move in the case of its recent "open letter" show, a factual account of the Detroit race riots. This was presented over a closed circuit prior to its broadcast. Woodruff called in a judge, a cotton manufacturer, a school superintendent and a minister to hear the preview and advise him. The program was not carried, being held unfit for local presentation.

### Woodruff Strong For Bill

Declaring himself "100 per cent" behind the present bill, Woodruff also went along with Wheeler in the latter's general criticism of radio news commentators, which has become a daily feature of the sessions. Some commentators, said Woodruff, "go too far in fooling the public."

Miller began his statement by reading into the record testimony from the Cox committee sessions in New York last summer, inserting the report of Robert K. Richards of the Office of Censorship regarding a conversation Richards is alleged to have had with former FCC Attorney Sidney Spear on the subject of FCC "cooperation" with the OWI on foreign language broadcast control. It purported to prove extra-legal utilization of its licensing power to remove objectionable personnel from the employ of foreign-language stations.

### Wheeler Defends Spear

Wheeler countered with a speech in defense of Spear made on the House floor three weeks ago by Rep. John M. Coffee, Washington Democrat. Coffee declared that Spear flatly denies the accuracy of Richards' statement. The Congressman checked further and found that in only three cases up to the time Spear left the Commission—Sept. 3 of last year—had foreign language stations been put on temporary licenses. The first case, he found, was a business matter.

Transfer of control of the station was pending, and there was no charge of "cooperation with OWI."

The second case involved a station which went on temporary license in August, 1942. Here a German broadcaster, George Brunner, was alleged to have been forced off the air by OWI—but in June two months before the temporary license was ordered, "obviously," said Coffee, "the so-called conspiracy could not have operated in this case."

"The third and last case is a station alleged to have been forced to remove three Italian broadcasters in order to get a renewal of its license. But do you know when the station dismissed these individuals? in November, 1942, three months after the conversation reported in August and almost three months after Spear left the Commission. The question of the suitability of these performers to be on the air had not even been raised in August. Certainly, in this case no conspiracy between FCC and OWI, could have existed in August 1942, or at any other time."

### Miller Would Revise Sec. 10

Section 10 of the bill Miller found especially in need of revision. He saw great difficulty for broadcasters in determining who might be the proper party to go on in reply to the original broadcast on a controversial issue, and raised the possibility that broadcasters might have time for more than one such appearance demanded of them. It is very difficult to write language to cover adequately the operating problems, he said.

He set forth four principles which he said should be incorporated into any statute on this matter if it is to be effective and fair. First, he said, no licensee should be required to permit use of his station for discussion of controversial issues. Next, if he does permit such use of his facilities, the right to reply must not be limited to candidates for political office. Third, the statute must spell out definitions of all terms employed in it, with such definition not left to FCC discretion, and finally, complete information concerning both the speaker and his backer must be furnished the station. The sponsor of an idea must be as well identified as the sponsor of a program designed merely to sell a commercial product, said Miller.

### Norman Thomas Letter Read

As Miller concluded his planned testimony, Wheeler then shot at him a number of questions regarding his general attitude toward new legislation. The discussion revealed that Wheeler is definitely thinking in terms of licensing webs, and giving the FCC the right to review network program quality in general terms.

Concluding the session, Wheeler read into the record a letter from Norman Thomas, Socialist leader, who declared that he was writing as an individual rather than as representative of any political party. Although he found the American radio system best, Thomas declared that "it is far from perfect," and pressure of big advertisers is

# Ruffner To Join WOR As Program Director

(Continued from Page 1)

in radio in Seattle in 1920 and came to New York in 1927 becoming an announcer with NBC. He later served as sales manager and production head for the Erwin, Wasey agency and for five years was director of radio for Benton & Bowles, also was v.-p. in charge of the Hollywood office of Ruthrauff & Ryan. Ruffner will join WOR on Dec. 6th.

## New "Platter-Patter" Show

Irene Cowan, Pittsburgher who started in radio on KDKA, comes to New York this week to inaugurate a new "platter-patter" show on WEAF from 8:45 to 9 a.m. Irene will be heard Wednesdays, Thursdays and Saturdays playing pop records and interspersing zany comment.

Warning it. He called for an end of "propaganda subsidies," declaring that under present tax laws 91 cents of each dollar spent by large corporations on so-called good will advertising is underwritten by the American public.

NBC and Blue, said Thomas, are faced with the necessity of providing either a "lingering death through frequent changes of time" or of accepting sponsorship for their forum programs. "A commercial sponsor will subtly if not crassly injure the spirit of the forum," he declared.

Radio spokesmen, said Thomas, talk of the danger of government censorship on the one hand and of their own virtue on the other. Selection of news for broadcast, he declared, "is now subject to just criticism by labor" and other groups. Private censorship by station managers is just as objectionable as government censorship.

He outlined five points which he feels should be incorporated in new radio law: 1. A specific proportion of desirable radio time should be set aside for forums and other public discussion. 2. The program day must be required to have program balance, and there should be standards for those portions which involve news handling, news analysis, etc., to insure fair treatment.

3. Sale of time to cooperatives, unions and similar organizations must be handled on the same basis as sale of time to commercial sponsors. At the same time, he added, a union must not, for instance, be permitted to use all its time for discussion of a particular strike. 4. Controversial issues should be presented on sustaining time except in the case of political campaigns. 5. Responsible speakers should not be required to submit to station censorship of their scripts.

# WDRC

CONNECTICUT'S PIONEER BROADCASTER

## \$25,350,000

That's Sales Management's estimate of retail sales in Hartford for December, an increase of 12.2% over last year! Hartford is the center of the rich WDRC Market, delivered to all advertisers at one low rate!



Connect in Connecticut!

# NGAR

THE FRIENDLY STATION



# WLB Weighing Disk Cases

## "Man vs. Machine," Says Padway In Summing Up

(Continued from Page 1)

past several weeks. Chairman Arthur S. Meyer of the panel stated that there couldn't possibly be any decision by the panel before six to eight weeks. Additional briefs will be filed by both sides during the next 10 days or so.

Hearings came to a dramatic close with attorney Joseph A. Padway, general counsel for the AFL and special attorney for the AFM summing up his case in an hour and a half, in the course of which he told the panel and the recording men that if the WLB orders the musicians to go back to work, it would be regarded as "involuntary servitude," that no solution to the "problem" would be found that way and that allowing for the 30-day cooling off period that would be mandatory, the AFM would order its men out on strike. Thus he said a strike would be under way officially within 30 or 40 days after such an order was handed down.

Padway said however that he did not see how the AFM could be held accountable under the Smith-Connally Act for either the 30-day cooling off period or civil damages since the musicians stopped recording or went out on strike before this clause in the Act became law. Therefore he again saw no jurisdiction, as he had stated several times during the day and on many other occasions.

### Sees Fight vs. Machines

Padway at the outset of his summation stated it was just another plain case of men fighting against being displaced by the machine and cited long history of such battles, starting with the invention of the linotype in 1887 and the agreements made then by employer and employee. The union attorney waxed eloquent as he asked why the AFM men didn't have the right to quit, just as the employer had the right to fire. Actually, he said, Congress had not yet passed any law freezing men to jobs, that employees could quit because there was nothing to stop an employer from closing his shop.

Assuming that the AFM demands "were crazy," Padway said they still had the right to make such demands, the British compulsory employment system, was not yet applicable here, and that the men could work or not as they saw fit. The attorney played upon the fact that here was a case where "men were hurt" and time was needed for them to adjust themselves against the machine displacing them. A tax upon a machine in such cases is not new, he reiterated.

### Hits NWLA Definition

He attacked the "customary" definition in the NWLA and saw no reason to narrow it down. No demands he said were being made for the recording companies to support 138,000

members now, or would they be made later. This and other items were in rebuttal to arguments earlier made by the recording men.

### Re Govt. Taking Plants Over

After bringing in various questions of law, Padway said that the only way the musicians could be made to work, and they would comply with the government order, is that the government take over the recording manufacturing industry plants. He intimated that even then the government, as employer, would have difficulty in deciding who was the employe and what musicians were holding out.

If this should come about, and neither he, he felt, nor the recording men wanted this to happen, the musicians would be in the position of being told that they were defeated not by the employer but the government itself. Chairman Meyer indicated that such a move was possible, but did not go beyond that point.

There followed considerable time to the question of New York State law as it applied to strikes, to which point Padway was at variance with attorney Robert Myers of the recording group.

Petitioners before the WLB through attorneys Colin and Myers concluded their summation about 4 p.m. Colin started it in the morning and ended early in the afternoon session. Myers summed up from legal aspects and the social problems that could arise if every industry decided to set up a system of direct payments to the respective unions. Adoption of such a principle generally, Myers said, would result in a private system of Social Security and unemployment relief and create as a result, many inequalities.

The musicians he said, should not be treated differently than any other employe in industry, especially the men who were not their actual employes and who are to benefit by fees paid by the recording firms to the union. He pictured many unions holding conventions and deciding to have the same setup as the AFM. He saw no analogy to the IRNA problem in 1937 which resulted in more musicians being hired under duress. Myers cited the figures of the FCC given the panel which revealed that out of 861 commercial radio stations, 521 had incomes of less than \$10,000 annually. In this case he stated, there was no substantial grounds for such outlets hiring musicians.

### Calls Plan "Inflationary"

He saw the direct payments to the union as a means of avoiding taxes at the time and therefore a direct effort to evade taxes. The recording men, he said, must take the position that the direct fee payments are either an increase in scale or an out and out donation of money. As an increase in scale, it wrecks the Wage Stabilization efforts of the Government, Myers contended. He labeled it as a "device" and inflationary. The unemployed of the union, the attorney argued, should be in war work rather than be employed by the union giving free concerts.

Again the recording men's attorney argued on the definition of "customary" practice as outlined in the NWLA. One other union he said, already informed the recording firms that if the AFM won out on its demands for extra fees then it also would present such similar demands. Myers drew a picture of other industries such as motion pictures which gross over a billion dollars annually. A fee on this business as the

AFM would apply to the phonograph records would mean \$30,000,000 in the coffers each year of the AFM. There is no limitations as to where it can go, he pointed out.

### No-Strike Law In N. Y.

Referring to the Norris-LaGuardia Act and decisions rendered and interpreted in the state of New York, it was pointed out that there was no basis for lawful strikes in New York where union membership conspires to strike. (This was later disputed at length in Padway's summation.) Opera On Tour, Inc., case where recorded music was to be used came in for considerable time also.

When Padway concluded his summation, Ralph Colin, attorney for the recruiting men asked the panel for permission to quote James C. Petrillo, AFM president, from statements in the International Musician, the official AFM organ, Article by Petrillo, who was summing up the recording ban in lieu of the annual convention which was passed up this year, gave a resume for the members of the disk situation.

Colin said he wished to answer some of Padway's remarks, (1) that the direct fees were not a new principle; (2) that the AFM doesn't want much (money); (3) trying to solve the displacement problem and care for those who suffer during the displacement period.

To contradict these arguments Colin quoted Petrillo in the house organ as saying to the AFM membership that it was an entirely new principle. The Decca contract being the first instance where the employer gives money to provide for employment of (the unemployed) members. Regarding the little amount of money involved, Colin quoted Petrillo as saying, "bear in mind that these payments are from profits," because the OPA will not permit the raising of established prices. But that if a rise in prices did come about sometime, the fees would possibly reach \$20,000,000. Relative to Padway's statement about "men being hurt," said Colin, he further quoted the AFM president to the effect that "you members are pioneers" and while neither he nor they might never reap the benefits of the new direct fee system, others in the future would do so. In other words, concluded Colin, it looks like an invitation from the union to "come in and get 'hurt'". Thus the displacement fund was not for those currently displaced, indicated Colin, but a permanent displacement payment is the result.

Padway told the panel that all of the article must be read in order to gather the correct import. He said it would not prove inconsistent.

With the hearing concluded several off and on the record items cropped up intermittently, as the attorneys congratulated each other on doing a fine presentation, and also thanked the panel for its kind consideration.

Members of the panel are Arthur S. Meyer, chairman; Max Zaritzky, representing labor, and Gilbert E. Fuller, representing the employer. Findings of the panel will be reviewed by the National War Labor Board before being handed down.

Attorney for the WLB petitioners on two occasions during the day formally requested the panel to issue a return to work order pending final decision in the case.

### Forenoon Session Busy

During yesterday's forenoon session the panel continued to ask questions of both sides, both for clarification purposes and to exclude various matters which would facilitate getting down to fundamental points. These

## Petrillo Union Plan Is "Inflationary," Says Myers

questions started last week, continued for two hours on Saturday and shortly before noon yesterday Saturday, the highlight came when Ralph Colin for the recording companies asked Joseph Padway, AFM attorney, why additional money not sought from other sources in motion pictures which did not bring wage scale rise in sometime. Padway said they would eventually "open a second front" and seek more revenue from this and similar sources.

### Jurisdiction Status

Colin, to forestall the union of the WLB panel later deciding perhaps the WLB did not have jurisdiction, summed his case up in considerable attention to this point. He divided into two parts which seemed to revolve respectively, (1) That there is no strike by the union simply refuses to work the recording companies and consequently no "strike" exists. (2) The union does not deal directly with the disk companies because they are a contractor and the relationship through a so-called third party.

Against these two suppositions Colin directed his summation length. Acting on the proposition that "Padway will admit no strike" along these lines, Colin drew the picture of what had gone before declarations by the union itself, Padway and Petrillo having refused to the dispute as a strike on various occasions, even before the Senate investigation committee headed by D. Worth Clark. Colin also mentioned that Petrillo told the Senate that he never intended that the union would never make disks again that it was a question of settling conditions and terms. This he pointed out, refuted the stand of wishing to make recordings any day at any time.

### Questioned By Meyer

Chairman Meyer of the panel proposed a sentence aimed at Padway when he indicated that the other firms signed up with the union on the same dispute, the National War Labor Board could not very well ignore the case as not being within the WLB jurisdiction. "The National War Labor Board will maintain it has jurisdiction," Meyer opined.

Colin continued that Judge Baker in Federal court in Chicago, also referred to the dispute as a strike labor case between "employer and employee" as had other government officials such as Elmer Davis, Truman Arnold and Chairman Flynn of the FCC. Even the Toronto Board of Inquiry of the AFM wired the office of its support and regarded as an employer-employee dispute. Thus Colin stated, for all practical purposes, it was a labor dispute between employer and employee.





## The Moon is Down...

**T**HERE are dark nights in Norway. Nights when Nazi sentries feel uneasy at their posts.

It is not what they hear that disturbs them. It is what they do *not* hear. The deep silence behind a bush. The stealthy quiet around the corner of a house. The terrible hush in the darkness all around them.

For the Norwegians lost their country without ever surrendering themselves. They wait now in the night to strike back at their oppressors.

If they ever *had* really given in, there would be no need of the thousands of Nazi troops now in Norway. They could have been

sent to the Russian front. Or Tunisia. *But they couldn't be spared.*

They can't be spared in Holland either. Or Poland or France or Yugoslavia or Belgium. **In China**, tens of thousands of Jap troops must also remain. And Axis troops will have to remain in countless countries so long as the "conquered" people have the stamina to resist.

You can help support *this army already in Europe*—by your contribution to the National War Fund, which you make through our community's own war fund.

For this year, the agencies that can do this job have banded together to make the collec-

tion and distribution of funds simpler, cheaper and more effective. Their job is threefold. To keep our fighting allies in the fight. To provide friendly help for our men in the armed services. And to relieve distress where it is found here on the home front.

Because all these agencies are now banded together, you are being asked to contribute only *once* for *all* of them. Because you are being asked to give only *once*, you are also being asked to give *generously*. Add up all you would have given to each of these agencies throughout the year, and then *double the total!* It is one of the most important contributions you can make to victory!

Give **ONCE**  
for **ALL** these

USO  
United Seamen's Service  
War Prisoners Aid  
Belgian War Relief Society  
British War Relief Society  
French Relief Fund  
Friends of Luxembourg  
Greek War Relief Association  
Norwegian Relief  
Polish War Relief  
Queen Wilhelmina Fund  
Russian War Relief  
United China Relief  
United Czechoslovak Relief  
United Yugoslav Relief Fund  
Refugee Relief Trustees  
United States Committee for the  
Care of European Children

# NATIONAL WAR FUND



(This Space Donated By)  
RADIO DAILY



# Asks Basic Language For Global Radio Use

(Continued from Page 1)

the eventual use of a basic universal language for international global radio, suggesting a "Pacific language and an "Atlantic language." "Our great hope for post-war unity is in global thinking, and this thinking can be prompt only by honest censor-free press and radio," Miss Yen said.

More than 200 representatives of every phase of educational, governmental and commercial radio are attending the three-day conference at Stephen's College which is sponsored by the American Association for Education by Radio. In addition more than 400 students in radio classes at Stephens are attending the sessions.

C. G. Renier of KMOX, St. Louis, stated at the opening session of the conference that few stations wanted government subsidy for public service programs, such as programs for the sale of bonds and enlistments in various branches of the service.

Renier warned, however, that the conditions of the programs designed to educate adults must be improved. "The text book method is not interesting enough and most of the so-called educational programs lack showmanship," he said.

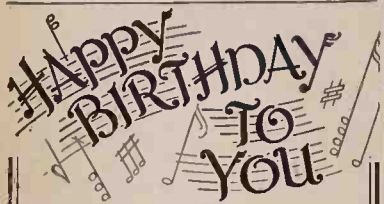
Major Harold W. Kent, president of the Association and Education liaison for the War Department, said that since radio is a weapon in this war, it should be treated as such. "If advertising detracts from the service message of the program, it should be censored," said Major Kent.

Major Kent said the War Department had to develop three attitudes through radio. The first, he said, was the home front assurance of the care for men in the services, such as quantity and quality of food. He said the second was to develop a conception of a global war, and the third to convince the soldier that he has worthwhile allies.

Judith Waller, NBC, Chicago, said she felt stations should use those programs which only the government can provide, but should develop their own policies and ideas and refrain from editorializing.

## Dorsey To Visit Stern

Tommy Dorsey will make a guest appearance on Bill Stern's "Colgate Sports Newsreel" on NBC on Friday, Nov. 26, 10:30 p.m., EWT. Dorsey will be heard in the role of a sports forecaster.



November 23

Boris Karloff

Mary Milford

# COAST-TO-COAST

## —MONTANA—

**MISSOULA**—New series on KGVO, titled "Faculty Recital," features members of the Montana State University music faculty in informal lecture recitals. First four programs are being conducted by Professor Stanley Teel on "How to Listen to Music." Super Save Markets, of this city, have signed for a 10-minute cross-the-board strip on KGVO, titled "Warmin' Up," consisting of chatter for housewives.

## —CALIFORNIA—

**SAN FRANCISCO**—"That Others May Live" is the title of a new half-hour musical and drama show to be heard in several programs for the War Chest over KPO. Produced by Don Thompson, cast includes Kathryn Card and Jack Davis of the "Kiss and Tell" cast at the Curran Theater, supported by KPO-ers Grace Cooper, Ivan Green, Jack Moyles, John Grover, Everett Glass, Lu Tobin and Doug Gourlay. Soprano Peggy Lane has joined the KPO staff to solo in "Light and Mellow," weekly beer show. Jessie Stearns, former KYA producer, is now a Corporal with the WACs at Fort Meade, Md. Eddie Murphy, KYA's first newscaster in the early days of radio, has become a father for the sixth time. Margie Hood has joined the KYA staff to act in the daily "Breakfast Fun" variety show.

## —KANSAS—

**SALINA**—Newscaster Charles A. Lewis has joined the staff of KSAL. Lewis has been in radio for 16 years, having been associated with KMTR, Los Angeles, for seven years, and prior to that with KFEQ, St. Joseph, Mo.; KMOX, St. Louis, and WTAM, Cleveland. In addition to his news stints, he is conducting KSAL's newest program, "Stars on the Horizon," news of Hollywood stars interspersed with music. Announcer Ben Greer has enlarged the cast of his KSAL early risers musical clock show. He has introduced "Herman and Little Sue," youngsters who quarrel over who will spin the platters, etc. Both juveniles are portrayed by Greer.

## —MARYLAND—

**CUMBERLAND**—FCC has given WTBO the green light to change its frequency to 1450 kc. Dale Robertson, radio veteran, will become station and commercial manager of WTBO as of December 1, leaving his present post of general manager at WARM, Scranton, Pa. Robertson's career dates back to crystal receiver days, when he was manager of WIBM, Jackson, Mich. He subsequently managed WIBX, Utica, N. Y.; WBAX, Wilkes Barre, Pa.; and KGGM, Albuquerque, N. M. Effective January 1, 1944, WTBO will operate full time as an NBC affiliate.

## —ILLINOIS—

**ROCK ISLAND**—Ward Keith has joined the staff of WHBF as night news writer. Bill Selah, formerly with KMMJ, Grand Island, Nebraska, has joined the WHBF announcing staff and is handling morning newscasts. Helen Porter, member of WHBF staff since 1932, has left for training in the Marines at Camp Lejeune, N. C.

## —DISTRICT OF COLUMBIA—

**WASHINGTON**—Carleton D. Smith, general manager of WRC, marked his twelfth year with the outlet last week. He started with WRC as an announcer. Bill Rippe, announcer, has returned to the WRC mike staff, following an honorable discharge from the Army. Newsroom addition at WRC is Dave Brinkley, also recipient of an honorable discharge, who, before serving Uncle Sam, was with UP in Charlotte, N. C. WOL set aside yesterday as "WAVE Day," devoting many announcements throughout the day to invitations to the women of Washington, asked them to visit the station and obtain information about the WAVES. Special information booth was set up in one of the studios through the cooperation of the Office of Naval Procurement.

## —OHIO—

**CINCINNATI**—Salute to 1,200 Xavier University men in the armed forces is being aired tonight over WCKY and rebroadcast tomorrow morning in order to insure good reception in all parts of the globe. University president has sent letters to the men asking them to be near a radio for one of the broadcasts. Show will include highlights of a "Home Front Salute" party being held at a local hotel under the sponsorship of all affiliated Xavier University organizations. Walter A. Callahan, general manager of WSAI, has announced the appointment of George R. Jeneson to the station's sales staff. Jeneson was formerly sales manager of the Hotel Gibson here. George Gow, who joined the WSAI news staff in April, has been named chief newscaster.

## —OREGON—

**PORTLAND**—Stevens Cleaners and Hatters of this city have purchased a locally prepared newscast for 7:15 p.m. Tuesdays and Fridays over KEX. Ben Titus scripts the show which is voiced by Don Green. Marine Sgt. "Toley" Tolman has started a weekly recruiting program on KEX. Show features his songs and readings, backed by Gleen Shelley's organ music—similar to the program the pair aired several years ago. Old title has been retained with a rank added, "Sgt. Toley and Glenn." Tolman, a former KEX announcer and singer, is a World War I veteran who returned to the Marine Corps shortly after Pearl Harbor. He is attached to the local recruiting office.

## —NORTH CAROLINA—

**RALEIGH**—Mrs. Joe Y. Honeycutt has left her post as director of traffic for WPTF to prepare for the arrival of her husband, whom she hasn't seen for three years. In 1939 she travelled to Shanghai to marry Honeycutt, an employee of the Brown & Williamson Tobacco Co. A year later, the United States asked all American wives to leave China and return home. 1941 brought Pearl Harbor and Mrs. H. heard from her husband, who was interned by the Japanese, only through the Red Cross. He is coming home on the Gripsholm and is due to dock in New York sometime in December.

# CBS Alters Program For Carol Broadcast

(Continued from Page 1)

Rep. Emanuel Celler, New Democrat, directed a letter test to Chairman Clarence F. the House Select Committee to tigate the FCC. He expressed ment that CBS should seek Ex-King Carol an "enemy alia was denied admission to the States."

CBS in announcing that Dr. Bozin, anti-Carol leader, would appear as a guest on "Report, Nation" said:

"With the rise of controversy over proposed broadcast, the argument of ing around the question of Carol's tical views, CBS invoked its sta policy of not selling time for the pation of controversial issues. Suf time for Carol and his opponen therefore been 'recaptured' from to the nation' and they will be pres by CBS which gives time at its ow pens for the discussion of impo public issues, with equal or equi facilities for both sides."

The voice of Carol, wrote Reyer, should be "taboo" as well presence in this country. Car continued, is "suddenly proclaim a democrat by a public rel counsellor for a fee of \$35,000 (P Birdwell). Changing the label bottle does not change its conte

Celler raises the interesting que as to whether an American broa can legally air a person who has barred admission to this country, an answer was forthcoming in Washin Friday. The FCC and the State De ment said they had not been offe advised. The FCC, if a special li were required for the broadcast, perhaps refuse the license under insti from the State Department, bu official of that department implied the department will do nothing at the matter, since it has not been sulted. No authority, apparently, e in the Office of Censorship to block broadcast.

Painting Carol in the black history appears to justify, Celler in a New York hospital, asked, such a one be privileged to u important radio network for a message? The next step would have Laval from France, Qu from Norway, Franco from Spai other fascists to deliver their sage over the Columbia Broadca System."

## KMPC Will Move To New Quarters

West Coast Bureau, RADIO DAILY

Hollywood—G. A. Richards, of of KMPC has received word from approving KMPC's application removal of its offices and quarters former KNX Building on Sunset Blvd which Richards has just chased. Move to new location will made in 90 days and in mean building will be remodeled as m as can be done under wartime strictions, Manager Robert O. nolds announced. Complete remo ing will be done as quickly as cot ions permit. Reynolds announ larger quarters are needed to fil with stations expansion plans reced decided upon.



# RADIO DAILY

The National Daily Newspaper of Commercial Radio and Television



NO. 36 NEW YORK, N. Y., WEDNESDAY, NOVEMBER 24, 1943 TEN CENTS

## Restrict Dual Ownership

### Radio Group Senate Testimony

Washington Bureau, RADIO DAILY  
The question of the ownership of broadcast stations may eventually be settled by congressional action, was indicated following the appearance of the four witnesses for the Inter-Regional Radio Committee, testimony before the Senate Interstate Commerce Committee. While practical methods of determining what is

### Victory Rallies Scheduled For 20 Weeks

Afternoon broadcasts of the Metropolitan Opera, sponsored by the Blue Network, will feature a new series of 20 weekly Victory Rallies, when the opera will be broadcast under the direction of the Blue Network, with an advisory committee of Rex Stout, Chairman of the Writers' War Board, Dr. J. H. P. Morgan, Chairman of the National Information Office and

### Will Schedule "London Column"

Inclusion of a BBC play of "London Column" for broadcast yesterday in New York. The play, directed by publicity director for WMCA, de-termined it for the local in-ter-net. Show, a 15-minute

### Cold Facts

of WJZ's Victory Troupe entertainment yesterday. 100 shipyard workers at Todd yards, Brook-lyn, a Hawaiian dance by artist Jean Graham, at-tempted to play the cellophane brassiere and somewhat turned out to be the last day of the year. It was noted that piano-accompanist had to wear gloves.

**No Paper Tomorrow**  
Tomorrow, having been pro-claimed by President Roosevelt as America's annual Thanksgiving Day, RADIO DAILY will not be published.

### Lea Committee Hears Commissioner Craven

Washington Bureau, RADIO DAILY  
Washington—Commissioner T. A. M. Craven was on the stand yesterday before the House Lea committee. Committee Counsel Eugene L. Garey continued his attempt to show that the FCC chairman, James Lawrence Fly, was grabbing for power over IRAC.  
Discussing Army applications for low-power stations in Alaska for morale broadcasts to the troops, Craven testified that he withdrew his approval for these applications after objections from Fly. He said the matter did not come before the Commission, and that he had altered his stand in IRAC only after discussing

### Women Commentators Hold Canadian Meet

Montreal—CBC women commenta-tors from the five program regions of the CBC held their first national conference in Toronto. Elizabeth Long, supervisor of women's interest for the CBC convened the meetings and acted as chairman. Program

## British Sponsored Programs Not In Offing, Block Opines

### Mutual Music Librarian To Make Dominican Study

Dr. J. M. Coopersmith, director of WOR-Mutual's music library and copyright division, has accepted an invitation from Rafael Trujillo Molina, president of the Dominican Republic, to make a four-month study of the Latin-American Nation's musical resources. WOR and MBS have

## FCC Order Forbids Multiple Control By One Licensee In Same Service Area Except "In The Public Interest"

### Carol Broadcast Cancelled By CBS

The Office of Censorship yesterday rescinded approval of the scheduled broadcast of Ex-King Carol of Rumania on CBS' "Report to the Nation" last night and as a consequence the Carol portion of the program did not originate as scheduled in Mexico City.  
Marking the first wartime instance where the government took action in

### Missouri Brewers Sponsor St. Louis Symph. Series

St. Louis—St. Louis Symphony Or-chestra, under the baton of Vladimir Golschmann, will be sponsored for the first time in a series of half-hour broadcasts, by the brewing industry of Missouri. Seven leading brewers

### Western Electric Shows War-Effort Products

Western Electric's contribution to the war effort was dramatized in the opening of a two-day show for New York employees yesterday at Man-

Washington Bureau, RADIO DAILY  
Washington—The FCC yes-terday announced adoption of Order 84-A, calling for the end of multiple ownership by broad-casters of stations serving sub-stantially the same primary ser-vice area. Apparently working on the theory that a good of-fense is the best defense, the Commission adopted its order in the face of consideration by the

## House Critic Attacks NBC 'Dairy' Show Sub

Washington Bureau, RADIO DAILY  
Washington—Cancellation of the "Voice of the Daily Farmer" program by NBC on Sunday, with the substi-tution of CIO Vice-President R. J. Thomas, who spoke in support of sub-sidies, brought an attack on the House floor yesterday from the farm bloc Congressman, August H. Andresen,

## Tele Survey Topic Of Coming Meeting

Survey of television reception from the three active sight-and-sound transmitters in New York will be made public at a joint meeting of the

**Timely Scripting**  
"Chick Carter" show on WOR. Mutual this afternoon has a special script working in all the Thanksgiving angles. As a further departure, an officer of the New York State troopers and a local gendarme have been invited to the studio where there will be music and trimmings generally associated with the day of cheer. Officers will be heard on the air.

Queried on the subject of commer-  
(Continued on Page 5)





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FRANK BURKE : : : : : Editor

MARVIN KIRSCH : : : Business Manager

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# FINANCIAL

(Tuesday, November 23)

## NEW YORK STOCK EXCHANGE

	High	Low	Close	Net Chg.
A. M. Tel. & Tel.	155 7/8	155 5/8	155 3/4	+ 1/8
CBS A	23 3/8	23 3/8	23 3/8	+ 1/8
CBS B	23 3/8	23 1/2	23 3/8	+ 1/8
Crosley Corp.	16 1/2	16 1/2	16 1/4	- 1/4
Farnsworth T. & R.	10	9 7/8	10	—
Gen. Electric	35 1/4	34 3/4	35	+ 3/8
Philco	21 1/2	21 3/8	21 3/8	+ 1/8
RCA Common	9 1/4	9	9	- 1/4
RCA First Pfd.	69 1/2	69 1/4	69 1/4	- 1/4
Stewart-Warner	10 3/4	10 1/2	10 3/4	+ 3/8
Westinghouse	91 3/4	91 1/2	91 1/4	- 1/4
Zenith Radio	30 1/2	30 1/2	30 1/2	- 1/4

## NEW YORK CURB EXCHANGE

Nat. Union Radio	3 1/4	3 1/4	3 1/4	
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## OVER THE COUNTER

Stromberg-Carlson		10 1/8	11 1/8	
WCAO (Baltimore)		20	23	
WJR (Detroit)		29 1/2		

# 20 YEARS AGO TODAY

(November 24, 1923)

The week of November 25th is being devoted to a great trans-Atlantic experiment with two-way telephone conversations between England and America... among the speakers to be heard are Owen D. Young over WGY; Secty. of State Charles Evans Hughes on WDAR, Phila.; Gov. Hyde of Missouri from KSD, St. Louis; Henry Ford at WWI, Dearborn, Mich.; Major Gen. (now Lt. Gen.) James G. Harbord, Pres. of RCA, over WGY and Burton J. Henrick, Associate Editor of "World's Work," on WOR concluding the series.

Renewals Prove Results

# WTBO

820 Kc. Cumberland, Md.

## Women Commentators Hold Canadian Meet

(Continued from Page 1)

policies and broadcasting techniques were discussed at the various sessions, and specialists on industry, social service, and economics, were invited to speak. Post-war plans occupied the attention of the delegates as well. During the conference, the commentators visited CBC's Toronto studios to take part in a round-robin broadcast. A tour of the studios finished up with the broadcasters posing for the staff cameraman. Five veterans and one novice made up the party. Ethelwyn Hobbes, Monica Muga, Joan Marshall, Marcelle Barthe, eloquent in two languages, Jean Hinds, veteran newspaper woman, and Jean Howard, the newcomer.

## Tele Survey Topic Of Coming Meeting

(Continued from Page 1)

Institute of Radio Engineers, Inc., and The Radio Club of America, Inc., next Wednesday at 8 p.m. in the United Engineering Societies Building, 29 West 39th Street, New York.

Results of several years of eye-and-ear broadcasting will be related in analyses of multiple-path conditions for a number of specific locations. Illustrations of these observations will be given by slides, and recordings made with mobile equipment. Also slated for examination are ghost patterns, with geographical terrain sketches showing the causes of such defects.

## Missouri Brewers Sponsor St. Louis Symph. Series

(Continued from Page 1)

are involved and the program will be heard over KXOK. Transcriptions of the KXOK program will be shipped to 10 other stations in the state for broadcast at suitable times. First show will be heard tomorrow over KXOK at 9:15 p.m. CWT.

Program will be of institutional nature as to commercials and monies will be paid to the symphony society as well as to the musicians. Olian agency handled the deal, with Mabel Ware and Clarence Cosby representing the station. Brewers are: Anheuser-Busch, Falstaff, Greisedieck Bros.; Hyde Park, Muehlbach, Goetz, and Columbia.

## Western Electric Shows War-Effort Products

(Continued from Page 1)

hattan Center, 311 West 34th Street. Exhibition, intended in this area chiefly for personnel of radio divisions and staffers of parent company, AT&T, and Bell Laboratories, consisted of three large diagrams illustrating how company's equipment was being used on the home and war fronts.

Display is scheduled to be on view today from 8 a.m. to 5:30 p.m. before going on tour. Itinerary includes factories in Clifton and Bayonne, N. J.; Hawthorne Works, Chicago, and Point Breeze Works, Baltimore. Showings began last week in Kearny, N. J.

## Opera Victory Rallies Scheduled For 20 Weeks

(Continued from Page 1)

Elmer Davis, director of the OWI, the rallies will be the chief feature of the intermission throughout the season.

Invitations to speak at future rallies which have been extended to Cordell Hull, Herbert Hoover, Sir Ernest Bevin, General Jan Smuts, Sumner Welles, General Pershing, Bernard Baruch and many others.

Opera Forum Quiz will continue to be presented this season as a second Metropolitan Opera Intermission feature, with well known music authorities and critics as regular members of the board of experts.

## WMCA Will Schedule BBC's "London Column"

(Continued from Page 1)

news feature specially recorded for American listeners, is currently heard over KSFO, San Francisco. It will bow in on WMCA Saturday, 12:30 to 12:45 a.m., EWT, replacing a transcribed version of the BBC's "Radio Newsreel."

## Mutual Music Librarian To Make Dominican Study

(Continued from Page 1)

granted Dr. Coopersmith a leave of absence, which enables him to depart next Wednesday by clipper for Trujillo City, capital of the Dominican Republic.

## COMING and GOING

JOSEPH A. PADWAY, general counsel of American Federation of Labor and attorney for the AFM, left yesterday for West Coast.

THOMAS D. CONNOLLY, CBS director of gram promotion has returned from a tour of which he visited network offices in St. Louis and Memphis.

WILLIAM T. LANE and AARON KATZ, in town from WAGE, Syracuse, N. Y., ences at the headquarters of the West Coast.

MATT BONEBRAKE, manager of the station's local reps.

JACK H. SKIRBALL is en route to West Coast and is due to arrive Friday with Fred Allen on plans for coming film in which the comedy starred.

W. B. "BUD" STUHT, commercial manager of KJR, Seattle affiliate of the Blue who has been here on station business, leaves today for the home.

BILL CRAIG, commercial manager of WCAO, has arrived from Indiana on business trip. Visited yesterday New York representatives of the station.

ROBERT SAVILLE, Chicago radio personality and MRS. SAVILLE in New York, N. Y., days.

## Mrs. FDR On Army

Mrs. Franklin D. Roosevelt give an account of her 36-day tour of the South Pacific on the trans series "Voice of the Army," which soon to be heard over 730 stations which carry the disks. Hugh and George Putnam, will have interviews. Mrs. Roosevelt's tour will be the 168th, in the transcription of programs.

THE BEST WAY  
SAY THANKS TO  
YEAR IS TO BUY  
EXTRA WAR BONDS

WITH  
  
IN BALTIMORE  
TOM TINSLEY, President  
REPRESENTED BY HEADLEY-REYNOLDS

★ ★ ★ ★ ★

1480 Kilocycles Full Time Operation

# WHOM

FOR BETTER THAN AVERAGE RESULTS

Joseph Lang, Gen. Mgr.

New York Studios: 29 West 57th Street, New York City

★ ★ ★ ★ ★



# Newspaper-Radio Men Open Fight Before Sen. Committee

(Continued from Page 1)

act solution in individual probably be left to the FCC, to be likely Congress will be Commission that news- would not be discriminated because they are newspapers. Burton K. Wheeler, Chair- Committee officially stated thought t.e best solution to em might be a statute em- all stations and delineating rules they must follow re- presentation of contro- es over the air. He agreed a statute might obviate the from monopolistic contro. media for forming public which may exist in towns single newspaper and radio e jointly owned. witnesses were Harold V. the "Fort Worth Star-Tele- and WBAP, Fort Worth, and Oklahoma City. Hough, who an of the Newspaper-Radio e, called for an end to Com- discrimination against news- "We want the Congress to e radio act so that it will e clear beyond any doubt," he at the FCC has no power er to discriminate against r ownerships."

Cites "Suspense File" argued that the Commission ainst considering newspaper ns at this time is far from despite the current freeze Many applications have been ly withdrawn," he said. being suspended and many at might have been made ere made at all because of e of the suspense file." Ernest W. McFarland, Ari-ocrat, led the questioning ough Hough around to a where he advocated rather FCC regulation. Under g he admitted that the FCC empowered to determine

whether in individual cases, it would be in the public interest for a newspaper to operate a radio station. Later he declared that if a newspaper or any other broadcaster editorializes on the air then it is a problem for the FCC.

Wheeler then mentioned the Sunday night broadcast of Drew Pearson, declaring that General Patton should have legal guarantee of his right to reply to Pearson, on Pearson's own time. He declared also that he had advised Washington newsman Frank Waldrop, termed a draft evader by Walter Winchell Sunday night, to write the Blue and demand the right to answer the charge on Winchell's own time. The FCC must have the power to enforce this practice, he said. Republicans Chan Gurney, S. D., and Albert W. Hawkes, N. J., declared that they thought the industry would voluntarily accord these rights, with the latter preferring a voluntary industry code—even without enforcement power—rather than leaving such decisions to a governmental body such as the FCC.

### Kaye On Stand

Hough was followed to the stand by Sydney Kaye, attorney for the newspaper-Radio Committee, with two more attorneys to follow Kaye—Whitney N. Seymour and Judge E. O. Sykes, former FCC chairman. Arthur Moseby of KGVO, Missoula, Montana, will be heard this morning. Moseby, an NAB member, will discuss radio news and commentators, and is expected to present his own ideas on web option time, which differs somewhat from the FCC schedules.

Argument of the two newspaper-radio witnesses against Commission discrimination was based on the following points:

1. Regulation of the question of newspaper interest in radio has been recognized as a proper field for Congressional action by everybody involved, including the chairman of the FCC.
  2. The present practice of "freezing" newspaper applications is a denial of constitutional guarantee in that it presumes to apply to no other lawful business except newspapers and is therefore discriminatory.
  3. All that it asked by newspaper publisher interested in radio is that provisions of the law be written to eliminate such discrimination.
- Congress provides immediate action, as newspaper applications for radio stations have been treated prejudicially by being put in a "dead" file since March 10, 1941, on a legal issue upon which Chairman Fly has himself admitted uncertainty.

Kaye attacked the Commission for following for two and a half years a policy which it has never formulated officially—"denying" newspapermen the right to go into business of radio broadcasting." No legal right to such power exists, he declared.

Reviewing the testimony at Com-  
(Continued on Page 6)

# In Kansas City



## the Swing is to WHB



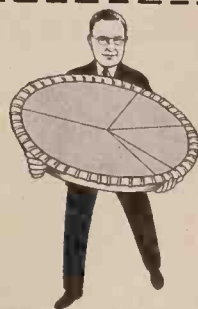
THE HUNTING'S GOOD in Kansas City this season, for smart advertisers who use WHB... Hooper's August-September report, issued October 21, definitely proves "the swing is to WHB" as we enter the fall-winter season with more audience, more sponsors and more results per advertiser than ever before. At WHB's low rates, "Your Mutual Friend" is certainly the buy for the Kansas City area! We've some good availabilities left, too: chain break; minute e. t.; 5 or 10-minute shots; quarter-hour strips across the board. Ask for details.

**KEY STATION for the KANSAS STATE NETWORK**  
Kansas City • Wichita • Salina • Great Bend • Emporia  
Missouri Kansas Kansas Kansas Kansas

**FREE!**

### DONALD'S THANKSGIVING PIE-CHART!

Let me struggle up to your desk with some nice, fresh, new pie-charts based on Hooper's Summer Survey of Kansas City—charts that show what's what out here in the Middle West nowadays. Just 'phone, wire or write



### DON DAVIS

KANSAS CITY • Scarritt Building • Harrison 1161  
NEW YORK • 507 5th Avenue • Vanderbilt 6-2550  
CHICAGO • 333 North Michigan • Central 7980  
LOS ANGELES • Security Building • Mutual 6660

**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 spots on a clear channel, 90 k.c. Represented nationally by Blue Spot Sales.







# Carol Broadcast Canceled By CBS

(Continued from Page 1)  
...ing a major network show, the Office of Censorship issued the following statement at 1 p.m., yesterday:

"Owing to considerations that are not at liberty to disclose, we find it necessary to cancel the previously authorized use of the lines from Mexico City for the scheduled broadcast tonight of the former King Carol of Rumania."

The text of Carol's proposed broadcast was submitted to censorship by CBS last Saturday. It was cleared, and leaders of anti-Carol movements in the United States were asked to nominate a spokesman to speak on the same program after Carol had finished reading his statement from Mexico City.

The former King of Rumania had recently been quoted in the press, since his exile he has never before been scheduled to talk over the radio. Last week, however, it was announced that he had engaged a publicist firm to further his interests in the country, and this item along with the King's own voice was to have been one of the sequences in the newly news program, "Report to the Nation." The program is sponsored by electric light and power companies.

A controversy developed over the political principles, and therefore Columbia, which does not sell, for the discussion of controversial issues, had "recaptured" enough "Report to the Nation" time to present both Carol's statement and Emanuel Celler, New York Democrat, and the newspaper "PM" exception to the proposed Carol broadcast and worked vigorously to have it cancelled. Rep. Celler directed his criticism to Chairman Frances F. Lea of the House Select Committee to investigate the FCC.

**"Dr. I. Q." To Indianapolis**  
...ny McClain's "Dr. I. Q." show originate on the stage of Loew's Theater, Indianapolis, for a six-week beginning Monday, Dec. 6, is completing a six-weeks stand at the Theater in Buffalo.

# British Sponsored Programs Not In Offing, Block Opines

(Continued from Page 1)  
...cials in England, Block said that while there was no organized sentiment in that direction at the present time, the possibility after the war was that there may be a 50-50 effort toward such a move. Block pointed out that it is true they like our programs and some of our comedians, but the British since childhood have been accustomed to their own favorites over whom they are just as fanatic as we may be about Bob Hope or Jack Benny.

These same listeners have their own equivalent of our Hopes, Bennys, Fred Allens and no other comics will take their place from the outside. Thus Tommy Hanley, Tessie O'Shea and The Happidrome (two comedians) are names to conjure with in England and the Empire radio. English comedy generally is of a slower tempo than ours, but every bit as funny. British audiences will never gear themselves suddenly to American type of fast gags such as we are accustomed here.

However, American jokes and those shows produced over there have gone far toward creating Anglo-American good-will. Thus an American gag such as built around Churenuu i.e. "where does Churenuu make his home?" "in London, when he's not visiting America," seems to strike a mutual chord. Apart from the variety stars on the

air, the British never miss the nine o'clock news. Everything revolves around this and it is customary to either hear one say, "Are you going to the cinema or are you listening to the nine o'clock news?" Everything is an alternative to the news owing to war conditions.

Currently, said Block, the BBC is operating two networks as it were, the regular Home Broadcasts and one for The Forces, snortwaved around the world. American shows transcribed for overseas has been an important factor not only in cementing relations between the two great English speaking races, but a tremendous factor in boosting morale in the Armed forces.

Block received the special assignment to create shows abroad which would act as a showcase for American stars en tour. Having done scripts here for Burns & Allen, Eddie Cantor and many other programs, he was chosen for the job by a group that included Col. Edward Kirby, of the U. S. Army Public Relations branch; Lou Cowan, of the OWI, Abe Lastvogel of Camp Shows, Inc., and Pat Hayward, of the BBC. Among the shows Block did overseas was the one for Bob Hope which was from Algiers and heard over here some weeks ago. Other special productions were done in Africa and Sicily as well as London.

## Gets OWI Post

Norfolk, Va.—Ralph S. Hatcher, Director of Sales Promotion for WTAR, has been appointed Field Representative, Outpost Bureau, Office of War Information and has reported to general headquarters in Washington, D. C. for active duty. When this assignment is completed, Mr. Hatcher will return to WTAR to renew his contacts in the national field. In his absence, his assistant Miss Frances McLeod, will function as Assistant Sales Promotion Director, handling all details relative to promotion.

## Aid Blood Bank

San Francisco—Sea Island Sugar Company's wartime radio series, "I Was There," which is dedicated to the American Red Cross Blood Donor Service, recently demonstrated its effectiveness when 60 employees of the company's local office signed up to become blood donors on Thanksgiving Eve. The series is heard over KQW, local CBS outlet, and seven other coast stations—KNX, Los Angeles; KOIN, Portland; KIRO, Seattle; KFPY, Spokane; KARM, Fresno; KROY, Sacramento, KGDM, Stockton.

# House Critic Attacks NBC 'Dairy' Show Sub

(Continued from Page 1)  
Minnesota Republican. The angry legislator promised that he will demand investigation of the incident, as yet unexplained by NBC, to determine whether CIO has "some mysterious control over NBC, or if the cancellation was ordered by some official of the government at the demand of the CIO." Calling the purpose propaganda," Andresen declared further:

"The radio stage was a perfect set for the CIO official, millions of farmers sat around their radios on Sunday afternoon to listen to the non-controversial voice of the 'Dairy Farmer.' This program was listed and advertised in the newspapers and radio programs of the country. When the time came for the farmers' program, the NBC announcer proclaimed, 'The program previously scheduled for this period has been cancelled, and the time turned over to R. J. Thomas, CIO, president of the United Auto Workers' Union, who will speak on subsidies.'"

"Mr. Thomas minced no words with his farm audience on his strong stand for consumer subsidies. I tried to find out who was responsible for the cancellation of the radio time paid for by 5,000,000 American farmers. Officers of the National Broadcasting Company are silent and refuse to explain. I would like to learn if labor leaders in the CIO have some mysterious control over NBC, or if the cancellation was ordered by some official of the government at the demand of the CIO. I feel that Congress and the people have a right to learn who exercises this dictatorial control over the National Broadcasting Company. Freedom of the air waves is at stake. I will ask the Lea special committee and other committees in Congress to conduct a full investigation to find out who is responsible for the arbitrary action in cancelling the farmers program last Sunday."

"Mr. Thomas of the CIO claims that his organization has been 'gagged' by the broadcasting companies. The records show that in addition to the 15 minutes he stole from the farmers, members of his organization were on the air Sunday afternoon for an additional 30 minutes. Yes, I think it's about time for Congress to make a full investigation, and find out who is 'gagging' whom."

# TIME SALESMAN WANTED

New York office of well known Station Representative firm has opening for an experienced salesman. We are looking for a person with agency contacts and knowledge of spot accounts. Permanent job for the right man. Write for interview giving resume of your experience and draft status. Every person in our organization knows of this ad.

BOX 774, RADIO DAILY, 1501 Broadway  
NEW YORK, 18, N. Y.

# WGCM

Voice of the  
MISSISSIPPI GULF COAST  
BLUE NETWORK  
Gulfport, Biloxi, Miss.

WGCM completely covers "Mississippi's No. 2 Market" where the greatest buying in its history is taking place. Millions in Payrolls is making WGCM territory one of the richest in the Deep South!

National representatives: Sears & Ayer, Inc., Chicago and New York.



Denver Delivers  
**SALES**  
CZ Delivers  
**The DENVER MARKET.**

Denver Represented by The Katz Agency



## FCC Order Forbids Multiple Ownership

(Continued from Page 1)

Senate Interstate Commerce Committee of its powers to decide on whether any class of persons shall be discriminated against in the matter of radio licensing. It is believed here that about 50 localities are affected.

The order provides the customary six-months period of grace, calling for divestment by May 31 of next year of the "extra" stations held under single ownership. It is effective immediately in regard to applications for construction permits or transfer of license control.

### Provides Deadline Extension

Provision is further made for postponement beyond May 31, upon proper showing of enforcement of the regulation in cases where it is necessary in order to permit orderly disposition of the properties.

As in the network case, where RCA was ordered to sell the Blue Network, it is to be expected that the Commission will permit delay in order to allow broadcasters to make the best possible deals for the properties they are ordered to dispose of.

Any pending applications for construction permit or transfer of control will be set for hearing in event approval would result in multiple ownership within the meaning of this order. In all cases, licensees will be afforded full opportunity, the Commission states, to show that multiple ownership in their individual cases is in the public interest.

### Adopted in 1941

The proposed regulation was adopted on August 5, 1941, with oral argument presented and briefs filed two months later.

The new section (335) to the Commission's rules and regulations provides that:

**"No license shall be granted for a standard broadcast station directly or indirectly owned, operated or controlled by any person where such station renders or will render primary service to a substantial portion of the primary service area of another standard broadcast station, directly or indirectly owned, operated or controlled by such person, except upon a showing that public interest, convenience and necessity will be served through such multiple ownership situation."**

The Commission defines the word "control" as used above to include not only majority stock ownership but actual working control as well, in whatever manner exercised.

### Comment Expected Today

The order appeared too late in the day for much comment from industry or Congressional quarters. Several members of the Senate Interstate Commerce Committee declared themselves quite surprised, including Sen. Wallace H. White, Jr., Maine Republican and co-author of the White-Wheeler bill now pending. NAB Presi-

## Washington Front

By ANDREW H. OLDER

**M**AYBE the answer is that there should be a law barring counsel for Congressional investigating committees. At any rate, observers here have been pretty much floored by the difference between the house committee's investigation of the FCC and that going on before the Senate Interstate Commerce Committee. We have nothing against the individual Congressmen sitting on the Lea Committee, but the trouble is that the most able among them are the least interested in the proceedings—not that we blame them from the proceedings to date. Thursday's session was as clean as could be. Ethically there can be no complaint about Eugene Garey's presentation. Ethically, we say—but aesthetically, it was the dullest show on Capitol Hill in a long, long time. Perhaps it was proving something very important—if so, the import escaped just about everyone on hand, even including a couple of members of the committee, all of whom looked as if they were out walking in Rock Creek Park—or listening to the radio. We'll say for him that even Gene Garey wasn't very excited about it, and if he hadn't been doing the talking he might have caught a few winks along with nearly everyone else in the room. We told him his presentation for the day was a little too dull for popular interest, and that this was the first time we had thought of RADIO DAILY as a tabloid-size paper. He was genuinely sympathetic.

On the other side of Capitol Hill, however, the Senate group has really been getting somewhere on the radio question. In two weeks it has a far more imposing record to look back upon when considering radio legislation than the house committee has built up in the nearly six months since it started hearings, and the ten months since it began its investigation. It is a good committee, with nearly all members interested in the subject by now, able to grasp the essential elements of the problems under discussion and, from their own viewpoints, conscientiously striving to work out the best solution to the problem of radio regulation. We

dent Neville Miller declared last night regarding the edict:

**"I have not seen the order, therefore I do not want to comment at length until I have had a chance to study it. I am, however, surprised, to say the least, that the Commission should determine policy at this time in view of the hearings now being held before the Senate Committee."**

Miller told RADIO DAILY that his surprise was accentuated in view of the testimony and discussion of yesterday, when the matter of newspaper ownership was discussed by the witnesses. He added that he might have a more detailed statement today.

are worried, however, about what will happen after the committee concludes its hearings and prepares its bill. Although it's likely that any bill it brings forth can get Senate approval without too much change, it will be another question when the bill gets over to the House side. Apart from opposing or supporting the bill, the House Interstate Commerce Committee is not in a class with the Senate group. Observers here are worried about what it might do to any bill the Senate sends over.

Art Perles of CBS showed us a copy on the story done by one of the wire services the day J. Frank Burke appeared before the Senate committee. It was pretty poor, but that's where Rep. Thomas J. Abernethy of Mississippi reads his news of the hearings. He told the House Wednesday that when appearing before the Senate group he'd "apparently proposed enactment of a federal statute that will extend to him and the Commission the privilege of removing from the air soap operas and other programs which he and the Commission, as sole arbiters, might construe as objectionable." Mr. Abernethy objects. He also contributes to the Congressional Record an editorial from the Memphis Commercial Appeal which seems to indicate that the editor of that paper heard Fly propose such a law. We didn't see the editor in the hearing room, but neither do we know anyone else who heard such a proposal. Nor do we find it in the record. Anyhow, the Commercial Appeal says millions of people like soap operas, so nuts to Mr. Fly. Personally, we like soap, but never cared much for opera.

The Office of Education announces inauguration of a monthly educational program listing service for teachers, with 27 net shows on the first list, which is to go to all schools. Programs are listed on the basis of their "educational significance, program quality and instructional adaptability." Included on the first list are the following shows: Invitation to Learning, Weekly War Journal, Reviewing Stand, Transatlantic Call: People to People, University of Chicago Roundtable, N. Y. Philharmonic Symphony, Army Hour, Lands of the Free, NBC Symphony, The American School of the Air, The Sea Hound, Science at Work, Cavalcade of America, Gateways to Music, Prelude to Victory, Report to the Nation, Passport for Adams, This Nation at War, New Horizons, Tales From Far and Near, This Is Our Enemy, America's Town Meeting of the Air, March of Time, Wings to Victory, This Living World, Meet Your Navy, Let's Pretend, Little Blue Playhouse, Metropolitan Opera, People's Platform, The Man Behind the Gun, and For This We Fight.

## Press-Radio Group In Senate Testimony

(Continued from Page 3)

mission hearings on newspaper ownership. Kaye declared it was found that rather than restricting color the news, newspapermen radio threw their influence on the side of more liberal news presentation.

### Arts' Developing

"The radio art," said Kaye, "faces a period of rapid expansion. Television, frequency modulation, facsimile and other inventions stand at the threshold of the near future. One of these developments, facsimile, is nothing more than the electronic delivery of a printed publication. I declared it would not be fair to include newspapermen from the new threatens to be the new development in their field. Senator Tunnell asked if newspapers would submit regulation here, and Kaye replied that they would submit to any kind of general application.

Turning the case around, Kaye declared that if a newspaper publication is banned from radio, "a broadcast station owner should not be permitted to circulate a pamphlet. It does the fact that radio frequencies are limited afford any reason to create any precedent for this type of action. Today," he said "on the precedent of this case, the man who owns a station should not be permitted to buy newsprint."

## Lea Committee Hears Commissioner Craven

(Continued from Page 1)

the matter with Fly. He said he felt it futile to bring it before the Commission, since he already knew what the majority stood. Chairman Clarence F. Lea opened the session, left almost immediately with members Edward J. Hart, New Jersey Democrat, and Richard B. Wiggin, Massachusetts Republican. Other members of the committee, publican Louis E. Miller of Missouri and Democrat Warren G. Magnuson of Washington, showed up later.

After long dreary discussion of alleged IRAC-FCC power dispute, Magnuson finally asked why the agencies had not gone to the President to have their dispute settled. This sort of thing, he said "comes in government departments every day. It's a simple thing to clear up. You spent hours at each meeting discussing this." Craven replied that should have settled it. The confusion was caused by the Communications Act of 1934.

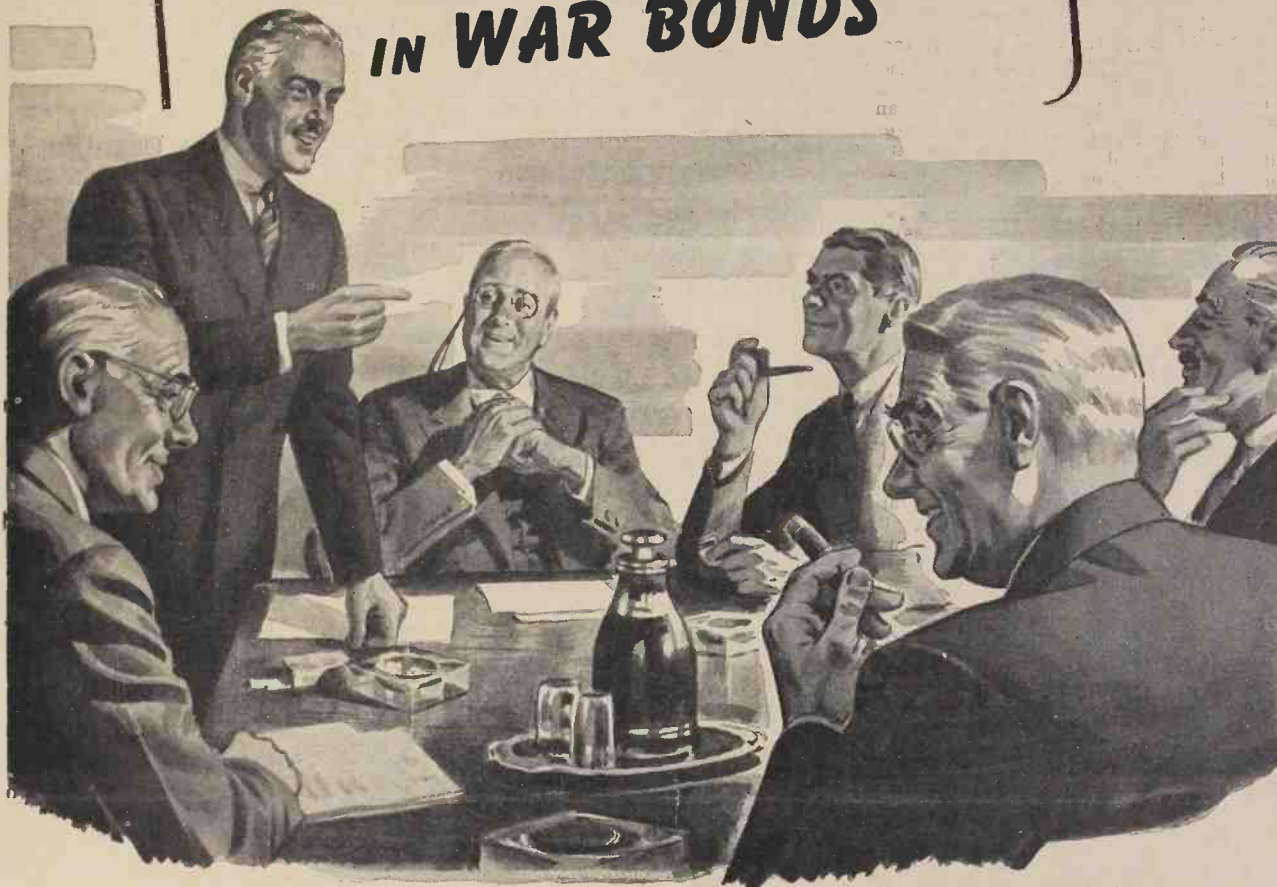
Another session will be held tomorrow.

### Lorenz (Larry) Hart

Lorenz (Larry) Hart, who in collaboration with Richard Rodgers, Rodgers and Hart, composed many of the foremost hits featured on the air, died Monday night of pneumonia in Doctor's Hospital. He was 48 years of age.



**"THIS YEAR, LET'S PAY THE BONUS  
IN WAR BONDS**



**... and drive even harder on the pay-roll savings plan!"**

Make War Bonds the Christmas Order of the Day. Urge your workers to make their personal Christmas gifts in the form of War Bonds—and practice what you preach! Make this a 100% War Bond Christmas—to insure future Yuletides of peace and prosperity.

Make up your own posters to spread the "War Bonds for Christmas" story across your plant. Tell the story again and again on bulletin boards, in your plant magazine, and on pay envelope stuffers.

But don't forget your basic, all-important Pay-Roll Savings Plan. How's it going, these days? Perhaps it needs a bit of stoking-up right this very minute, to hold its full head of steam against the competitive demands of the holiday season.

*Well, you're the man to stoke it!* You can't expect it to keep running indefinitely on last summer's enthusiasm. See to it that your participation percentages, and your deduction percentages, *both* end up the year at new levels.

Every month, now your Pay-Roll Savings ought to run well ahead of the preceding month. *For so many families that formerly depended on the earnings of a single worker, now enjoy the combined earnings of several.* Such family incomes are doubled, trebled, even multiplied many times.

Now's the time to turn as much as possible of these increased earnings into War Bonds—War Bonds for Christmas . . . and War Bonds the whole year 'round!

**GIVE THE PRESENT WITH A FUTURE—WAR BONDS!**

This space contributed to Victory by **RADIO DAILY**

*This advertisement prepared under the auspices of the United States Treasury Department and the War Advertising Council*



# ★ ★ ★ COAST-TO-COAST ★ ★ ★

### — CANADA —

**MONTREAL, QUE.**—Dr. S. R. Laycock, of the University of Saskatchewan, is conducting a "School for Parents" for CBC National Network listeners. Authority on child and adolescent psychology, Dr. Laycock will explain how parental behavior and emotional instability directly affect the child in the home.

### — ARIZONA —

**PHOENIX**—Most recent addition to the KOY mike staff is Bill Lester, new to radio, who gives out each evening. Jack Wages, announcer producer, has resigned his post at KOY to go to the West Coast. Jack Murphy is now a relief operator at KOY, having been promoted from apprentice announcer-operator. John Hogg, KOY commercial manager, is back at his desk following a business trip to the Coast. Jack Williams, program director for KOY, is also back in harness, fully recovered from illness which kept him home for two weeks. "Story Book Hour," Phoenix Junior League production, is back on KOY. Show is heard in school second and third grade classrooms once weekly. Children hear explanation of the story, then listen to the aired dramatization.

### — GEORGIA —

**ATLANTA**—John M. Outler, Jr., commercial manager of WSB, has been appointed OWI regional consultant for the 71 outlets in Georgia, Florida and Alabama. He succeeds Thad Holt of WAPI, Birmingham. Tom Downing, former WSB announcer who has been in the Army for the past year, is back at his old job with a medical discharge in his pocket.

### — PENNSYLVANIA —

**PHILADELPHIA**—Katharine Clark, WCAU news commentator, is originating ten of her broadcasts this week and next from the United Nations Relief and Rehabilitation Conference in Atlantic City. Yellow Cab has renewed Norman

Jay's "Postscript," five minute round-up of the doings of the town, for another year over WCAU. John Newhouse has resigned from the WFIL announcing staff to become program director at WSRR, Stamford, Conn. Elwood Dione is the newest addition to the WFIL engineering staff. Anna Marie Ehlers, who left WFIL continuity to become Mrs. Robert Sefcik, has returned to succeed her successor, Pat Bickford, who has resigned. Maria Fraser is now secretary to Ted Oberfelder, WFIL promotion director, replacing Claire McMullen, who was transferred to the publicity department. Lee Neal, WIP announcer, is back at work following a sudden illness that hospitalized him for two weeks. Benedict G'mbel, Jr., WIP president, still confined to his home with a foot injury. Charles C. De Klyn, WIP night supervisor, still bedded at the Burlington County Hospital, fighting off an attack of pleurisy.

### — COLORADO —

**DENVER**—"Ask and Learn" is the title of a new quiz show on KOA—a religious one. Sponsored by the Catholic Archdiocese of Denver, program is designed to answer questions on religious belief, practice and worship. Show is aired from 11:15 to 11:30 p.m. every Sunday. John Alexander is a recent addition to the KOA guest relations staff. Steve Robertson, KOA announcer who recently won honorable mention in the Davis Award competition, left the station Saturday for service in the Merchant Marine.

### — INDIANA —

**VINCENNES**—One of the oldest programs on WAOV, "The WAOV Concert Hall," is now being sponsored by the local distributors of Scout Cabin products seven nights weekly. Show runs for three quarters of an hour. WAOV has renewed Langworth's music library service for another year. Associated Military Stores of Chicago has placed an intensive campaign on WAOV, through William Hoffman & Associates. Drive is directed to the men of nearby George Field, Army Air Base.

### — ARKANSAS —

**HOT SPRINGS**—Williams S. Bailey, new to radio, has joined the staff of KTHS as an apprentice announcer. He formerly worked for Sears Roebuck & Co.

### — TEXAS —

**HONDO**—Chow time at the Hondo Army Air Base means food for thought as well as for digestion. It's all done by remote control in the field's own broadcasting station, where "G. I. Joe" delivers the latest war news and musical recordings to the various mess halls during meal hours. Pvt. Hugh Bader is "Joe" and was formerly chief announcer and program director of KRON, Omaha, Nebr. News comes from War Department news agencies via radio and teletype. It is contemplated to install some news service teletype directly to the field. Complete world news is served up piping hot with the meals. With dessert they serve music ranging from Bach to Basie.

### — SOUTH CAROLINA —

**CHARLESTON**—WCSC is airing three programs weekly for the armed services. "Hospital Party," broadcast from Stark General Hospital, represents the Army. Show consists of music by the hospital dance band and a story about one of the patients wounded in action or training. "Red, White and Blue Revue" features music by the Navy Yard band and orchestra and eye-witness accounts of action with the Navy. Similar format is used on "Greetings from the Coast Guard."

### — ALABAMA —

**BIRMINGHAM**—Edgar E. Hinkle, formerly sales promotion and merchandising manager of WMBD, Peoria, Ill., has joined the staff of WSGN in the same capacity. John Barlett, is the new production manager of WSGN, coming from WINX, Washington, D. C. McKemen who have been added to the WSGN staff include Loel Passe, formerly of WLAY, Sheffield, Ala.; Larry Keith, previously with WDAK, Columbus, Ga.; and Bob Jacobson, last with WJRD, Tuscaloosa.

### — NEW YORK —

**JAMESTOWN**—Walter Carlson, ex-newspaper salesman from Racine, Wis., is the latest addition to WJTN's commercial department. WJTN now has two special bowling features on the air, sponsored by Jamestown alleys and featuring Al Spokes with kegging items. Merchandising and promotion folder is being prepared by WJTN which will include market data and results of a Hooper survey now being taken in the area. Kendall Refining Co. of Bradford, Pa., is back on the air over WJTN with a five-minute newscast six nights weekly.

### — MINNESOTA —

**MANKATO**—The French brothers are the first family combination on KYEM. Don, the younger, is at the mike, and John is at the controls. Shirley Larson has joined the KYSM continuity department as typist. Paul Santee, formerly of WDG, Minneapolis, is the new KYSM mickeman.

### — NEW JERSEY —

**NEWARK**—Director of commercial programs, newly-created position, is Roland Trenchard's title at WAAT, it has been announced by Irving R. Rosenhaus, general manager. Trenchard will retain supervision of the public relations department, adding two new members to the staff—Mary Linnon, former newspaperwoman and Janice Grandy, who will act as liaison between the station and state educational activities. Paul Brenner, WAAT disk spinner, is emceeing a dance at Mecca Temple, New York, tonight. Music is being provided by Gus Steck, WAAT maestro.

### — WASHINGTON —

**YAKIMA**—Bell Wyman, local auto dealer, has signed with KIT for the daily 6:33 a.m. news spot. Ted and Vi, hillbilly singers, have begun their fifth year on KIT. Two five-minute shows renewed

on KIT are "Good Morning" and Golphane's fashion squibs. Formerly sponsored by Peerless Dentists and later by Miller's Yakima department. Recent guest speaker on KIT was A. Annett, English expert on In affairs.

### — MASSACHUSETTS —

**BOSTON**—Caroline Cabot, dire of WEEI's daily a.m. "Fashions Shopping Service" show, celebrates the completion of her seventeenth year on the air Monday. Her original shopping news program is to be the first of its kind ever broadcast in the United States.

### — CONNECTICUT —

**HARTFORD**—Special series of two weekly, 15-minute broadcasts was inaugurated over WDRC Monday from Village Barn, night club at the H. Garde here. Remotes, aired Mondays, Wednesdays, feature hillbilly music and other entertainment by principals in show, with WDRC announcer Jim Gar handling the commercials.

### — CALIFORNIA —

**INGLEWOOD**—New company inspection department has been organized by Universal Microphone Co. with 35 inspectors headed by supervisor John Nettleton. Universal has started production of T-45's, an Army Signal Corps lip mike which rests on the upper lip and fastens with ear bands.

### — OHIO —

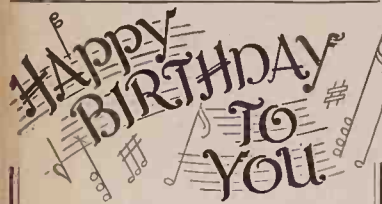
**YOUNGSTOWN**—Stambaugh-Thompson Co., department store, has renewed sponsorship of its "News At Noon" over WKB. Aired five times weekly, program has started its second year. King Jewel Co. has started a new series of two weekly 15 minute musical shows titled "Stars Of Rhythm." Programs are heard Monday and Thursday at 6 p.m., EST. G. M. McKelvey Co., department store has taken the 7:55 p.m. newscast on WKBN five days a week.

## Philco Net Income Shows Sharp Increase

With production of war material reaching new peaks, consolidated net income of Philco Corporation for the first nine months of 1943 totaled \$2,445,034 or \$1.78 per share of common stock, after estimated Federal and State income an excess profit taxes and after provision for anticipated voluntary price reductions and renegotiation of war contracts, it has been announced by John Ballantyne, president.

In the first nine months of 1942, adjusted earnings of Philco Corporation amounted to \$1,989,280 or \$1.45 per share.

Net income for the third quarter of 1943 totaled \$918,752 or 67 cents per share, as compared with \$817,580 or 60 cents per share in the second quarter of 1943, and \$636,403 or 47 cents per share in the third quarter last year.



### November 24

- Harry Barris
- Guy Bonham
- Lynn Creindel
- Art Fulton
- Don McLaughlin
- Irene Wicker
- Eileen Barton
- Joan Brooks
- Willard Farnum
- Vee Lawnhurst
- Alice Remsen
- Lois Zarley

### November 25

- Charles F. Coe
- Edwin S. Leipsig
- Kate McComb
- Jolly Bill Steinke
- Mrs. Paul Whiteman
- Miriam Joffe
- Rex Maupin
- Will Osborne
- Edwin Wallis



## Stations Weigh FCC Edict

### Seeks New Option Time Schedule For Stations

Washington Bureau, *RADIO DAILY*  
 Washington—The Senate Interstate Commerce Committee Wednesday described his plan for permit-broadcasters to option no more than 15 per cent of each broadcast to the networks. The Montanan will have the final quarter of each broadcast set aside as non-option time all over the country. Thus doing away with the confusion resulting from

### 's First 'Con' Man Makes Agency Visit

His first con man is reported at... He's a glib gent with an actor's... who palms himself off as an... program director for the... can Television Society. Tele-phoney made a false-step... he called on a board director of... and a top-flight New York ad... executive, seeking agency in... in some of his tele-visions. The

### Expands Library; New Personnel Engaged

Effective immediately the Columbia... casting System Reference... will be expanded, and re... the CBS Reference Depart... it was announced by Frank... network vice-president. Wil... Ackerman, who joined the... k as director of the Library... inception, will have general

### Too Good To Be True

la. — John Corcoran, WFIL... mentator sponsored by a cough... concern, was scheduled to... at the Penn A. C. All he... produce, however, was a... eezing whisper. Came a voice... the crowd; "Say Corcoran... don't you take your own ad... He drew from his pocket... ttle of the syrup, took a swig... continued in bell-like tones!

#### Army-Navy

Between the halves of the Army-Navy game tomorrow the voices of Lt. Col. Edgar W. Garbisch, ex-Army football star, and Captain Steve Berchet, Navy star of '22-'23 and '24, will be heard over NBC discussing the game. Col. Garbisch will be flying in a bomber and Capt. Berchet aboard a submarine in Atlantic waters.

### Lea Probers Discuss "Interest, Necessity"

Washington Bureau, *RADIO DAILY*  
 Washington—The phrase "public interest, convenience and necessity" is an unfortunate one, the Lea committee counsel, Eugene L. Garey, implied Wednesday while questioning T. A. M. Craven, Federal Communications Commissioner, in a public hearing before the committee. Craven refused to define the phrase, saying

### Gillette Adds 11 Stations For CBS Football Pick-Ups

The Gillette Safety Razor Company has announced the addition of 11 CBS stations to the networks of each of its New Year's Day football game broadcasts—the Orange and Sugar Bowl contests. This brings the network for each game to 130 United States stations. In addition to its

## American Sponsors In Mexico Using XEW and XEQ, Twin Nets

### NBC-BBC Exchange Show Postponed Until Jan. 1

Premiere of the NBC-BBC variety exchange show, which had been set for Saturday, Dec. 11, has been postponed to New Year's Day at the same hour, 12:30 to 1 p.m., EWT, it has been learned at the BBC offices in New York. Decision to defer the opening was reached by trans-Atlantic phone; reason given was "to perfect plans and production."

## Twenty-five Areas Hit By Rule Against Multiple Ownership; Swap Deals Seen As Webs Await Developments

### Believe Berlin Radio Hard Hit By RAF Raid

Haphazard operating conditions are evident in Nazi studios and transmitters in Berlin, according to NBC technicians monitoring German outlets. Situation is possibly the result of recent battering blows by the RAF on the German capital. A completely new set of voices is said to have appeared on the morn-

### WPB Eases Restrictions On Blank Records, Styli

Washington Bureau, *RADIO DAILY*  
 Washington—Restrictions on the transfer of blank recording discs and cutting styli were removed yesterday by the WPB through an amendment to L-265. Commercial users of such

### "Guadalcanal Diary" On Mutual Tomorrow

A radio adaptation of Richard Tregaskis' best-selling book, "Guadalcanal Diary," now a Twentieth Century-Fox film, has been written by

Decision by the FCC to enforce its multiple ownership rule, which in effect prohibits control or good-sized interest in more than one station in the same primary area, will concern but not interfere with network operations in at least 25 localities, and force in excess of that number of station owners to divest themselves of one or

### Kate Smith Leads Daytime Show Survey

"Kate Smith Speaks" heads the list of the "Top Ten" week-day programs in the Hooper survey covering the weeks of Nov. 8 and 14. Others in the order of their rating are "When A Girl Marries", "Ma Perkins", "Big Sister", "Portia Faces Life", "Right to Happiness", "Backstage Wife", "Life Can Be Beautiful", "Young

### WKST Transferred; Other FCC Activities

Washington Bureau, *RADIO DAILY*  
 Washington—The FCC yesterday approved acquisition of control of WKST, Newcastle, Pa., by Wanda E. and S. W. Townsend, through trans-

### Nightlife Nicety

Twelve New York City night clubs will be awarded meritorious service citations by the War Finance Committee for New York State for their part in raising more than \$7,250,000 in War Savings Bonds through WABC "Night Clubs For Victory." Sales campaign included everything from the privilege of kissing a model to swooning to a song by Sinatra.

U. S. advertisers using Radio Pro-  
 (Continued on Page 6)



# RADIO DAILY



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FRANK BURKE : : : : : Editor

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## FINANCIAL

(Wednesday, November 24)

### NEW YORK STOCK EXCHANGE

	High	Low	Close	Net Chg.
Am. Tel. & Tel.	155 3/4	155 1/2	155 1/2	- 3/8
CBS A	235 3/8	23 1/2	23 1/2	- 1/8
Farnsworth T. & R.	9 7/8	9 5/8	9 5/8	- 3/8
Gen. Electric	35 1/2	34 3/4	34 3/4	- 1/8
Philco	21 1/2	21 1/4	21 1/4	+ 1/16
RCA Common	9 7/8	8 3/4	8 3/4	- 1/4
RCA First Pfd.	69 7/8	69 1/8	69 1/8	+ 3/8
Stewart-Warner	10 7/8	10 3/4	10 3/4	- 1/8
Westinghouse	91 1/4	91	91	- 1/8
Zenith Radio	30 5/8	30 1/2	30 1/2	- 1/8

### OVER THE COUNTER

	Bid	Asked
WCAO (Baltimore)	20	23
WJR (Detroit)	29	

## 20 YEARS AGO TODAY

(November 26, 1943)

WJZ broadcast the first concert by the N. Y. Philharmonic Orchestra at Cooper Union yesterday using telegraph wires to carry signals between the hall and station. . . Graham McNamee handled the Army-Navy classic from the Polo Grounds for station WBAY. . . Stay-ups all over the country are listening to "The Nighthawks" from WDAF, Kansas City, 11:45 p.m. to 2 a.m.

# WANTED RADIO STATION

in New York City or within 150 Mile radius. Principals only.

RADIO DAILY

Box 773  
1501 Broadway  
New York 18, N. Y.

## Gillette Adds 11 Stations For CBS Football Pick-Ups

(Continued from Page 1)

domestic network, the Sugar Bowl game will be carried by three of Columbia's foreign outlets—two in Hawaii and one in Puerto Rico. The Orange Bowl broadcast will also be carried by the CBS Puerto Rican station.

The 11 stations added are: KTBC-Austin, Texas; WHOP-Hopkinsville, and WPAD-Paducah, Kentucky; WJLS-Beckley, W. Va.; WDWS-Champaign, WDan-Danville, WSOY-Decatur, WTAX-Springfield, Illinois; WFMD-Frederick, Md.; WLBC-Muncie, Ind., and WWNW-Watertown, N. Y.

This year marks the first time Gillette has sponsored both the Orange and the Sugar Bowl classics over the Columbia network. Broadcast from Miami, the Orange Bowl game will be heard from 1:00 p.m. to approximately 3:30 p.m., EWT. The Sugar Bowl broadcast, coming from New Orleans, will begin at 3:45 p.m., EWT. Gillette's commercials will be for its Blades and Shaving Cream. Maxon, Inc. is the agency handling the account.

## WPB Eases Restrictions On Blank Records, Styli

(Continued from Page 1)

discs and styli purchase them normally as operating supplies, the WPB Radio and Radar Division said. Preference Rating Order F-133, as amended November 17, gives a priority rating of AA-1 and the use of the MRO symbol to broadcasting and a rating of AA-2 and use of the MRO for commercial sound recording.

## CBS Stars Boles Today Via Shortwave To Brazil

John Boles, radio and operetta tenor currently featured in the Broadway success, "One Touch of Venus," will star in a special shortwave broadcast to Brazil which will be aired over CBS today from 7:15-7:45 p.m. Boles will be interviewed in Portuguese. He also will sing a few of his better known song successes.

### Wedding Bells

Toledo, Ohio—Albert J. Ruhfel, production man and continuity writer at WSPD, was married here recently to Gloria J. Miller.

## WKST Transferred: Other FCC Activities

(Continued from Page 1)

fer of 80 shares (36 per cent) of stock from Joseph Thomas to Wanda E. Townsend. Cash consideration was \$8,300.

At the same time the Commission approved the sale of KGNF, North Platte, Nebr., to WOW, Inc., licensee of WOW, Omaha. Cash involved was \$40,000, with WOW buying from the Great Plains Broadcasting Co.

KGNF also was granted a construction permit to change its frequency from 1,460 to 1,420 kilocycles, with its power shifted from one kilowatt day-time to 250 watts unlimited.

Hearing was ordered in the cases of WCHV, Charlottesville, and WFVA, Fredericksburg, Va., both of which seek the 1,240 band. The former is now operating on 1,450 kc and the latter on 1,290 kc. WFVA seeks to change its hour from day-time to unlimited except on Sunday, when WBBL, Richmond operates.

In the same hearing, the application of Charles P. Blackley, Staunton, Va., for a new 250-watt to operate on the 1,240 band, unlimited, will also be considered.

## CBS Expands Library: New Personnel Engaged

(Continued from Page 1)

charge of the expanded operations. A Program Research Division has been formed to function within the Reference Department. Stanford Mirkin, formerly of the Program Department, joins the department as manager of its Program Research Division. A member of the network since 1937, Mirkin has worked on numerous program research assignments, the latest being for the CBS-BBC exchange series, "Transatlantic Call: People to People." Agnes Law, as Librarian, will be in charge of the Library Division of the Reference Department.

## COMING and GOING

T. B. LANFORD, general manager of Blue Network affiliate in Shreveport, left today for his Louisiana headquarters having spent the early part of the week

HOWARD S. MEIGHAN, Eastern sales manager of CBS Radio Sales, New York, is en route back today from a brief trip to Chicago.

JEAN PARKER, who recently completed starring role in Paramount's "The Navy" is now in New York and plans to make radio appearances. She is scheduled for Stern's NBC program Friday, Dec. 10.

HARFIELD WEEDEN, general manager of KTCB, CBS outlet in Austin, Tex., of Washington following his recent visit at work headquarters in New York.

HI. LO. JACK AND THE DAME have returned to New York from theater engagements in Midwest.

CHARLES A. SMITHGALL, JR., general manager of WAGA, Blue Network station in Atlanta, Ga., is in town and plans to remain until the end of the week.

MAJ. GEORGE FIELDING ELIOT, CBS tary expert now on coast-to-coast tour, will broadcast from St. Louis tomorrow and Sunday. He spoke from Chicago yesterday.

GINNY SIMMS leaves Hollywood tomorrow for New York. She will air her NBC program from the local studios until Tuesday.

TED HUSING and JIMMY DOLAN go to West Point tomorrow to broadcast the Army-Navy game from Michie Stadium, local to the reservation.

## 'Kate Smith Speaks' Leads Daytime Program Survey

(Continued from Page 1)

Widder Brown". Top ranking weekend day-time shows, not included in the week-day list, are "Those Who Love", first, and John Charles Thomas second.

## Over-subscribed!

Baltimore again goes over the top, setting a record in the National War Fund Drive. Intensive advertising on W-I-T-H was a big help. If you want action, consider W-I-T-H, the "sellingest" station in town.

# W-I-T-H



IN BALTIMORE  
TOM TINSLEY, President  
REPRESENTED BY HEADLEY-REED



**CKLW**

BEST  
RADIO BUY

in the  
DETROIT  
AREA

5,000 WATTS  
DAY and NIGHT  
800 Kc.  
MUTUAL SYSTEM



# Probers Discuss "Interest, Necessity"

(Continued from Page 1)

unable to do so. Congressman E. Miller, Missouri Republican, declared that it suggests a "twi-zone," to which Craven replied he is unable to suggest a definition.

House and Senate bills will go forward meeting my views," Craven declared. The Commissioner declared the May 10 decision of the Supreme Court strikes at the core of radio in this country. Personally, he supports the minority opinion of Justice Murphy, and offers any hint that the Commission is right to regulate the composition of the radio traffic. The decision on such broad powers as to Section 326," he added—the forbidding censorship or content program.

**Cites Blue Web Hearings**  
Craven also cited the Blue Network hearings to show Commission tendency toward assuming power over programming. The actual decision on transfer, he said, rested not on any specific program plans, but on whether Noble would exercise his discretion rather than delegate responsibility or rely blindly upon the FCC. The FCC, he said, does not have direct control over radio programming, because broadcasters feel constrained to observe commission attitude and whims.

Garey charged that the FCC, in actual power to regulate network radio in the network rules instead assume the power to which they are actual right.

**Attacks Temporary Licenses**  
Craven attacked the Commission for issuing temporary licenses, stating that prior to 1938 temporary licenses were frequently issued because of complaints from the public about program policies. Temporary licensing constitutes indirect censorship, he said—"censorship by surveillance"—and is "the most direct censorship which could be held over freedom in a Democratic country. The industry still remembers the practice," he said.

Craven asked if the industry fears the Commission, to which Craven replied that such fear is an "established fact." When Garey asked him if it were not true that the industry actually "terrorized," Craven said he would not use such a strong word.

**Charges Excess of Power**  
Craven then stated that there is no authority in the Communications Act for the granting of temporary licenses, and that he has been informing the Commission that the practice is instituted under authority of administrative interpretation. He stated that it is not in the law, he stated that the Commission has exceeded its power. He suggested also that perhaps the Commission should have legal power to issue temporary licenses. During the past two weeks, he pointed out, 457 stations have been on temporary license. Craven, reading from a statement

## ★ AGENCY NEWSCAST ★

**BLAYNE BUTCHER**, radio director of Ward Wheelock Company has announced his resignation effective Dec. 1. Prior to joining the Wheelock Company last June he was associated with Lennen & Mitchell as producer and handled the Walter Winchell show for Jergens.

**FREDERICK W. LUTTMANN** has been appointed to serve in an executive contact capacity with the Geyer, Cornell & Newell agency, it has been announced by H. W. Newell, executive vice-president. He formerly was associated with Benton & Bowles.

**HAROLD E. MIDDLETON**, who has been engaged in the study of media and markets with Advertisers' Inc., C. C. Winningham Agency, Lee Anderson, Inc., and Chrysler Division, Chrysler Corporation, has joined Ruthrauff & Ryan, Inc., as space buyer in the Detroit office.

**ADVERTISING AND SELLING COURSE CLASS** of the Advertising Club of New York, at its election held Thursday, November 18, elected the following officers: president: Leslie M. W. Neville, Fortune Radio Productions; vice-president: Jeannette Loeb, Franklin Simon & Company, and secretary-treasurer: Vera Massey.

prepared for reading before the Senate Interstate Commerce Committee when he is called by that body to testify on the White-Wheeler bill—perhaps next week—called upon Congress to look to the future in drawing up new radio law. He suggested longer license terms, the removal of fear from the minds of radio licensees, and general consideration of the effect of post-war development in the industry field. Congress must look to these new developments and encourage such development, he said: the FCC outlook is narrow, restrictive and discouraging.

**Stresses "Reasonable"**  
Miller asked if he advocated that the Commission still be empowered to impose "reasonable regulation," to which Craven replied that he favors such regulation "by reasonable men." Garey then asked if Craven did not feel that lawyers practicing before the FCC feared the Commission, to which the latter replied that he hasn't felt that to be the case. "Some of them have a wholesome and healthy respect for the Commission," he said, "but that does not prevent them from going to court to test a decision."

The morning session was devoted to further discussion of the IRAC-FCC controversy. Craven will return to the stand Tuesday.

As yet the FCC has not submitted to Garey the evidence it wishes to have introduced into the record, leading Garey to remark, within the hearing of the reporter, to FCC General Counsel Charles Denny at the close of Wednesday's session, that unless such evidence is submitted to him soon for presentation, he (Garey) will not permit it to do into the record.

**JACK GALE** has been named director of radio activities for the West Coast office of Buchanan & Co., it has been announced by Fred M. Jordan, Pacific Coast manager of the agency. Gale formerly was with Twentieth Century-Fox in charge of radio exploitation for their films and more recently with the talent division of MCA.

**GENERAL FOODS CORPORATION** has elevated C. M. Chester to the post of chairman of the executive committee. Clarence Francis has been promoted to the position of chief executive officer, while Austin S. Idleheart has been named president of the corporation.

**LEE GRAVES** has been appointed manager of the radio department of Compton Advertising, Inc. He previously was associated with the agency as head of the radio traffic department. Storrs Haynes is head of radio at Compton.

**DAVID STEINFELD** has joined Albert Woodley Co., New York City, as director of that agency's radio programs.

**SELECT COSMETICS**, of New York, N. Y., Beauty Preparations, have named the R. T. O'Donnell Company to handle their account.

**H. SCHOENFELD & SONS, INC.**, New York City, have appointed S. Duane Lyon Inc., to handle the advertising and promotion of their Sunred paprika and Sunred sliced mushrooms.

**BERTON BRALEY**, poet, author and correspondent, and a free-lance writer for 30 years, has joined the public relations staff of J. Walter Thompson Company.

**SEAL-SAC, INC.**, manufacturers of "Enduro-Tex" and "Seal-Sac" products, at Fall River, Mass., have placed their advertising account with Hicks Advertising Agency, of New York.

**CHARLES BESELER CO.**, New York City, have appointed S. Duane Lyons Inc. to handle the advertising of their stereoptical projectors.

# Believe Berlin Radio Hard Hit By RAF Raid

(Continued from Page 1)

ing programs during the last few days. Transmission, generally excellent despite atmospheric conditions, has depreciated markedly, indicating the possible use of auxiliary or emergency equipment. Moreover, the news service appears to have been almost completely disrupted.

"It would almost seem as if a block-buster had landed in the Nazi news and cable room," NBC technicians observed.

**Program "Breakdown"**

On Wednesday morning's 9:30 newscast from Germany, two minutes were devoted to the air raid, one minute to Russia and half a minute to the Aegean. The remaining six and a half minutes of the period were given to reading fillers, obviously weeks old, concerning the Rumanian coal output in the first quarter of 1943, Norwegian facilities for production of synthetic rubber, etc., all of the material hinting that the Nazi propaganda ministry is working with a skeletonized news-writing staff.

## "Guadalcanal Diary" On Mutual Tomorrow

(Continued from Page 1)

Fritz Blocki, who will direct it for tomorrow's "Treasury Bondwagon" over WOR-Mutual, 10:15 p.m., EWT. Blocki, a J. Walter Thompson writer-director who resigns Dec. 1, was recently appointed radio director for Fox in New York. This is believed to be his first assignment for the movie company.

## Mary Lee Taylor Show To Half-Hour On CBS

Mary Lee Taylor, CBS culinary expert, enters her 11th consecutive year over the network with the show, moving to a new time, and expanding to a weekly half-hour program beginning Saturday, Nov. 27, 10:30-11:00 a.m., EWT. (Rebroadcast at 2 p.m., EWT). The program originates from the Experimental Kitchens of the Pet Milk Company, program sponsor, in St. Louis, Missouri. Paul Willis produces the show.

**WHERE METERS BRING GLADNESS**

*Whatever your mood or inclination, WMBG's your best bet station. There's Lowell Thomas the commentator, and Music Hall a little later. There's laughter with Edgar Bergen's Charley, and fun when Adams and Fadiman parley!*

For the best in '43, stay tuned to WMBG

**NBC Richmond, Va. NBC**



# LOS ANGELES

By RALPH WILK

"OK FOR RELEASE," Joy Storm and Jim Doyle news beat, came under the sponsorship of American Home Products for a seven-station NBC Pacific network release starting Nov. 22. Series is heard 5-5:30 p.m., PWT, Mondays through Fridays. J. Walter Thompson Co., is the company's agency.

Nan Wynn, former songstress of the "America-Ceiling Unlimited" program, had to retire from radio momentarily, due to movie commitments at a distant location.

Jimmy Cash, like many vocalists, has turned songwriter during his time free from Burns and Allen rehearsals. His "trial-flight" as a songsmith resulted in a ditty called, "Whatever Became Of My Heart?"

Red Skelton is endeavoring to secure Christmas presents for service men who are in hospitals in the Southern California section. With each ticket given away as admission to his broadcasts, is a note asking if the guest at the program will bring a little gift for some soldier, sailor, marine or coast guardsman in a hospital. Perhaps a book around the house or some little thing that a service man might appreciate. WAVES and WACS will collect the gifts and in cooperation with NBC will see to their proper distribution.

Billie Tedder, 16-year-old Santa Monica high school girl, who won the "Western Family" magazine glamour contest and who it was discovered has an excellent singing voice, has been signed by the Pacific Blue.

Our selection of the week of the most photogenic non-professional—Sherrill Mason of the Pacific Blue traffic department.

Georgina Marvin of Smith and Bull Advertising has been assigned script-writing chore on the new "Parade of the States" program over KHJ Sundays at 12:15 p.m.

Dinah Shore, with her new air show a solid hit, this week signed for her fourth picture role. She'll portray the title role of a singing dancing, acting gal of the North in International Pictures' "Belle of the Yukon," due to start in February.

## Tele's First 'Con' Man Makes Agency Visit

(Continued from Page 1)

agency man, unimpressed, telephoned the Society's headquarters for identification of the visionary stranger.

Scanning of ATS membership rolls revealed no sign of the intruder's name—not even a ghost pattern. Further search unearthed the quixotic quack's one-time connection as an actor in a playlet produced by the Society's program experimentation group. Mr. Tele-phoney also represented himself as being associated with Metropolitan Television, but a denial from a spokesman for that organization did not synchronize with the stranger's imaginary claim.

# MAIN STREET

WITH *Ol' Scoops Daily*

## Reporter At Large. . . !

● ● ● We've just (thanks to NBC's press dep't.) decreased our "smattering of ignorance" . . . learned that Oscar Levant, wag and one of the "irregular" regulars of the "Information Please" quartette, is an alumnus of the Firestone Symphony Orchestra. . . . Benny Goodman and Tommy Dorsey, also made with the "Long-haired Music" with this aggregation before succumbing to the lure of "swing" . . . Escorts & Betty, featured for the past year on the NBCycles, deserve the break . . . a chance at the "big time" . . . they'll be heard tonight on the Kate CBSmith varieties. . . . If connections don't jell, Garry Moore, Jimmy Durante & Co. will clown for Camels from Chicago tonight. . . . if their train from Calif. should meet the Century on schedule, they'll be heard from Gotham . . . Bruce Kamman, assistant to N. Ray Kelly at NBC, celebrates his 23rd year in radio. . . . Patsy Campbell starts a new running part today in "The Parker Family" which may be increased to a half hour. . . . If it's nostalgia you go in for (we still favor a hot game of jacks, though we never could master "fivesies") tune in on Alma Kitchell's "Meet Your Neighbor" on WJZ at 12:15 p.m. and hear the stage and screen star of the silent days, Elsie Ferguson. . . .

● ● ● The NBClassic "Voice of Firestone" marks its 15th anniversary on November 29. . . . Richard Crooks, the tenor soloist has been featured for thirteen years. . . . Pauline Alpert, pianiste of WOR-Mutual, has just recorded a piano album for Sonora, the "clear as a bell" trade-marker. . . . The first of a series of Shakespearean dramas, "Macbeth At Midnight," will be presented by transcription at midnight, Sunday, Nov. 28 over WNEW. . . . the "Satan"trums will star Maurice Evans and Judith Anderson. . . . Our Washington spy (none other than our brother-in-law, to be specific) reports that Josephine Houston, star of the "Stars from the Blue" Sunday afternooner, is the town's biggest click at the swank "Troika". . . . Have you been noticing movie stars, who several years ago, feared facing the mike, now embrace each radio opportunity that comes along? . . . besides the regular programs featuring Hollywood's citizens, namely Frank Morgan, Jack Carson, Joan Davis, Lionel Barrymore, Jean Hersholt et al, the air waves are constantly featuring the histrionic of other film folk. . . . for instance, tonight, the CBS Playhouse will feature Joan Blondell in "There's Always A Woman," on Dec. 6, the NBC Cavalcade of America will star Brian Donlevy in "The Miracle of Morgan's Creek" and on December 10, Joan Fontaine and Brian Aherne will co-star on the CBStage Door Canteen. . . . Added starter. . . . Jean Parker, star of Paramount's "The Navy Way," will guest on Bill Stern's "Sports Newsreel" December 10. . . . Quad erat demonstrandum, or in plain Brooklynese. . . . see what we mean? . . .

● ● ● Some people get all the breaks. . . . last Tuesday, C. L. Menser, and a group of NBCites and news hawks were guests of Mert Emmert (WEAF's Modern Farmer) at a "pre-view" thanksgiving dinner in Englishtown, N. J. where the culinary art of Middlesex County's outstanding cook was featured. . . . and to add insult to injury, a recording of the festivities was made for rebroadcast at 6:30 a.m. by Mert Emmert. . . . but we fooled Menser & Co. . . . we didn't listen. . . . Bruce Eliot, announcer on "Martha Deane" and "It Pays To Be Ignorant" programs over WOR, has a date with Uncle Sam for some time in January. . . . Count Basie will repeat as guest on Kate Smith's program. . . . the response to his pianotions last Friday was that terrific. . . . Benny Goodman and his band leave for the coast early in January to be featured in George Jessel's musical, "Kitten on the Keys" for 20th Century-Fox.

—Remember Pearl Harbor—

# CHICAGO

By BILL IRVIN

A COLORATURA soprano, a mezzo-soprano and two tenors won the right to compete for operatic honors on the Metropolitan Opera Auditions of the Air in the regional auditions held recently in the studios of WBNS in the Merchandise Mart. The 11 winners, all Chicagoans, were: Margaret O'Rourke, 30, coloratura soprano; Margery Mayer, 25, contralto; Thomas John Brennan, 28, tenor, and Angelo Raffaelli, 31, tenor. The tour will be invited to New York to compete with winners from other sections in semi-finals and finals when the Metropolitan Auditions program returns to the Blue Network on Sunday, Nov. 27. Both Miss Mayer and Miss O'Rourke are well known in Chicago radio, Miss Mayer as a member of NBC's "Hymns of All Churches" choir, and Miss O'Rourke as vocalist on the Thursday broadcasts of the Blue Network "Blue Frolics." Miss Mayer already an operatic star, being a member of the Chicago Civic Opera Company at the present time.

Baritone Bruce Foote of "Hymns of All Churches" will take part in a radio show in Des Moines, Iowa, on Nov. 27.

Henrietta Tedo, veteran character actress, is the newest member of the "Ma Perkins" cast.

Joseph Timlin has been appointed director of radio service for Schwabmer & Scott Advertising Agency. Timlin formerly was with the Branch Company, radio and newspaper representatives.

## Ervin James Appointed Asst. Secretary Of FCC

Washington Bureau, RADIO DAILY—Washington—The FCC has announced the appointment of Ervin James, who has been assistant to Commissioner Clifford J. Durr, as assistant secretary of the Commission. James is a member of the bar in Washington and his native state of Alabama. He has been with the Commission since December, 1941, coming to the agency from the Department of Commerce. Assistant FCC general counsel Nathan H. David, who recently volunteered for induction, reports for service with the U. S. Navy on Saturday. David, former Phi Beta Kappa at Yale and Magna Cum Laude graduate of Harvard Law School, class of 1939, has been with the FCC since October, 1939.

WANTED TO BUY for use in international broadcast stations for Government: 2 G. R. 731 Modulation Monitors, 2 RCA 303-A Frequency Limit Monitors or 2 G. R. 775-A Frequency Limit Monitors, 1 RCA 306-A Frequency Deviation Meter. Will pay cash depending upon condition. Wire collect price and condition. CBS General Engineering Department New York, N. Y.



# Industry Weighs New FCC Ruling Re Multiple Ownership of Outlets

(Continued from Page 1)  
Outlets, or, their interest therein. Consensus of network officials is that contracts with affiliates and with the new rule will be put by any new owner of the question, and as to the webs since, it is pointed out that not own more than one out- by one locality.

**See Many Swap Deals**  
Industry leaders queried by RADIO of the opinion that since considerable money is floating around, activity will be found in selling property, and it is held a conclusion that considerable will go into effect in order by the letter of the rule. In outlets will be swapped rather than make a sale and a station taken in a city where the mul- will not conflict with the. Expected also that not "hidden ownerships" may come as a result of the FCC move.

**Webs Feel Confident**  
Network vice-presidents in stations are sure their affili- will have to be honored owners, independent operators with and without web affilia- various parts of the coun- be forced to immediately put their house in order to with the FCC. Many owners a large and small watt out- instance, will probably seek of the smaller watt and viewpoint, the older net- such as NBC and CBS will be least concerned with the affiliates. Both the Blue and share many stations, while as a network, owns no out- to sever.

**Newspaper-Radio Angle**  
The FCC order 84-A going out the hearings being the White-Wheeler bill, and of newspaper ownership the Senate Interstate Com- committee, the FCC's order directly at quite a few such owned groups. These in- the Cowles stations in Des affiliated with the Des Moines and Tribune"; Cleveland in Dealer"; Amon Carter's Fort "Star-Telegram"; Arkansas el"; Albany, N. Y. "Knicker- News"; "Shreveport Times"; "Oregonian" and others.

**Geographical Study**  
DAILY study of dual owner- will be affected by the FCC reveals such ownerships in part of the country, from coast In some cases, the interest ve to be small and in other holly owned, others indirect. majority of those listed w, ownership and control is acknowledged. In not every the Commission insist upon sale, since the qualifying is- whether such multiple owner-

ship is in the public interest. As pointed out by Harold Lafount, of the Arde Bulova interests, multiple ownership such as WNEW in New York and WOV in the same city, probably does not come within the purview of Chairman Fly's order since WOV is mostly an Italian language outlet while WNEW is strictly American in language and music. This situation may also be applied in part to the Gene Dyer ownership in Chicago. Below are listed multiple ownerships, great majority being network affiliates:

**BOSTON:** WORL and WCOP, held to be jointly Bulova and Harold Lafount control.

**NEW YORK CITY:** WNEW and WOV, with Bulova interested in both.

**ALBANY, N. Y.:** WABY and WOKO, affiliated with "Knickerbocker News," Harold E. Smith, general manager of both. WABY, is Mutual, 250 watts, on 1,400 kc; WOKO, 1,000 watts day, 500 night, on 1,460 kc, affiliated with CBS.

**BUFFALO, N. Y.:** WGR, Mutual, 5,000 watts days, 1,000 night; WKBW, 50,000 watts, CBS; H. W. Deyo, president and I. R. Lounsbury, executive vice-president of both outlets.

**PITTSBURGH:** KQV, Blue, 1,000 watts, on 1,410 kc; WJAS, 5,000 watts, CBS, on 1,320 kc. H. J. Brennen, president of both.

**READING, PA.:** WEEU, 1,000 watts, 850 kc, operates to sunset, NBC; WRAW, full time also NBC, 250 watts on 1,340 kc.

**SPARTANBURG, S. C.:** WORD, 250 watts, 1,400 kc, Blue; WSPA, 5,000 watts, 1,000 night, on 950 kc, as CBS affiliate. Spartanburg Advertising Co.; Walter J. Brown, vice-president and general manager of both.

**MEMPHIS:** WREC, 5,000 watts, 600 kc, CBS; Hoyt Wooten, owner, reported as also having interest in an independ' ent outlet same area.

**LITTLE ROCK, ARK.:** KGHI, Mutual-Blue, 250 watts; KLRA, CBS affiliate, 10,000 watts, 5,000 night; Affiliated "Arkansas Gazette," A. L. Chilton, president and S. C. Vinsonhaler, station manager of both outlets.

**SHREVEPORT, LA.:** KTBS, 1,000 watts, NBC; KWKH, 50,000 watts, CBS; "Shreveport Times"; John D. Ewing, president of both.

**FORT WORTH:** KGKO, 5,000 watts, on 570 kc, Blue Network; WBAP, 50,000 watts, 820 kc; Fort Worth "Star Telegram", Amon Carter, stations; WBAP shares time with WFAA (NBC)

**DALLAS:** Dallas "Morning News"; Martin Campbell, managing director of both WFAA and WBAP.

**CINCINNATI:** WLW, 50,000

watts, NBC; WSAI, 5,000 watts, Blue; both owned by Crosley Corp.

**CLEVELAND:** WCLE, Mutual, 500 watts to sunset; WHK, Blue-Mutual, 5,000 watts full time. Cleveland "Plain Dealer"; H. K. Carpenter, general manager of both.

**CHICAGO:** WAIT, 5,000 watts day-time; WGES, 5,000 watts full time, and WSBC, 250 watts part time. Gene T. Dyer stations. Also possibility of WIND, Gary, Indiana, being considered as being in Chicago area, to conflict with WJJD, Chicago, 20,000 watts, both Ralph L. Atlas owned.

**DES MOINES:** KRNT, 5,000 watts, 1,350 kc, CBS affiliate; KSO, Blue-Mutual, 5,000 watts, 1,460 kc. Gardner Cowles, Jr. stations, affiliated with "Register and Tribune."

**FORT WAYNE, IND.:** WGL, on NBC web, 250 watts; WOWO, 10,000 watts, Blue Network. Both full time; owned by West- inghouse.

**LINCOLN, NEB.:** KFAB, 10,000 watts, CBS; KFOR, Blue-Mutual, 250 watts. Nebraska "State Journal" and "Lincoln Star"; W. Judson Woods, manager of both stations.

**EVANSVILLE, IND.:** WEOA, 250 watts, CBS; WGBF, 5,000 watts, NBC; Evansville on the Air, Inc.; Clarence Leich, general manager of both outlets.

**SIOUX FALLS, S. D.:** KELO, full time 250 watts; KSOO, both NBC, on air to local sunset. Sioux Falls Broadcast Assn., Inc., owners of both.

**DENVER - COLORADO SPRINGS:** KLZ, Denver, 5,000 watts, CBS; KVOR, 1,000 watts, Colorado Springs, also CBS. E. K. Gaylord, president of both. Possibility that FCC will consider these as serving same area. Same interests own newspapers and station outside of this state.

**West Coast**  
**LOS ANGELES:** KECA, 500 watts, Blue Network; KFI,

## PROMOTION

### KGW Brochure

Twenty-four page four-color booklet has been distributed to 105,000 listeners in the Portland, Oregon, area by KGW. Brochure contains a brief story of the station's 21 years of operation, as well as pictures of stars of all NBC and local programs. Advance notice of the distribution was given by two half-page advertisements in the "Oregonian," and numerous smaller ads in addition to frequent spot announcements broadcast over KGW.

### Promotion Begins At Home

"Listen Now," is a new show on KRNT, Des Moines, designed by promotion manager John Drake for the purpose of calling attention to the station's many features. Program features music director Eddie Truman at the organ, with "commercials" plugging other shows between selections. To liven the plugs, Truman "punctuates" announcer Dan Lawrence's remarks with appropriate mood music and expressions from the organ.

50,000 watts, NBC. Both owned by Earl C. Anthony.

**PORTLAND, ORE.:** KALE, Mutual, 5,000 watts; KOIN, 5,000 watts, CBS; C. W. (Chuck) Myers stations; KEX, 5,000 watts, 1,190 kc, Blue; KGW, 5,000 watts, 620 kc. NBC affiliate. Both owned by Portland "Oregonian."

**SEATTLE:** KJR, 5,000 watts, Blue Network; KOMO, 5,000 watts, NBC; both owned by Fisher's Blend Stations, Inc.

**SPOKANE:** KGA, 10,000 watts, 1,510 kc. Blue; KHQ, 5,000 watts, 590 kc. NBC; both Louis Wasmer stations.

Qualifications in the FCC order, however, is expected to make allowances in various instances where extenuating circumstances are shown or where the public interest is held to be at stake, and it is to the public's interest for the same owner to operate the additional outlet in question. Also in the forced sale of stations, as in the case of the Blue Network, sufficient time will be allowed so that certain property can be disposed of at a fair price.

## TUNE IN U. S. TREASURY DEPARTMENT "BOND WAGON"

SATURDAY—NOV. 27—MUTUAL—10:15 P.M., E.W.T.

## "GUADALCANAL DIARY"

RADIO VERSION

WRITTEN AND DIRECTED BY  
FRITZ BLOCKI



## Seeks New Option Time Schedule For Stations

(Continued from Page 1)

time zone differences occurring between New York and the West Coast.

Mosby's original plan called for the reserving of half of each hour for local broadcast during the day, and quarter of an hour at night, but he has since altered it to provide the quarter hour throughout the broadcast period. He does not advocate any compulsion on the broadcaster not to take net shows for the full hour, but is convinced that he should be free to put on local public service, sustainers or commercials at desirable periods.

The present option time schedule as laid out by the FCC in its network rules operates more to the advantage of stations East of the Mississippi than of those in the West, he said, because

### Wheeler Sorry

Washington—Sen. Burton K. Wheeler on Wednesday apologized indirectly to commentator Drew Pearson for his earlier criticism of Pearson's Sunday night broadcast, in which the commentator related the now widely known story of Lieut. Gen. Patton. Without naming Pearson, Wheeler declared during the Wednesday hearing on the White-Wheeler bill that he wished to withdraw his criticism. "It wasn't my fault, it was General Eisenhower's fault," he said.

of the difference in time. Mosby called also for relaxation of the requirement that transcribed programs be so identified, arguing that, in addition to the benefits which such relaxation would bring individual broadcasters, national advertisers would benefit also because a program could be aired in all four time zones at just the hour thought most desirable by the sponsor.

The plan has had wide support within the industry, Mosby said, but although network officials have been impressed he thinks only governmental action could force the nets to accept it. FCC Chairman Fly is "quite enthusiastic about it," he added, but says he has no power to impose it. Mosby read into the record letters of support from a number of broadcasters throughout the country, naming prominent industry figures.

### W. N. Seymour A Witness

Final witness of the week was attorney Whitney North Seymour, representing the newspaper-radio committee. Earl Glade, KSL, Salt Lake City, will go on Monday, followed by Judge E. O. Sykes, former FCC chairman, representing the newspaper-radio committee.

Seymour described "What the Commission apparently proposes to do" in regard to newspaper ownership as "not only beyond any existing power of the Commission but beyond any which could be committed to it" and termed it an "invasion of rights guaranteed by the first amendment to the federal constitution."

## ★ WORDS AND MUSIC ★

By PEGGY BYRNE

### Over-The-Counterpoints . . .

GROUCHO MARX'S catch phrase "Shall we dance?", which he uses on his "Blue Ribbon Town" program, is to be turned into a song with lyrics by the show's director, Dick Mack . . . Joe Howard's 526th song, "We Never, Never Lost A War," will be introduced to dialers of the "Gay Nineties Revue" over CBS Monday . . . Spike Jones, who graduated from Bill Mills' Fibber McGee orchestra, is back with Mills temporarily, subbing while Eddie Shea, regular hide beater, is in the East visiting an ailing brother . . . Sammy Kaye swings and sways on the "Treasury Star Parade" the week of December 5 . . . Lieutenant jaygee Rudy Vallee was surprised to find Bob Burns in a wheelchair when he guested on Bob's show. "I was afraid," quipped Vallee, "this would happen to you when someone big enough tuned in on your bazooka solo" . . . Comforting thought for Burns: there are plenty of bazooka solos being played these days—and the supermen who hear them have no chance to comment . . . Ray Bloch will be doing a double stint for sponsor Philip Morris during the next weeks. In addition to the Friday night "Playhouse" on CBS, he will handle the music for "Johnny Presents" (NBC), while star Ginny Simms is in New York. She arrives Monday and will remain through the middle of December.

★ ★ ★

### Off Key? . . .

Tuned in on a special show over WOR (fed to MBS) Tuesday night, built around Noel Coward's song, "Don't Let's Be Beastly to the Germans," which caused a furor in England recently. (BBC banned it.) First U. S. airing of the tune may have been chiefly a war effort enterprise, but we suspect that comments it is arousing will soon give it the label of a "controversial issue" . . . Clifton Fadiman, who did the emcee honors, thinks it's the best song this war has produced . . . Words are grimly satiric, in the best Coward manner, aping appeasers' appeals that we handle the Germans with kid gloves after Victory. But the satire overreaches itself, and despite the fact that Mr. Fadiman warns listeners to " . . . remember Mr. Coward is being ironic. He doesn't mean a thing he says . . .", the vengefulness of the song is a bit frightening and might easily be taken seriously should the number become popular here—which probably won't happen, as it is so definitely British in style . . . We feel that the song has its place, but disagree on the classification Mr. Fadiman gives it. We're still waiting for the war song to be written, but until that time our vote goes to "Praise The Lord" as tops from all aspects . . . Though we may differ on the value of the song, we have nothing but praise for the production. Quarter-hour shots are often sadly neglected. This one, however, was carefully planned and cast, with superlative results.

★ ★ ★

### Mue Points . . .

Seems that Sinatra has been giving Nick (Mirror) Kenny's song "Little Did I Know" a slight brushoff lately. He can't dodge it this time, though. Tune has made the "Hit Parade," and Frankie is scheduled to do the honors tomorrow night . . . Raymond Scott is celebrating his 8th birthday next Thursday. Just eight years ago December 2, Harry Warnow, brother of Mark, ran his finger idly through a telephone book and happened on his present nom de baton. Fitting birthday celebration is his opening at the Capitol with his band at \$7,500 per . . . Maestro Meyer Davis is slipping out of this world into celestial spheres. So far he has sunk a fistful into seven legit productions, two already giving substantial returns and five to arrive shortly . . . Understood that credit for the idea of the new CIO-sponsored show, "Marching With Johnny," goes to Leonard Keller, former mid-western band leader. Keller discarded his stick for a job in the Cadillac aircraft plant in Detroit. While musing over the successes of shows put on by the armed forces, he decided labor could also do its bit on the boards. Consultation with CIO chief Philip Murray and Mrs. FDR resulted in the organization of the present production. Keller is among those contributing skits and songs to the show.

## U. S. Sponsors Using Twin Nets In Mexico

(Continued from Page 1)

gramas de Mexico include Coca-Cola Palmolive-Peet Co., Coca-Cola Johnson & Johnson and Arm Chicle Co. Key broadcast units dual web are located in the XEWW-XEW, 100,000 watts; XEQ 50,000 watts.

Purpose of the far-flung network, as explained by Azcárraga, is to co-ordinate the inter-small, scattered outlets, in addition to giving them the necessary special co-operation for modern studio equipment and maintenance and operational efficiency. Present use of phone lines now limited to the Leon-Guadalajara-Veracruz section due for expansion, according to Azcárraga, now under way for the establishment of a permanent ten-hour line to tie in a large number of stations for remotes from Mexico City. Azcárraga's modern recording laboratory presently cuts disks of capital conditions for stations not covered by lines.

## NAB Retail Sales Film Shown To Philly Crew

Philadelphia—Retail, radio and newspaper representatives who attended its Philadelphia show at the Hotel Adelphia, voiced loud approval for the NAB promotion film, "Force And The Retailer." Arranged scheduled "light" comedy touches effected when house electricians got the cues, plunging the room into darkness for the in-person talk by Lewis Avery, NAB director of broadcast advertising. WFIL staged the event and said that arrangements had been rehearsed to perfection by hand. The question is: should the mistake be laid to sun spots or should the NAB equip itself with a motor driven generator?

## WTMJ Talent Guest

Milwaukee — Wisconsin's musical talent will gain recognition on a new WTMJ-WMFM series beginning December 12th. The program "Starring Young Wisconsin Artists" will feature youthful vocalists and musicians who were selected through competitive auditions held in Milwaukee's Radio City. Over 200 contestants were heard in the state auditions.

## Levine On Health Committee

Leon Levine, CBS assistant director of educational programs, has been appointed to the Health Education Advisory Committee of New York State health dept. One of a committee of 12 men, Levine is the only representative of a network.

## Charles Christopher Jenkins

Toronto—Charles Christopher Jenkins, 61, radio editor of Toronto "Globe and Mail" and holder of many editorial posts throughout Canada, died in a Toronto hospital Nov. 2.



# How Much is Your Thanks Worth?



**T**HANKS...to the Chinese, who never had much, but who at least had the guts to stand up to the Japs for seven long years.

Thanks...to the Norwegians, who lost their country but never surrendered themselves.

Thanks...to the Russians, who gave their lives and homes and burned their factories and fields to turn Hitler's dream of conquest into a nightmare of defeat.

Thanks to the British, who might have given up but didn't...to the Yugoslavs, who still fight in the hills...thanks to *all* the freedom-loving people in the world who gave *us* time to gather our strength.

Make your thanks to all of these really mean something...by giving generously to the National War Fund through our own community war fund.

Seventeen war relief agencies have banded together in this great work to make the thanks of America mean something both abroad and at home and wherever our men fight on land or sea.

For we owe thanks, too, to the young men of America who gave up careers and good jobs to do the job that has to be done...and to those who cheerfully saw their lives turned upside down so that their men could fight and build ships and turn out tanks and planes and guns, all day and all night.

Because the National War Fund is combined with our local united campaign, you are being asked to give only *once*, this year, for *all* the agencies represented by it. So add up all you would have given to each and then *double the total!* There's no better way to show your gratitude.

*Give ONCE  
for all these*

USO  
United Seamen's Service  
War Prisoners Aid  
Belgian War Relief Society  
British War Relief Society  
French Relief Fund  
Friends of Luxembourg  
Greek War Relief Association  
Norwegian Relief  
Polish War Relief  
Queen Wilhelmina Fund  
Russian War Relief  
United China Relief  
United Czechoslovak Relief  
United Yugoslav Relief Fund  
Refugee Relief Trustees  
United States Committee for the  
Care of European Children

**NATIONAL  
WAR FUND**



(This Space Donated By)  
RADIO DAILY



# ★ ★ ★ COAST-TO-COAST ★ ★

## —TENNESSEE—

**MEMPHIS**—"Trexler and the News," WMPS 6:30 p.m. show, is now sponsored by the Sealy Mattress Co. Bob Neal is handling the commercials... Harold Krelstein, WMPS general manager, is back at the station following a visit to Chicago for a Blue Net execs' meeting... Chris Kenyon, WMPS staff announcer, has announced forthcoming wedding plans. Bride will be Lyle Hunter... Special quarter-hour Thanksgiving shows were sponsored on WHBQ by Lawson-Getz Sporting Goods Co., Federal Clothiers and Howell Clothing Co. yesterday... Homer Gentry, manager of the Gayoso Hotel here has bought a weekly 15-minute spot on WHBQ. Titled "Hospitality Time," program presents menu oddities of foreign lands, interspersed with appropriate music.

## —ILLINOIS—

**ROCK ISLAND**—George Allen, formerly with WGIL, Galesburg, and WCAZ, Carthage, Ill., has joined the announcing staff of WHBF... Lois Johnson, formerly with KOIL, Omaha, and at present a senior at Augustana College here, has taken a part-time job with the WHBF continuity department.

## —INDIANA—

**FORT WAYNE**—"Hoosier Hog School of the Air" is the title of a brief series to be aired by WOWO-WGL from December 6 to December 12. Programs will be devoted to discussions of hog feeding, breeding and diseases... Ben Hudelson is the new transcription editor at WOWO-WGL. He is replacing Bill Freiburger, who has been shifted to full time announcing duties.

## —WISCONSIN—

**MILWAUKEE**—James Robertson is the newest addition to the WTMJ-WMFM announcing staff. He replaces Don Stanley, who is leaving for Chicago on December 4. Robertson was formerly connected with WCLO, Janesville, as assistant program director... Russ Winnie, WTMJ sports announcer is in New York to broadcast the Green Bay Packer-Brooklyn Dodger game. He will also visit NBC and various agencies... "Do You Know the Answer?", five-a-week quiz show, has begun its second year on WISN under the sponsorship of the Carpenter Baking Co. Quarter-hour program is emceed by staff announcer Milt Brandl.

## —TEXAS—

**FORT WORTH**—John Rosenfield, motion picture editor of the local daily, is being sponsored by Interstate Theaters Circuit in a twice-weekly 15-minute show on KGKO titled "The Passing Show"... Ken McClure, veteran KGKO news chief, is currently being sponsored by the Fort Worth Delaware Punch Co., in a quarter-hour newscast at 9:45 p.m. Monday through Saturday... Bob-O-Link Gasoline has renewed their "Bob-O-Link Time" on KGKO for another year. Weekly quarter-hour shows are aired each Sunday... Casite Corporation, of Hasting, Michigan, is airing a series of spot announcements five days weekly over KGKO for their Casite Motor Oil.

## —CANADA—

**TRAIL, B. C.**—CJAT has a cute promotion gag on a special letterhead. Sketch under the station's call letters appears, at first glance to be a pretty girl, second glance turns it into an old hag, and so on. Letterhead is being sent to accounts, agencies and representatives with a message pointing out that CJAT will "improve the picture for their product or idea by drawing in strong lines of merchandising and promotion."

## —VIRGINIA—

**LYNCHBURG**—Bob Stevens marked the 500th broadcast of his "Evening Echoes" program on WLVA last week. Show was a repetition of the original program, which was aired in April, 1930.

## —NEW YORK—

**SYRACUSE**—Martha Hildebrandt, former publicity writer, has joined the staff of WSYR as commentator on "Four Stars At 9:30" and fashion editor on an afternoon program... H. R. Etkins, WSYR news commentator and former war correspondent in Rome, is now being sponsored thrice weekly by the Wildroot Tonic Co.... "Christmas Capers" has started on WSYR. Twice daily show advertises only Christmas merchandise. Program features Bill Davis and Dick Moore as vocalists, and Bill Rothrum, chief announcer, shares the emceeing with Russ Russell... WOLF's "Sandman's Serenade" has become a request program once again. Bureau of Censorship approved of format, which includes no dedications, no requests broadcast at specific times, and runs on an inflexible formula based on "same night" popularity.

## —KANSAS—

**SALINA**—Two Air Cadets and former KSAL announcers, one now in the Navy and the other in the Army, were visitors at the station last week. Two trainees are Grover Cobb, Jr. and Daniel P. Caulkins, Jr. KSAL traffic manager Bob Adamson is making frequent trips from the station to the hospital these days to see his wife and new daughter, Pamela Ann, soon to be brought home.

## —FLORIDA—

**MIAMI**—Frank Malone, news editor of WIOD, has resigned his post due to ill health. He is being replaced by James R. Brite... David S. Trear has joined the WIOD transmitter staff, filling the position formerly occupied by George Neuner, who is now with the Navy... WIOD promotion manager is beating the local housing situation and living in style at the same time. He and his family have moved into a 42-foot, twin cabin cruiser they purchased recently.

## —MASSACHUSETTS—

**WORCESTER**—Innovation on WTAG's "Your Health" series are the dramatic sketches heard on each show. Playlets are under the direction of Prof. Robert Illingworth, of Clark University, and are acted by the Clark U. players. Series is under supervision of Dr. James O. Walls, city's health commissioner... Back for a brief moment at WTAG last week were Tommy Russell, former staff announcer, and Al Morder, former engineer. Russell is now in the Army Air Force Intelligence, stationed at Will Rogers Field, Oklahoma City, while Morder is master control engineer at the OWI in New York.

## —OHIO—

**CLEVELAND**—Edward H. Faulkner, experimental farmer and author of the recently published book, "Plowman's Folly," has been appointed farm editor of WTAM by manager Vernon H. Pribble. He will be heard every week day from 6:15 to 6:45 a.m. covering information of special interest to the Ohio farmer, including weather predictions, spray dates, livestock price quotations, etc.

## —COLORADO—

**DENVER**—The May Co., local department store, has purchased a 15-minute a.m. period Monday through Saturday for their new show, "The May Company Presents." Program, scripted by Evadna Hammersley, also featured as shoppers' guide, includes music by Beverly War and Wilma Griesemer, piano team, as well as news highlights and a brief weather report. Jack Hitchcock announces. Company also sponsors "Heroes of the Navy" once a week... Denver and Rio Grande Western Railroad has signed for "Eye-Witness News," transcribed series, once a week on KOA for 26 weeks.

## —PENNSYLVANIA—

**PHILADELPHIA**—Stoney McLinn, veteran sports writer and WIP sports editor, has been named new president of the

Philadelphia Sporting Writers Association... George Hooper of the WIBG ing staff has been appointed to supervisor... Lichte's Jewelers sponsoring a new five-minute, thrice a week show on WFIL titled "G. I. Swinging." Program features songs by Hel... A serviceman is invited to the show each show to hear the "G. I. Swinging his favorite tune and to receive engraved sterling identification from the sponsor. Mil Spooner, organist, accompanies Miss Park piano.

## —CONNECTICUT—

**NEW LONDON**—Jack Ryan, newest mickeman at WNLC, Wells has been added to the engineering staff, making a father-son combination. Bob's dad, C. has been with the outlet for some time... New WNLC secretary is Sibree... United Aircraft Corp. New Haven Railroad have taken over WNLC for daily help want announcements.

## —CALIFORNIA—

**SAN FRANCISCO**—Latest addition to the KQW news staff is Charles Ped... Vocalist Pede Worth is also the emcee chore on KQW's new "and Trumpets" afternoon variety Mondays through Fridays. Others in the program are Bob Goerner, Jean Par... Vivian Lane and Ernie Gill's orchestra. George Barclay, KQW announcer, left to join KFI-KECA, Los Angeles. Grant Holcomb has been appointed to KQW's newsroom staff... Mary C... former agency writer, has succeeded Austin Fenger in charge of public relations at KQW... Whiney Clement, KSFO man, is on leave of absence to be... Vernon White is back at KFI... nightly "Hour of Melody" after talk with an automobile.

## Three Michigan Stations Join Blue On Nov 29

Three Michigan stations—Wescanaba, and WDMJ, Marquette, WKBZ, Muskegon, will become affiliated with the Blue Network on November 29th, bringing the Blue total of affiliates up to 174 stations.

WDBC is owned by the Delta Broadcasting Company, Escanaba, operates full time with 250 watts power on a frequency of 1,490 kilocycles; WDMJ, Marquette, is property of the Lake Superior Broadcasting Company and operates time with 250 watts power on a frequency of 1,340 kilocycles. Gordon Bromeck is manager of both WKBZ and WDMJ.

Grant F. Ashbacher is manager of WKBZ, Muskegon, which is owned by the Ashbacher Radio Corporation and operates full time with 250 watts power on a frequency of 1,490 kilocycles. With the addition of the three stations, the Michigan network will have 10 member stations.

**HAPPY BIRTHDAY TO YOU**

November 26

Fred Astaire Igor Gorin  
Henry Levine Michael Loring  
Charles Radcliffe Frank Simon  
David Stone Charles Otto Ward

November 27

Francis Conrad Bill Demling  
Clara Frin George Hogan  
Ted Husing Mary Livingstone  
Mary Lynch William Miller  
Gladys Rice Jack Smart

Mark Woods

November 28

Rose Bampton Frank Black  
John A. Hewitt Helen Jepson  
Sylvia Katzenstein Reed Lawton  
Elliott Lewis William Lundell  
Lowell Patton Rex Pries  
Kermit K. Schaffer



# RADIO DAILY

The National Daily Newspaper of Commercial Radio and Television

25, NO. 38

NEW YORK, N. Y., MONDAY, NOVEMBER 29, 1943

TEN CENTS

## Kent Gets SBC Award

### Commission Okays New CBS Contract

Major Harold W. Kent has been orally advised by general counsel that the Commission has no objection to its new contract. The new contract was prepared after the FCC objected to both form and contents of the document CBS was using, on grounds that it did not fully comply with either the letter or the spirit of network regulations.

The new contract is written in accordance with the network rules, and the contract to which the

(Continued on Page 5)

### Quinn To Devote Full Time To War Production Drive

Washington Bureau, RADIO DAILY  
Washington—T. K. Quinn, director of War Production drive division, announced last week that he resigned as president of Maxon, New York advertising agency, in order to devote more time to the war effort. Quinn said he felt the job of the war agencies will require more intensive work in coming year, chiefly in terms of production and manpower problems

(Continued on Page 2)

### Lincoln's Story" Of New MBS Show

Major changes in program format have been made in the new Mutual show for the National Small Business Association, scheduled to broadcast Sunday, December 5, 4:30-5:00 P. M. EWT, over a coast-to-coast network of more than 100 stations. The show is referred to as "Let Freedom

(Continued on Page 3)

### Shaw Bomber To Shaw

The Network is paying tribute to George Bernard Shaw, author of "Pygmalion," which was dramatized last night on Gertrude Lawrence's "Revlon Review," broadcast over the network at 10 P. M. A transcription was made of the production, which starred Miss Lawrence and Brian Aherne, and a recording now will be shipped to the Irish playwright via bomber.

### Early Bird

Credit J. Frank Jarman, Jr., manager of WDNC, Durham, N. C., with getting the jump on the nation when it comes to early Xmas mailing. Jarman's New York friends received gift packages on Thanksgiving Day bearing the inscription: "Do Not Open Until Christmas."

### Better War Programs Visioned By Trammell

Possibility of increasing American types of programs such as are usually heard on the standard outlets here, for the benefit of the Armed forces in the European theater, plus an increase in the output of news and action recordings from the front for the benefit of the folks at home, was discussed Friday by Niles Trammell, president of NBC. Trammell and John Royal, vice-president in charge of international broadcasting returned the night before from an extensive tour

(Continued on Page 6)

### FBI Investigating WOKO Interruption

Albany—Investigation is being made by the FBI of a minute-and-a-half interruption here Wednesday over WOKO of a CBS network presentation of Joyce Jordan, M. D., when a voice speaking fluent German suddenly came in. Local program was

(Continued on Page 2)

### School Broadcast Conference Honors Major Harold W. Kent With Annual "Award of Merit"; 1,500 Attend

#### Klauber Joins OWI As Assoc. Director

Having been sufficiently rested since relinquishing his arduous duties as executive vice-president of CBS, Edward



EDWARD KLAUBER

ward Klauber gets back in harness Dec. 1 in the capacity of associate director of the Office of War Information headed by Elmer Davis. Klauber succeeds Milton S. Eisenhower, brother of General Eisenhower, who resigned last summer to become

(Continued on Page 5)

#### Publicists Join Staff Of "March Of Dimes"

Howard J. Londen, Radio Director of the National Foundation for Infantile Paralysis, has appointed Jill Stephens and Sam Blake to the 1944 "March of Dimes" radio staff. Miss

(Continued on Page 2)

Chicago—Fourth annual "Award of Merit," presented each year by the executive committee of the School Broadcast Conference for "outstanding and meritorious service in educational radio" will be made today to Major Harold W. Kent, director of the Radio Council, Chicago Public Schools and president of the Association for Education by Radio, on military leave in Washington.

Major Kent was selected by the sponsoring committee of the School Broadcast Conference composed of 50 leaders in the educational field of

(Continued on Page 6)

### Lea Com. Awarded Additional Funds

Washington Bureau, RADIO DAILY  
Washington—The House Friday approved without opposition a grant of an additional \$50,000 to the Lea committee investigating the FCC. The original appropriation of \$60,000 has been exhausted, and another \$75,000 was sought. This request was scaled

(Continued on Page 2)

### "Short Wave Mike" Bulletin Goes To NBC Servicemen

A bulletin of news items about NBC's International Division's personnel and programs, called "Short Wave Mike," is being distributed by

(Continued on Page 2)

## ★ THE WEEK IN RADIO ★

### FCC Outlaws Multiple Ownership

By PEGGY BYRNE

FEDERAL Communications Commission came through with Order 84-A last week ruling out multiple ownership of stations covering substantially the same primary service area. Six months of grace is allowed for the disposition of extra outlets, final date being May 31, with provision for extension of time, should cases warrant it. Regulation provides for multiple ownership only "upon a showing that public interest, convenience and necessity will be served

through such multiple ownership situation" . . . Attorneys for the American Federation of Musicians and the three War Labor Board petitioners—Columbia Recording Corp., RCA-Victor, and NBC Thesaurus—rested their case last week before the WLB tripartite panel, which is now in the process of reviewing the testimony in an effort to reach a decision.

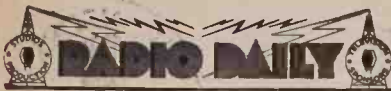
NAB President Neville Miller was back on the stand last week before

(Continued on Page 3)

### "On The Spot"

Hal Block, script writer just back from BBC assignments in London, recently gave an example of how little the Germans know of American slang. One of their propaganda shows beamed to our soldiers in Africa is called, "On The Spot," and the sign-off closing the program is: "Tune in next Tuesday when Berlin will be 'On The Spot' again."





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FRANK BURKE : : : : : Editor

MARVIN KIRSCH : : : Business Manager

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# FINANCIAL

(November 26)

## NEW YORK STOCK EXCHANGE

	High	Low	Close	Net Chg.
Am. Tel. & Tel.	155 1/2	155	155	- 1/2
CBS A	23 5/8	23	23 5/8	+ 1/8
Crosley Corp.	15 1/4	15 1/4	15 1/4	- 3/4
Farnsworth T. & R.	9 1/2	9	9	- 5/8
Gen. Electric	34 7/8	34 1/2	34 1/2	- 3/8
Philco	20 7/8	20 1/2	20 7/8	- 3/8
RCA Common	8 7/8	8 1/2	8 5/8	- 1/8
RCA First Pfd.	69 7/8	69 3/4	69 3/4	- 1/8
Stewart-Warner	10 5/8	10 1/8	10 5/8	- 3/8
Westinghouse	91 1/4	90 3/4	91 1/8	+ 1/8
Zenith Radio	30	29 1/8	29 1/8	- 1 3/8

## OVER THE COUNTER

Stromberg-Carlson	9 7/8	10 7/8
WCAO (Baltimore)	20	23
WJR (Detroit)	30	

## Quinn To Devote Full Time To War Production Drive

(Continued from Page 1)

still to be solved, and also in the whole planning for conversion to peace time production. He has been on leave from Maxon, Inc., since his appointment here five months ago.



"Sh! The general is listening to his favorite program over WFDF, Flint, Michigan."

## Lea's Probe Group Gets Additional Funds

(Continued from Page 1)

down by one-third by the House accounts committee. There is no particular significance to the fact that the request was pared down by one third. This is a usual procedure of the accounts committee in cases like this.

## Publicists Join Staff Of "March Of Dimes"

(Continued from Page 1)

Stephens, formerly with WNEW and WMCA, will be in charge of the Greater New York radio division. Mr. Blake will handle both National and Greater New York radio publicity. He was formerly associated with Earle Ferris.

## FBI Investigating WOKO Interruption

(Continued from Page 1)

only one of a 115-station net that was marred. Various theories attribute the insertion either to crossed phone wires or a Nazi shortwave outlet.

## Maj. Isaac Brimberg

Major Isaac Brimberg, who was on leave to the Army Signal Corps from his post as chief engineer of WNYC, New York, passed away Wednesday at Brookley Field, Mobile. He was 40. The deceased was employed by the municipal outlet in 1924, became chief engineer in 1929. An alumnus of Massachusetts Institute of Technology, he was a resident of Brooklyn. He leaves a wife and two children. Funeral services were held yesterday.

## 20 YEARS AGO TODAY

(November 29, 1923)

U. S. Infantry Band was the forerunner of Hit Parades... it broadcast a program over WOR last week called the "Twelve Best American Compositions"... the same station carried Charles Wakefield Cadman, noted composer of "Land of the Sky-Blue Waters," in a 15-minute airing... Senatore Guglielmo Marconi was heard yesterday in an address to America from London.

## Educators Get Insight On Radio Public Service

An insight into the educational aspects of radio was furnished the convention of the National Council of Teachers of English at the Hotel Pennsylvania in New York on Friday by the NBC public service department.

Sterling Fisher, assistant public service counsellor and director of the NBC Inter-American University of the Air, opened the session with a short summary of the principles of educational broadcasting. Dr. Max Jordan, director of research for the University of the Air, followed with a description of the type of research, which makes University of the Air programs authentic, and a description of the handbooks which supplement the broadcast.

Garnet Garrison, producer of "Lands of the Free," told the teachers how a program is put on the air and this was followed with the playing of a recording of "Gateway of Oceans," one of the "Lands of the Free" programs.

The session concluded with a talk by William Burke Miller, manager of NBC's Public Service Department.

## "Short Wave Mike" Bulletin Goes To NBC Servicemen

(Continued from Page 1)

The Division to former employes now in Uncle Sam's armed forces. Suggested by Manager Fred Bate, the bulletin is edited by Corp. Leonard Allen, now assigned to Headquarters, Second Service Command, Governor's Island, New York, and Miguel Albornoz, of the International Division. "Short Wave Mike" will be published twice monthly.

## Gets G. E. Promotion

Paul L. Chamberlain has been appointed manager of sales of the Transmitter Division of the General Electric Company's Electronics Department, C. A. Priest, Division Manager, has announced. Mr. Chamberlain will be located at Schenectady, where he has been working for the past two years.

## Anniversary Broadcast

Voice of Firestone," heard on NBC, will observe its fifteenth anniversary on the air tonight. Howard Barlow is the present conductor of the Firestone symphony.

WHERE MICROPHONES BRING GLADNESS

"We sing your praise WMBG!  
You bring the best of forty-three!  
For fun and laughter, Baby Snooks,  
For heavenly music, Richard Crooks!  
Then Kaltenborn and Thomas, too,  
Who tell each day of what is new."

For the best in '43, stay tuned to WMBG

**NBC Richmond, Va. NBC**

## COMING and GOING

MILLER McCLINTOCK, president of is in Chicago for the sessions of the Broadcast Conference.

ART MOSBY, station manager of affiliate KGVO, Missoula, Mont., is in network business and for talks with New York representatives of the station.

GORDON HEYWORTH, of the BBC department, is on a short trip during which visit stations in Philadelphia, Baltimore and Washington.

JOHN MURPHY, of the NBC station department, leaves today to contact in West Virginia and Ohio.

G. W. "JOHNNY" JOHNSTONE, director news and special events for the Blue Network is expected back today from Washington.

ARTHUR HULL HAYES, manager of returns today from his vacation.

RUSS HODGES, sportscaster on WOL has returned from West Point, where he cast the Army-Navy game, which this played at Michie Stadium.

ROBERT SAVILLE, Chicago radio returned yesterday to his Midwest headquarters following a week in New York.

SHEP CHARTOC, publicity director of Columbia's O & O station in Chicago, is in several days in New York.

JIMMY McCLAIN, emcee of "Dr. L. NBC, is in Indianapolis. During the next weeks he will broadcast the program from stage of Loew's Theater.

CHARLES COLLINGWOOD, foreign correspondent of CBS, will deliver an address in Hartford, Conn. as the 12th stop coast-to-coast lecture tour.

FRED ALLEN has returned from the Coast.

ALEX L. HILLMAN, publisher of the men's Group," magazines now furnishing for radio adaptation, has returned from cation spent in Miami and Washington, D.

TED HUSING and JIMMY DOLAN, who cast play-by-play of the Army-Navy game West Point on Saturday, have returned to York.

## COVERAGE WHERE IT COUNTS

A circus tent covers a lot of ground... but covers no gains if there are no people inside. Station W-I-T-H's signal blankets the teeming Baltimore market (actually, 62 per cent of the population of Maryland). Time costs are low... listening-ship is high. No wonder W-I-T-H does a great sales job in Baltimore.



**IN BALTIMORE**

TOM TINSLEY, President

REPRESENTED BY HEADLEY-REED



# THE WEEK IN RADIO

## FCC Outlaws Multiple Ownership

(Continued from Page 1)

Interstate Commerce Commission of the White-Wheeler organization the FCC. Senator K. Wheeler questioned him on the NAB's contributions to the solution of broadcasters' problems and the degree of financial support the Association by the network. Miller disclosed that the networks and their managed stations supply almost the Association's yearly income. Miller was asked to submit a report of the NAB's dues payments. Majority of witnesses at last week's hearings were the W-W bill. News-ownership was further discussed with Harold V. Hough and Sydney Kaye representing Newspaper-Radio Committee. Opinion was that Congress rule on the matter, not the Kaye and Hough claimed Commission has gone beyond its powers in discriminating newspaper ownership. The program of control, public "controversial issues" was discussed by several witnesses, various opinions submitted by, KGVO, Missoula, Mont.,

suggested a new option schedule to replace the present one set by the FCC in the chain rules. Mosby stated that the one now in operation gives outlets East of the Mississippi advantages over those in the West, and that the new one would eliminate this imbalance, plus the confusion caused by different time zones.

Lea Committee hearings continued last week, with FCC Commissioner T. A. M. Craven as only witness. Main portion of sessions concerned the alleged attempt of James L. Fly, FCC chief, to gain control over the Inter-department Radio Advisory Committee... Mutual Broadcasting System offered its affiliates a newly created contract, designed to establish uniform agreements and to increase programming service... NAB board of directors met in Washington last week to plan the presentation of the industry's case before the W-W bill hearings, as well as to discuss various other matters... James L. Fly was given a testimonial dinner by the National Lawyers Guild... CBS cancelled the broadcast of ex-King Carol of Rumania at the order of the Office of Censorship... American Television Society's board of directors announced plans to revise its constitution... In an address at the AER convention at Stephens College, Hilda Yen, member of the Chinese diplomatic corps, predicted a basic universal language for radio and press for post-war international radio... "Tiny" Ruffner was appointed WOR daytime director of programs... Kate Smith topped the Hooper survey on daytime shows for the week of November 8 to 14.

### "Abe Lincoln's Story" Title Of New MBS Show

(Continued from Page 1)

"Ring," the program, retitled "Abe Lincoln's Story," will present a complete dramatized incident, in the career of Lincoln, each week.

An added feature, will be a weekly short talk, on current problems of general interest, by Dewitt Emery, president of the NSBMA.

"Abe Lincoln's Story," will emanate from the studios of WGN, Chicago. The contract, for 52 weeks, is serviced by Schwimmer & Scott, of the same city.

### Menser To Chicago

Clarence L. Menser, vice-president in charge of programs at NBC, goes to Chicago on Dec. 1 to address a public relations clinic of the U. S. Savings and Loan League, at the Palmer House.

### Whitmore Joins MBS

John Whitmore, formerly assistant director of War Service and News, for radio station WOR, has joined the staff of the Mutual Program Department, as manager of the News Division, it was announced by Dolph O'Finger, Program Manager.



KEEP UP WITH THE SHIFTING MARKETS WITH RADIO

NEED COMPANY REPRESENTATIVES BOSTON CHICAGO SAN FRANCISCO HOLLYWOOD



# Fulton Lewis, Jr. has been "News Gathering" across the country

Lewis digs up his own scoops! He doesn't re-hash the news as it is written. He's there when it happens! This, then, is why Fulton Lewis, Jr., is the country's foremost commentator and analyst... America's biggest profit-maker!

Sell him at your one time quarter hour rate per week. Call, wire or write, WM. B. DOLPH, WOL, WASHINGTON, D. C.

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



# LOS ANGELES

By RALPH WILK

WALTER WADE in town from Chicago. He is president of the Wade Advertising Agency, which handles "The National Barn Dance," here for a Paramount picture, "The Quiz Kids" and "Lum and Abner."

Even standing in line may prove to be lucky, says Don Ameche, who was standing in a theater-ticket line on Thanksgiving Day, 1938, in Madison, Wisconsin. The stock company's star met with an accident and a knowing manager recognized Don in the line, pulled him out and gave him the lead in the show.

Howard Blake, producer of "Scramby Amby" says, "Any resemblance between the size of our listening audience and our Hooper ratings is purely coincidental."

Diane Wickason, noted traveler and speaker, starts a new series of broadcasts over KNX and the Columbia-California stations for Vick's Chemical Company. Program titled "The Where of the News" will be heard Tuesdays and Thursdays 4:00 to 4:15 p.m. PWT. First broadcast will be heard on the 23rd.

Ed Gardner has received a note from an admirer suggesting that his "Duffy's First Reader" be placed in all hotel rooms as a means of spreading culture and enlightenment.

Lloyd Brownfield, director of press information, Columbia Pacific Network, left Hollywood the 24th for New York where he will confer with George Crandall, director of Columbia Broadcasting System press information. Brownfield will remain in New York until December 10. On the return trip, he will stop-over at the Chicago CBS studios for a brief visit.

Our selection of the week of the most photogenic non-professional—Rosemary Lord, Public Relations Department of the Blue Network.

What Waukegan, Illinois, is to a certain Jack Benny, Moberly, Missouri, is to Martha Mears, featured singer on the Blue Network's "Al Pearce and His Gang in Fun Valley" show. In recognition of the publicity the young songstress has given her home town, the Moberly Chamber of Commerce has sent her a pair of handmade western boots, embellished with red, white and green leather and contrasting stitching. A special commendation accompanied the gift, which Miss Mears received late last week.

Mills College of California honors Maestro Mills by dedicating its monthly musicals to the musical conductor of the Fibber McGee show.

# MAIN STREET

WITH *Ol' Scoops Daly*

## Memos of an Innocent Bystander. . . !

● ● ● An idea that we had been mulling over in our cranium for quite some time, finally reached such proportions that we decided it was time "action be taken" . . . . . thus on Friday, the 19th of this month, we headed this pillar with a treatise dealing with the acute paper shortage and how Radio could assume leadership in a national endeavor to save this vital product. . . . . we are happy to report that just a week after the printing of our ideas on that subject, a letter reached our desk from Ingham "Steve" Roberts, general manager of KGBS of the Harbenito Broadcasting Co. (Texas) which we quote:—Dear Scoops, we're great joiners when the idea is worthy. Reference your column of November 19. . . . . Henceforth all formerly two-page letters will have the following at the bottom of page one. . . . . Page 2 is on the reverse side. It's patriotic to conserve paper. . . . . unquote:— . . . . . How about more "jiners"? let's hear from you. . . . . We hear that Arthur Kudner, Inc. will lose the Firestone-sponsored, "Salute To Youth" account which will be taken over by Young & Rubicam who may replace that show with a series of dramatic programs starring Walter Pidgeon. . . . . Irene Beasley, one of our favorite networkers, has opened her own Radio Production Service Agency with offices at 501 Madison Ave. . . . . with her personal knowledge of radio, both as writer, singer and producer, how can she miss? . . . . . Some years ago, Gilbert (have you heard the voices of) Mack, started in radio as a singer of hillbilly songs. . . . . that experiences served him in good stead last week, when "Tex," the character he portrays on the MBSerial, "Chick Carter, had to give out with special "Thanksgiving" songs, a la Al (Pistol Packin' Mama) Dexter.

★ ★ ★ We had occasion some time ago to mention the "wacky doins" of Johnny Olson's "Rumpus Room" show over WTMJ, Milwaukee. . . . . we bumped into Johnny 't'other day along Kilocycle Row and learned that he's transferred his platter talents to Gotham. . . . . Claire Wilson, heard every Saturday on WOR, is battling pneumonia at the Roosevelt Hospital. . . . . Angela Walsh of the Tracy-Kent Adv. Agency will sub till Claire mends. . . . . Jan Murray, comic of the "Keep Aheadliner" revue, heard Fridays over WOR, booked into Gotham Paramount starting Wed. . . . . One of the ether's most stirring shows is WNEW's "Music Goes To War" originating from the Maritime Base at Sheepshead Bay, every Monday at 8:00 p.m. . . . . hence this salute to those responsible for these thrilling 30 minutes of heart-warming and confidence-inspiring Truths of the invincibility of American Servicemen's morale, ideals and courage. . . . . Producer, Ted Cott; Director, Wm. McGrath. Scripter, Milton Robertson; Musical Arrangements, Bert Shefter; Orchestra Direction, Chief Petty Officer Dave Terry. . . . . Moe Gale's gift to Hollywood, Wes Howard has been signed for an important role in M-G-M's forthcoming "Meet Me In St. Louis" and may also be assigned to that studio's "30 Seconds Over Tokyo". . . . .

★ ★ ★ We mentioned that we liked the way Eddie Cantor, some time ago, treated that part of the script dealing with the national "child delinquency problem". . . . . we're glad to hear that Bob Hope, following a suggestion made by Bud Linn of NBC's "The King's Men," has undertaken to sponsor a home community playground in North Hollywood, which might well be used as a model by prominent citizens of every American community. . . . . by these means of relieving worried parents, employed in defense (that word, from now on, should be deleted and replaced by OFFENSE) Industries, the National War Effort will be the beneficiary. . . . . Al Reid, announcer on WBYN, made excellent use of his rhyming ability and cleverly informed his friends of the arrival at the Reid menage of Nelson. . . . . Insiders are laughing, but hard at the silly reason for the feud between Carl Post and his client, Charlie Barnet. . . . .

★ ★ ★ Remember Pearl Harbor



## ... and 81 Newspapers, to

Rural Minnesota sees as we hears what Harry Aspleaf, KS Farm Service Director, has to No — we're not televising yet, in addition to broadcasting popular programs weekly, he writes a by-lined column, "O Minnesota Farm Front." An spite space limitations, he publish Harry's column week, winning hosts of friends and keeping old ones on KSTP and its Farm Sec Director — the northwest's standing radio agriculturalist. This is just one more way in KSTP is constantly cultivated and enlarging its important audience. Other features of current promotional campaign are:

- (1) Big ads in The Farmer (Minneapolis circulation, 147,000). (2) Full-page ads in Land O'Lakes News, read by 65,000 Minnesota farmers. (3) A once-building ads in 344 rural newspapers. (4) Personal appearance KSTP's Barn Dance group in Minnesota towns. (5) "Around Radio" (radio news-and-gossip column) published weekly by 70 country newspapers. Sales-wise promotion like this adds important plus to KSTP's effective economical coverage of the rich Cities Market. Let KSTP do the selling job for you in Minnesota.

**50,000 WATTS** :::: Clear Channel Exclusive NBC Affiliate for the Twin Cities



Represented nationally by Edward Petry & Company

**BEST RADIO BUY IN BALTIMORE!**  
**W C B M**  
FREE & PATENT Exclusive National Rep. John Elmer, President Geo. H. Roadler, Gen. Manager



# Member Joins OWI As Assoc. Director

(Continued from Page 1)  
 ment of Kansas State College.  
 er, who was in ill health when  
 red from CBS, is now reported  
 ch stronger and anxious to do  
 war work.  
 er network official was with  
 or 13 years, becoming assistant  
 sident William S. Paley, in 1930,  
 there from the Lennen &  
 ll agency. Prior to joining the  
 Klauber was for a short time  
 ted with Edward L. Bernays,  
 relations counsel. He joined  
 torial staff of the New York  
 " in 1916, continued with the  
 zation until 1928 and was night  
 itor for a time. He began his  
 aper career in his home town  
 lsville.  
 e with CBS, Klauber was an  
 ally active executive and was  
 nental in leading the broad-  
 ight against Ascap. He was  
 ongest proponent for the organ-  
 of BMI, was a board member  
 NB, as well as a director of the  
 k.  
 s post with the OWI, Klauber  
 ake his headquarters in the

## New Mutual Outlets

The Mutual Broadcasting System  
 has two new outlets in the state  
 as, when KFRO, Longview, and  
 WNO, Brownwood, signed as affil-  
 iates of the Texas State Network. Both  
 stations are licensed to operate full  
 time with 1,000 watts power, with  
 KFRO using a frequency of 1,370 kilo-  
 cycles and KBWD occupying the 1,380  
 kilocycle band.

## Will Visit CBS Stations

Mr. Dorrance, new director of pro-  
 gram service for CBS-owned sta-  
 tions is on a tour of network-  
 owned stations discuss 1944 pro-  
 gram plans. Dorrance is visiting  
 WBEI, Chicago; WCCO, Minneapolis-  
 St. Paul; KMOX, St. Louis and WBT,  
 Charlotte.

## Mrs. Bertha Bulova

Mrs. Bertha Bulova, mother of in-  
 dependent station owner Arde  
 Bulova, died late last week. Her age

# NEW BUSINESS

WAAT, Newark: New York "Jour-  
 nal American," New York, 42 half-  
 minute spot announcements intermit-  
 tently, through Harry Reigenoam  
 agency, Philadelphia; Adam Hat  
 Stores, Inc. (nats) 25 half-minute  
 spot announcements, through Badger  
 & Browning, Boston, Mass.; Block  
 Drug Co. (Gold Medal Capsules), six  
 spot announcements weekly for 52  
 weeks, through J. Walter Thompson,  
 N. Y. C.; Macraegen Publications  
 (True Story), seven five-minute pro-  
 grams, through Raymond Special,  
 N. Y. C.; Crucible Steel Co. of Amer-  
 ica, Harrison, N. J., six 15-minute  
 periods on "Requestually Yours" for  
 an indefinite period; William A. Reed  
 Co. (Inuley and Medrex), 14 spot an-  
 nouncements per week for an indefi-  
 nite period, through J. W. Korn, Phila-  
 delphia; Adolph Arons & Sons, Jersey  
 City (Manchester Clothes), 13 one-  
 minute spot announcements per week  
 for 52 weeks through Bacq., Bernstein  
 and Associates, N. Y. C.; Otis Elevator  
 Co., Harrison, N. J., Sunday program  
 for 13 weeks; Mike's Ship Ahoy Sea  
 Food Grotto, N. Y. C. (restaurant),  
 three 10-minute periods per week for  
 an indefinite period, through Robert  
 Feldman, N. Y. C.; Rudolph Bros.  
 (jewelry), 101 one-minute spot an-  
 nouncements intermittently; Prentiss  
 Clothes, Jersey City, 25 one-minute  
 spot announcements through Hyman  
 Levy, Newark; Donna Beauty Salon,  
 Newark, three five-minute periods per  
 week for an indefinite period through  
 Joseph Katz Company, N. Y. C.;  
 Curtis Publishing Company, Phila-  
 delphia ("Saturday Evening Post") 13  
 announcements weekly for 13 weeks,  
 through MacFarland Aveyard & Co.,  
 Chicago, Ill.; Irvin Sachs, Philadel-  
 phia (used cars) six announcements  
 weekly for 52 weeks, through H. M.  
 Dittman Adv. Agency, Philadelphia;  
 Philadelphia Electric Company, Phila-  
 delphia—three participations weekly  
 for 26 weeks, through Al Paul Lefton  
 Co., Inc., Philadelphia; Fred J. Cooper,

WFIL, Philadelphia: Wheate-  
 na Corp., Rahway, N. Y. (Wheatena)  
 blanket contract for 52 or more an-  
 nouncements over period of 52  
 weeks, through Compton Advertising  
 Inc., N. Y. C.; Colgate Palmolive Peet  
 Co., Jersey City, N. J. (Palmolive  
 Shave Cream) six transcribed an-  
 nouncements weekly for 13 weeks,  
 through Ted Bates, Inc., N. Y. C.;  
 Dad's Old Fashioned Root Beer, Phila-  
 delphia (Root Beer) 17 announce-  
 ments weekly for 52 weeks, through  
 J. M. Korn Company, Inc., Philadel-  
 phia; Cocilana, Inc., Brooklyn, N. Y.  
 (Cocilana Cough Nips) four an-  
 nouncements weekly for 13 weeks,  
 through Al Paul Lefton Co., Inc.,  
 Philadelphia; Lyons Finance, Phila-  
 delphia (finance service) 15 an-  
 nouncements weekly for 25 weeks,  
 through J. M. Korn Co., Inc., Phila-  
 delphia; Sollicide Laboratories, Mont-  
 clair, N. J. (Heetsaver Weatherstrip  
 Tape) five participations weekly for  
 four weeks through Advertising As-  
 sociates, Newark, N. J.; Ex-Lax, Inc.,  
 Brooklyn, N. Y. (Ex-Lax) blanket  
 contract for 100 or more announce-  
 ments over period of 52 weeks,

Philadelphia (jewelry) one five-  
 minute studio program weekly for 13  
 weeks; Chamberlain Sales Corp., Des  
 Moines, Iowa (Chamberlain's Lotion)  
 six announcements weekly for 8½  
 weeks, through Cary-Ainsworth, Inc.,  
 Des Moines, Iowa; Seeman Bros., Inc.,  
 N. Y. C. (Air-Wick) five participa-  
 tions weekly for 13 weeks, through  
 Wm. H. Weintraub & Co., Inc., N. Y.  
 C.; Dr. Jaynes, Philadelphia (Prod-  
 ucts of Dr. D. Jayne & Son) five 15-  
 minute studio news commentaries by  
 John Corcoran weekly for 13 weeks,  
 through J. M. Korn & Co., Inc., Phila-  
 delphia; Piso Company, Warren,  
 Penna. (Proprietary Remedies) blank-  
 et contract for 52 or more announce-  
 ments within 52 weeks, through Lake-  
 Spiro, Shurman, Inc., Memphis, Tenn.  
 Herman Agency, Newark.

## New Shows On KPO

San Francisco—Two important new  
 shows have been added to the KPO  
 schedule—one a Saturday night studio  
 party exclusively for servicemen,  
 sponsored by Hastings department  
 store; and the other a tri-weekly sec-  
 tion of the Woman's Magazine of the  
 Air, sponsored by the California  
 Dairy Council. The Hastings show,  
 presented in the large auditorium stu-  
 dio, is titled "Home Town." It fea-  
 tures co-emcees Archie Presby and  
 Beth Norman; a zany quiz, rewards  
 for which are orders for Hickey-  
 Freeman suits, to be delivered on V-  
 Day; long-distance phone calls and  
 canteen prizes; vocals by Barbara Lee,  
 and Tony Freeman's orchestra. Helen  
 Morgan produces. Both the local and  
 Oakland stores have set up booths  
 to register the servicemen for tickets.  
 The Dairy Council show is a return  
 to the air after a recent similar ven-  
 ture on KPO, which proved highly  
 successful. BBD&O is the agency.

## WTBO Joins NBC Jan. 1

WTBO, Cumberland, Maryland, will  
 become a basic supplementary outlet  
 of the NBC network on January 1.  
 William S. Hedges, NBC vice-presi-  
 dent in charge of stations, announced.  
 Station is owned by the Associated  
 Broadcasting Corp., operates on un-  
 limited time basis with 250 watts  
 power. It transmits on a frequency  
 of 1,450 kilocycles.

## New Radio Robot

Islip, N. Y.—New automatic radio  
 safety devices—with robot-like ability  
 to stand guard over the radio ranges  
 forming the airway lanes over the  
 United States, sound the alarm when  
 anything goes wrong, and return to  
 their silent watch—have been recently  
 delivered to Civil Aeronautics Admin-  
 istrations, it was disclosed by A.  
 E. Theis, president of Islip Radio  
 Manufacturing Corporation, the  
 builders of the equipment.

# Commission Okays New CBS Contract

(Continued from Page 1)  
 Commission objected last month con-  
 tained all the old exclusivity features  
 and others ruled out by the net rules,  
 with an appendix declaring that, for  
 the life of the chain, regulations cer-  
 tain provisions must be considered in-  
 active. One objection of the Com-  
 mission was that this form would  
 provide for immediate return to  
 former contract status between CBS  
 and its affiliates, while at least one  
 other network was known to have  
 issued new contracts and would have  
 to go through a period of renegotia-  
 tion before it could return to the  
 status which prevailed before last  
 June.

## Will Honor Blind

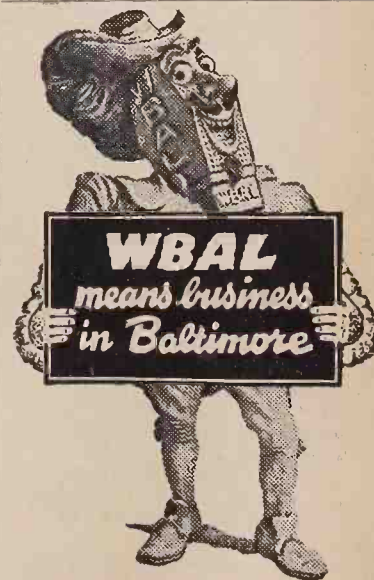
Among the highspots of Adelaide  
 Hawley's program over station WEA-  
 F next week is an interview with  
 officials of the Brooklyn Industrial  
 Home for the Blind which was recent-  
 ly awarded an Army-Navy "E"  
 Award. The occasion also marks the  
 50th anniversary of the founding of  
 the home. The interview will take  
 place Wednesday, Dec. 1.

## Forms New Division

Formation of the Mec-Rad division  
 of Black Industries to manufacture  
 components of all types of radionic  
 devices was announced by Franklin  
 G. Geppert, chairman of the board at  
 Cleveland, Ohio. John Altmayer  
 heads the division as chief engineer  
 while Theodore R. Finke is develop-  
 ment and production engineer.

## Stork News

Washington, D. C.—Robert Lewis,  
 WTOP-CBS Washington reporter, be-  
 came the father of a daughter, Ann,  
 last week. He also has a three-year-  
 old son.



Edward Petry & Co., National Representative

50 WATTS 1330 KILOCYCLES

# WEVD

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



## School Radio Confab Makes Annual Award

(Continued from Page 1)

radio for his service to radio both as an educator and as a wartime military officer. The "Award of Merit" in previous years has gone to Judith Waller, public service director, mid-west division, NBC, Chicago; Sterling Fisher, assistant to the educational counsellor, NBC, and Robert Hudson, director of the Rocky Mountain Radio Council, Denver.

Between 1,500 and 2,000 teachers, educators, school administrators, national educational leaders and network representatives are expected to attend the seventh annual School Broadcast Conference. Highlighting the conference agenda will be discussion sessions on such topics as "The Listener's Stake in American Radio" and "Radio Propaganda and Foreign Broadcasting." One of the speakers at the latter session will be M. S. Novik, director of WNYC, New York City municipal station, who is expected to discuss some of the circumstances surrounding Mayor LaGuardia's much publicized broadcasts over WNYC. Miller McClintock, president of the Mutual Broadcasting System, was one of the panel of speakers on the special pre-conference session which considered the listener's stake in American radio.

### "Quiz Kid" Heard

As a feature of Sunday's session the Quiz Kids program was fed into the Morrison Casino from Hollywood via the Blue Network, with FCC Chairman James Lawrence Fly speaking on the broadcast from Washington. Following the broadcast two Quiz Kids, Pat Conlon, six, and Claude Brenner, 15, quizzed the panel members on questions pertaining to radio.

Richard S. Lambert, supervisor of educational broadcasts, Canadian Broadcasting Corporation, Toronto, will be one of the three speakers on "What Radio Should Mean To You" at the opening conference session at 10 a.m. today. The Annual School Broadcast Conference luncheon at noon today will feature a talk by Col. Edward M. Kirby, chief of the radio branch of the War Department's bureau of public relations in Washington. Col. Kirby's topic will be "radio fights on all fronts." Major Harold W. Kent, war department liaison, U. S. Office of Education in Washington, will be chairman of the teacher's radio clinic at 11 a.m. Tuesday. A PTA general session will highlight the Monday afternoon program.

Terming the Quiz Kids "one of the greatest sources of entertainment to the American public," FCC Chairman James Lawrence Fly told the program's radio audience yesterday that the show proves "that the entertainment and educational functions of radio are not opposed to one another."

His one-minute address follows in its entirety:

"The School Broadcast Conference, meeting this evening in

## WHO'S WHO IN RADIO

### MAJOR HAROLD W. KENT

**P**IONEER in the field of education via radio, Major Kent's interest in broadcasting dates back to his youth. The 43-year-old educator, though born in Oskaloosa, Iowa, is a Chicagoan by adoption, having lived there most of his life. It was at Lakeview High School that he began to dabble in radio, then in its infancy, from both technical and programming aspects. He received his B. S. from Northwestern University in 1921 and an M. S. from the same institution in 1937, having studied at the National University of Mexico in the interim.

Kent's activities in behalf of educational radio came into prominence with the start of his career as an educator. He was the youngest principal ever to be appointed in the Chicago School System, shouldering the responsibilities at the age of 27. In addition to his regular scholastic duties, he handled the Chicago Summer School of the Air (over NBC) in 1928 and the NBC Summer School of the Air in 1933, also directing the daily broadcasts from the World's Fair to school children throughout the mid-west area during that year.

The Radio Council of the Chicago Public Schools was organized in 1936 and Harold Kent was chosen to head it—a position he has held since that time. Following his appointment, he made extensive studies of school needs in radio, and under his guidance the Council soon gained a reputation as a leader in radio education, functioning as a proving ground and setting standards to be followed nationally. In addition to his directorship, Major Kent is President of the Association for Education by Radio, which he founded in 1941, and Honorary Chairman of the School Broadcast Conference, having relinquished the active chairmanship because of the pressure of war duties.

When he was called to active service in 1941, transfer from civilian to military life was no problem for Kent, who was Commanding Officer of Camp Bellair from 1933 to 1934. Taking a leave of absence from the Council, he went to Washington to supervise the Editorial Section of the War Department's Radio Branch. In February, 1943, he became War Department Liaison to the U. S. Office of Education. Mrs. Kent and son Tommy came East with the Major, and the family resides in Alexandria, Virginia. War has curtailed Major Kent's extra-curricular pursuits, which include Mexico, fishing, travel and biography, leaving him only enough time to tend to his stamp collection.



Honored by SBC

Chicago, serves to remind us again that radio is more than a mere medium of amusement. It is also, as the Quiz Kids so delightfully demonstrate, a means of education. Even more important, the Quiz Kids prove that the entertainment and educational functions of radio are not opposed to one another. Who could have foreseen that a group of youngsters answering classroom questions on history, science, and literature could become one of the greatest sources of entertainment to the American public?

"It is education by radio, and especially the listeners' responsibility to radio, that the School Broadcast Conference is discussing in Chicago tonight. Let me wish it success in its deliberations—and it will now take us six seconds to switch to Hollywood."

M. S. Novik, director of WNYC, New York, speaking at the meet, compared Axis and U. S. broadcasting. To illustrate his point, he quoted from one of New York Mayor Fiorello H. LaGuardia's weekly shortwave broadcasts to Italy.

"Propaganda," Novik said, "has

never to me seemed a fearsome word. It's just a corollary of education and, like education, it has its technique of purpose." He went on, "we have propagandized for democracy and the true American way of life in days of peace—and we do the same in wartime with few essential differences."

### McClintock Gives Views

"American radio after only 20 years of growth is the most potent educational influence for the masses of our people which has ever been developed," Miller McClintock president of Mutual declared. "Its appeal is to the mass, to youth as well as to maturity. In music, in drama, in history, in geography as well as in many other fields including the moving facts of current events, it is unsurpassed in its educational offering and reception.

"This educational impact for the masses arises because radio must be presented in such a form as to warrant the attention of all people, to the simple as well as to the sophisticated and also because radio is competitive and therefore must be honest, direct and decent, if it is to survive. The processes of formal education and the writers of textbooks could learn much from the creative ability of the radio industry.

"In turn, however, the radio industry should give closer heed to the objec-

## Better War Program Visioned By Trammell

(Continued from Page 1)

of the Italian and African territories. Stopovers in England and Scotland were made on the trip. Eastward turn was via South America.

Trammell said, in talking to the at the front and in the supply areas, that news from home was most desired broadcast along with comedy shows which they already receive in a limited manner, all pending on where the man is stationed. Trammell explained that of the news now received is picked up overseas and consequently the in for American news is confined to a few short paragraphs of Washington developments. Special reports perhaps would help a great deal in more sports.

As to the sports angle, NBC stated that arrangements were being made with the BBC while in London to lay Bill Stern's Saturday afternoon football broadcasts. Also, a new change half-hour weekly series programs will get under way between NBC and the BBC Jan. 1.

### Plans For Govt. Consideration

Several plans to further wide distribution of news and other programs from the U. S. to the armed services will be laid before government officials, according to Trammell. Specifically, these cannot now be discussed, Trammell said.

Trammell hoped that eventually NBC would be able to obtain recordings made at the front and rushed to the nearest broadcast station to be relayed for American listeners. He believed that the type of recording used by the Army would prove most satisfactory and equipment can be carried in the back of a jeep. Interviews after battle could be helpful, he thought.

Speaking of post-war angles, Trammell believed that after the present conflict is settled, radio will, through an international group assigned to supervise international broadcasts, be used only in the interest of peace and peace, as compared to forces for evil propaganda for which the air has been used in the past.

Both Trammell and Royal spent several days with General Alexander also General Eisenhower and General Clark, Clark in particular since he rode with him to the brink of the front line. NBC president paid tribute to the excellent cooperative spirit between the American and British armies. Also the fast and splendid work of the Army in putting them back on their feet within a matter of weeks, such as happened to Naples. Other experiences were related, including visits to hospitals, chow lines and various points in Africa and Italy.

tives and techniques of formal education. Together the schoolmen and broadcasters of the nation can bring educational influences assuring the perpetuation of individual freedom of thought and a guarantee of democratic processes for the future of the country."



PROMOTION

Marked Copies

Advertisers and agencies on the Cincinnati, mailing list have received copies of the November 27 issue of "Liberty Magazine," which contains an article on Axis prison camps titled, "Barbed Wire for the Duration," written by Gregor Ziemer, a European expert and author of the book "Education for Death." The mailing, timed to reach advertisers on the day before the issue went on sale, station's promotion department included a colorful card enabling the recipient to write immediately to the article. Underneath drawing of Ziemer and the title "Gregor Ziemer Reports on Barbed Wire for the Duration," is a background story on the WLW commentator. Marker also carries Ziemer's WLW broadcast schedule and sponsors.

Electronics

A car-cut exposition of the practical art electronics is playing in industrial fields, as differentiated from the fanciful, "blue-sky" writings of some writers, is graphically presented in a 44-page booklet released by the RCA Victor Division of Radio Corporation of America, N. J. Profusely illustrated and written in non-technical language, this booklet, "Electronics In Industry," is being made available to executives, manufacturers, industrialists in whose fields the use of electronics may find appli-

Blue's New Relay Point

Blue Network began using the Chinese official receiving post in Ventura as a relay point for all Blue broadcasts from Chungking, China, Saturday. Arrangements were made in cooperation with the Chinese government through the Chinese Consulate Agency in New York, with W. "Johnny" Johnstone, director of news and special features, assisting the Blue, and Dr. C. L. LaSalle, director, representing the agency with uses, the Ventura post as a relay point for programs broadcast from China.

Visiting Brooklyn

by Bridson, British producer, is doing research in preparation of a new show entitled, "An Englishman Looks at Brooklyn." Although the show is being planned primarily for consumption, it will be carried in this country by NBC.

Taylor On 'Hall Of Fame'

Taylor, music authority and editor of *Ascap*, will act as narrator and will be a member of the permanent cast of the "Radio Hall of Fame" which premieres on the Blue Network Sunday, Dec. 5, at 6 p.m. Leonard Paul Whiteman, musical director of the new show, have long friends and associates in the development of modern American

Washington Front

By ANDREW H. OLDER

LEON HENDERSON says he likes the discipline required of a radio commentator—the necessity for compression of material, for being prepared regularly to go on with new material, and the boundaries set by the medium itself. He told us this prior to the dinner tendered FCC Chairman James Lawrence Fly last week by the National Lawyers' Guild, then proceeded to show some of the effects of that discipline. Discussing Congressional abuse of its investigative power, he did not mention the Cox committee. Vice-President Henry Wallace was another whose words were affected by radio. He told us before the dinner that he did not expect to speak, but was happy to be there and appear in honor of Fly. Fly was scheduled to speak at 10:30, at which time Blue had arranged to carry his address. Toastmaster Bob Kenny called upon Wallace at about 10:15. The Vice-President went to the house microphone, tossed out a few sentences, then remarked, "The radio doesn't come on until 10:30." He was not happy. He spoke briefly on radio's news presentation, and on the concentration of newspaper ownership, which, he said frequently extends to radio. In view of the terrific power possessed by publisher-broadcasters, Wallace said he must "marvel that they have shown as much discretion as they have," adding that they are faced with a "truly super-human task." There was free enterprise in early radio, Wallace said, but the medium is now getting more and more regulated. In the interest of the public, he said radio needs public utility type legislation. Commissioner Ray Wakefield spoke briefly about Fly, telling of the Chairman's conscientious attitude toward his job. Fly, he said, was one of the few federal officials at his desk at 2:30 on the afternoon of Dec. 7, 1941. "It's never hard to think of something to say of Larry Fly," said Wakefield, "but it is awfully hard to think of something to say about him that hasn't already been said." We think we could subscribe to that. Wakefield wisely said he was afraid to ask the Republicans in the hall to stand up. The dinner was truly a New Deal rally, with dozens of leaders in the pre-war Roosevelt administration turning out. And it was quite an ovation accorded Commissioner Cliff Durr, as he was introduced along with others at the head table. He did not speak.

Many of the sharpest questions being tossed at NAB and other industry representatives during the hearings on the White-Wheeler bill are reaching the record via Craney to Jarrett to Wheeler. The first is Ed Craney of KGIR, Butte, Montana, close friend of Wheeler and long at odds with NAB, the second is Eddie Jarrett, Interstate Commerce Committee clerk. Craney has been following the proceedings keenly, every once in a while coming through with a sharp

question which would not occur to Wheeler because, although Wheeler is interested in radio, he does not have the radio background from which many of these questions spring.

The recent controversy between commentator H. V. Kaltenborn and the AFL appears to have been settled amicably, with the former refusing to retract the statements which caused the argument but promising that hereafter he will try to point up organized labor's part in the war production effort. AFL had protested an August broadcast in which Kaltenborn remarked that "by any standard of comparison," non-union aircraft plants always seemed to come out ahead of union plants in production efficiency. The disagreement culminated in a conference down here between the principals and several radio officials. Kaltenborn threw lots of bouquets at labor, and said he thinks it unfortunate that unfavorable labor news receives most attention from press and radio. At the same time, says AFL press chief Philip Pearl, others present at the meeting indicated that the webs will be happy to cooperate in presenting a fairer picture of labor's part in the war effort. That's all there was to it—just informal discussion.

Drew Pearson's story about General Patton, broadcast on his Blue net show, created quite a stir here. We know of one broadcaster who was awfully thankful it didn't go out over his air. We refer to Jimmy Woodruff Jr., who operates three 250-watters in Georgia. Apparently General Patton is well known and liked in the region of at least one of these stations, and Woodruff told Senator Wheeler in public session Monday that if the broadcast had gone over his facilities he'd have taken the air right after it to disclaim responsibility for the statement. Even so, he added, it would have been damaging to the reputation of his station.

We like the announcer on a local recorded symphonic program who told us the other night that we would hear next a "forgettable" masterpiece by someone whose name we've since forgotten. We like the program incidentally, when they get the record sides on in order, but we do wish something could be done about the announcing. Not that we insist upon a musician announcer, but it's a pity the way good continuity gets chopped up because the announcer has apparently not seen it before. Not alone is there the difficulty with composers' names, but it's so painfully obvious that the announcer hasn't the slightest idea of what the program notes he's reading are all about. If he'd read it over before the program, simply so that he could phrase it logically, it'd help the program immeasurably.

PROGRAMS-IDEAS

Boosts Boosters

Net show on WHEB, Portsmouth, N. H., plugs local industry. Titled "Portsmouth Boosters," the programs are salutes to firms which have made Portsmouth history. Show is divided into three parts, opening with a brief glimpse into the history of each week's guest firm. First part consists of a picture of the firm yesterday; the second part shows a picture of the firm today, and the wartime conditions faced. Final phase is a prediction of what each firm will do after Victory. Sketches are interspersed with music by the Allen Roth Band, whose rendition of "Be A Booster" is the theme. WHEB production manager Dal Wyant scripts the programs, which are aired 15 minutes weekly. Idea was proposed by the client, Colonial Laundry, who took one listen to a sample show and signed a year's contract.

Opinionated News

"Your Opinion" is a new type of news commentary featured over KMYR, Denver, Colorado. Featuring news editor Ben Bezoff, "Your Opinion" uses survey findings of the National Opinion Research Center at the University of Denver. Each week Bezoff studies the findings of a nationwide survey, consults the staff of the Center on these findings and their meanings, then writes a script reporting the results and giving them his own interpretation as a commentator. Show is aired Sunday afternoons and is fed to several other stations in the Rocky Mountain region.

New CBS Personnel

Personnel additions at CBS are Mrs. Margaret Brennan, former ad writer, who has joined the network as an assistant in the program promotion department, and Dr. Joseph H. Jackson, who has filled the post of qualitative research analyst.

Thomas Flynn has returned to his former spot on the press information staff after an honorable discharge from the Army a few weeks ago. Publicist Norman Paul has resigned from the department to take a writing assignment on Columbia's five-a-week variety program, "Fun With Dunn."

Elected V. P. Canadian Group

Montreal—Ralph Hackbusch, appointed managing director of Stromberg-Carlson Telephone Manufacturing Company of Canada, Toronto, upon his recent retirement from the post of vice-president and director of the radio division in the Government-controlled Research Enterprises, Limited, has been elected vice-president of the Institute of Radio Engineers. Mr. Hackbusch has been for years a leading figure in radio. Associated with Stromberg-Carlson since 1930, he was vice-president and general manager of that company in 1940 when he was requisitioned by the government.



## • TELE TOPICS •

**PROGRAMMING**, chief headache of telecasters, is currently being scrutinized for new techniques by forward-looking ad agencies and production specialists. General agreement exists in the industry that program planning has not kept pace with technical developments, which are slated for post-war use.

Latest exploration is the scheduled test by Compton Advertising, Inc., of a half-hour tele-designed show to be projected over WRGB, GE outlet in Schenectady, Friday, Dec. 17. Format of marionette-and-live entertainment will utilize the talents of puppeteer Remo Bufano. Sample commercials are also planned for the experimental airing, which is being supervised for Compton by radio staff member James Manilla, formerly connected with GE broadcasting.

### Organizing?

Are telecasters organizing? It looks that way from feelers sent out from the West Coast by Klaus Landsberg, chairman of a committee of the newly formed Television Broadcasters Association. Understood there are no members yet, but a meeting is expected to be held in Chicago early in January.

### ATS Suggestion

Insufficient listing of tele programs in the New York press has prompted the American Television Society to ask the three active sight-and-sound stations in the metropolitan area to broadcast announcements of each other's programs on a reciprocal basis. Request came in a letter from Norman Waters, ATS president, who suggested that this "could be done while the test pattern is on the air so it will not interfere with programming in any way."

### Williams To Speak

John T. Williams, manager of NBC's tele department, will speak on "Current and Future Hopes of Television" before a luncheon meeting of the Associated Printing Salesmen, Inc., Wednesday in the Masonic Building, 71 West 23rd Street, New York.

### Author Hubbell

A new book is being sought by Farrar & Rinehart from Richard Hubbell of N. W. Ayer & Son, Inc. Tentative title of the proposed volume is "See Hear!—A Handbook for Television Programmers." A second printing of Hubbell's first, "4,000 Years of Television," is now being bound by the publisher, G. P. Putnam's Sons; about half the run is already reported sold on advance orders. The hard-working author is also polishing off a tele piece for "Life," which should appear within the next two months.

### New Constitution

Preliminary draft of the new ATS constitution is reported ready, will be submitted to a special meeting of the board of directors tomorrow at 6 p.m. in Churchill's restaurant, 60 East 42nd Street, New York. Board approval is expected to be followed by a membership vote within two weeks, so the new charter may go into effect Jan. 1.

## COAST-TO-COAST

### —MISSISSIPPI—

**COLUMBUS**—John Brinn, Minister-News-caster of WCBI, is proving a versatile radio man, in addition to attending to the duties of his church. He is now broadcasting the greatest schedule of commercial newscasts in the history of the station and is also doing a two-hour stretch on the control board as operator-announcer. . . . Bill McHan, former WCBI producer-announcer, is no longer connected with the outlet. . . . Frances Dill, new to radio, has joined the WCBI staff to handle traffic, continuity and secretarial duties. . . . Looks like WCBI general manager Bob McRaney won't be managing much longer. He's been 1-A'd.

### —NORTH CAROLINA—

**FAYETTEVILLE**—Vincent Brower, singer on the recent Quaker Oats and Aunt Jemima show, has joined the staff of WFNC as announcer-producer. He is doing a 15-minute romantic song stint, "Prince Charming of Song" on the outlet for a local laundry, in addition to other jobs. . . . Dick Davis, formerly seen in the spotlight at Broadway and Philadelphia night clubs, and recently medically discharged from the Army, is now announcing for WFNC.

### —OHIO—

**SPRINGFIELD**—Local business men recently gave a testimonial dinner to Bill Erin, WIZE program director and sportscaster, who leaves for the Merchant Marine this week. Affair was planned by the sports editor of a local paper and one of the station's prominent sponsors was emcee. . . . "Your Boy—His Letter" is a new half-hour show on WIZE. Program features letters of servicemen in the Springfield area, and \$5 in War Stamps is given by sponsor for each letter used. . . . New to WIZE personnel are announcer Ronald Graham and salesman Lindon S. Gaston. . . . Ad Karns, WIZE production manager, is taking over Bill Erin's duties at the station.

### —SOUTH CAROLINA—

**SPARTANBURG**—Jane Dalton, WSPA women's editor, is now writing, producing and emceeing the "Children's Theater of the Air" with child actors whom she trains. Program is a weekly 25-minute dramatization of fairy tales, sponsored by Springsale Dairies. Contract runs through the school year.

### —CONNECTICUT—

**HARTFORD**—Jack Stevens, former "Phillies" coast-to-coast sportscaster, is now doing his own sports show on WDRC. Stevens is heard each evening in "Sports Digest of the Air." Station is preparing a major publicity barrage on the commentator, who also is doing special newscast work. . . . Leading newspaper executives and editors here are being dined tonight by WDRC in honor of Charles Collingwood, CBS analyst, who is lecturing this evening under the station's sponsorship, to an audience admitted by purchase of war bonds.

### —CALIFORNIA—

**OAKLAND**—Bert Winn is back at KROW as program director after an absence of three years, during which time he was with KSFO, Frisco, and production supervisor of shortwave outlets KWID and KWIX. . . . Federal Outfitting Co. has bought the transcribed "Western Rangers" across-the-board on KROW. . . . Harry Young, KLX's "Hired Man" on Tuesdays, Thursdays and Saturdays, is back from a two-week trip through ranch and farm areas of Arizona and New Mexico with a pile of human interest items for his philosophic broadcasts. . . . "Trader Fred," sponsored by L. B. Frederick Co., realtors, has a new daily show on KLX, originating from the sponsor's office where a special studio has been constructed.

### —COLORADO—

**DENVER**—A party of Denver radio industry representatives left last week for the West Coast to participate in the launching of the destroyer escort, "Thomas A. McClelland," named in honor of Ensign T. A. McClelland, the industry's first victim of World War II. McClelland, formerly chief engineer at KLZ, was killed at Pearl Harbor while on duty aboard the battleship Arizona. Ship will be christened by his wife. Among those accompanying her to the Coast were Mr. and Mrs. Hugh Terry. He is manager of KLZ. Station has arranged to record the proceedings for a playback.

### —MONTANA—

**MISSOULA**—Radio Department of Montana State University has received its own equipment for handling its schedule of shows aired on KGVO. Six programs weekly, formerly originated in the outlet's studios will now originate on the campus.

### —DISTRICT OF COLUMBIA—

**WASHINGTON**—Thanksgiving Day afternoon WTOP chief announcer Gunnar Back gave an on-the-scene description of the Army's first overseas type hospital train which is being exhibited here. Major Thomas Purser, Jr., Commanding Officer of the train, and Lt. Serene Berg, chief nurse, joined the broadcast at the train yard to give listeners pointers on the care of wounded in combat. . . . Harriett Miller, former continuity editor at WTOP, has taken over new duties at Harwood Martin Advertising Agency as script writer.

### —NEW YORK—

**TROY**—G. Edward Walker has joined the WTRY staff as an announcer, having received an honorable discharge from the Army, where he served in the Anti-Aircraft Division on the West Coast. Walker was in charge of RCA recording and sound equipment for a wholesaler in Pittsburgh before joining the Armed Forces. . . . Various WTRY staff members are lecturing at the Emma Willard School here in connection with the new radio course inaugurated at the school. . . . Sanford Skinner, WTRY account executive, is greeting the new cold spell warmly. He recently sold a garage with an overload of Zerone a series of spots to be used very cold days only.

## PROGRAM REVIEW

### ELGIN THANKSGIVING SHOW

Elgin National Watch Co.

WABC-CBS Thursday 4-6 p.m. E

J. Walter Thompson

**SPECIAL TWO-HOUR PROGRAM TERTAINS ALL THE WAY, WITH GAMES OF STARS HEARD.**

Elgin repeated its special two-hour program last Thursday, cutting talent all networks to deliver the best it could, both for home consumption at the Armed Forces overseas. Same type program will be heard Christmas day and same auspices.

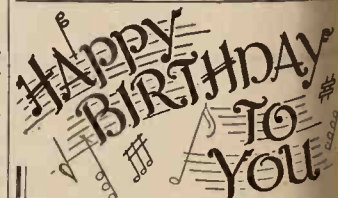
All talent (as advertised) actually peared without a hitch, well produced backed up musically. And while Elgin erred an excellent program, it did not prove bashful on the number of comments heard in course of the two hours. Quite a number on such a lengthy show, the talent on the network, came in at various during the succeeding periods. This counts for the need of the extra credits on the other hand they could also have been locally, unless, Elgin wasn't taking chances.

Program lineup included Burns & Jose Iturbi, Ginny Simms, Ed (Arlie) ner, Susanna Foster, Elsie Janis, Douglas, Alvino Rey, Jimmy Newell, O'Neil and Caesar Petrillo orchestra Chicago, Edgar Bergen (Charlie McCa Alan Reed, a sample of "The Man Behind the Gun" (Elgin's weekly CBS show) Swing Wing (from the Air Forces) and Pled Pipers. Lou Silvers conducted the orchestra; Robert Young was master of ceremony and Ken Carpenter announcer.

Script was well handled and made allowance for the occasion and the angle, the program being a salute to the Armed Forces and the workers on the front. Build-up given Jack Douglas did seem to do the comedian any good, or was not so well prepared as to make. Otherwise the show, coming from the West Coast, was solid, not only the regulars heard various network programs, but the complete radio newcomer, Susanna Foster, was her way across nicely, even though she got out a little on the diction. Surprised however was Danny O'Neill, former blues singer who has an excellent tenor voice, can sing a little to baritone and can hold his own with any male voice on the air.

"Man Behind the Gun" portion was taken by Sgt. Arthur Laurents and produced by Wm. N. Robson, in New York. Coast of the program was produced by Tony Ford. At the close credits were given to sponsors who permitted their stars to appear on the Elgin show, following which Elgin who gave up their time to permit the hour program were mentioned.

By and large as a program of entertainment value, it was fine throughout comedy taking most of the highlights, followed by first rate vocals. The Christmas program should be looked forward to by who plan to warm up the tubes that day.



November 29

Alan Courtney	Ann Corio
Claudine French	Lou Irwin
Margery Knapp	Florence Lake



# RADIO DAILY

The National Daily Newspaper of Commercial Radio and Television

25, NO. 39

NEW YORK, N. Y., TUESDAY DECEMBER 30, 1943

TEN CENTS

## W-W Hearings Resumed

### Kirby Stresses Home Front Problems

Chicago—Five home front problems which radio educators and War Department have mutual concerns were listed by Col. Edward Kirby, chief, radio branch, War Relocation Bureau of Public Relations, Washington, in an address yesterday before the annual luncheon of the School Broadcast Conference in the Morrison Hotel.

Col. Kirby: "Here is the first empty chair at the breakfast table. Upwards of seven million people are without food."

(Continued on Page 7)

### Music Committee Meets Here Tomorrow

All Music Committee, at whose meeting the newly consummated recording and transcription contracts were roundly attacked, will meet in another two-day session in New York tomorrow and Thursday. Meetings will take place at the Hotel Commodore.

Agenda is as follows: Monday, 10:30 a.m. Call to Order, announcements, outline of program.

(Continued on Page 2)

### Beatty Honored Women's Exposition

Radio award of the Women's International Exposition of Arts and Sciences was presented to Bessie Beatty, distaff-side commentator for the New York, at the Saturday session at Madison Square Garden. Citation made for the exposition committee by Mrs. Sidney C. Borg, who presided.

(Continued on Page 2)

### Pearl Harbor Prayers

The Army Chaplains will conduct a typical Army Chapel service in commemoration of Pearl Harbor at Mutual's Radio Chapel Sunday (December 5) at the new time, 10:30 a.m. They are Chaplain Joseph J. Rud, conducting the service, and Chaplain Herman H. Heuer, who will deliver the sermon entitled "The Times Are In Thy Hands."

Chaplain Leighton E. Harrell.

### Verboten

BBC has laid down the law, according to a London paper. Seems they have put into effect a forbidding list of broadcasting "don'ts," including jokes about the black market, Home Guard, American soldiers, police, service women, Army officers, alcoholic drinks and the bombing of Germany. Also out are American southern accents, swinging of the classics and singing of nostalgic numbers.

### WGST Sessions End; Licensee Profits Cited

Washington Bureau, RADIO DAILY  
Washington—Hearings on the renewal application of WGST, Atlanta, Ga., were concluded yesterday, with station representatives telling the FCC that the Georgia School of Technology, licensee, is now earning five times the income from the station that it earned under the old contract with Southern Broadcasting Stations, Inc. The 20-year contract with South-

(Continued on Page 8)

### LaGuardia To Address Radio Exec. Club Luncheon

Mayor Fiorello LaGuardia, who recently sought an opinion from FCC on certain principles of "freedom of the air" as it pertained to the municipal station, WNYC, will be the guest speaker at the luncheon of the Radio Executives Club in the Gothic lounge at the Waldorf-Astoria.

(Continued on Page 4)

## Spurt In Spot Radio Sales May Follow Press Space Cuts

### Musicians Union Bans Tele Music On Air

Tonight's scheduled telecast from Madison Square Garden of the "Ice Follies," will be picked up by NBC's tele outlet WNBT without benefit of the music accompanying the spectacle, due to objections of Local 802 of the American Federation of Musicians. Program is one of a new series of telecasts.

(Continued on Page 2)

### Glade Of KSL And Judge Sykes Testify Before Senate's ICC; Comm. Craven Of FCC Called For This Morning

### Tele Film Produced, Televised In 8 Hrs.

Forerunner of future tele production which may govern many special events, as well as live talent, was revealed last night in the debut of "The Voice of Firestone Televues," a half-hour weekly commercial series scheduled over NBC's WNBT. Probably for the first time, a scene was taken down as a motion picture and tele-

(Continued on Page 7)

### WJZ Time Sales Increase 69% During November

An increase of 69 per cent in time sales on WJZ for the month of November as compared to the same month in 1942, was reported yesterday by Manager John McNeil. The station's time sales for November were \$1,100,000, compared with \$650,000 for the same month last year.

(Continued on Page 2)

### Flamm Denied Injunction In Suit Against Noble

Appellate Division of the Supreme Court of New York, has handed down a decision unanimously denying an injunction to Donald Flamm in his action against Edward J. Noble, relating to the sale of the station.

(Continued on Page 2)

Washington Bureau, RADIO DAILY

Washington—Two witnesses were heard yesterday by the Senate Interstate Commerce Committee: Earl Glade of KSL, Salt Lake City, testifying concerning the NAB code, and Judge E. O. Sykes, former FRC and FCC chairman and now counsel for the newspaper-radio committee, advancing several legislative recommendations of general character. T. A. M. Craven of the FCC will be heard this morning (Craven is also scheduled to appear before the House committee).

(Continued on Page 3)

### Music Royalty Rift Looms In Canada

Montreal, Que.—The Musical Protective Society of Canada at a weekend meeting prepared, a protest for submission within 24 hours to Secretary of State McClarty against the levy of fees by American Performing Rights Society, New York, on Mexican radio stations.

(Continued on Page 3)

### Vital Improvement In Tele Claimed By Florida Prof

Revolutionary changes in television broadcasting, making possible the sending and receiving of action pictures, plus sound, via standard radio channels, were claimed yesterday by the inventor, Dr. Palmer H. Craig, head of the Department of Electrical Engineering at the University of Florida.

(Continued on Page 8)

### Good Idea

Cpl. Walter Kamer, former publicity director of WLIB, Brooklyn, has a novel idea for New York bond selling during the Fourth War Loan. Instead of stations asking the public to call the War Savings Office at its present number, have the number WA-6-1552 assigned to the office and ask listeners to dial the words "War Bond." Easy to remember and makes good copy.





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FRANK BURKE : : : : : Editor
MARVIN KIRSCH : : : Business Manager

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FINANCIAL

(Monday, November 29)

NEW YORK STOCK EXCHANGE

Table with columns: High, Low, Close, Net Chg. Rows include Am. Tel. & Tel., CBS A, CBS B, Crosley Corp., Farnsworth T. & R., Gen. Electric, Philco, RCA Common, RCA First Pfd., 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: Stromberg-Carlson, WCAO (Baltimore), WJR (Detroit).

20 YEARS AGO TODAY

(November 30, 1923)

Canadian amateurs hit the headlines this week by sending a test message across the continent and back in ten minutes. ... Eva Le Gallienne and company presented a scene from "The Swan" on WEAF yesterday. ... Louis Anspacher opened the series of Town Hall lectures on the same station. ... The Dixon Ranch at Stevensville, Montana, has erected its own broadcasting station, KFSR.

WGAR THE FRIENDLY STATION

Musicians Union Bans Tele Music On Air

(Continued from Page 1)

primarily for the entertainment of wounded men in Army and Navy hospitals in the New York area. According to C. L. Menser, vice-president in charge of programs for NBC, the union objected to any pickup of music from the "Ice Follies," and therefore the program will be picked up minus any music from the Garden. The tele broadcast will be silent excepting for remarks by the announcer.

This is the first experience of this sort with the musician union, which heretofore had set a nominal scale for studio broadcasts and had a liberal policy otherwise toward the new art. Program will be telecast at 8:30 p.m.

Flamm Denied Injunction In Suit Against Noble

(Continued from Page 1)

tive to the sale of WMCA, sold by Flamm to Noble two years ago. No opinion was written, but the court's action was to uphold the decision of Supreme Court Justice Peck. Appellate Division asked Flamm to pay the \$20 costs and disbursements.

Suit however continues, since the injunction proceedings is but part of the original action.

LaGuardia To Address Radio Exec. Club Luncheon

(Continued from Page 1)

of the Hotel Shelton, Thursday at 12:30 p.m. Special guests of the officers of REC will include the managers of the 15 radio stations in the New York area.

Lahr Subs For Menjou

Bert Lahr, in the role of Harvard professor, replaces Adolphe Menjou, cancelled because of illness, on Duffy's, WJZ, Blue Network, today. Harry Lillis Crosby, Sr., father of Bing and Bob on program also. Gardner to visit Crosby show Thursday night.

Return To Airways

Moylan Sisters, radio's veteran young harmony team, returned to the air over the Blue Network yesterday in a new series of programs and will be heard Sundays from 3 to 3:15 p.m., EWT. Kay Reed accompanies them at the piano and organ.

NAB Music Committee Meets Here Tomorrow

(Continued from Page 1)

pose of meeting; legal picture in regard to copyright music; The Consent Decree (performing rights societies); per-program and blanket (performing) licenses; 12:45 p.m. Luncheon—speaker, Paul Whiteman, music director of Blue Network. At 2:45 p.m. Audits and Accounting; problem of music selectivity, and, record of performance.

Cocktail party is scheduled at 4:45 p.m. at the Seymour Hotel, 50 West 45th Street, Room 26. Representatives of AMP, Ascap, BMI, Sesac, have been invited to meet the committee.

Thursday, Dec. 2 10 a.m.; Station Musical Needs, Improvements and Suggestions. AMP heard at 10:30; Sesac, 11 o'clock, Ascap, at 11:30 and BMI at 12:15 p.m.; 12:45 p.m., luncheon, Speaker to be announced. 2:45 p.m., Looking Toward the Future—General Discussion. Adjournment.

Members of the NAB Music Committee are:

Campbell Arnoux, WTAR, Chairman; James P. Begley, KYW; Thomas Belviso, NBC; Arthur Church, KMBC; Robert Enoch, KTOK; C. W. Myers, KALE; Elliott Sanger, WQXR; Frank R. Smith, Jr., WWSW; John Wahlstedt, WHB; Frank White, CBS; Warren Williamson, WKBN and Neville Miller, NAB, Ex-Officio.

WJZ Time Sales Increase 69% During November

(Continued from Page 1)

total sales of WJZ for the first 11 months of this year increased 42 per cent over the same period last year, McNeil added.

Bessie Beatty Honored By Women's Exposition

(Continued from Page 1)

said that the award was made to Miss Beatty "in recognition of her outstanding efforts to promote understanding of the need for unity among the United Nations."

Become Short Wave Features

Two standard NBC shows, "Music From Manhattan" and "Liza Morrow" have been added to the short wave schedule of NBC's international division and will be beamed to South America Wednesdays-Saturdays.

COMING and GOING

CLARENCE L. MENSER, vice-president in charge of programs, is in Chicago address which he will deliver tomorrow the United States Savings and Loan. His subject will be "Radio in Connecticut Home."

H. H. HOLTHOUSE, sales manager of Columbia affiliate in Birmingham, Ala town on a brief business visit.

SHEP FIELDS and the members of are back in New York and will open at the Coconut Grove.

HOWARD LANE, CBS director of stations, off to Chicago for a few days.

GASTON W. GRIGNON, general manager WISN, Milwaukee, has arrived from for conferences with the New York representatives of the station.

KAY KYSER goes tomorrow to the training base at Camp Parks, near S. C., for the broadcasting of his "Columbia Musical Knowledge" over NBC.

BEN GRAUER has returned from Washington, D. C., where he participated in the "We Fight" program.

GINNY SIMMS arrived from Hollywood and will broadcast her next programs from New York. She is accompanied by RAY BLOCK and his orchestra.

W. O. PAPE, owner of WALA, Mobile town from Alabama on station business visited yesterday with the New York representatives.

BETATRICE KAY has left for Providence, R. I., where she will participate in a star of the "Marching with Johnny" party.

Frank E. Mullen Elected

Frank E. Mullen, NBC vice-president and general manager, was elected corresponding secretary of the National Interfraternity Conference at the thirty-fifth annual meeting of the collegiate Greek-letter group held today in the Commodore Hotel, New York.

Jack Pot open! \$65.00 a week COMPLETE!

One opening left on W-I-T-H's hit jackpot program—2:30-3:00 p.m. six days a week. Total cost of time and talent is only \$65.00. Better wire: First come, first served.

W-I-T-H logo

IN BALTIMORE TOM TINSLEY, President REPRESENTED BY HEADLEY-REED

WISDOM MUSIC BEAUTY GUARANTEED. Here's to WMBG! Brings the best of forty-three! Music, news and good, clean fun—Something suiting everyone—Morning, noon or night you'll find Just the best of every kind! For the best in '43, stay tuned to WMBG. NBC Richmond, Va. NBC



# Carl Glade And Judge Sykes Testify At Senate Hearing On W-W Measure

(Continued from Page 1)  
 investigating the FCC in the (Continued from Page 1)  
 immediate past chairman of the NAB code compliance committee, length about the code and at which the code committee was shooting. There is great difficulty in getting substantial compliance with the code from a great many broadcasters. He explained that in order to increase profits some broadcasters take on what he considered questionable advertising, or pay advertisers too much time for commercials.

"Our efforts," said Glade, "have at last helped to motivate a definite improvement in the following achievements:

1. Lessening the volume of advertising copy.

2. Removing from the air unpleasant types of advertising copy and certain accounts which do not lend themselves well to radio presentation.

3. Securing a definite improvement in the quality and character of children's programs.

4. Getting up generally more appropriate and more representative methods of handling religious broadcasts.

5. Explaining and developing methods by means of which broadcasting might more helpfully serve educational interest.

6. Establishing a method of handling the difficult matter of the discussion of controversial issues—issues other than political and not subject to ballot."

During discussion of the final point, Chairman Wheeler, Glade declared that, "several reasons support the sale of Broadcast time for the discussion of controversial issues and the going without charge of a reasonable amount of time to all parties involved. They are, first, that fairness in the allocation of an equal amount of time is assured the various sides of the discussion; second, that the timing of the presentation in the program schedule is more easily controlled; and, third, that better prominence is possible."

After then shot at Glade what

has become his usual line of questioning for all broadcasters, asking him whether webs should be licensed, how the network rules have affected operation of his station, etc. quoting from an NAB statement of last June, Wheeler asked Glade if he feels it true that the Supreme Court decision of last May "jeopardizes free radio in America."

"We were quite excited at that time," said Glade, adding that the integrity of the first amendment to the Constitution must be carefully guarded. The net rules, he said, have not brought any changes in the operation of his station, and his relations with the two networks with whom he must deal are cordial and have always been so. Likewise, he threw in, his relations with the FCC are also cordial.

### Reticent Regarding Regulation

He refused to give any clear answer when Wheeler asked if he thought networks should be regulated by the FCC, declaring his faith in "free enterprise."

Judge Sykes, member of the FCC and its predecessor from 1927 to 1939—much of that time as chairman with each group—called for division of the Commission into two sections, one to handle broadcast matters and one common carrier. He went further than the section in the White-Wheeler bill, now under discussion, urging that the Commission chairmanship be rotated among all members, each serving a year as chairman.

As before when this matter has come up, the witness ran into opposition from the Senate table. Wheeler declared that he would have more duties assigned the chairman than are called for in the present bill—meaning apparently that the chairman should have voting privileges with each of the two groups. He declared also that interested parties should have the right to appeal to the full Commission any action of one division.

### Prefers Five-Man Commission

Wheeler and Sykes agreed on the advisability of having the FCC limited to five members, rather than the present seven, although Sykes was not quite so certain about it as Wheeler. He disliked the idea of having a division composed of an even number of men, but this objection is not foreseen by Wheeler who would have the Commission chairman a voting member of each group.

Judge Sykes called for mitigation of the revocation penalty—declaring that the Senate should act to "make the punishment fit the crime." The lack of penalties less severe than revocation gave him much trouble while he was on the Commission, he said.

The Mississippi jurist told Wheeler, upon questioning, that he had had no personal experience with declaratory judgments, but had the impression from hearing others discuss them

that "they are pretty good things."

He strongly supports Section 8 of the proposed bill, which forbids FCC regulation of broadcasters business practices, Judge Sykes declared, again running into opposition from Wheeler. If that is made law, said the Montanan, "we might just as well abolish the Commission."

Sykes insisted that the "touchstone" of the radio act is the phrase "public interest, convenience or necessity," maintaining also that administration in the public interest need not touch upon broadcast business practices. Wheeler was in strong disagreement, declaring that if broadcasters found it to the advantage of their business to air only one side of a controversial issue, there would be no grounds for

(Continued on Page 6)

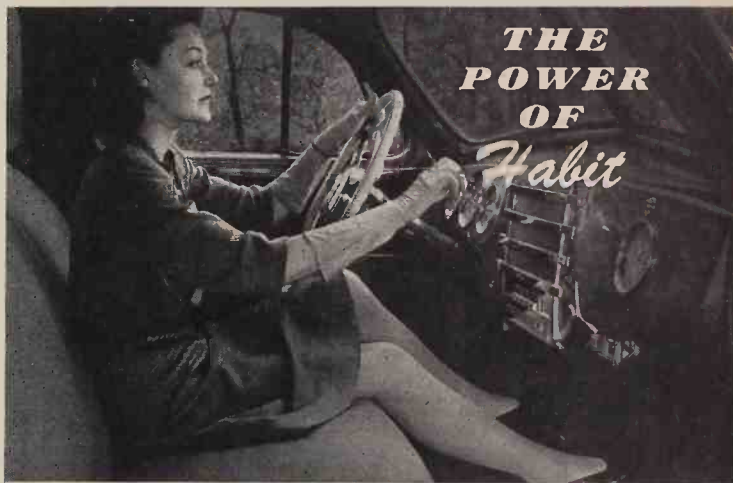
# Music Royalty Rift Looms In Canada

(Continued from Page 1)

can and South American Music played in Canada.

The American Performing Rights Society, which has filed its fee schedule with the Copyright Appeal Board, Ottawa, claims royalty rights to 85 per cent of all Pan-American music. They have suggested a tariff of one cent for every radio receiving set legally operated in Canada in 1944, and a theater royalty of two cents per seat per year for every Canadian theater with 1,600 seats or over, one cent a year for those with less than 1,600 seating capacity, and one-half cent per year for all theaters operating fewer than four days each week.

John A. Cooper, president of the Canadian Motion Picture Distributors Association, said there are approximately 700,000 theaters seats in the Dominion.



Practically every action involved in driving your car is a habit. You don't really think about it. You do it automatically.

The people of Southern New England have developed a habit, too. It's the habit of listening regularly to WTIC, the station that has always satisfied their desire for the best in radio fare. The wise national advertiser can immediately recognize the importance of this habit. It means that his sales message over WTIC will reach a con-

stant and attentive audience... an audience possessing a buying income that is 50% greater than the average for the entire United States. Get into the habit of using WTIC. It's a sure way to create a swift and healthy sales response to your advertising message in the wealthy Southern New England market.

IN SOUTHERN NEW ENGLAND  
 PEOPLE ARE IN THE *Habit* OF LISTENING TO WTIC



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

**WER DELIVERS STEEL**  
**DENVER DELIVERS**  
*Sales*  
**KLZ Delivers the Denver Market**  
**KLZ-DENVER**









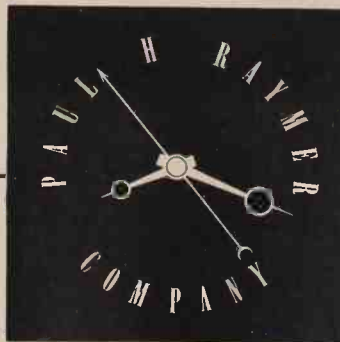
...rare treasure here!

But only to those who know

Ambergris . . . just a waxy lump on a tropic beach. But in the hands of experts ambergris yields rich profits . . . it is a vital ingredient of rare and costly perfumes.

Not unlike spot radio advertising, which also can yield rich profits in the hands of those who've studied all of its potentialities.

This company is equipped to give you expert, professional advice with your radio campaign. Let us help you uncover some of the hidden treasures of spot broadcasting.



**PAUL H. RAYMER COMPANY • RADIO STATION REPRESENTATIVES**  
NEW YORK • DETROIT • CHICAGO • SAN FRANCISCO • LOS ANGELES



## LOS ANGELES

By RALPH WILK

RUTH WARRICK had fun on S. P. MacGregor's Hollywood Radio Theater recently. She says she loves the screwy mannerisms of radio which are necessary for character projection over the air. Ruth began her career in radio and was discovered for films by Orson Welles.

Mary Lee Taylor, noted CBS culinary expert, returned to the Pacific Coast airwaves the 27th, under the sponsorship of the Pet Milk Company. Marking her 11th year of consecutive broadcasting on the Columbia Network, the best-known home economist of the airlines, will discuss nationwide recipes for lunch box meals, how to enjoy better food at lower costs and low-point, low cost menus. The Gardner Advertising Company placed the account which will be heard over Pacific Coast stations KNX, Los Angeles; KQW, San Francisco; KOIN, Portland; KIRO, Seattle; KFBY, Spokane; KARM, Fresno; KROY, Sacramento and KGDM, Stockton, from 11:00 to 11:30 a.m. PWT.

### Glade And Sykes Testify At Hearing On W-W Bill

(Continued from Page 3)

the FCC to act because the broadcasters could claim that they were following a business practice.

Sykes then tied himself up by suggesting that the FCC should have the power to pass on the question of whether the general service of the station is in the public interest, to which Wheeler shot back that he was simply getting back to program regulation. He declared the Commission, with Judge Sykes a member, had been regulating programs when it revoked the licenses of the Schuler, Baker & Brinkley stations, drawing a denial from Sykes.

He said the Commission revoked Schuler's license because he was using the station to "stir up strife" in his community "jumping on" the Los Angeles courts, schools and other branches of the municipal government. The Court of Appeals, he said, ruled that the Commission had not been practicing censorship in that case. Wheeler insisted that, however dressed up, the Commission's action had actually been censorship because the stations were taken off the air because of program content. Radio, he said, wants the FCC denied the right to study business practices of radio stations in order that it may keep the FCC from studying program content and quality.

Sykes declared, in response to a question from Wheeler, that even if Schuler had allowed answers to his attacks by those attacked, the Commission would not have felt his operation in the public interest. He agreed with Wheeler, however, on Wheeler's contention that a sponsor or a commentator must make his own time available for reply by the injured party to any attack made on such party on that time.

## MAIN STREET

WITH *Ol' Scoops Daily*

## Unscrambled Radio Notes. . . !

● ● ● Electronics, be it ever so potent, what television needs most is an occasional "shot in the arm," and there's no shot like a definite move forward and encouragement. . . . as for instance the Firestone sponsorship of a half-hour program. . . . so we say Hat's Off To Harvey Firestone, Jr. . . . you may or may not like the program. . . . but that's beside the point. . . . television sorely needs every bit of encouragement it can get now. . . . not when the ball is rolling and everybody is rushing to get on the band wagon. . . . experiments now will pay handsome dividends to these sponsors later on. . . . In town later this week will be Joe Harsch, who is taking time out for a "second honeymoon," having been around the world plenty and currently on Washington assignment for CBS. . . . Joe is bringing in the family and has reserved himself a suite overlooking Central Park. . . . just sentimental like. . . . Brian Aherne, whose new picture "What a Woman" opens at the Music Hall this week, will appear on no less than six radio programs between now and the middle of next month. . . .

★ ★ ★

● ● ● From NBC's John MacVane, comes an excellent book, titled "Journey Into War" . . . which tells the story of "war and diplomacy" in North Africa. . . . MacVane in London for NBC, joined the convoy en route to invade North Africa and being a star reporter, he starred on the mike from Algiers in no time at all. . . . and this was not his first excursion. . . . he was the only radio reporter permitted to join the Allied troops in the famed Dieppe raid. . . . Spike Jones, West Coast maestro of the corny but lucrative combo that's really a terrific orchestra. . . . writes to *Ol' Scoops*. . . . with the salutation — "Spike Speaks" . . . after reading the City Slicker puffs, the opus is renamed, "Spike Shouts" . . . . When "Pops" Whiteman addresses the NAB Music Committee's luncheon tomorrow noon. . . . not a few people will get a jolt. . . . "Pops" when not wielding the baton, has been speaking before college and high school groups during the past two years. . . . Speaking of music, the first visible, and audible, result of the Decca pact with the AFM under the new principle. . . . is the widely advertised album of six disks from "Oklahoma" . . . . 12 sides and sung by the original talent of the Broadway production. . . . and the tariff is not 35 cents a record either. . . . try and buy 'em. . . . line forms any side of the counter. . . . if you wish to fork over something over a fin. . . . for the lot. . . .

★ ★ ★

● ● ● That Southern gentleman of the press, Ernie Rogers, radio, dramatic and movie editor of the "Atlanta Journal" for years. . . . has been given a roving assignment as Ambassador of good-will. . . . the stint calling for a daily column of human interest copy. . . . we're only kliddin' but that business of Ed Klauber going with the OWI as Elmer Davis' right-hand-man. . . . does that put E. K. in the position of handing out assignments to Bill Paley, CBS prexy who was Klauber's boss for some 13 years? . . . . Paley is now a dollar-a-year-man overseas for the government's official information service. . . . In his forthcoming film "Hot Rhythm," Jerry Cooper will sing a new song by Mickey Rooney. . . . which has no title as yet. . . . Jack Thompson, Mutual's paratrooping foreign correspondent, is now covering the Cairo front with Leslie Nichols. . . . Don Redman, heard via remotes from the Cafe Zanzibar, will take his troupe to the stage of Loew's State, week of January 13.

★ ★ ★

— Remember Pearl Harbor —

## CHICAGO

By BILL IRVIN

BETTY Griffin, secretary in the Central Division Traffic Department, has resigned to become a manager at station WSW, Cleveland, replacing her is Marjorie A. Knapp. "Safety Legion Time," heard WGN Monday through Friday to 5:45 p.m., (CWT) co-starring Kirkpatrick as Captain Jack andleen Moore as the story book is swelling the ranks of the Safety Legion of America by more than new members each month. The first for November will go over the mark.

It's twin boys for Tenor Rex Kessler and Mrs. Kessler. Kessler, member of the Carnation Content Chorus on NBC Monday nights, newcomers are identical twins who have been named John Ted and John Ned. The Kesslers have three children, two girls and another.

It's a boy for the Victor Reeds. He is news editor in the NBC Central Division News and Special Events Department.

The Chicago chapter of AFRA held its sixth annual AFRA Saturday night, Nov. 27 in the ballroom of the Hotel Sherman. Proceeds will go to AFRA's servicemen fund and sick and benefit fund.

Harold O'Brien has joined WBBM-CBS music staff as an arranger. He replaces William Prager who has gone to Hollywood.

## ATS Postpones Board Meeting

Consideration of the revised constitution of the American Television Society by a special meeting of board of directors has been postponed from today to tomorrow at 8 p.m. in Churchill's restaurant, 60 West 42nd Street, New York. Board approval is expected to be followed submission to the membership within two weeks.

## SEASONED SALES EXECUTIVE

. . . widely known in the industry. Now employed, seeks position as general or commercial manager, as station or network representative. Ten-year record of accomplishment includes every phase of the industry, from program planning through announcing and production. Complete knowledge of the mechanics of broadcasting and all related dramatic and musical problems. College trained, draft exempt. If you have an opening, talk it over with this man. He can do a real job for you. Opportunity paramount. Will locate anywhere. Address Box 77, RADIO DAILY, 1501 B'way, New York 18, N. Y.



# Solution Of Home Front Problems Urged By Col. Kirby In SBC Talk

# Tele Film Produced, Televised In 8 Hrs.

(Continued from Page 1)

(Continued from Page 1)  
 chairs at breakfast tables of the nation—empty because a husband has been called to the front. Here begins the anxiety of the wife. Where is he? How is he? Is he well fed and clothed? The questions reach the department heads, the anxieties which only mothers understand. Others and sons and daughters feel. This the Army recognizes, and that is why the answers to such questions are conveyed to the homes of the nation through every proper means we can find or develop.

Second point: This is a global war, and we get our eyes and minds fixed upon the front. We will have no knowledge of the rest of the world, communication, supply, reinforcement—in multi-scattered areas of the globe. And this, in turn must be related to the mosaic world war. We should, therefore, look at maps—not flat maps, but globes, maps made like a globe. Two have made the world small: one is the airplane, the other, the airplane. Neither has made a world war, but both have made a world. If we don't know it our children

know now the third point: This is a total war, drawing upon the total capacity of the soil, of industry, of manpower. A nation needs food, guns, jeeps, equipment, and support from home.

**Quotes Bob Hope**  
 It might well be added that only a soldier or sailor or airman, well fed, physically fit, and equipped with a gun in his hand, is ready to kill, now stands between us and the Jap and German who would do us in this room, should he have the chance—now denied him by those we support. Enough bonds, rationing, conservation through the quiet sacrifices we ourselves make now. Yes, war is discomforting and the cost of living goes up. But as Bob Hope says, let's talk about the high cost of living instead of Salerno.

What brings us to our next question: obvious strategy on the part of the enemy divide us on the home front as they divide our united gunfire on the front. The military questions of the enemy propaganda counter offensive, we know the social implications are yours.

Finally, the most serious, the most important consideration of all: The price of war will be casualties and more casualties. All the last Jap knife and the last Jap gun are laid down in unconditional surrender. In this, as in all wars, our lives and our minds are amongst us. We must learn how to look at them, and how to care for them. Their post-war world has just begun. Let us see that it is worthy of the life that we may live.

These are the facts of war which mutually affect us. How radio treats them is the special purpose of this educational, wartime conference. Many of us in radio should find ourselves hardened to emotion because they are part of our craft. We should never lose sight of the fact that the boy in uniform next to you in the uniform in which he may live that we may live.

**Cites Unfounded Suspicions**  
 As three years ago this week that I went to the War Department to help them set up a radio operation. I will never forget, as the clouds of war rolled on, the fear that beset the industry and the public. There was some sort of mysterious plan for taking over all radio stations and networks by the Army. It was supposed to be sitting on a shelf, ready to be used. The minute the first shot was fired, shadowy figures were to come out of the woodwork and steal into radio studios and offices. Croners were to be replaced by soldiers and announcers were to be replaced by soldiers.

Finally in the War Department ever such a scheme, but the dark rumors were then one day I looked out from my window on Constitution Avenue and saw a

sight which had profound significance. There, brief case in hand was Gen. George Marshall, Chief of Staff of the Army, waiting for a red traffic light to turn green. Not for all the hells in Berlin could you get even a reasonable facsimile thereof along the Wilhelmstrasse.  
 "Then it became crystal clear: the place of the Army in a Democratic society. The people turn the light red or green. The people order the Army to wage war; the Army doesn't order the people. This is a fundamental principle sometimes lost sight of in the stress and strain of war. It shows the inter-relationship between the American people and the

### Compliments Radio

Mayor Edward J. Kelly of Chicago, welcoming the SBC declared: "Radio is destined to play a tremendous role in the cementing of unity within our own shores both in time of war and in the development of post-war international good will. It is a tool of science that, of necessity must be made an adjunct of education if you, as educators, are to train our children properly to face the responsibilities which they must assume as adults in a troubled world."

Army because they are one and the same. This vast link between the home front and the fighting front is our joint responsibility to forge ever stronger."

Major Harold W. Kent, liaison between the War Department and the U. S. Office of Education, Washington, received the conference fourth annual award of merit as a feature of the luncheon. The award was made by Judith Waller, public service director of the NBC central division, who presided. Major Kent is director of the Radio Council of the Chicago Public Schools, on leave.

Miss Waller also announced nine citations and four honorable mentions in the annual Utilization Competition. Leading the list of citations was: KOA, Denver, Colo. represented by Clarence Moore, program manager; citation was for promotion of "Let Us Make Music," a half-hour series presented by Colorado College

### Newspaper Lineage Cuts May Bring Spot Increase

(Continued from Page 1)

made in the Government piece that "smaller-sized advertisements will relieve the paper strain on already over-crowded publications, many of which are now turning away new advertisers."

Steady increase in broadcasting spot sales has been going on since last Spring, with no Summer slump noted this year. An even greater boost is expected because of the requested decrease in printed paid space. Considerable effect is looked for locally, since retailers and smaller merchants are most affected by cuts in newspaper lineage.

Greater apportionment of agency billings to broadcasting outlets is expected as a natural result of the wartime curtailment. Network officials were loath to comment because of the feeling that any statement might be construed as inferentially derogatory to a competing medium. Webs are noticeably cultivating goodwill of newspapers with large paid spreads.

in co-operation with the Rocky Mountain Radio Council.

Among those attending SBC are:

Mrs. Dorothy Lewis, Coordinator of Listener Activity NAB; Willard D. Egolf, NAB; John J. Gillen, Jr., WOW, Omaha; Earl J. Glade, KSL, Salt Lake City; Mark Haas, WJR, Detroit; Miller McClintock, President, Mutual Broadcasting System; William B. Quarton, WMT, Cedar Rapids, Iowa; Ed Borroff, The Blue Network, Chicago; Nelson Olmsted, NBC, Chicago; Richard S. Lambert, Canadian Broadcasting Corporation; Judith Waller, NBC-WMAQ, Chicago; Col. Edward M. Kirby, Chief, Radio Branch, War Department; Gordon Hawkins, Westinghouse Stations, Philadelphia; O. J. Neuwirth, WBBM-CBS, Chicago; Michael J. Hanna, WHCU, Ithaca, New York; Walter Krulavitch, WHA, Madison, Wis.; Carl Menzer, WSUI, Iowa City; Clarence Moore, KOA, Denver station of the National Broadcasting Co.; Leon Levine, CBS, New York; Florence Warner, WBBM-CBS, Chicago; E. Jerry Walker, WLS, Chicago; Luke Roberts and Chester Duncan, KOIN, Portland, Oregon; Dean Douglas and R. P. Krueger, RCA, Chicago; Albert Crews, NBC-WMAQ, Chicago; Woody Woods, WHO, Des Moines, Iowa; Kenneth Yeend, KIRO, Seattle, Washington; Catherine Sibley, NBC, San Francisco; Major Harold W. Kent, President, Association for Education by Radio; Harold McCarty, WHA, Madison, Wis.; Elizabeth E. Marshall, WBEZ, Chicago; Edward A. Richards, Director, American Junior Red Cross; Juliet Forbes Magner, Emilie Lepthien, Julia Mary Hanna, Radio Council, Chicago Public Schools; Frank Schooley and Joseph Wright, WILL, Urbana, Illinois; Robert Miller, WBEZ, Chicago; Myrtle Stahl, WGN, Chicago and James Hanlon, WGN, Chicago.

vised the same day. This particular portion of the show was a film made of Harvey Firestone Jr., president of the sponsoring firm, and Niles Trammell, NBC head, who appeared in a five minute scene, which preceded the showing of the film "For America We Save," prepared by Firestone to show ways of saving rubber during the war emergency.

### Expects Tele Growth

Firestone's tele debut, incidentally, came on the same night at the company's celebration of the 15th anniversary of the radio program, "The Voice of Firestone," on NBC. Firestone stated that he hoped the small beginning of the tele show last night, would grow into far greater tele programs and contribute toward increasing enjoyment in the home. Trammell recalled that Firestone not only is a tele pioneer but did the same for network advertising over the newly formed NBC net, 15 years ago. Firestone Jr., in this respect said that as his company foresaw the possibilities in radio, it now sees the potentialities of television... and that the new science of electronics may well be an important factor in our future lives, internationally.

Another  
**WCKY**  
 Star!

50,000  
 WATTS  
 C B S

DAVID CARTER DEANE  
 WCKY ORGANIST

THE *L. B. Wilson* STATION



# Improvement In Tele Claimed By Fla. Prof

(Continued from Page 1) Engineering at the University of Florida, in an interview at the Yale Club of New York.

The Craig system, it was alleged, will carry a televised program anywhere a sound broadcast is carried today—the same distance with the same power and wave lengths—thus making a tele network an actual possibility. Contrast was made with current television transmission, which limits the sending of images and sound from any given transmitting antenna to the horizon only.

With his method, Dr. Craig asserted, scanning is necessary only at the receiving end and not at the transmitter, since the entire image is transmitted simultaneously as in motion pictures. No synchronization with the transmitter is necessary, according to the inventor. Example was given by an associate that Dr. Craig's system reflects the whole picture in 1/30 of a second instead of each spot being on for 1/6,000,000 of a second.

The Florida scientist maintained that his discoveries enabled continuous transmission with extremely small light intensities as opposed to the strong illumination required by present-day telecasting of 16 separate pictures per second. Outdoor pickups were therefore possible, it was claimed, even by moonlight.

In the Craig system, it was put forth, the side bands of frequencies are comparatively narrow and of the same order as those used in AM broadcasting, thus doing away with the ultra-high frequencies necessitated by current tele standards. The same standard-band range, the inventor said, could be used for audio. Telephone pickups were also practicable, he indicated. Application of Dr. Craig's electronic discoveries, it was pointed out, would permit radio stations to make a quick conversion to light and sound. Outlets could then utilize presently allocated kilocycle space, since these innovations aim at a 20-to-30 Kc. band, just above today's AM frequencies.

When questioned whether a practical demonstration of his far-reaching claims had been made by means of a transmitter and receiver, Dr. Craig replied in the negative but said that each part had been tested mathematically. "I'm interested only in what the component parts can do," he declared.

All of Dr. Craig's inventions are covered by patent applications, explained Victor Van Der Linde, who said that he was acting as negotiating agent for the scientist. Van Der Linde, who mentioned that, up to two years ago, he was general sales counsel of NBC for a decade, asserted that the Craig system would lower the cost for television and transmitter equipment; about 20 per cent for the receiving set, although the sending apparatus would be somewhat higher. An offer for the Craig discoveries, it was revealed, has already been received from one of the largest electrical companies.

Developments should be interesting in view of the study that is now being conducted by the FCC with the RTPB and other technical groups regarding the possible reshuffling of high frequency allocations for tele and FM broadcasting.

# COAST-TO-COAST

## —MAINE—

**PRESQUE ISLE**—Two flour accounts signed recently with WAGM. "Virginia Roberts" is being sponsored by Occident, and "Mother Hubbard's Jackpot Show" is under way with the backing of Hubbard Milling Co. "Adventure of Jane Arden" has been bought on WAGM by H. B. Green & Sons, local clothiers. M. N. Landau Store of Caribou has renewed its quarter-hour daily show on WAGM titled "Landau's Shopping Guide". A half-hour recorded religious series has been placed on WAGM by Rev. V. W. Burt and the Advent Church Society of Augusta. Programs are aired every Sunday.

## —FLORIDA—

**ST. AUGUSTINE**—Harry I. Talbert, formerly of WBIG, Greensboro, N. C., has joined the staff of WFOY, serving as production chief and member of the sales department.

## —INDIANA—

**VINCENNES**—Local Ministerial Association, in cooperation with WAOV's public service department, is presenting a weekly Bible quiz over the outlet on Tuesdays at 5:15. Members of Sunday School classes from the various churches compete for weekly awards of Bibles. Ministers conduct and judge the quizzes. WAOV will carry the graduation exercises of the air cadets of George Field on December 5. Guest of honor and principal speaker will be Hon. Dwight Green, Governor of Illinois. Representatives of two competing labor unions in a local factory were given gratis time on WAOV when labor bargaining elections were taking place at the plant. Management was also offered a spot, but declined.

## —TEXAS—

**SAN ANTONIO**—Arthur "Buddy" Harris, recently discharged from the Air Corps, is the latest addition to the KABC announcing staff. Prior to his induction, Harris was a mickeman for KMAC here. Jenella Kirkland has taken over the duties of Arduce Plansteil in the KABC continuity department. Miss Plansteil has joined the KTSA staff. Special transcribed show, "Texans Abroad," is being aired over WOAI and member stations of the Texas Quality Network. Programs are same as those aired over the BBC and made by them especially for presentation over the TQN. Shows are designed to keep soldiers in touch with Texas.

## —PENNSYLVANIA—

**PHILADELPHIA**—Earl Carlisle, formerly of WPTF, Raleigh, N. C., has joined the announcing staff of WIBG. New to the WIBG engineering staff, and to radio, is W. Robert Axford, who replaces Lester Sacks, now in the Merchant Marine. Dick Delp, WFIL engineer, is seriously ill at his home. Charles Wrigley, of the WFIL engineering corps, is away on a slightly delayed vacation. Edwin L. Rogers, formerly with WMAL, Washington, is now miking for WFIL, replacing John Newhouse. Jane Shade is the new assistant to Ethel Case, WFIL, mail supervisor.

## —MASSACHUSETTS—

**LAWRENCE**—Bud Abbott has left WLAW to join the announcing staff of WHAS, Louisville, Ky.

## —ALABAMA—

**MONTGOMERY**—WCOV has inaugurated a radio school including classes planned in every phase of local station operation, with special emphasis on commercial, engineering, program and announcing aspects. First six weeks consist of instruction in the fundamentals of commercial broadcasting. Second period is devoted to intensive training in different departments. Students are assigned to the special classes on the basis of their adaptability to the particular subject. More than 70 students have enrolled for the course, with a good representation of Army personnel from Maxwell and Gunter Field Air Bases.

## —TENNESSEE—

**MEMPHIS**—Mid-South Furniture Co. has signed with WHBQ for a thrice weekly feature titled "Sinatra Sings". Pantaze Drug Stores have renewed their news schedule for another 52 weeks. Firm sponsors a schedule of 15 daily news shows varying from three to 15 minutes in length.

## —NORTH CAROLINA—

**ASHEVILLE**—Marking the opening of Asheville's annual Christmas Cheer Fund on December 1, WWNC will carry ceremonies attending the first contribution to the "dime board," through which all funds are raised. Park Simmons, radio news editor of the OWI, recently addressed program heads and newsmen of WWNC and WISE. Don Elias, WWNC executive director, is back at his desk after several weeks in Washington and New York.

## —OREGON—

**PORTLAND**—H. Quenton Cox, assistant manager of KGW-KEX, will be in New York December 6 and 7 to attend BMI meetings. He will go to Washington from there. Glenn Howard and Warren Weeks are new mickemen at KGW-KEX. Sydney Pierce is another addition to the stations' staff, acting as receptionist and member of the dramatic department.

## —MISSOURI—

**ST. LOUIS**—Sylvia Carlie, secretary to Wendell Campbell, assistant manager of KMOX, has resigned to marry Ben Snyder of Cheyenne, Wyo. Ceremony took place Thanksgiving day. She joined KMOX six years ago, coming from Blackett-Sample-Hummert in Chicago. Fred A. Semmens, CBS' chief draftsman, is in town supervising the reconstruction and modernization of the KMOX studios.

## —CONNECTICUT—

**HARTFORD**—"What Is It?" new quiz show on WDRC, is being so well received that station execs have decided to transcribe the afternoon show and put it on again at 11:15 p.m. daily. Show is still under experimentation, but creases are being smoothed out and it will soon be offered for sponsorship. Outside guests are now being included on the show, in addition to the station staff.

# WGST Sessions Ent Licensee Profits C

(Continued from Page 1)

ern to operate the station was terminated in April, after the Commission announced proposed findings to deny WGST its renewal because the licensee did not have sufficient control over the station.

Among the witnesses heard John Fulton, WGST assistant manager, and Gen. Sandy Beavers, chairman of the Georgia Tech of regents.

Of major interest in the session yesterday was the contract signed spring between Georgia Tech and stockholders of Southern Broadcasting Stations, Inc. Major holder, Pickard, former member of the board and later a CBS vice-president, Southern took over operation of station in 1930 and a 20-year contract, one reason for the contracting, Gen. Beavers declared, the school was afraid the station would lose its CBS affiliation contract did not sign with the Pickard controlled corporation. Georgia was to receive 10 per cent of the from the station, and averaged \$40,000 per year. The school is earning at the rate of \$200,000 per year, he said.

## Profits-Cut For Southern

When the management contract Southern was cancelled last September an agreement was signed with the stockholders of Southern guaranteed 15 per cent of the WGST billing through Jan. 6. This contract is so drawn that Southern would profit also by any agreement of the licensee into FM, television or facsimile.

# W QUESTION

**X** Who is this woman commentator on Washington affairs that discriminating New Yorkers are flocking to listen to?

**ANSWER:** She is WQXR's ESTER STERNBERGER, traveler, lecturer, newspaper columnist, hobnobber with world statesmen, and favored Washington analyst for most of New York's more intelligent listeners. (They're intelligent consumers, too.)

Catch her program—10 min. Mon. through Fri., 5:15 P.M. Then inquire about inexpensive sponsorship now open!

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Happy BIRTHDAY TO YOU

November 30

Jack Brinkley      Larry Nixon  
Dr. F. Poling      Lillian Stone