



# RADIO DAILY

The National Daily Newspaper of Commercial Radio and Television

DL. 26, NO. 1

NEW YORK, N. Y., MONDAY, January 3, 1944

TEN CENTS

# Decries Radio Setbacks

## Radio Was Hot News From Capital In 1943

Washington Bureau, RADIO DAILY  
 Washington—Radio was hot news in Washington in 1943 and will be in 1944. The only informational medium subject to government regulation, broadcasting has been in the headlines here ever since it was a pup. The last year has been far more than the usual lineage on industry problems fanning out on the nation's ears. Total verbiage may be smaller in 1944, but this year holds the answer  
 (Continued on Page 5)

## E. Revises Tele Sked; Plans Show For Children

Albany—Effective this week, General Electric's television station WGB, will operate on a new schedule of four evenings weekly, according to Robert B. Stone, general manager. Change was made as a result of audience surveys and the afternoon programs are being dropped. Stone said that it is planned to have Sunday, Thursday and Friday programs consist of one hour film presentations.  
 (Continued on Page 3)

## WJZ's New Transmitter Debuts From Lodi Site

New 640-foot transmitter of WJZ, outlet in New York for the Blue Network, went into operation last night at 6 p.m. from Lodi, New Jersey, where the station's plant is now located. A pre-dedicatory broadcast titled "WJZ Cavalcade," was aired at 7 p.m. Station is now 22 years old and started in a crowded cloakroom.  
 (Continued on Page 2)

## Dialect Diskers

Steve Ellis, all-night disk jockey at WOR, New York, greeted the arrival of the New Year from a table atop the Astor Hotel marquee in five languages—Russian, French, Chinese, Spanish and New Yorkese. The insomniac platter operator isn't really hep to Chinese, but his laundryman coached him for a convincing performance in the Cantonese dialect.

### Nizer on Forum

Louis Nizer, authority on international law, and author of the forthcoming book, "What To Do With Germany," will be heard tomorrow night on the MBS "American Forum of the Air." Nizer and Leland Stowe, will debate the question titled same as the book, with Charles G. Paulding and Dorothy Thompson. Program as usual will originate in Washington; Theodore Granik will be moderator.

## Trammell Pays Tribute To Both Radio-Press

Two great mediums of free speech, radio and the press, were lauded by Niles Trammell, president of NBC in his year-end review, which also predicted that the people would not be disappointed in the vast new field of entertainment and education that would be developed coincidental with that of television, "Tomorrow," said  
 (Continued on Page 3)

## "Freedom of Opportunity" Starts On MBS Jan. 14

"Freedom of Opportunity," a new weekly half-hour series dramatizing the life stories of America's outstanding young men, will be presented in co-operation with the U. S. Junior Chamber of Commerce, over WOR-Mutual, beginning Friday, Jan. 14, 8:30 to 9 p.m., EWT.  
 Among those who will help select  
 (Continued on Page 4)

## Neville Miller Sees Industry Losing Very Freedom It's Always Fronted; Places Hope In Legislation

### Two 50,000 Watters Readied For OWI Use

Washington Bureau, RADIO DAILY  
 Washington—Neville Miller, president of the NAB, in a year-end statement declared 1943 showed the radio industry "what it is fighting for," and further defined the situation as radio being "a powerful instrument of free speech, operated in the interests of the people, waging a valiant battle to win the  
 (Continued on Page 2)

Two new 50,000 watt shortwave transmitters, WOOC and WOOW, which are the first to be installed under the OWI's program to expand U. S. international broadcasting facilities, began operations over the weekend, according to E. K. Cohan, CBS director of engineering. The transmitters are on the former site of WABC, in New Jersey.  
 Work on the ultra-modern trans-  
 (Continued on Page 6)

## Pedlar, Ryan and Lusk New Title Of Ad Agency

Cincinnati—James D. Shouse, vice-president of the Crosley Corp. in charge of broadcasting, in announcing the appointment of Howard Chamberlain, as program director for WLW, revealed that George C. Biggar, former program director, in England at the invitation of the British Information Service, would take up new duties at WLW, details of which  
 (Continued on Page 3)

Thomas L. L. Ryan president of Pedlar & Ryan agency, announces that as of today Robert E. Lusk has been elected executive vice-president and that the firm will change its  
 (Continued on Page 3)

## Two Attorneys Promoted In FCC's Legal Dept.

Washington Bureau, RADIO DAILY  
 Washington—Two Bay State lawyers, both magna cum laude graduates of Harvard Law School, Class of 1937, have been moved up in the  
 (Continued on Page 2)

## WLW Creates Post Of Employe Relations

Cincinnati—James D. Shouse, vice-president of the Crosley Corp. in charge of broadcasting, in announcing the appointment of Howard Chamberlain, as program director for WLW, revealed that George C. Biggar, former program director, in England at the invitation of the British Information Service, would take up new duties at WLW, details of which  
 (Continued on Page 3)

## WGAU Joining CBS Web Effective On Feb. 15

WGAU, Athens, Ga., will begin operating as a CBS affiliate on or about Feb. 15, according to an announcement by Herbert V. Akerberg,  
 (Continued on Page 2)

# ★ THE WEEK IN RADIO ★

## ... Blue Stock Deal

By BEN KAUFMAN

**STANDOUT** of the past week's industry activity was the Blue Network stock transfer. Time, Inc., publishers of "Time," "Life" and "Fortune" mags, purchased 12½ per cent and Chester J. LaRoche, head of the War Advertising Council and former board chairman of Young & Rubicam, bought an additional 12½ per cent. An undisclosed number of shares was also acquired by Mark Woods, web president, and Edgar Kobak, executive vice-president. Edward J. Noble,

chairman of the Blue Network board, retained controlling interest. Sale of more than 25 per cent of the net's holdings was believed to exceed \$2,000,000.

Deal brought in LaRoche as a director and chairman of the Blue's executive committee and Roy E. Larsen, president of Time, Inc., as a member of the web's board of directors. Significant was Larsen's statement looking forward to post-war expansion of the  
 (Continued on Page 2)

## Revival

Hamilton, Ont. — Listeners to CKOC got a jolt the other day when three voices formerly heard on the station were again coming over the air. Turned out that three members of the Canadian Armed Forces, home on holiday furloughs decided to visit their alma mater and join in the party happily scheduled for that evening. Now the listeners want more.





# THE WEEK IN RADIO

## ... Blue Stock Deal

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## FINANCIAL

(Friday, December 31)

NEW YORK STOCK EXCHANGE

	High	Low	Close	Chg.	Net
Am. Tel. & Tel.	156 1/4	156 1/4	156 1/4	+	1/8
CBS A	26 3/4	26 1/4	26 1/4	+	1/4
CBS B	26 1/2	26 1/2	26 1/2	+	3/4
Crosley Corp.	17 3/4	17 1/4	17 1/4	-	1/4
Farnsworth T. & R.	10	9 3/4	10	+	1/4
Gen. Electric	37	36 5/8	36 7/8	+	1/4
Philco	25 3/4	25	25 1/2	+	1/4
RCA Common	9 3/4	9 3/8	9 1/2	+	1/4
RCA First Pfd.	70 3/4	70 1/4	70 1/4	+	1/4
Stewart-Warner	12 1/2	11 7/8	11 7/8	+	1/4
Westinghouse	94 1/4	93 3/4	94 1/4	+	1/4
Zenith Radio	34 3/4	34	34 1/8	+	1/8

### McSweeney to Pearson

John McSweeney, formerly a time buyer with Compton Adv. Inc., has joined the sales staff of John E. Pearson Co., station representatives, according to Hines Hatchett, New York manager. McSweeney has also been a space and time buyer for the Paris and Peart ad agency.

### 20 YEARS AGO TODAY

(January 3, 1924)

KDKA and its sister Westinghouse station KFKX at Hastings, Neb., are doing what is believed to be the first "network" broadcasting. . . . Programs of the Pittsburgh outlet go out on short wave (94 meters), are picked up by KFKX and rebroadcast on 286 meters. . . . Father-and-son banquet of the Pittsburgh Chamber of Commerce will be aired over KDKA.

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

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

net's news facilities by the addition of his mag correspondents. Industry feeling existed that the publishing organization would be an important factor in the network's television plans.

Reported FCC ban on new broadcast licenses to newspapers by the United Press was denied by Chairman James L. Fly. The Commission, he stated, was continuing its study of the matter; had taken no vote, and had arrived at no conclusion. Belief was current in Washington that the announcement of the Blue stock transfer to Time, Inc., might have been rushed to precede any announcement of FCC policy on the newspaper question. Legally, though, there was no necessity for rushing the announcement since the Commission has the power to approve or disapprove the transfer of majority stock control only. Entire amount sold by Noble was less than half the total.

Completion of a radio bill by mid-January was predicted by Burton K. Wheeler, chairman of the Senate Interstate Commerce Committee. The co-author of the pending White-Wheeler legislation was expected in the capital to make clear provision for the handling of controversial issues. Radio, the Montanan feels, has not been entirely fair in its treatment of public issues. Wheeler indicated that he hoped to see some sort of middle ground established for the industry.

**News Shorts:** Lt. Gen. James G. Harbord, RCA board chairman, saw warfare being revolutionized by the science of radio-electronics in his review of radio for 1943. . . . David Sarnoff, RCA prexy, looked back at the year's accomplishments with an optimistic eye toward post-war television

### Two Attorneys Promoted In FCC's Legal Dept.

(Continued from Page 1)

FCC Law Department. They are Harry Plotkin and Peter Shuebruk, with the former, a native of Athol, Mass., named assistant general counsel in charge of the litigation and administration section. He has been chief of this section for some time.

Shuebruk, former assistant to Chairman Fly, has been named assistant to the general counsel, filling the office vacated last month by Nathan J. David, now in the Navy. . . .

### Ochs To CBS Music Div.

Saul "Ace" Ochs, former sound-effects man at WOR, New York, has joined Columbia's music division, according to James H. Fassett, divisional director. In radio work since 1937, Ochs' musical career includes working with hot-jazz specialist John Hammond on his latest "Spirituals to Swing," which was featured in concerts at Carnegie Hall during 1939 and 1940.

Blue's annual review noted that the year's total gross would reach \$26,000,000, indicating an increase of 60 per cent over 1942. . . . NBC sales, the web revealed, had hit a new high in dollar volume, with the gross revenue about 15 per cent more than last year. . . . Keystone Broadcasting System, transcription net, reported an increase in sales of about 330 per cent over 1942 and 16 times the volume of 1941.

Plans for FM and tele outlets atop Cucamonga Peak, 9,000 feet above San Bernardino, Cal., were disclosed in applications for construction permits. . . . Canadian Broadcasting Corp.'s super-shortwave station now under construction at Sackville, N. B., reported sufficient progress to begin broadcasting by late Summer or early Autumn. . . . New stockholders joined the American (FM) Network. . . . Army broadcasting has given America the most extensive radio system in the world, according to the OWI. . . . NAB asked members to report instances of black-market tube sales.

**Personalities:** Lunsford P. Yandell resigned as vice-president of the Blue Network to become manager of the Tanning Products Export Corp. . . . Ivor Kenway joined the Blue as special assistant to Edgar Kobak, executive vice-president. . . . Robert R. Ray was named assistant director of operations at CBS, succeeding Leroy Passman, who has gone to the OWI overseas branch. . . . Leon Goldstein, former director of news and publicity for WMCA, New York, was elevated to second vice-president of the independent outlet. . . . Vic Brown resigned as Chicago branch manager of the National Concert and Artists Corp. to open his own talent office.

### WJZ's New Transmitter Debuts From Lodi Site

(Continued from Page 1)

of the Westinghouse Meter factory in Newark. Milton Cross associated with the station from its beginning, acted as emcee on the program which included a 15-piece orchestra directed by Josef Stopak.

Transmitter formerly located at Bound Brook, N. J. was constructed under the direction of George Milne, chief engineer of the Blue Network.

### WGAU Joining CBS Web Effective On Feb. 15

(Continued from Page 1)

vice-president in charge of station relations. Affiliation contract was signed with the network some months ago, but lines were not available then. Outlet operates on 1,340 kilocycles, with 250-watt power.

### Mellinger To Maritime Service

Edward Mellinger, CBS educational staffer, joins the U. S. Maritime Service tomorrow as an apprentice seaman.

## Miller Sees Industry Losing Its Freedom

(Continued from Page 1)

war, yet finding itself threatened with the loss of the very freedom it was championing.

Miller pointed out that the Supreme Court decision in May giving a nod and heretofore unsuspected interpretation to the Communications Act made possible government control of the radio industry through the FCC.

### Hope In Legislation

Immediately, said Miller, the radio industry sought new legislation from Congress to restore its freedom. Passage of the White-Wheeler bill, already introduced in the Senate, was sought by every branch of the industry. Pronounced unity was achieved by the broadcasters in the hearing on the White-Wheeler measure designed to reorganize the FCC and to define its powers. Hearings held before the Interstate Commerce Committee, Miller pointed out, found a membership of the FCC joining with the broadcasters.

Miller was hopeful that the final bill now in preparation would go to the floor of the Senate early this year. Hope is also expressed, said Miller, that the new legislation will bring the "people of the United States" firm safeguard of freedom of speech by radio. While fighting its own battle for freedom, concluded the NAB president, "the radio industry and its advertisers in 1943, devoted to the cause of the war, time and talent exceeding \$200,000,000 in value

## THE LOCAL STATION

"Serving Baltimore 24 hours a day." That's our slogan. That's our only interest. We must do it pretty well. Advertisers know W-I-T-H produces sales - at - the - lowest - cost - per-dollar.



**W-I-T-H**  
IN BALTIMORE  
TOM TINSLEY, President  
REPRESENTED BY HEADLEY-REED



## Mammell Pays Tribute To Both Radio-Press

(Continued from Page 1)

Mammell, "will see the nation dotted with television broadcasting stations." Mammell's statement follows in the writing of the history of this will be complete without some recognition of the part played by the press and radio. Great metropolitan newspapers and small weeklies, coast-to-coast networks and 100-watters in all parts have devoted themselves unflinchingly and unselfishly to the job of keeping us at the home front. These great mediums of free speech are being used to express some degree of opinion over their contribution. Unfortunately, we are barely approaching the half-way point in the execution of the war. We cannot expect to relax, even momentarily, our devotion to the job ahead. The increasing news from all war fronts given rise to increasing speculations as to the end of the war. This is understandable but regrettable. The sequence of victories tends to overshadow the grim business which faces us. Large-scale invasions, such as are under contemplation, will exact a heavy toll of life. The imponderables of 1944 are many and complex. We still have a long, tortuous road to go.

### Tele Taxes Imagination

Television taxes the imagination challenges our ingenuity as nothing has since the days of Marconi. Radio broadcasting is in its swaddling clothes; tomorrow will see the nation dotted with television stations broadcasting to every home by sight and sound everything in the realm of information and entertainment. We shall see, as well as hear, great operas, fine drama, church service, athletic contests, variety shows and opera. We are about to enter an era in which the poor and rich alike, for the modest price of a television receiving set, may be able to witness the happening of world events in their living rooms. Schools and colleges will use television in their curricula for better instruction in science, medicine and the arts."

WTAG's Hostess

MILDRED MAILEY

...es your

...nd name a household word in central N. E.



**WTAG**  
WORCESTER

## WLW Creates New Post Of Employee Relations

(Continued from Page 1)

will be announced upon Biggar's return. Shouse has just announced that Biggar's new title will be assistant to the vice-president and general manager in charge of employee relations.

Outlining the work of the new position, Shouse said, "In the main, it will concern itself with general problems and policies with reference to employment of new personnel, and programs for the intelligent absorption of new personnel into our existing organization. It will additionally set up educational programs for present employees to be made available to those who wish to increase present skills and aptitudes. It will act as the representative of any or all employees in matters concerning their individual or collective interests, excluding only those matters which might in any way involve conflicts with any of the unions to which various of our employees belong." Reason for the creation of the new position, Shouse pointed out, is based on several significant changes in the operation of the broadcasting division in the past several years.

### Many Changes Took Place

These involve the absorption of many new employees, many of whom have been assigned to new functions in the division. In addition there have been replacements for employees going into military services and new employees to handle projects under way for government agencies. "The combination of these major changes," said Shouse, "and the attendant absorption into our staff of many new employees assigned to many diverse functions, many of which are in turn new functions for the broadcasting division, has made it necessary to analyze carefully and attempt to provide for certain new concepts having to do with the relationship between company and employee and employee and company. The business of broadcasting is largely a business whose assets consist of the people who form the organization and in the expansion which the future must inevitably bring to broadcasting, as sound means are developed for the application of frequency modulation and television, and the additional expansion in the field of our present amplitude transmission, it becomes very apparent that too much time and attention cannot be given to the problems outlined above."

Shouse also pointed out that there were few, if any assignments in the radio industry comparable to that of Biggar's and yet he concluded, "I feel that the need is so genuine and so real that the creation of this department cannot be considered in the nature of an experiment."

## G. E. Revises Tele Sked; Plans Show For Children

(Continued from Page 1)

tations and one hour of studio fare for each show. First hour on Sunday will probably be a studio show "of interest to children."

## Pedlar, Ryan and Lusk New Title Of Ad Agency

(Continued from Page 1)

name to Pedlar, Ryan & Lusk, Inc. Lusk was vice-president in charge of merchandising advertising and new product development for Colgate-Palmolive-Peet. He was formerly advertising manager of R. H. Macy & Co. and later went to Benton & Bowles as vice-president and director, handling General Foods accounts until 1941 when he joined the Colgate organization.

Pedlar & Ryan was founded in 1925 and though Louis G. Pedlar has been out of the business for years, the addition of Lusk's name marks the first change in the agency's title.

Among the accounts handled by Pedlar, Ryan and Lusk are: Camay, Chipso and Dash for the Procter and Gamble Co.; Ipana, Vitalis, Mum and Ingram's Shaving Cream for Bristol-Myers Co.; Ironized Yeast and Z-B-T Powder for Sterling Products; J. C. Penney Co. stores, Peck & Peck, The Borden Co. and Cosmopolitan Magazine.

Ryan is chairman of the 28 committees of the Graphic Arts Division of the American Red Cross. Under the auspices of the Advertising War Council he will undertake a national advertising campaign for the Red Cross in 1944.

## Sam Curtis

Boston—Sam Curtis, former WNAC chief engineer died here last week. He was one of the first radio operators to be granted a license in 1912 by the Government. A radio pioneer who was active in the field for 30 years, Sam came to WNAC in the early days of the newfangled wireless and had a program over the station on which he answered questions on radio sets which hams from the New England section of the country sent in.

His other activities in radio included running a school for radio engineers and radio editor of the Boston American.

For the past two years he did radio work for the American Airlines in Brazil.

## Pipe the Pitch!



"Now I'll tell ya what I'm gonna do..." spied KSTPete several months ago when he first outlined our aggressive promotion plans for increasing audiences in rural Minnesota.

And what a pitch he's been making ever since! Not the old-time, hit-and-run street corner pitch with tripe and keister, but a continuous state-wide pitch with country newspapers and magazines circulating in more than 200,000 rural Minnesota homes to carry his spiel. That's why we proudly say, "Pipe the pitch!"

Principal features of this continuous campaign are:

1. Personal appearances of KSTP's Barn Dance group in Minnesota towns.
2. Audience-building ads in 344 rural newspapers.
3. Big ads in "The Farmer" (Minnesota farm circulation 147,000).
4. Full-page ads in "Land O' Lakes News," reaching 65,000 Minnesota dairy farmers.
5. "On the Minnesota Farm Front" (column by KSTP's Farm Service Director, Harry Aspleaf) published weekly by 81 country newspapers.
6. "Around Radio Row" (radio news-and-gossip column) published weekly by 70 country newspapers.

KSTPete is really turning the tip when it comes to increasing our large listenership among the 1,400,000 prosperous farmers and small-town folks in rural Minnesota. So it's a paying pitch for you—a no-cost plus to the resultful selling job KSTP does in the vital Twin City area, Minnesota's primary market.

**50,000 WATTS—**

Clear Channel

Exclusive NBC Affiliate for the Twin Cities.



Represented nationally by Edward Petry and Company

## WDRC

CONNECTICUT'S PIONEER BROADCASTER

### NEW YEAR'S RESOLUTION

Here's our New Year's resolution:- As Connecticut's Pioneer Broadcaster, WDRC will strive to continue the same high level of service which has maintained its leadership in Connecticut for 21 years. Basic CBS Hartford.

CONNECT IN CONNECTICUT!





LOS ANGELES

By RALPH WILK

**D**ON OTIS will join the staff of KMPC today as program director. With a background of thirteen and a half years in radio in Southern California and his knowledge of talent sources, etc., he is particularly qualified for his new connection. He says he is very much impressed with the opportunity of becoming associated with KMPC and is delighted at the possibilities of expanding the program service of this station. Howard Rhines, present program director, will move into the position of production manager.

Come April, and Trudy Erwin will be singing lullabies instead of popular ballads. Trudy, in private life is Mrs. Murdo McKenzie, the wife of a civilian flying instructor for the Army. She is Bing Crosby's singing partner on NBC's "Kraft Music Hall."

Freddie Rich was on the off-beat the other day to the tune of sour notes. The Abbott & Costello maestro scored three clinkers and he's wondering what December 23 had against him. Having driven a car for 26 years without a mishap, Rich had a fender folded to accordion measurements when another car smacked him for no apparent reason. Then, parking his car across from NBC, Rich found a ticket waiting for him when he drove home between rehearsal and the broadcast. On arriving home—no key. And the house locked. On trying to force a window—crash, no pane.

"Freedom of Opportunity" Starts On MBS Jan. 14

(Continued from Page 1)

The "young-man-of-the-week" are: J. Edgar Hoover, director of the FBI; William Green, president of the AFL; Dale Carnegie; Mrs. Dwight Eisenhower; Thomas J. Watson, president of International Business Machines; Paul G. Hoffman, president of Studebaker Corp.; Arthur Motley, publisher of "American Magazine"; Eric Johnston, president of the U. S. Chamber of Commerce, and W. A. Patterson, president of United Air Lines. They will also appear on the program from time to time to present awards of achievement.

The new program, stated Bruce Palmer, president of the U. S. Junior Chamber of Commerce, "has been called 'the right of every man to rise as high as his heart and mind can carry him'."

Series will be sponsored by the Mutual Benefit Health and Accident Association of Omaha.

Have You Met the Voices

GILBERT MACK

?

LEX. 2-1100

MAIN STREET



Memos Of An Innocent Bystander. . . !

● ● ● Happy New Year. . . . we predict big things for 1944 but what we'll cross our fingers for, above anything else is the hope that this truly will be the year of complete Victory. . . . until then, Radio must and will continue to shoulder and fulfill its responsibilities. . . . A week ago, in this pillar, we chronicled a brief history of Corporal Harry S. Miller, who we wrote, "demanded" the privilege of serving his country TWICE. . . . we mentioned the fact, too, that among Miller's many compositions, was a hymn titled "A Soldier's Prayer", which belonged on the networks. . . . as a direct result, William Rainey, N. Y. Head of the Radio Div. of the Treasury Dept., at the suggestion of his assistant Shirley Burke, commissioned Fritz Blocki to write and direct a special program, for the Treasury Dept's Bondwagon program, next Saturday during which Sgt. Lawrence Whisonant will sing "A Soldier's Prayer." . . . The Weintraub Agency, starting January 18, will put on a show over a split MBS network, for Helbros Watches, which will feature Vincent Lopez and his orchestra, vocals by Mary Small's Big voice and comedy patter and chatter by Pick & Pat. . . . Ed Wolf will produce and direct. . . . William Wilgus, who has been directing a Spanish version of "Counterspy" over the Short Wave for the Co-ordinator of Inter-American Affairs, joins the radio dept. of J. Walter Thompson. . . . Cyril Arbriester replaces as of today. . . . The seven-pound-six-ounce baby born Christmas Day to the Owen Vinsons at the Michael Reese Hospital in Chicago, has been named Holly Jean. . . . No sooner has Staff Sgt. Steve Libby, stationed at Tyndall Field, Fla., seen in RADIO DAILY issue of Dec. 20, that transcriptions of Abe Lyman's Jewish Hour and designed for Jewish Servicemen, were cut, then Libby sent his request for same. . . . the wide awake Staff Sergeant is radio program director there. . . .



● ● ● The American Radio Premiere performance of Aaron Copland's "Short Symphony," orchestrated for symphony without trombones, tuba or percussion, will take place January 9th when NBC conductor Leopold Stokowski directs the "General Motors Symphony of the Air" . . . . Jimmy Savo, King of Pantomime, and featured in Mark Warnow's Musical Hit, "What's Up?", returns tonight to Barney Josephson's Cafe Society Uptown. . . . (sotto voce to Paul White) . . . we meant to say "CBSponsored instead of CBSustainer", in describing your swell "Report to the Nation" program. . . . sorry . . . . Lester Lonergan, actor-director and father of Lenore Lonergan, featured in the Broadway success, "Junior Miss," is now writing comic book continuity for Hillman Publications. . . . Ginny Simms is battling Kid Flu. . . . medico thinks she might be strong enough to perform tomorrow on her regular "Johnny Presents" stint. . . . When Dunninger, starts his 'Paintertainment' for the Sherwin-Williams people over the Blue Network, the musical background will be directed by Jon Gart, conductor-composer. . . . Jane Pickens is back in Gotham after a year on the coast. . . . her first radio appearance here takes place Jan. 10 when she guestrills on the "Broadway Matinee," via CBS. . . . Yvette, returns from a p.a. tour Jan. 11 and will audition a new show called "Yours for the Asking."



● ● ● Max Marcin's CBSleuther, "Crime Doctor," celebrates its sixth anniversary this week. . . . and incidentally, Edith Arnold, with yesterday's program, completed three consecutive years on that show. . . . Movie star Laird Cregar will set some sort of a "Guest-appearance record" when he visits the mikes of the Kate CBSmith show Friday, "Inner Sanctum" the next day and the "Molle Mystery of the Air," over the NBC network the following Tuesday. . . . Lauritz Melchior will find himself heckled January 18 by none other than "Archie" himself when he tries to rub elbows with the "elite" of "Duffy's Tavern" . . . . Lou Levy can thank Georgia Gibbs for the success of "Shoo Shoo Baby."

—Remember Pearl Harbor—

GUEST-ING

GERTRUDE LAWRENCE and MAXWELL ANDERSON on "Report to the Nation," tomorrow (WABC-CBS, 9:30 p.m.).

DOROTHY KIRSTEN, soprano, "Broadway Matinee," tomorrow (WABC-CBS, 4 p.m.).

J. M. BROUGHTON, governor North Carolina, and Rep. JERRY VOORHIS of Cal., on "America Town Meeting," Thursday (WJL-Blue, 8:30 p.m.).

GINGER ROGERS, on new Frank Sinatra show, Wednesday (WABC-CBS, 9 p.m.).

DARIUS MILHAUD, conductor, "Invitation to Music," Wednesday (WABC-CBS, 11:30 p.m.).

JUDY CANOVA, on Abbott and Costello program, Thursday (WEAF-NBC, 10 p.m.).

ANNA STEN, on "The March Time," Thursday (WEAF-NBC, 10 p.m.).

EARL CARROLL, on "People Are Funny," Friday (WEAF-NBC, 9 p.m.).

WILLIAM HAIN, tenor, on "Your Good Health" Friday (WABC-CBS, 6:15 p.m.).

DINAH SHORE, DUDLEY DIGGERS, BOB CROSBY, LES TREMAYNE and JACK DOUGLAS, on "What's New Saturday (WJZ-Blue, 8 p.m.).

WCBI Renews Mutual

WCBI, Columbus, Mississippi, renewed its affiliation with the Mutual Broadcasting System, under terms of the new standard affiliation contract. WCBI operates on 1,340 kilocycles, 250 watts power.

WCBI is owned by Capt. Birn Imes, Jr., now on duty with the U. S. Army Air Forces.

Buying Time

IS ONLY

Half the Picture

The other, and most important half, is buying time on the RIGHT STATION . . . the station that will do the biggest job for you!

In Baltimore, it's

WCBM

BALTIMORE'S Blue Network Outlet

JOHN ELMER President GEORGE ROEDER Gen. Mgr.

FREE & PETERS, Inc. Nat'l Representatives



# Radio Made Hot News During 1943; Washington Highlights Turbulent

(Continued from Page 1)

any of the most important questions besetting this industry, according to current indications. It appears that 1943 was the build-up year for important new determinations due in 1944.

First on the list, of course, is the question of newspaper ownership on broadcast facilities. Momentarily a settlement is expected from the FCC, defining its thoughts and determinations on that highly controversial question. Commission members have a serious complaint against the operation of broadcast stations by newspapers—they agree that by and large newspapers have operated in the public interest on the other hand, they are determined that control of disseminating the industry itself is not on the subject, with many quarrels feeling that the banning of newspapers from further moves into the waves would be a fine thing. Others want further movements of a regulatory nature by the government. In there is the powerful newspaper group itself, determined that it will not be deprived of the opportunity to go into radio and to compete in what promises to be, perhaps, a major news medium of the future.

### Handling of News

Although formally their argument on other grounds, they contend the Commission would keep from handling the very people to whom news is a business the people know news best and have the best competence in putting news before the public. On the other hand, it has itself developed a news handling organization which objectors consider to rank favorably with the nation's press. Particularly in the foreign news field radio held to be the equal of newspapers.

It is likely that the question will be settled eventually by Congress, with the FCC submitting its feelings on the matter to the Senate Interstate Commerce Committee. That committee has had before it the arguments of the newspaper group in recent weeks, and there seems to be no doubt that these arguments fell

on receptive ears. The best guess at this date appears to be that there will be no flat ban on newspaper ownership, with the Commission having the right, however, to determine whether the public interest will be served by the granting of individual newspaper applications.

### FCC Deliberations

Although the announcement of the FCC's determination on this question is first due, the most important matter on the radio agenda right now is the deliberations of the Senate Interstate Commerce Committee on new legislation. It is hoped that out of the voluminous hearings conducted last month and in November will come an omnibus radio law which will clear up the confusion in the public mind and in the industry as to the extent of government power over radio. It is likely that the Senators will find that the FCC has overstepped its powers in some respects, but there is also a good chance that the solons will accept the moves which they might feel represented abuse of power.

Chief among these latter is the set of New York regulations put in force last June after their validity was upheld in May by the Supreme Court. Although the Senators are not at all certain that it is desirable to have the FCC propound regulations affecting the business practices of broadcasters so profoundly, there is an excellent chance that whatever legislation they bring out will include the substance of these regulations. Their authority would thus be Congressional, rather than of an appointive Commission.

Numerous other changes in the government handling of radio matters are also promised by the Senate Committee. Affecting FCC procedural practices and its powers over broadcasters. It is likely also that the committee will recommend some legal means to insure fair handling of controversial issues on the air.

### Wheeler Bill Jan. 15

How soon such a bill will be written is uncertain, although committee Chairman Burton K. Wheeler has set himself a January 15 date as a goal. That he will actually be ready to recommend a bill by that date is extremely unlikely thus far he has not started the writing of the bill, although it is believed that he will start writing it this week, he conferred once last week with Senator Wallace K. White, Jr., co-author of the so-called White-Wheeler bill which was entered in the Senate last March and served as the impetus for the present hearings. Although the bill was strongly supported by the industry, both White and Wheeler have made it plain that their final recommendations will differ considerably from the bill.

A bill similar to the White-Wheeler bill lies before the House committee on interstate and foreign commerce, but it is not likely that it will get anywhere. Chairman Clarence F. Lea

of that committee is also head of the special committee investigating the FCC, having been appointed to succeed Rep. E. E. Cox, father of the investigation, after the House was finally convinced that Cox was not the man to conduct a fair and judicial investigation of the FCC. Lea anticipates consolidating the findings of the special committee with deliberations of the standing committee on the Holmes bill, House counterpart of the present White-Wheeler bill, but it is likely that the Senate will conclude action on its bill before Lea's committee gets to the Holmes bill. The Senate bill thus go to the House committee and make separate consideration of the Holmes bill superfluous.

### Probe Committee Continues

In the meantime, the special committee investigating the FCC will continue indefinitely. Its findings thus far have been, putting it mildly, inconclusive and of little interest to most broadcasters. Counsel Eugene L. Garey, however, whose eventual departure is considered a necessary prerequisite to the attainment by the committee of the status of a competent investigatory body, promises that 1944 will see the exploring by his staff of numerous instances of alleged commission maladministration or worse which will vitally affect broadcasters.

Of great industry interest also is the outlook on such matters as manpower and equipment. The manpower situation will become more difficult, it is believed, but radio is in a favored position because its value as a home-front weapon is clearly recognized by the administration. It will be more difficult to retain personnel, especially with the imminent induction into the military forces of hundreds of thousands of fathers, but the industry is not expected to be so badly crippled that it cannot carry on its vital moral work, its bond-selling work, its war information work, and in order to do this, the administration realizes that radio must be permitted to carry on the type of programming that makes people listen to its war messages.

### Tube Situation

Betterment in the tube situation is to be looked for—both for receiving and transmitting apparatus—and further relaxation of the equipment freeze is in sight because of the failure of the military to use much of the equipment set aside for it by the BWC.

Radio's news handling is, along with that of the press, facing a critical period, with an undercover battle going on here now to force release by the military of important news of the coming campaign. OWI is fighting tooth and nail, with a White House appeal probable. If Elmer Davis is successful, radio will be permitted to cover the military picture adequately.

## AGENCIES

**WILLIAM ESTY & CO.** announces its resignation of the White Laboratories account. Client manufactures Feen-A-Mint and Chooz.

**RICHARD C. BUELL**, president of Educational Bureau, Inc. will speak today before the Advertising and Selling Course, conducted by the Advertising Club of New York. His subject is "Modern Salesman Training." Meeting starts at 6:15 p.m.

**WILDER BRECKENRIDGE**, executive of Kenyon & Eckhardt, Inc. was elected a vice-president as of Jan. 1.

**SAMUEL B. HARRISON**, account executive for Frederick Clinton Agency, has joined Emil Mogul Co.

**N. Y. ADVERTISING CLUB** will see a screening of "War Department Report," at a luncheon meeting there today of the Advertising Men's Post 209 of the American Legion.

**SATURDAY EVENING POST** is in the market for a new network radio program.

**MINNEAPOLIS OFFICE OF BBD&O** has added two new account men and two copywriters. They are O. Jay Blake of Milwaukee, Arthur E. Smith, of Cleveland, and John E. Martin and Earl M. Pease of Minneapolis.

**BUENOS AIRES OFFICE** of McCann-Erickson has been appointed to handle the Argentine advertising of Narciso Munoz Soc. de Resp. Ltda, a large Buenos Aires textile concern specializing in the manufacturer of men's, women's and children's stockings.

**LEO A. STEEDLE** has replaced Miss Emma Mae Roberts as head of the station and sales promotion departments of WCAU, Philadelphia.

### INFORMATION



I suggest Walter Winchell on WFDF.



Edward Petry & Co., National Representative



# ★ ★ ★ COAST-TO-COAST ★ ★ ★

—TEXAS—

**FORT WORTH**—The Southwest Chevrolet Co. has contracted over KGKO for a series of spot announcements... R. E. Cox Dry Goods Co. of this city have increased their spot campaign over KGKO for the coming year. Account was placed direct... A half-hour program presented by the personnel of the Fort Worth Army Air Field is being heard each Friday over KGKO... Parker Willson and the "Coffee Grinder" are now being heard over KGKO daily Monday through Friday for a quarter hour under sponsorship of the Duncan Coffee Co.

—NEW YORK—

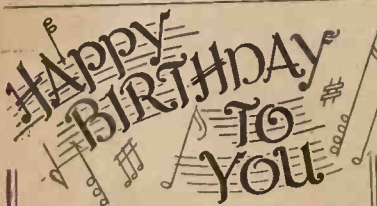
**TROY**—Mildred L. Lamberton, receptionist at WTRY, will leave to join the Marines on Jan. 12. Millie makes the twelfth staff-member to join the service.

—OHIO—

**CINCINNATI**—Robert Knapp, former WCPO engineer, has joined WCKY in a similar capacity. Knapp has replaced William Tharp, who has gone to the WCKY transmitter... "Prologue," conducted by Olive Kackley, WCKY women's commentator, has changed to a new day and time after having been heard on Sundays for the past four years. The program is now heard Fridays at 5:30 p.m. Clyde Trask has replaced Chick Mauthe, who has been granted a leave of absence because of poor health, as musical director of WCKY... Lt. Jg. John E. Murphey, former publicity director for WCKY, has completed a six-week indoctrination course at the Naval Air Station, Quonset Point, R. I., and is home on a nine-day leave... Private Paul F. Laumann, former news-o-graph operator for WCKY, dropped in at the station while home on a Christmas furlough from Camp Charles Wood, N. J.

—NEW YORK—

**NEW YORK CITY**—Friday, January 7, is the Ukrainian Christmas Day, and WBNX will broadcast two special programs for the occasion... On Sunday, January 2, Boris Todrin, editorial associate of PM, will make his radio debut



January 3

- |                |                 |
|----------------|-----------------|
| Maxine Andrews | Lauretta Hopton |
| Lanny Grey     | Herbie Kay      |
| Mary Guldin    | Andrea Marsh    |
| Earl Harper    | Freddie Rich    |
| Ned Sparks     |                 |

as book reviewer and book editor-in-general on his own WBNX program, "Speaking of Books"... "Religion in World Reconstruction," will be discussed January 5, at 4:30 p.m. on WBNX, as part of a series presented by the National Conference of Christians and Jews. Monica Wyatt and Betty Sachs of Barnard, and Howard Joyce, of the Columbia University Christian Ass'n will be heard.

—ILLINOIS—

**CHICAGO**—Featured on "Fort Sheridan Presents," aired over WJJD, 3 to 3:30 p.m., Saturday, January 1, was the Fort's swing group, "Jive Seven," in two jive songs, "Muskrat Ramble" and "Fan It."

—NORTH CAROLINA—

**CHARLOTTE**—A. D. Willard, Jr., WBT general manager, delivered an address last week at the graduating exercises for a group of Charlotte business and professional women who have been training as Nurses' Aides at Charlotte's Memorial Hospital... James Young, author of "Behind the Rising Sun," was interviewed over WBT about his experiences in Japan by announcer Charles Walters... Alonzo G. Squires, WBT's blind mike personality who conducts the "Squires Drops In" program, 10:45 to 11 p.m. across the board, is back on the air following ten days of hospitalization as a result of injuries received when he fell into an open sidewalk trap-door used as a coal elevator... Jack Knell, WBT's news editor-analyst, is back at his desk, and on the air, following a two weeks' vacation.

—CALIFORNIA—

**OAKLAND**—In a program broadcast over KLX, Mrs. Morley E. MacKenzie, accompanied by her husband who is Shrine Imperial Potentate and leader of all shrine temples in the Western Hemisphere, christened the cargo vessel SS Defiance when it was launched at the Moore Dry Dock in Oakland on December 29.

**SAN FRANCISCO**—Budd Heyde, KPO announcer, composed a song titled "Falling Stars," which was introduced in a station musical program... Fourth baby in as many weeks at KPO is a 9-pound son to mikeman Bob Williams and wife... Dorothy Rankin is now emceeing KPO's daily "Woman's Magazine of the Air"... Russ Butler has joined the KPO engineering staff.

—MASSACHUSETTS—

**BOSTON**—Margaret Roberts, of Provincetown, joined the production department of WNAC as script writer... The Honorable John W. McCormack, majority leader of the House of Representatives, will speak on "The Dangers of Inflation" over WNAC on Wednesday evening, Jan. 5... The Suffolk Cooperative Federal Saving and Loan Association has renewed its five-minute show, "Salute to Savers," heard Tuesday and Saturday mornings at 7:55 a.m., on WNAC. Bresnick & Solomont is the agency.

—NORTH CAROLINA—

**ASHEVILLE**—A woman appeared at the WWNC studios Christmas Eve with a complaint. Seems her son overseas had sent a V-mail letter saying he had radloed some money home, so she came to the station to find out why she hadn't received it yet... Don Walker and his Blue Ridge Boys have taken over the daily spot on the Western North Carolina Farm Hour, heard on WWNC, Monday through Friday at 1:05 p.m. Frances Bialock will remain as featured vocalist.

—PENNSYLVANIA—

**PHILADELPHIA**—Gene Edwards, night program manager of WDAS, is leaving the station to take a new berth at WOW, Omaha, Nebraska... "The Irish Magazine of the Air," under the direction of Pat Stanton, has been renewed for another twenty-six weeks by Morton's Clothing of Philadelphia who have sponsored this program over WDAS for several years... Beginning with the new year, WDAS will use Associated Press Service for its news... The program of Nathan Fleischer, Yiddish news commentator, has been renewed by the General Baking Co., on WDAS.

—OHIO—

**CLEVELAND**—WHK presented the first in a series of new programs this week called, "A Journey to The United Nations." The program is written by Helga Preisman and will acquaint radio audiences with the folk music of the 33 United Nations... After an absence of two years, Hugh Collins has returned to WHK as a regular member of the announcers staff... K. K. Hackathorn of the WHK staff has been appointed vice-president of the United Broadcasting Co., in charge of Cleveland sales... Jean Colbert, veteran of 11 years in station and network broadcasting as women's commentator, actress and writer, has been named WTAM director of women's activities... Maurice J. Condon, former promotion and publicity director of WGAR has been appointed assistant sales manager.

—CONNECTICUT—

**BRIDGEPORT**—Elizabeth Hawes, author of "Fashion is Spinach," will be interviewed by WICC's Imogene Wolcott on her Tuesday, 11:45 a.m. broadcast... Frances Jones, one of WICC's newest additions, and Walter Klavun, announcer, are readying a series of weekly scripts in conjunction with OPA state activities.

—TEXAS—

**AUSTIN**—"Adventures of a G-Man" of which Dr. Leslie C. Proctor, writer of juvenile books, is author, will be featured on the Wednesday broadcast of the Texas School of the Air heard over KNOW... A five minute newscast is being heard Tuesday through Saturday over KNOW under sponsorship of the Gladliola Flour Makers... The T. H. Williams Co. is sponsoring a quarter hour program presented at 9 p.m. each Thursday of the Women's Victory Committee of Austin, on KNOW.

—NEW JERSEY—

**NEWARK**—M. D. "Doc" Morris, WAAAT salesman, has a night club account in Staten Island. One night recently the band's vocalist failed to appear; Doc stepped into the breach and came up with an arrangement of White Christmas which pleased not only the patrons, but the owner... Bill Johnson, WAAAT's singing cowboy, received a letter from a female fan that was 30 feet long and almost 10 inches wide.

—CONNECTICUT—

**NEW HAVEN**—Janet Slayton, WELB only gal announcer and commentator, is emceeing a new program, "Town Topics," airing at 10:45 a.m. Mondays thru Fridays. Program consists of news of club and local organizations, as well as a general round-up of what's going on around New Haven.

## Gimbel Awards For 1943 To Be Aired Over WIP

**Philadelphia**—The Gimbel awards for 1943 proceedings will be aired over WIP tomorrow, at a luncheon-meeting during which time a Philadelphia lady, whose identity is to remain secret until then, will receive the honor which is annually bestowed upon a woman for some outstanding service to humanity.

From the banquet hall of the Gimbel Store in Philadelphia, Mayor Bernard Samuel will greet the guests. Arthur C. Kaufmann, executive head of the Philadelphia store, will be chairman, Dr. Daniel A. Poling will offer the invocation, and Governor Edward Martin will deliver the address of the occasion.

Mrs. Nellie Taylor Ross, director of the mint, will attend, as will representatives of the country's armed forces. Mrs. Eleanor Roosevelt has sent a message of congratulations to the as yet unknown award winner.

## Two 50,000 Watters Readied For OWI Use

(Continued from Page 1)

mitters was begun last July on the New Jersey grounds. The site was chosen by the OWI because of ideal facilities, including underground conduits for power and radio circuit and many acres of property completely cleared of trees and other obstructions, factors of great value in the construction and operation of a radio station.

Programs in English, German, Italian, French, Spanish, Serbo-Croatian, Polish, Dutch, Czech and Albanian will be beamed to all of Europe over the two ultra-modern transmitters for 16 hours daily, starting at 10:45 a.m.

Hours of operation will be increased to 20 hours daily in a few weeks, according to the OWI. Columbia's overseas engineering operations are under the general direction of Guy C. Hutchinson.





## STARTING JANUARY 18<sup>TH</sup> IT'S UP TO YOU!

**S**TARTING January 18th, it's up to you to lead the men and women working in your plant to do themselves proud by helping to put over the 4th War Loan.

Your Government picks you for this job because you are better fitted than anyone else to know what your employees can and should do—and you're their natural leader. This time, your Government asks your plant to meet a definite quota—and to break it, *plenty!*

*If your plant quota has not yet been set, get in touch now with your State Chairman of the War Finance Committee.*

To meet your plant quota, will mean that you will have to hold your present Pay-Roll Deduction Plan payments at their peak figure—and then get at least an average of one **EXTRA \$100 bond from every worker!**

That's where your leadership comes in—and the lead-

ership of every one of your associates, from plant superintendent to foreman! It's your job to see that your fellow workers are sold the finest investment in the world. To see that they buy their share of tomorrow—of Victory!

That won't prove difficult, if you organize for it. Set up your own campaign right now—and don't aim for anything less than a 100% record in those *extra \$100 bonds!*

And here's one last thought. Forget you ever heard of "10%" as a measure of a reasonable investment in War Bonds under the Pay-Roll Deduction Plan. Today, thousands of families that formerly depended upon a single wage earner now enjoy the earnings of several. In such cases, 10% or 15% represents but a paltry fraction of an investment which should reach 25%, 50%, or more!

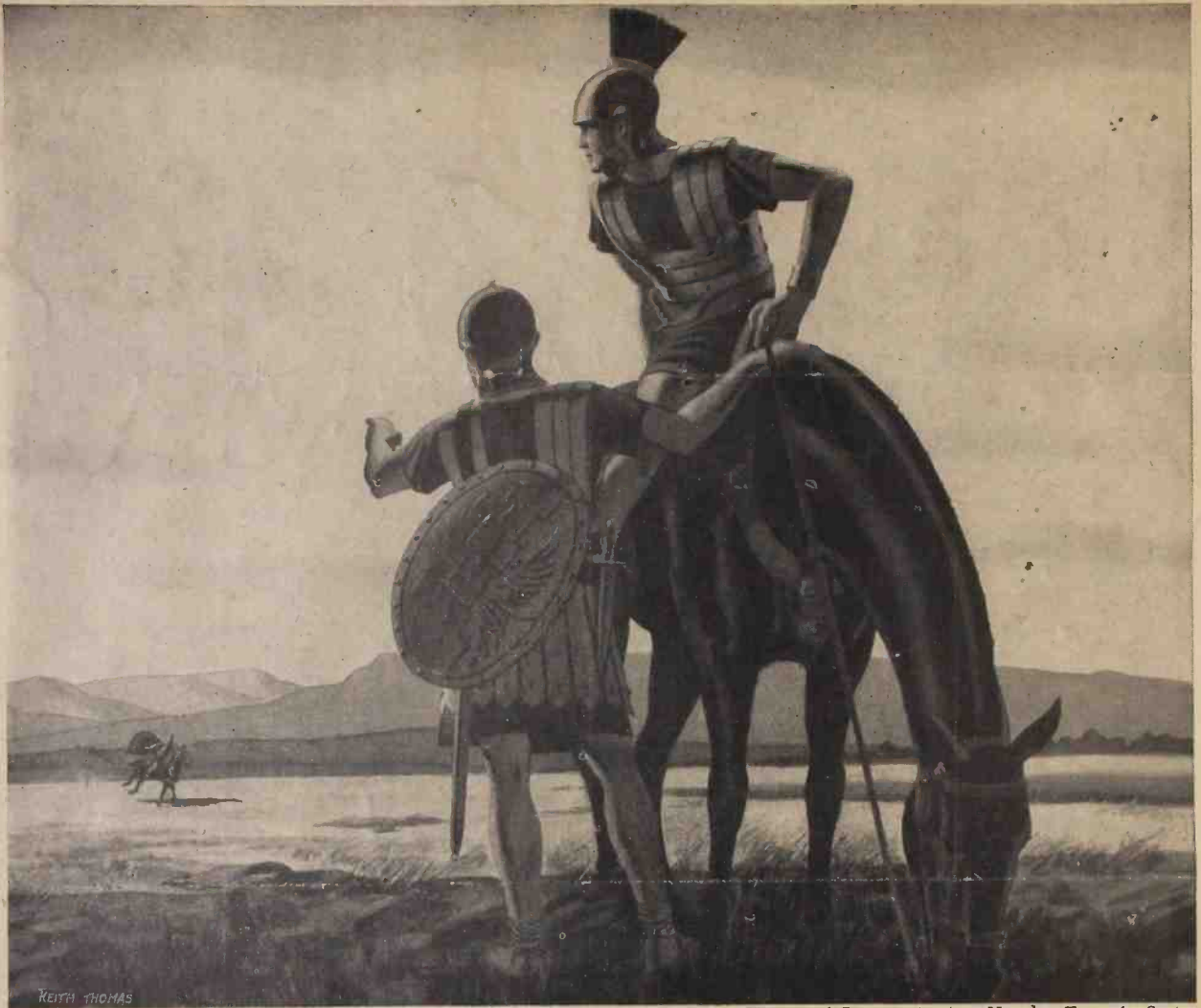
Now then—Up and At Them!

**Keep Backing the Attack!—WITH 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*





*History of Communications Number Two of a Series*

## COMMUNICATIONS BY ROMAN POST RIDERS



In the early days of the Romans and Phoenicians the fastest means of communication was the post riders, who carried news and War dispatches from the battle front. As fleet as their horses might have been, their speed does not begin to compare with electronic voice communication. The twist of a dial and the pressing of a button—in the flash of a second the message comes through. Clear cut speech transmission with Universal microphones reduces error and expedites the delivery of the message.

Today Universal microphones and voice communication components are being used throughout the world on every battle front filling a vital need and "getting the message through."

< Model 1700-UB, illustrated at left, is but one of several military type microphones now available to priority users through local radio jobbers.

**UNIVERSAL MICROPHONE CO., LTD**  
INGLEWOOD, CALIFORNIA



FOREIGN DIVISION: 301 CLAY STREET, SAN FRANCISCO 11, CALIFORNIA • CANADIAN DIVISION: 560 KING STREET WEST, TORONTO 1, ONTARIO, CANADA



# Lever Bros. Court Victor

## Fibber McGee Leads; Joan Davis Moves Up

Fibber McGee and Molly ended the year at last in first place, according to the Hooper survey covering the Dec. 15-30 period, edging up from second place, while Bob Hope, previously on top is currently in third position. Charlie McCarthy (Edgar Bergen) is second. Joan Davis and Dick Haley, who weren't even among the first 15, on the last report came strong to fourth place, possibly one of the biggest leaps on any program in some time.

"Aldrich Family," manages to re-

*(Continued on Page 5)*

## "Freedom Of Opportunity" Now Skeds Full MBS Net

Originally scheduled for 88 stations the Mutual network, the new "Freedom of Opportunity" program will be heard over a full Mutual network of 211 stations. The new series, sponsored by the Mutual Benefit Health & Accident Association of Omaha, in cooperation with the U. S. Senior Chamber of Commerce, begins today, Jan. 14, 1944, and will be heard every Friday thereafter from 10 to 9:00 p.m. EWT.

## Joe Miller Leaves NAB; Will Join Navy Shortly

Washington Bureau, *RADIO DAILY*  
 Washington—Joseph L. Miller, director of labor relations for NAB and doubled for a considerable length of time as public relations head when Ed Kirby went into service, has signed to enter the Navy.

Miller's departure brings to eight

*(Continued on Page 2)*

**Busy!**

Count Basie could have swapped his baton for a pogo stick as he bounced around New Year's Eve in a quartet of airwave appearances. Starting the evening with a guest shot on Kate Smith's program at 8 p.m., he teed off Columbia's worldwide dance session at midnight. Back for a repeat on the Smith show at 12:18 a.m., the Count wound up over MBS at 12:45.

**Admiral's Farewell**

Rear Admiral John Downes, who retires this week as commander of the 9th Naval district, bid farewell to his shipmates on the Blue Network's "Meet Your Navy" broadcast, New Year's Eve, at 8:30 p.m., EWT. He has served 42 years in the Navy.

## Tom Lane Appointed To New Treasury Post

Thomas H. Lane has been appointed Director of Advertising, Press and Radio for the War Finance Division of the Treasury Department, by Ted. R. Gamble, National Director of the War Bond program. Lane succeeds Vincent F. Callahan, who resigned recently to re-enter private business.

For the last year and a half, Lane has been Chief of the Treasury's Advertising Section, in direct charge of all publication, outdoor and poster War Bond promotion.

He came to the Treasury from

*(Continued on Page 2)*

## Blue Issues New Card; Some Discount Changes

Blue Network has issued a new rate card, dated Jan. 1, 1944.

Revealing increased coverage, Rate Card No. 31, lists 171 stations, "reaching 23,558,000 radio families" (night), compared with the 122 stations reaching 22,462,000 families listed in Rate

*(Continued on Page 4)*

## N. Y. 'U' Appoints Dr. Angell Director Of Hall Of Fame

### WRC And Variety Club Co-Sponsor Bond Show

Washington Bureau, *RADIO DAILY*  
 Washington—Plans are under way for co-sponsorship by WRC and the Washington Variety Club of a Fourth War Loan Bond matinee of "Ice-Capades of 1944," to be held Saturday, Jan. 29. The "Ice-Capades"

*(Continued on Page 2)*

## Two Patent Claims Against P&G Upheld As Appeals Court Reverses Earlier Edict; 'New' Ivory Soap Involved

### Ad. Power Harnessed To War Needs In 1943

American business harnessed the power of its advertising to war needs during 1943 on a broader scale than ever before, to bring the U. S. home front essential information, the War Advertising Council reported yesterday in a year-end review.

Advertising contributions for the promotion of official war themes totaled more than \$300,000,000 during

*(Continued on Page 7)*

### WGN To Spend Millions On New Studios-Offices

Chicago—Plans for a new post-war home for the Chicago "Tribune" station, WGN, were announced by Frank Schreiber, station manager. The new plant, will be one of the largest and most modern radio structures in the

*(Continued on Page 2)*

### Reynolds To Be Narrator On "Report To Nation"

Quentin Reynolds, war correspondent, and formerly an associate editor of "Collier's Weekly," becomes the regular weekly narrator on "Report

*(Continued on Page 4)*

In an important decision handed down by the United States Circuit Court of Appeals in Richmond, Va. two patent claims of Lever Bros. Co. involving principles in soap manufacture, were held to be valid and that these claims had been infringed by Procter & Gamble. In the opinion, copies of which became available yesterday, Judge Armistead M. Dobie reversed the judgment of the United States District Court for Maryland.

Litigation attracted widespread attention in the soap industry because

*(Continued on Page 5)*

## WABC's Dec. Business Reveals 28% Increase

Five new campaigns, 14 renewals and an increase in clients 28 per cent above December 1942 were revealed yesterday by Arthur Hull Hayes, general manager of the CBS key outlet in New York. Eight of the 14 renewals in December were for participants in the "Arthur Godfrey" early morning program, heard Monday through

*(Continued on Page 7)*

## P. & G. Buys Quarter-Hour On 'Breakfast At Sardi's'

Taking over a new type of program for its daytime radio advertising, Procter & Gamble Company will sponsor the first portion of "Breakfast at Sardi's" on the Blue Network beginning

*(Continued on Page 5)*

**For Each Bar**

Martha Deane has somehow caused a little excitement around the WOR studios. Seems Martha did her show as usual last Thursday. But on Friday—she made her debut as a mother with a set of twins. Trio is doing nicely. Miss Deane is the wife of Captain William Bolling Taylor, former advertising executive who flew up from Louisiana for the event.





Vol. 26, No. 2 Tues., Jan. 4, 1944 Price 10 Cts.

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

(Monday, January 3)

NEW YORK STOCK EXCHANGE

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

NEW YORK CURB EXCHANGE

Table with columns: Nat. Union Radio, Bid, Asked. Includes WCAO (Baltimore) and WJR (Detroit).

OVER THE COUNTER

Table with columns: Bid, Asked. Includes WCAO (Baltimore) and WJR (Detroit).

Tom Lane Appointed To New Treasury Post

(Continued from Page 1)

Young & Rubicam Advertising Agency, where he was a copy writer and account executive. Prior to that, he was associated with radio station WOR and was a reporter for the New York "Herald Tribune."

Lane is a graduate of Dartmouth College. His sister Joan, is trade news editor of CBS.

20 YEARS AGO TODAY

(January 4, 1924)

A concert given by the Ohio Wesleyan Glee Club of Delaware, O. is to be broadcast over station KDKA, Pittsburgh. Listeners to Nathan Glantz and his Lucky Strike Orchestra, over WEA, are furnished with a list of selections played by the band. Vill Norman flyweight championship bout, taking place at Motor Square Garden, Pittsburgh, will be aired through KDKA.

WGN To Spend Millions On New Studios-Offices

(Continued from Page 1)

world and will cost several million dollars. Construction will be started as soon after the war as building restrictions are lifted. Site of the new building will be land acquired recently by the "Tribune" south of Tribune Tower, overlooking the river. The structure will front on Michigan Ave., and will be designed to harmonize with both Tribune Tower and the present WGN building. The new WGN plant, which will be six or seven stories in height, will house all the dramatic, musical, technical and business activities both of WGN and the mid-western offices of the Mutual Broadcasting System. One of the features of the new plant will be a 2,000-seat radio theater with a regulation theater stage and a concert platform that will accommodate 200 musicians and players. There will also be a 600-seat studio theater and another audience studio with a seating capacity of 350.

Ten other non-audience studios for dramatic shows, musical programs and similar broadcasts are included in the plans. Also planned are rehearsal halls, audition rooms, music library for transcriptions and recording of classical, popular and dramatic music, rooms for copyists and arrangers offices for musical directors, composers, and transcribers and dressing rooms for the staff.

The WGN mechanical and engineering departments will have rooms for making records and transcriptions and the WGN sales department will have audition rooms. Administrative activities of station, including the program, production, press relations and promotion departments, will also be housed in the new structure.

Joe Miller Leaves NAB; Will Join Navy Shortly

(Continued from Page 1)

the number of NAB personnel now serving in the armed forces. Besides Kirby and Miller there are Lynne Smeby, former engineering director now with the Signal Corps; Major Frank E. Pellegrin, erstwhile director of broadcast advertising now serving in Italy; former NAB counsel Russell Place, serving with the OSS, and Everett E. Revercomb, auditor, for nine years before being commissioned in the Navy last summer.

Frederick John Cluett

Montreal—Death is announced of Frederick John Cluett, Toronto radio tube expert and official of Rogers Tubes since its organization 18 years ago, who occupied the positions of vice-president and director of the company as well as the post of works manager of the receiving tubes and parts division. An Englishman, Cluett went to Toronto 38 years ago as plant superintendent of the Independent Telephone Co., subsequently taken over by Ted Rogers, late president of Rogers Radio Tubes with which Cluett continued in various important capacities. His wife and a daughter survive.

Five NBC Speakers Set For Local Addresses

NBC's Speakers' Bureau has arranged five talks to be given this month by network representatives before groups in the metropolitan area. On Jan. 5, Claude Barrere, in charge of Syndicated Sales for the Radio-Recording Division, will speak before the Literary Club of Amityville, L. I., on "Radio and Recorded Programs in the Post-War Era."

On Jan. 10, Sterling Fisher, assistant to NBC's Public Service Counsellor and director of the Inter-American University of the Air, will address the Brooklyn Woman's Club on "Radio as an Aid to International Understanding."

W. W. Chaplin, NBC newscaster, and author of the recently published "70,000 Miles of War," will be guest speaker Jan. 13, at a meeting of the National Sojourners, Manhattan Chapter No. 86, at the Hotel Lexington.

"Television as a Layman Sees It," will be discussed Jan. 14 before the Westchester Drama Association, White Plains, N. Y., by E. L. Bragdon, NBS Trade Editor.

On Jan. 19, Miss Anita Barnard manager of the Correspondence Division of NBC's Department of Information will talk to the Alumni Association of Career Women at the Hotel Sheraton, on the subject, "Women in Radio."

WRC And Variety Club Co-Sponsor Bond Show

(Continued from Page 1)

opened under similar auspices last year.

Under the chairmanship of Carter Barron, Loew's division manager, a committee of Washington showmen has been set up to handle what is expected to be one of the most important bond selling ventures undertaken by the district's show-folk. Again this year each bond purchaser will be entitled to a seat at the matinee performance.

With Barron on the committee are John J. Payette, Warner Brothers zone manager; Hardie Meakin, RKO-Keith's; Sydney Lust, Lust Theaters; Howard Livingston, manager, Uline's Arena; Frank LaFalce, Warners' publicity director; Sam Galanty, Columbia Pictures; George Wheeler, assistant to the manager of WRC; Fred Shawn, program manager, WRC; John Allen, M-G-M, and Lou Janof. Al Sherman and Tom Knode have been appointed publicity co-chairmen, representing Variety Club and WRC, respectively.

Coast Ice Co. Buys Time

Los Angeles—The Union Ice Company of California, through the George M. Wessels Advertising Agency in Los Angeles, has contracted for the 10:00 to 10:15 a.m., PWT, portion of the Saturday "Breakfast at Sardi's" broadcasts over the Pacific Coast Blue Network, effective Jan. 8. The 52-week contract calls for sponsorship of this portion of the popular breakfast party air show on 13 stations of the Pacific Coast Blue Network.

COMING and GOING

ARTHUR HARRE, sales manager of WJJD, Chicago, returned to the Windy City late last week after having spent a week in New York on business.

FRANCES LANGFORD travels tomorrow to Santa Ana, Cal., where she will appear as guest artist on "Soldiers With Wings" over KHJ-Mutual-Don Lee.

LT. MEL VENTER, U. S. Coast Guard, formerly program head and production director at KFRC, San Francisco, paid a call at the station last week while en route to the East-West football game.

MYRON FOX, promotion and publicity manager of KDYL, Salt Lake City, leaving for the West Coast, where he will be stationed permanently as head of the station's television and transcription office.

RALPH VISCONTI, director of drug trade relations, at WLW, Cincinnati, goes to Youngstown, Ohio, on Monday, where he will address a meeting of the Mahoning Pharmaceutical Assn.

DOROTHY WILLS, of the KDKA publicity department, has returned to Pittsburgh after a visit with her navy husband at Purdue University, Lafayette, Ind.

MARION KAROL, KNX-CBS commercial editor, is in town from Hollywood for a month's stay to confer with members of the network's editorial staff.

VICTOR H. LUND, manager of WAOV, Vincennes, Ind., is in Chicago to attend the stockholder's meeting of the American Network, Inc. (FM). Lund is acting as representative for WIRE, Indianapolis, and Eugene C. Pulliam.

War Heroes On MBS Show

Sgt. Iddo Ball of Osyka, Mississippi, who knocked out a Jap pillbox on Tarawa that had the American advance stopped for 18 hours, will be guest on Mutual's "Halls of Montezuma" tomorrow from 7:30-8:00 p.m. His story will be dramatized on show. Another guest will be his pal, Sgt. Murl Bright of Nampa, Idaho.

AROUND - THE - CLOCK VARIETY

There's always something interesting to listen to — on W-I-T-H. There's pace and variety all around the clock. Small wonder W-I-T-H is the Baltimore station that's listened to 24 hours a day. No wonder it delivers sales at the lowest-cost-per-dollar spent.

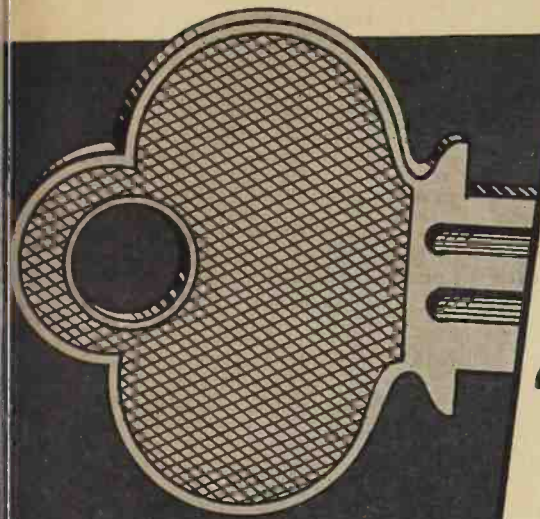


W-I-T-H IN BALTIMORE

TOM TINSLEY, President REPRESENTED BY HEADLEY-REED



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**America's  
4<sup>TH</sup> Largest  
Market**

SEE easel presentation based not only on continuous house-to-house surveys; but also on an analysis of extensive mail offers and numerous retail store records.



**SMART BUYERS  
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Yes, there are 3 1/2 million bigger-than-average purses in America's 4th Largest Market — more than in 14 major cities combined!\*

The most extensive study ever made of this important market\* reveals never-before-available marketing facts . . . comparative 1/4 hour ratings of *all* stations . . . discloses daytime and nighttime program preferences. In short, gives you the facts you need to get the most for your advertising dollar.

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**"DOLLAR FOR DOLLAR NEW JERSEY'S BEST RADIO BUY"**

Do you realize this market contains over 3 1/2 million people; more than these 14 cities combined:—Kansas City, Indianapolis, Rochester, Denver, Atlanta, Dallas, Toledo, Omaha, Syracuse, Richmond, Hartford, Des Moines, Spokane, Fort Wayne.



# LOS ANGELES

By RALPH WILK

**D**INAH SHORE has added to her radio duties with a weekly short-waved program to overseas service men of musical comedy song hits. It's called "Show Time."

Harry W. Flannery, CBS commentator, is scheduled to spend a month in Mexico soon. He will check on clues dealing with Mexico's post-war plans and gather material for future broadcasts.

Spike Jones has another new instrument to add to the fabulous collection of miscellaneous junk from which emerge those corny tunes his City Slickers play on NBC's "Arkansas Traveler" and "Furlough Fun" programs. Shortly after Spike and the boys made a personal appearance at the Calship yards and put on a show for the workers there, he received a musical anvil which was made for him by some of the welders and personally autographed by them.

Hal Hudson, program manager for Columbia Pacific network, returned from a two-weeks trip to the East Coast. In New York, Hudson conferred with Douglas Coulter, vice-president in charge of CBS programs, and William Forbes, executive assistant of CBS. On the return trip, Hudson stopped off at Chicago and Detroit.

As soon as his incision stitches are knit tightly enough, Bob Burns hopes to feature on his Thursday radio show the beautiful new plastic pipe bazooka which the Master Plumbers Association gave him for Christmas.

Sears Roebuck & Company have purchased a participating spot on the "Eleven PM News" broadcast of Bob Anderson's. (KNX 11:00 to 11:20 p.m., PWT, Monday through Friday).

Marion Karol, KNX-CBS commercial editor, left for New York to confer with CBS members of the editorial staff. Miss Karol will remain in New York for a period of one month. During her absence William A. Williams, CBS staff editor of New York, currently in Hollywood, will sit in for Miss Karol. He departs for New York upon her return.

Jery Cooper, CBS singing star, will be heard by the armed forces in four popular numbers by transcription. He is now recording "All or Nothing at All," "It Must Be True," "My Ideal," and "For the First Time" for the "Personal Album" weekly CBS transcribed series to the armed forces.

## Blue Issues New Card; Some Discount Changes

(Continued from Page 1)

Card 30, the form having been dated June 15, 1942.

In addition to the new format, making reference easier, there are certain changes in the discount set-up, with regard to the volume at which discounts apply. An entire section of the card is devoted to the daytime "package price" schedule.

# MAIN STREET



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

● ● ● CAPTAIN BIRNEY IMES, JR.: Wonder if your General Manager Bob McRaney told you that your dad has been appointed a Colonel on the staff of Governor-elect Thomas L. Bailey of Mississippi. . . . . LIEUTENANT AL HELFER: Alfred Drake, singing star of the musical smash "Oklahoma," and vocalist on the CBSerenader, "Broadway Matinee," portrayed you last night on the NBCavalcade of America program. "Bull's Eye for Sammy," a thrilling drama of heroism aboard a submarine chaser. . . . . ALMA KITCHELL: We happened to walk in on your WJZ show yesterday and want to tell you how much we enjoyed that impromptu fifteen minutes in which you interviewed Edgar Kobak, Ted Malone, Morton Downey, Arlene Francis, Ed East, Dunninger, The Mystery Chef and Jack Smith. . . . . their wishes, coincided, uppermost in all their minds, the "Fervent hope for an early Victory" . . . . . GIL MARTYN: That fast-moving Paramount Newsreel, giving the news highlights of 1943, which you and Hanson W. Baldwin, completed last week, will be released late this week. . . . . it's a honey. . . . . JACK BENNY: Several years ago, the late Will Rogers, in one of his broadcasts, likened the world situation to a "football game" in which he described in a play-by-play account, the fact that Roosevelt was the quarterback and calling the plays. . . . . but that fact does not detract, in any way, from the swell "Baseball bit" featured on your show Sunday, in which world events were so interestingly presented.



● ● ● RAY KNIGHT: Better get together with some of your network's comedians and brush up on some gags. . . . . you are to be toastmaster Thursday at the Servicemen's Dinner, to be held at the Lambs Club. . . . . STUART BUCHANAN: The half-hour tribute to the undaunted spirit of the people of occupied Europe, which will be dramatized January 9 at 10:30 p.m. over the Blue Network and which you will direct, will be written by Merrill Dennison, in collaboration with Joseph Auslander, on whose book, "The Unconquerables," the script will be based. . . . . MARTHA DEANE: Until you return to the mike, Ruth Millett, former Dean of Women at Missouri State College, who guested on your WORacle several times, will pinch-hit for you. . . . . JOE DAVIS: That little vocalist, Liza Morrow, that you just signed for your Beacon Records, is easy on the ears. . . . . should be your most popular artist before the end of the year. . . . . BERT LOWN: Just wished to remind you that the stunts and special features you've pulled for the Red Cross, are big time. . . . . also a note to inform you that John Donaldson, Jr., newly-appointed Radio Director for the 1944 Red Cross War Fund Drive, was formerly Time Buyer with McCann-Erickson. . . . . MAJOR BOWES: Back in 1939, an anaemic-appearing lad, tremblingly made an appearance on your program, sang Cole Porter's "Night and Day" and won himself a three-month tour with one of your units. . . . . that was the start of the "Voice," otherwise known as Frank Sinatra.



● ● ● EDWARD J. NOBLE: The Blue Net's "Weekly War Journal" pick-up from London, Sunday, featured a Choral arrangement of Russia's National Anthem, "Hymn of the Soviet Union," which was recorded by BBC, during a New Year's Eve broadcast from Moscow. . . . . this is believed to be the first time that the new Anthem, which replaced the "Internationale," was ever heard here. . . . . BEN GRAUER: You have been selected by the Treasury Dep't. to give a discourse on public speaking to a crew of men who will speak to the public on behalf of the Fourth War Bond Drive which starts Jan. 19. . . . . ED "ARCHIE" GARDNER: if you're seeking a new "Miss Duffy," you should hear Florence Halop. . . . . You're welcome to the tip.

— Remember Pearl Harbor —

# CHICAGO

By BILL IRVIN

**D**AN RYAN, baritone, joined the WBBM staff yesterday. The 25-year old native Chicagoan paid his way through Loyola High School and two years at Loyola College by organizing and leading a small band. He left college to concentrate on singing and soon was appearing with orchestras on various Chicago stations.

Comedian Bill Thompson, who played the roles of Wallace Wimple and the "Old Timer" on the Fibber McGee program and who was inducted into the Navy this week, made his last civilian radio appearance on the "Breakfast Club" Saturday.

It's a seven-pound-six-ounce girl for the Owen Vinsons. Mama is Pauline Hopkins, author of the CBS serial "That Brewster Boy," of which Vinson is producer. Youngster arrived Christmas Day at the Michael Reese Hospital and has been named Holly Jean.

Engagement rings were among the Christmas presents received by three feminine members of the Blue Network Central Division Staff. The recipients were Ann Taylor and Norma Rehm of sales, and Marguerite Terry, supervisor of audience mail.

Wilson Sporting Goods Co., Chicago, has extended its sponsorship of Arch Ward's sports review for an additional 41 weeks, effective January 5. The broadcast will be changed from Fridays to Wednesday at that time. Another WGN renewal, for a full year, is the Detroit Bible Class program, sponsored by the organization of that name. Program is heard Sundays from 9 to 9:30 a.m., CWT, Agency is Aircasters, Inc., Detroit.

## Reynolds To Be Narrator On "Report To Nation"

(Continued from Page 1)

to the Nation," over the Columbia network, effective Tuesday January 18. Reynolds has covered the war almost from its inception. He went through the London blitz of 1940, when his stories became classics of American journalism, covered the North Atlantic convoy lanes, and spent considerable time in Russia as one of the first Americans to visit the Eastern front.

He is the author of several books on various phases of the war, "London Diary," "The Wounded Don't Cry," "Only the Stars are Neutral," and "Dress Rehearsal." A new book, "The Curtain Rises," will be published in the early Spring.

On the program heard Tuesdays 9:30-10 p.m., EWT, Reynolds replaces Doug Edwards.

## ANNOUNCER

wanted for large Southern station. Newscasts and straight commercials. \$50 per week. Address Box 783, care Radio Daily, 1501 Broadway, New York 18, N. Y.



# Lever Bros. Upheld In Court Decision

(Continued from Page 1)

of the large interests involved. It grew out of Procter & Gamble's change in 1940 from the process long used in making "old" Ivory, to a different process by which its "New" Ivory has since been made. The difference in the process produced a floating soap having properties superior to those of the old floating soaps.

The Court stated in summary that we decide that Claim 5 and Claim 6 (the process claims), of the patent in suit, as we have interpreted them, are valid, since they constitute a disclosure that satisfies the requirements of 35 U.S.C.A. sections 31, 33, and since they are not anticipated by the prior art. We hold, further, that these claims, so interpreted, were infringed by the defendant, Procter.

"Accordingly the judgment of the District Court is reversed."

Lever Bros. and Procter & Gamble are leading radio advertisers, both spot and network.

# Web Personnel Changes In Western Division

West Coast Bureau, RADIO DAILY Los Angeles—A series of personnel changes in the program department of NBC's Western division, effective Jan. 4, are announced by John W. Swallow, eastern program manager. Caryl Coleman resigns as supervisor of the script department to enter the free lance writing field, and is succeeded by Marvin Goodson, who transfers from production. The latter is succeeded by Ezra McIntosh, former program director of WVMC, Asheville, N.C.

Howard Wiley transfers from NBC Chicago, to succeed Vance Graham, resigned, as a member of the production staff. Doug Gourlay transfers from NBC San Francisco, to join the NBC Hollywood announcing staff, replacing Ken Carpenter, who has entered the free lance field.

# Procter & G. Buys Quarter-Hour On 'Breakfast At Sardi's'

(Continued from Page 1)

ing Jan. 31. "Breakfast at Sardi's," a popular morning program, launched on the Blue in the campaign for new daytime radio fare, is heard from 11:30 a.m., EWT. Procter & Gamble will sponsor the first quarter-hour on 6 Blue stations. The product to be promoted will be announced in the near future. Compton Advertising, New York, is the agency.

Keynote of the show, to which Procter & Gamble's sponsorship will have added prestige, is informal gayety. Sixty women are invited to Sardi's famous Hollywood restaurant each morning and, after breakfast, participate in the program emceed by Tom Beneman. Without a script or planted gags, Beneman wanders among his guests and brings out the comedy and drama in their lives.

# N. Y. 'U' Appoints Dr. Angell Director Of Hall Of Fame

(Continued from Page 1)

Lyon Phelps as administrator of the national shrine. Other predecessors in the position since the Hall of Fame was established in 1900 as a gift of the late Mrs. Finley J. Shepard (Helen Gould) have been Dr. Henry Mitchell MacCracken (1900-1918); Dr. Robert Underwood Johnson, poet, editor and ambassador (1919-1937); and Dr. John H. Finley, educator and editor of the New York "Times" (1937-1940).

"It is with great satisfaction that we announce that Dr. Angell, long an Elector of the Hall of Fame, has now become its director," Dr. Chase said. "He is entering upon his new duties at a time when there is a reawakening of interest in American history and in the democratic ideals symbolized by the great men and women enshrined in the Hall of Fame.

"He is the fifth of a distinguished group of Americans to be charged with the responsibility of administering the American Pantheon and I am confident that his acceptance of this nationally important post will be widely and enthusiastically acclaimed."

One of Dr. Angell's first duties will be the preparation for the 10th quinquennial election in 1945 when the College of Electors, a distinguished body of some 100 famous American men and women representing all sections of the country, will vote on candidates nominated by the public. There will be 22 vacancies to be filled in that election.

The Hall of Fame for Great Americans, with its massive colonnade surmounting the western slope of the University Heights campus of New York University, honors the memory of 73 men and women whose lives and accomplishments have been conspicuously significant in the history of

# WLW Sets Sales Meeting; Opens In Chicago Friday

Cincinnati—Executives from WLW's Cincinnati, New York and Chicago offices will meet in Chicago Jan. 7, 8 and 9 for the semi-annual sales meeting of the station. The Cincinnati office will be represented by J. D. Shouse, vice-president; R. E. Dunville, vice-president and assistant general manager, broadcasting division; H. M. Smith, sales manager, and his assistant, Madison Heartman; H. R. Chamberlain, program director; M. P. Allison, promotion director, and his assistant, S. R. White; A. R. Griffes, merchandising director, and Herbert Flaig, commercial traffic manager.

The WLW New York office will have Warren Jennings, Eldon Park, Bernard Musnik, George Comtois and Mary Walsh at the conferences; with George Clark, Charles Kennedy and William Robinson of the Chicago office attending.

WLW's Washington representative, Fred Ball, will also be in Chicago for the meeting.

the nation. It is administered by the director in collaboration with the University Senate and a committee of the University Council, headed by Percy S. Straus.

Every fifth year, the public is invited to nominate candidates for inclusion in the Hall of Fame. The nominations are limited to eminent Americans and foreign born citizens whose work has been closely identified with this country and who have been dead not less than 25 years.

Each of the 73 is represented by an original bronze bust executed by a contemporary American sculptor. The colonnade is frequently declared to possess "the most representative collection of contemporary American portrait sculpture" in the country.

The new director was for 25 years at the University of Chicago as professor, dean and acting president, successively. From 1918 to 1919, he was chairman of the National Research Council. From 1920 to 1921, he headed the Carnegie Corporation and, from there, he went to the presidency of Yale University where he remained until his retirement in 1937. Since then he has been public service counselor of NBC. His acceptance of the directorship of the Hall of Fame will not affect his status with the National Broadcasting Company.

# Fibber McGee Leads; Joan Davis Moves Up

(Continued from Page 1)

main fairly steady and is sixth. In succession, the rest of the First 15 are: Walter Winchell, Jack Benny, Lux Radio Theater, Abbott & Costello, Frank Morgan and Fanny Brice, "Mr. District Attorney," Bing Crosby, "Take It Or Leave It" and Fred Allen, newly returned to the air.

Previously unannounced new features appear in the Hooper service beginning this month. These four features include, Composition of Audience; special Sunday and Saturday ratings, sponsor identification, etc.

Average national sets in use, according to Hooper indicates a new high in most cases as compared to the midsummer low.

# Vandercook For Gunther

John Vandercook will substitute for John Gunther on the news broadcast sponsored by General Mills in behalf of Wheaties on the Blue Network when Gunther leaves for an eight-week vacation following the broadcast of Jan. 8. The General Mills program is heard Friday and Saturday from 10:10:15 p.m., EWT, on 64 Blue stations through Knox Reeves Advertising, Minneapolis. Guest commentators will substitute for Gunther on "Where Do We Stand?" sponsored Sunday from 5 to 5:30 p.m., EWT, on 161 Blue stations through Walker & Downing, Pittsburgh.

**CONTINUOUS** ★ MERCHANDISING ★ COOPERATION

MERCHANDISING ★ COOPERATION

WSAI Merchandising Cooperation is no mere opening barrage. It consists of a definite plan of merchandising cooperation, custom-tailored to the requirements of each individual advertiser . . . constantly supervised by a group of the best merchandising brains in the country . . . continuously maintained throughout the life of every WSAI contract.

5000 WATTS — DAY AND NIGHT  
BASIC BLUE NETWORK STATION  
GROSLY OWNED AND OPERATED  
NATIONAL REPRESENTATIVES  
SPOT SALES, INC. NEW YORK  
CHICAGO • SAN FRANCISCO

**WSAI**



## GUEST-ING

GERTRUDE LAWRENCE, who has just finished appearing in a revival of "Susan and God," and MAXWELL ANDERSON, playwright, on "Report to the Nation," tonight (WABC-CBS, 9:30 p.m.).

BILL FRAWLEY and NAN WYNN, on Bing Crosby's "Kraft Music Hall," Thursday (WEAF-NBC, 9 p.m.).

HON. J. M. BROUGHTON, Governor of North Carolina, and REP. JERRY VOORHIS, California Democrat, discussing "How Can the Democrats Win in 1944," on "America's Town Meeting," Thursday (WJZ-Blue Network, 8:30 p.m.).

LAWRENCE TIBBETT, XAVIER CUGAT and PATSY KELLY, on "Stage Door Canteen," Friday (WABC-CBS, 10:30 p.m.).

PFC. OSSY RENARDY, concert violinist now in the Army, on "Radio City Music Hall on the Air," Friday (WEAF-NBC, 11:30 p.m.).

DICK POWELL and ANITA LOUISE, in an adaptation of "Christmas in July," on the "Philip Morris Playhouse," Friday (WABC-CBS, 9 p.m.).

CARMEN CAVALLARO, pianist, in a return appearance on Barry Wood's "Million Dollar Band" program, Saturday (WEAF-NBC, 10 p.m.).

LAIRD CREGAR, on the "Inner Sanctum Mystery," Saturday (WABC-CBS, 8:30 p.m.).

JACK McMANUS, assistant managing editor of "PM," and JOAN BROOKS, vocalist, on the Ellery Queen program, Saturday (WEAF-NBC, 7:30 p.m.).

BARBARA STANWYCK, on the Bergen-McCarthy show, Sunday (WEAF-NBC, 8 p.m.).

CLAUDETTE COLBERT, on the "Silver Theater" program, Sunday (WABC-CBS, 6 p.m.).

ERICA MORINI, violinist, and NESTOR MESTA CHAYRES, Mexican tenor, on the Coca-Cola program, Sunday (WABC-CBS, 4:30 p.m.).

## Z. C. Barnes To Mutual Sales Administration

Z. C. Barnes has been appointed as director of sales administration of the Mutual Broadcasting System by Miller McClintock, president. In this capacity he will work with Edward Wood, Jr., general sales manager, especially dealing with administrative matters of the sales organization.

Barnes will be responsible for internal administrative matters in the sales department and the correlation of sales department administration with sales service, sales promotion, commercial programming, program-ming, relations and accounting.

## PROGRAM REVIEWS

### "ATLANTIC SPOTLIGHT"

Sustaining, on WEAF-NBC  
Sat., 12:30-1 p.m., EWT

#### NBC-BBC EXCHANGE SERIES IN PLEASING DEBUT.

Top-flight international-exchange variety bowed in for a weekly series from both sides of the big drink on New Year's Day. NBC and BBC presented a mirthful blend of vaude-style entertainment that ought to help Anglo-American relations. Honors for the premiere broadcast included Irving Berlin's two songs written especially for the English version of "This Is the Army," "My British Buddy" and "My Yankee Buddy," which were put across solidly by the composer and film actress Anna Neagle, respectively.

From America, Red Skelton's hilarious antics as the "mean widdle kid" were unusually good and ably abetted by Harriet Hilliard. Capt. Glenn Miller's AAF Training Command aggregation provided tuneful arrangements, though the choice of numbers—"I Hear You Screaming" and "Star Eyes"—could have been improved. For the U. S. emcee's role, legit actor Philip Merivale was somewhat on the dignified side to round out the robust fare from these shores. Providing just the right amount of balance for the holiday debut were the brief talk and prayer by Brig. Gen. William R. Arnold, chief of Army chaplains.

Anna Neagle emceed the British quarter hour with charming informality, capping her delightful performance in a socko duet with Irving Berlin. This is the kind of stuff that'll have us "clasping hands across the sea." Music-hall humor of comics Bud Flanagan and Chesney Allen seemed slow to this reviewer's faster-paced preferences, though their friendly remarks about Olsen and Johnson picked up their routine con-

### Public Health Stressed On New WNYC Program

Public-health show in behalf of the Associated Hospitals program of New York City, titled "Every 40 Seconds," premiered last night over WNYC, the Municipal Broadcasting System outlet. Presenting the inside story of Gotham hospitals, the new weekly series derives its title from the fact that, on an average of every 40 seconds, a New Yorker enters a hospital as a patient. Listeners are invited to ask questions, voice complaints and describe interesting hospital experiences for broadcast in either the dramatic or interview portions.

### Gen. Kirk On NBC

Maj. Gen. Norman T. Kirk, Surgeon General of the U. S. Army, will be the first speaker on the new "Doctors at War" series as it begins its second year on the air Saturday, Jan. 8, over NBC at 4:30 p.m. Gen. Kirk's subject will be "Wings for the Wounded."

### "HOLIDAY 194X"

Sustaining, on WJZ-Blue Network.  
Sat. 1-2 p.m., EWT

#### OBOLER DELVES INTO POST-WAR LIVES WITH USUAL DRAMATIC FORCE.

Glimpse into the post-war future was sensitively etched by writer-director Arch Oboler's powerful holiday offering about an American family that left for Europe on the first passenger ship after the peace, tentatively around 1948. A new hope was born when the little group reached its final destination, a cemetery near Berlin, to claim the body of the soldier son and brother buried there. Mid the white crosses of an alien burial ground, this typical American family suddenly realized what its fallen loved one had fought and died for.

Agnes Moorehead gave a moving characterization as the mother, who, with her fortyish husband and brood of two growing youngsters, traveled across the sea to rekindle a spirit of faith. Emotional strings were plucked with shrewd timing in this Oboler excursion into the future. Locale was varied, touched on England, France, Austria and Germany.

Ravages of Nazi barbarism were depicted with a sane view toward achieving a better world of tomorrow. Production, a New Year's war-effort contribution by Oboler in association with Hollywood actors' and writers' organizations, was the dramatist's first one-hour playlet since "This Lonely Heart." A large cast gave a creditable performance. Gordon Jenkins scored and directed a diverting accompaniment.

siderably. London Fire Forces, dance orchestra made a nice choice of "Holiday for Strings." Opener was a well-deserved clik; show ought to stay around for a while.

### All-Night Platter Session Features Govt. Messages

All-night platter session over WNEW, New York, was scheduled to devote a period early this morning to the playing of recorded messages by governmental agencies. Object was to prove that disks can combine effective propaganda and entertainment. Platter pitches were programmed for the Treasury, Infantile Paralysis Fund, Army Air Corps and Marine recruiting.

### Jr. Town Meetings

New England high school students will be heard on their own town meeting series, beginning Saturday over WBZ and WBZA, NBC outlets in Boston and Springfield, respectively. Initial broadcast will originate from Boston University. Moderator is Dr. W. Linwood Chase, education prof. at Boston U., who has made a thorough study of the Junior Town Meeting plan and plans to embody his ideas in the program.

## AGENCIES

ADVERTISING CLUB OF NEW YORK, in a slight revision of its speaking programs, announces that Royal Arch Gunnison, Far East correspondent for WOR-Mutual, will deliver an address at the club's Celebrity-Forum Luncheon, which will be held tomorrow.

PETTINGELL & FENTON, INC., has moved to the top terrace floor at 247 Park Avenue.

KENYON & ECKHARDT, INC., has been named as agency for Industrial Tape Corp., subsidiary of Johnson & Johnson of New Brunswick, N. J.

JOHN McSWEENEY, time buyer of Compton Advertising, Inc., has joined the sales staff of the New York office of the John E. Pearson Company, station representatives. He has been time buyer the past year and a half at Compton for Procter & Gamble, placing spot campaigns for Ivory Bar and Ivory Flakes. He also bought all P&G time on Canadian stations. Prior to joining Compton McSweeney was space and time buyer for Paris & Peart.

MELVIN-RACKIN AGENCY has taken over publicity for the Joan Davis-Sealtest Village Store program, heard weekly over NBC. Besides the comedienne, show features Jack Haley and regulars include singer Dave Street, Verna Felton and Sharon Douglas, with guest stars weekly. Eddie Paul directs ork, with show under producer Tom McAvity.

## Sam Hayes Gets Sponsor On Coast News Feature

West Coast Bureau, RADIO DAILY

Los Angeles—A daily news summary and commentary by Sam Hayes, will become a feature of the Monday through Friday "Blue Newroom Review," effective Jan. 20. Sponsored by S & W Fine Foods, Inc., Hayes' period from 1:00 to 1:15 p.m., PWT, will open the daily hour-long feature. The account was placed with the Blue through Brisacher, Van Norden and Staff Advertising Agency in San Francisco, and calls for sponsorship of the daily 15-minute period on the 14 stations of the Pacific Coast Blue Network.

The addition of Sam Hayes to the roster of "Blue Newroom Review" newscasters and commentators will necessitate a few changes in the current setup. Edward Jorgenson's commentary, presently heard five days a week, will be heard Jan. 10 and thereafter on Mondays, Wednesdays and Fridays from 1:20 to 1:30 p.m., PWT, and General Paul B. Malone (U.S.A., Ret) will be heard in this period on Tuesdays and Thursdays. James Abbe, whose commentary is now a thrice weekly feature of the program, will conclude his participation on the series with the broadcast of Thursday, Jan. 6.



# NABC's Dec. Business Reveals 28% Increase

(Continued from Page 1)

Saturday from 6:30 to 7:45 a.m., EWT; the client, the B. C. Remedy Company, has been with Godfrey continuously since September 1, 1941. Another veteran WABC client, the Melville Shoe Corp., has been using the same program since December 5, 1938. Included in the new campaigns just announced is that of International Ad which made its debut as a WABC advertiser on January 3, when it began participating in the Godfrey program Monday, Friday and Saturday schedule, through J. M. Mathes, Inc. Other new campaigns announced for December include Ward Baking Company's, which through J. Walter Thompson Company, is using announcements adjacent to "News of the World," 8:00 to 8:15 a.m., EWT Tuesday, Thursday and Saturday for "Tip Top Bread"; R. C. Williams, or its Royal Scarlet products, began participating January 3, Monday through Friday in "Personally, It's Off the Record," through Alley & Richards Company. Two motion picture companies, Warner Brothers Pictures and Republic Pictures Corporation had short December campaigns for new films. The former participated in the "Margaret Arlen" program for "Desert Song," through Blaine-Thompson Company, Inc., and the latter bought time through Donahue & Coe, Inc. in "Personally, It's Off the Record," for "In Old Oklahoma."

### Renewing Participants

Renewing participants in the Godfrey program are: B. C. Remedy Company, Monday through Saturday, through Charles W. Hoyt Company; Kerr's Butter Scotch, Monday, Wednesday and Friday placed by Tracy-Locke-Dawson, Inc.; Spratt's Patent (America) Ltd., for Spratt's Log Food, daily, through Paris & Hart; Vick Chemical Company for Vick's Vatronol and Vick's Inhalor, daily participations, with Morse-International Inc. as the agency. In addition to renewing daily participations in the Godfrey program for My-Fine puddings, Penick & Ford, Ltd., Inc.; has re-contracted through Batten, Barton, Durstine & Osborn, Inc. The Odd Side of the News," 8:20 to 25 a.m., EWT, Saturdays. Other renewals for "Arthur Godfrey" were signed by Interwoven Stocking Company for daily participations through United Advertising Corporation; Pepsi-Cola Company, in its third WABC campaign, now using 12 participations weekly, placed by Newell-Emmett Company; Edward Morgan, used car dealer, Tuesday, Wednesday and Thursday handled by Miller Advertising Agency, Inc.

### Newsweek Renewals Listed

Renewals of WABC news programs were signed by Studebaker Corporation, which continues its present schedule of news broadcasts Monday and Wednesday, 6:10 to 6:15 p.m., EWT and Sunday, 11:00 to 11:10 p.m., EWT through Roche, Williams & Cunningham Inc.; Consolidated Royal Chemical Corporation for Krank's Shave

# Advertising Power Harnessed To Wartime Needs During '43

(Continued from Page 1)

1943, the Council estimated, comparing this figure with a total of between two and three million dollars contributed for the same purpose during all of World War I. Total advertising contribution since Pearl Harbor was placed at \$500,000,000.

Space and time given voluntarily by national and local advertisers, and creative services contributed by advertising agencies and the graphic arts field have furthered the objectives of nearly 100 separate home front information campaigns, in cooperation with the Office of War Information and 17 other major government departments. Advertising which disseminated information on virtually every phase of civilian life affected by the war appeared in all important advertising media, including newspapers, magazines, radio, outdoor posters, car cards, point-of-sale displays and direct mail.

### Responsibility Recognized

In tracing the growth of war message advertising during the past year, the Council disclosed that a recent cross-section survey of business men, conducted by the American Marketing Association, showed 86 per cent of management and advertising executives believe business has a responsibility in disseminating information to the home front. The business leaders who participated in the study expressed a strong preference for voluntary business contributions.

Outlining the scope of the information assignment tackled by business, the War Advertising Council, volunteer organization which acts as a liaison between government and private industry in the development of home-front campaigns, included the following campaigns on its current active list:

### Campaigns Listed

Food—conservation, production, nutrition, observance of rationing rules; manpower—women in war jobs, absenteeism, WACS and WAVES recruiting, enlistment of cadet nurses; conservation—"stop waste," covering all critical resources; finance—war bonds, keep down rising prices; U. S. Army—conservation of Army materials and supplies, explanation of the Medical Department's work, V-Mail; housing—homes for war workers in critical areas; in-

Kreem, "The Five of Seven News," 6:55 to 7:00 a.m., EWT Tuesday, Thursday and Saturday, placed by Arthur Meyerhoff & Co.; Melville Shoe Corporation, for Thom McAn shoes, "The News with Doug Edwards," 7:45 to 8:00 a.m., EWT Monday, Wednesday and Friday through Neff-Rogov, Inc.; New York Telephone Company, "The Odd Side of the News," Monday through Friday, 8:20 to 8:25 a.m., EWT, handled by Batten, Barton, Durstine & Osborn, Inc.; Taylor-Reed Corporation for Tumbo Puddings; "Quincy Howe and the News," 6:00 to 6:15 p.m., EWT Saturdays, placed by Tracy-Kent, Inc.

formation security—eliminate careless talk; cutting down industrial accidents; venereal diseases; and the Red Cross 1944 fund drive.

Newest development reported by the Council is the creation of a national sales force, comprising more than 300 representatives of newspapers, magazines, radio and outdoor advertising, which is currently contacting national advertisers to furnish first-hand data on information themes requiring advertising sponsorship. The sponsorship group is divided into seven geographical units, with headquarters in New York, Boston, Philadelphia, Cleveland, Chicago, Detroit and Atlanta. Each of the divisional groups covers an assigned area with sub-committee in charge of major groups of home-front campaigns.

### "Information Need Great"

"During the year ahead," the Council asserted, "the need for home-front information will be greater than heretofore. In spite of their weariness of war, and in spite of continuing victories, our citizens must be persuaded to intensify their efforts from now on. Advertising must tell them more persistently than ever before what they can do to help shorten the war. Information is needed to deflate the bubble of overconfidence. Information is needed to inspire war workers to stay on the job and keep producing. Information is needed to induce civilians to keep on conserving and saving. Information is needed to guide the people in taking those actions that must be taken if the home front is not to become a pro-longer of the war.

### Peacetime Transition Gradual

"Even after the fighting ceases we will not be able to return to a peacetime economy simply by flipping a switch. Millions of men will not be demobilized overnight. The wartime economy that has become our way of life during the past two years will not disappear with the wave of a magic wand. The reconversion job that follows the war will mean problems equal in magnitude to anything we have encountered to date. The resumption of normal pursuits will be gradual. And during this interval our people will need information and guidance. There will still be a food problem, a manpower problem, a transportation problem, a housing problem. These may turn out to be our present problems in reverse—but they will be problems nevertheless.

"All of them will require an unending stream of information, which advertising, because of its repetitious quality and cumulative power, is especially equipped to furnish."

### KFSD Adds Web Shows

San Diego—KFSD, San Diego, has added "Standard School," "Standard Hour," Fleetwood Lawton, Red Skelton, "Album of Familiar Music," "Manhattan Merry-Go-Round," "Waltz Time" and "People Are Funny" to its list of shows.

## PROMOTION

### WOR Booklet

"This Is WOR," an attractive 42-page booklet illustrated with many charming line drawings, is primarily a guidebook to the Bamberger outlet in New York. Though originally intended for new station employees, the entertaining brochure has also been mailed to past and present sponsors. Apt description is provided on the title page, which calls it "a little book that leads you pleasantly behind the scenes of one of America's great stations."

As an institutional goodwill builder, the booklet measures, up to its purpose. Informal sidelights on the outlet's history, organization and services present a pleasant picture of facilities and procedures. Spirit of the pamphlet imparts the station's "plain aim to be—alert, friendly, intelligent, imaginative and resourceful."

### Westinghouse Reprint

Institutional double-page ad by Westinghouse Radio Stations, Inc., in last month's "Fortune" is being distributed by the six-outlet chain in a reprint inside the mag's cover. Copy is highlighted by a white dove winging toward a radio tube, with a caption saying that "the dove of peace will come in on a radio wave."

Plenty of white space on the left-hand page stresses the ability of Westinghouse stations "to deliver response-ability now as well as after the war."

### MBS Closed Circuit

Mutual has set a half-hour closed-circuit program Friday for representatives of the Mutual Benefit Health and Accident Association of Omaha to acquaint them with the insurance company's new show, "Freedom of Opportunity," which is scheduled to bow in the following Friday, Jan. 14. Closed broadcast will be opened by a personal message from Miller McClintock, MBS prexy, after which executives of the insurance association will be heard.

### NBC's "Doctors at War"

NBC's folded mailing piece in behalf of "Doctors at War," public-service programs about American medicine in the war effort, is a simple and effective handout with blank side for address. Point is made that this is the eleventh consecutive year of health programs broadcast under the auspices of the American Medical Association in co-operation with NBC. War-fronts art highlight text, which mentions sulfanilamide drugs and penicillin in lowering fatalities among wounded.

### Bible Story On Mutual

"The Story of the English Bible" commemorating the origin of the bible, King James version of the bible, 340 years ago, will be dramatized on Mutual's "The Human Adventure" on Thursday, Jan. 6, 8:30 to 9:00 p.m., EWT.



• TELE TOPICS •

Image Flickers

New York "Daily News" is looking into possibilities of tele broadcasting. "Newsweek" mag's interest in sight and sound is believed to be more than passing, especially now that Time, Inc., has bought into the Blue Network, which is taking steps to obtain tele licenses for its outlets in New York Chicago and San Francisco. Wire services are also keeping a close watch on eye-and-ear transmission.

Exhibition of designs for a tele broadcasting studio will be on view throughout the month at the Beaux Arts Institute of Design in Gotham. Is there something more than meets the eye behind Emerson's recent announcement of a \$150 receiver for post-war use? Gremlins seem to be pursuing NBC's live telecasts from Madison Square Garden. Scheduled boxing card over WNBT the past Wednesday failed to materialize due to cancellation of the bouts, and the "Ice Follies," a previous Garden spectacle over the same outlet, was televised without music because of Musicians' Union ban. Undaunted, NBC will televise a doubleheader bill of collegiate basketball games from Madison Square Garden come Saturday night.

GE's experiments with setting moods have switched reading as a background for music. Richard W. Hubbell, sight- and -sound specialist for N. W. Ayer & Son, has been invited to lecture on tele at the Yale Drama School. Growing interest of movie men in tele is indicated in a number of Paramount execs and staffers joining the American Television Society. Influence of sight and sound on home decoration will be discussed by Norman D. Waters, ATS prexy, before the 13th annual conference of the American Institute of Decorators which is scheduled to be held Tuesday, Jan. 25, at the St. Regis Hotel, New York.

Discussion in ad circles about agency credits for layouts has already taken form in tele. Charles M. Storm ad outfits took credit for the premiere production of the Tintex variety show under Ray Nelson's direction over Du Mont last Wednesday. Independent producing unit, called "Television Workshop," opened for business yesterday. Long-awaited word on technical standards may be coming up when Dr. W. R. G. Baker, chairman of the Radio Technical Planning Board, addresses the convention of the Institute of Radio Engineers, Friday, Jan. 28, at the Commodore Hotel in Gotham. Metropolitan Television's construction permit has been extended by the FCC to June 30.

COAST-TO-COAST

—COLORADO—

DENVER—"Tangos by Shrednik," a 15-minute program by the KOA String Orchestra, under the direction of KOA Music Director, Milton Shrednik, was carried locally and by the entire NBC network from 11:45-12 midnight on New Year's Eve. Bernard Ravca, doll creator who has won medals and awards for his artistry appeared as a guest of Lora Price, KOA Home Forum Director on recent Home Forum broadcast. Ravca described some interesting details of his unusual profession to KOA listeners. The Christmas season was celebrated at the station with engagements, weddings and births. Anne Walden, secretary to the general manager, received an engagement sparkler from her overseas fiancée; Audrey Leonard, traffic manager, has stars in her eyes and her third finger, left hand, since Xmas—with wedding bells expected momentarily—and on December 29, Mrs. Kennyth Raymond presented her engineer husband with an eight-pound Junior.

—KANSAS—

SALINA—Members of the KSAL staff entertained for the Santa Fe Trailways employees at their recent meeting. Terry of the "Just for You" soldier request program, sang several popular ballads, and Announcer Ben Greer gave a reading and served as emcee. The Royal Harmony Four, a colored soldier quartet, completed the roster of entertainers. To keep residents of this territory up-to-date on weather conditions, KSAL installed a special line to weather headquarters in Wichita. Weatherman V. V. Phillips reports each morning seven days a week.

—ARIZONA—

PHOENIX—Arizona's changing back to standard time gave KOY-Phoenix the unique opportunity of broadcasting two midnight celebrations—one hour apart. Announcer Wendell Noble described the first new year's at 12:00 midnight WMT and Steve Allen came on the air one hour later at 12:00 midnight, MST with the second hilarious greeting to the new year from another downtown spot in Phoenix. Governor Sydney P. Osborn's proclamation made the official change effective at midnight, on New Year's Eve.

—VIRGINIA—

HAMPTON INSTITUTE—Final preparations are being completed at Hampton Institute this week for the Hampton Institute Forum of the Air, a series of 13 radio programs to be broadcast over station WGH in Newport News, Va. during the next three months. The series began last Sunday at 10 p.m., and will continue at that hour each Sunday evening through March. A limited number of visitors will be admitted to the broadcasts, which are to originate in the Bemis Laboratories on the Hampton campus. Social problems intensified by war conditions will be discussed in the series, in which Hampton Institute faculty members and prominent specialists in various fields of public welfare will participate.

—MISSISSIPPI—

LAUREL—WAML, announces a new series of programs originating from the Laurel Army Air Base. Produced by Capt. Jess Laughlin, Public Relations Officer, these half-hour weekly programs will feature the music of the Air Base Orchestra with guest soldier talent participating from time to time. Broadcasts originate from the stage of the Air Base Theater and are witnessed by hundreds of officers and enlisted men.

—MASSACHUSETTS—

BOSTON—For the second time in as many years, WBZ and WBZA will sponsor a special War Bond performance by the Ice-Capades, famous skating show, at the Boston Garden on Tuesday, Jan. 11, at 2:30 p.m. Admission to the "WBZ Day" program will be entirely through the purchase of War Savings Bonds. According to plans, War Bonds may be purchased at any issuing agency in Massachusetts. Any Series E Bond bearing an issuing stamp dated on or after January 1, 1944, may be taken to one of four special ticket offices conveniently located in Boston. There, for each Bond, they will receive one reserved seat ticket to the special performance of Ice-Capades. This year's "WBZ Day" at Ice-Capades is taking the form of a pre-Fourth War Loan Drive sale. Arrangements have been made so that Bonds purchased now, to qualify you for an Ice-Capade ticket, will be reported in the total for the forthcoming Fourth War Loan Campaign. Last season, "WBZ Day" resulted in the sale of nearly a million dollars during Ice-Capades' Boston visit.

—OHIO—

CINCINNATI—Three former students of William Dawes, announcer at WCKY, have leading roles in two stage productions now playing in Cincinnati theaters. All three were taught by Dawes, who is head of the drama department of the Schuster-Martin School of Drama. Dan Denton in "Tobacco Road," Peggy Barton and Eileen Myers are in "Cinderella."

—MINNESOTA—

MINNEAPOLIS—A reason for the fellows in the WCCO staff orchestra to really celebrate New Year's: for the first time since the organization of the orchestra in 1937, they had the day as a holiday. Cedric Adams, WCCO newscaster, interviewed Parks Johnson and Warren Hull on his regular Saturday night news program at 10 p.m. Jan. 1. Johnson and Hull are in Minneapolis for the "Vox Pop" show aired from the Northern Pump Company plant last night.

—NEW YORK—

NEW YORK—Richard Arlen, veteran of stage, screen and radio will be guest of Adrienne Ames, WHN Hollywood reporter today at 7:30 p.m. EWT. "What Is Poland's Fate?" is an item of vital, international interest as the Russians have the Nazis in retreat toward the old Polish border. This subject will be discussed by George Hamilton Combs, Jr., WHN commentator on Thurs., Jan. 6 at 7:00 p.m.

NEW BUSINESS

CKNX, Wingham, Ontario: Clinton School of Commerce, three spots per week for 13 weeks; Cole the Optometrist, three spots per week for 18 weeks; Clinton Lumber Co., one spot per week for 52 weeks; Gardner Motor Sales, one half-hour program per week for 52 weeks; Goderich Fruit Market, two spots per week for 32 weeks; McPhail's Garage, one quarter-hour program per week for 52 weeks; Pattison's Hatcheries, three spots per week for 52 weeks; Schuett & Sons Furniture, two spots per week for 52 weeks; Sovereign Life Assurance Co., one five-min. program per week for 52 weeks; Baby's Own Tablets, three spots per week for 52 weeks, through Spot Broadcasting Inc.; W. K. Buckley Ltd., 68 spots through Walsh Advertising Co.; Canada Starch Co., Ltd., two 15-minute programs per week for 15 weeks, through Vickers & Benson Ltd.; Imperial Oil hockey broadcasts once per week, through Canadian Broadcasting Corporation; National Social Credit League, 15 minutes per week for 26 weeks, through Stewart-Lovick Ltd.; St. Lawrence Starch Co., 15 minutes per week for 24 weeks, through Canadian Broadcasting Corporation; Standard Brands Ltd., 30 times per week, spots, through J. Walter Thompson Co., Ltd.; Henry K. Wampole & Co., Ltd., dramatized announcements, three times per week for 21 weeks, through J. J. Gibbons, Ltd.

KFRC, San Francisco: Durkee Famous Foods (Troco Margarine), twice weekly participation "Emily Barton" home econ. show, 52 weeks, through Emil Reinhardt agency; Remar Baking Co. (bread), "Spell for Dough" quizzer, 52 weeks, through Garfield & Guild; Pacific Tel. & Tel. five-min. ETs with live commercials, 13 weeks; Langendorf United Bakeries (Holsum bread), anns. ETs, 13 weeks, through Erwin, Wasey & Co.; Bell Brook Dairies (milk), weekly anns., 13 weeks, through Botsford, Constantine & Gardner; Rainier Brewing Co. (beer), daily anns., 52 weeks, through Buchanan & Co. Adv.; Piso Co. (cough syrup), weekly anns. ETs, through Lake-Spiro-Shurman; Curtis Pub. Co. (anns. ETs for Saturday Eve. Post), 52 weeks, through MacFarland, Aveyard & Co.

January 4  
Barton Fellowes Pat Kelly



# Radio-Pix War Loan Plans

## Further Progress Between Webs—AFM

Status of negotiations between the networks and the American Federation of Musicians, has not advanced. The confabs were held between Niles G. Trammel, NBC president and James M. Petrillo, head of the AFM, and officials of other networks. Talks were held to be of exploratory nature only. Nothing definite has come up. References will be continued at an early date, yet to be set. Contracts between some of the

(Continued on Page 7)

## Gaines Appointed Asst. C. P. Hammond At NBC

Frank E. Mullen, NBC vice-president and general manager, announced appointment of James M. Gaines as assistant advertising and promotion director. Gaines will report to Charles P. Hammond, NBC director of advertising and promotion. Before joining NBC in 1942, Gaines had been associated with the Automobile Merchants Association, the

(Continued on Page 2)

## Albros Watch To Sponsor 'Pick And Pat' On Mutual

Albros Watch Co. will sponsor a program over 12 stations of the Mutual network, Tuesdays, 8:30 to 9 p.m., EWT, beginning Jan. 18. Entitled "Pick and Pat Time," the program will feature the talents of the face comedians, Pick Malone and Pat Padgett, abetted by songstress Mary Small, and the orchestra

(Continued on Page 2)

### Special Guests

Guests on today's "Sing Along" show on CBS will be Mamma and Papa Landt, who will celebrate their 52nd wedding anniversary on their sons' program. Boys, Carl, Jack and Dan, have somewhat of a record themselves as to anniversaries having spent more than 15 years in network broadcasting. Program is heard several times weekly on the web at 5:30 p.m.

## Many Outlets To Take New MacLeish Series

Considerable number of NBC outlets have evidenced their intention of airing Archibald MacLeish's "American Story," literary cavalcade of the Americas, to be presented weekly by the network's Inter-American University of the Air, beginning Saturday, Feb. 5, from 7 to 7:30 p.m., EWT. Series marks up a record for NBC in that a contemporary literary figure has been commissioned to pro-

(Continued on Page 7)

## Westinghouse Radio Acct. Goes To McCann-Erickson

Westinghouse Electric and Mfg. Co. has appointed McCann-Erickson agency to handle its radio account, which was in the hands of Young & Rubicam until Jan. 1, when the contract ran out. C. A. Posey, will be account executive and Clarence Olmstead will direct production of the Westing-

(Continued on Page 2)

## Hollywood Meet Assures Co-Operation Between 2 Industries; Adv. Agencies And Clients To Participate Again

### NAB Sub-Committee Meets In N. Y. Today

NAB public relations sub-committee, of which Dr. Frank Stanton, CBS vice-president is chairman, is scheduled to meet in New York today and tomorrow. Purpose of the meeting is to further plans for a "book defining public relations activities for the radio industry." Sub-committee

(Continued on Page 7)

### FCC Grants New Outlet; Utah Permit Is Denied

Washington Bureau, RADIO DAILY Washington—The FCC yesterday announced the grant of a construction permit for a new station at Clarksdale, Miss., subject to approval of exact transmitter site. Licensee is Robin Weaver, Sr., who is one of those to benefit from the relaxation of the equipment freeze announced

(Continued on Page 7)

### Jap Gude Leaving CBS; Will Join Stix Concern

John G. Gude, assistant director of station relations, is leaving CBS to become associated with Thomas L. Stix who has served as artists' repre-

(Continued on Page 2)

Close cooperation between radio, ad agencies and the motion picture industry in the Fourth War Loan campaign was assured yesterday following a meeting in Hollywood with Charles P. Skouras, National Theater Chairman of the "Loan" Committee. Plans were formulated for the appearance of many radio stars and special programs in cities throughout the country.

Radio will be called upon to provide shows for San Francisco, Portland, Ore., Salt Lake City, Kansas

(Continued on Page 6)

## Sees Relay Outlets Supplanting Wires

War's end will see not only frequency modulation but television and facsimile recording, William A. Fay, vice-president in charge of broadcasting of the Stromberg-Carlson Co., declared Sunday on the Detroit Symphony Hour, originated by WWJ, Detroit.

Fay forecast radio transmission

(Continued on Page 7)

### Associated Sets Malone As Program Director

Ted Malone, heard coast to coast on his Blue Network "Between the Book Ends" show, has been appointed program director of Associated Recorded Program Service, according

(Continued on Page 2)

## CBC Forces Format Changes In 'Political' Serial Show

### Republic Picture Spots For "Seabees" Campaign

Republic Pictures will use spot announcements on 13 outlets in four cities to ballyhoo pre-release showings of its big budget production, "The Fighting Seabees," starring John Wayne and Susan Hayward. Chicago opening at the Woods Thea-

(Continued on Page 2)

Montreal—Bringing to a head the controversy over the distinction between a "dramatized commercial" broadcast and a "dramatized political broadcast," CBC has interposed in the conflict between the Government of Quebec and the Montreal Light, Heat and Power Co., forcing the utility organization and CKAC to change the form and content of a company-sponsored program being broadcast

(Continued on Page 6)

### We're Lucky

Montreal—Believe it or not, radio offenses loomed largely in Canada's annual criminal annals, according to the Dominion Bureau of Statistics. It is reported that no less than 21,706 owners of radio sets were convicted of failure to make out radio licenses. This compares with 12,447 offenders the previous year which the Bureau reports is a 74.4 per cent increase.

### Seasonless

Charlie Cantor, multiple program worker currently heard as "Finnegan" on "Duffy's" and "Mulligan" on Fred Allen's show, returned to town with a new yarn about a Negro elevator operator who didn't like the Northern climate. "Too cold all Winter up here in the No'th," he complained. Then: "Comes Spring—nothing happens!"



**RADIO DAILY**



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JOHN W. ALICOATE : : : : Publisher

FRANK BURKE : : : : : Editor

MARVIN KIRSCH : : : : Business Manager

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**FINANCIAL**  
(Tuesday, January 4)

NEW YORK STOCK EXCHANGE

	High	Low	Close	Chg.	Net
Am. Tel. & Tel.	156½	156¼	156½	+	¾
CBS A	26½	26¼	26½	+	¼
CBS B	26¾	25¾	26¾	+	¾
Crosley Corp.	17½	17¼	17½	+	½
Farnsworth T. & R.	10¼	9¾	10½	+	½
Gen. Electric	37¾	36¾	37¾	+	¾
Philco	25¾	25	25¾	+	¾
RCA Common	9½	9¼	9½	+	¾
RCA First Pfd.	70	70	70	-	½
Stewart-Warner	12½	11¾	12½	+	½
Westinghouse	95	94	95	+	¾
Zenith Radio	34½	34¼	34½	+	½
NEW YORK CURB EXCHANGE					
Nat. Union Radio	3¾	3¾	3¾	+	¼

OVER THE COUNTER

	Bid	Asked
WCAO (Baltimore)	20½	21
WJR (Detroit)	30½	33

**20 YEARS AGO TODAY**

(January 5, 1924)

John Elwood, present manager of radio station KPO, San Francisco, has been appointed vice-president of the newly-formed Federal Telegraph Company. H. V. Kaltenborn, broadcasting over WEAJ, will start his weekly digest of news for the Brooklyn "Eagle" . . . A unique feature on one of the local stations is Lillian May Challenger, otherwise known as the "Lady Baritone."

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

**WSAY**  
ROCHESTER  
N. Y.

**Associated Sets Malone As Program Director**

(Continued from Page 1)  
to Ben Selvin, vice-president. Malone had previously been assistant program director under George Allen at WABC and also one time program director of KMBC, Kansas City.

Associated's plans for the coming year include special continuities to subscribers to tie in with their musical libraries.

**Westinghouse Radio Acct. Goes To McCann-Erickson**

(Continued from Page 1)  
house program now on the air, from Hollywood.

Westinghouse program is heard Sunday 2:30-3 p.m., EWT over NBC and headed by John Charles Thomas; John Nesbitt is also on the show with Victor Young conducting the orchestra.

**Gaines Appointed Asst. To C. P. Hammond At NBC**

(Continued from Page 1)  
Hearn and Bamberger Stores, the International Business Machines Corporation, and at one time was personal representative of Major Edward Bowes.

**Fourth Singing Contest By 'Hour Of Charm' Feb. 16**

"Hour of Charm," beginning Feb. 16, will conduct its fourth singing contest in search of a "Singing Cinderella," sought by Phil Spitalny, conductor of the all-girl orchestra heard over NBC for General Electric. Twenty-eight leading cities and many radio stations will cooperate along with NBC and General Electric in the contest. Winner will be awarded a 13-week contract at \$150 per week and will sing with the all-girl orchestra.

Preliminaries will be conducted locally and only the 10 best contestants will come to New York for the finals. Each of the 10 will be given an opportunity to sing on the program Sunday nights.

**WOR Traffic Reports**

Snow storm in metropolitan New York yesterday was the enterprising peg for WOR's hourly broadcast of traffic conditions based on reports of the State police of New York and New Jersey.

**Jap Gude Leaving CBS: Will Join Stix Concern**

(Continued from Page 1)  
tentative for more than 10 years. The association will involve an expansion program, details of which are expected to be released shortly.

Gude's resignation is effective Jan. 15, according to H. V. Akerberg, CBS vice-president in charge of station relations, and his successor will be announced later.

Gude has been with the Columbia network for 14 years. He came to CBS in 1930 after two years with the advertising and publicity department of the Tide Water Oil Co. He joined Columbia's publicity staff (now CBS Press Information) and a year later was appointed assistant manager of special events. He subsequently returned to the network's publicity staff as assistant director and in 1934 was named director. In 1938 he was appointed to his present post at CBS.

**Republic Picture Spots For "Seabees" Campaign**

(Continued from Page 1)  
ter Wednesday, Jan. 19, will promote the film with spots on WMAQ, WBMB, WGN, WENR, WIND, WJJD and WAIT. Other engagements are set for the balance of the month in Memphis, with plugs over WREC and WMC; Philadelphia, KYW and WCAU, and Washington, D. C., WTOP and WRC.

**Helbros Watch To Sponsor 'Pick And Pat' On Mutual**

(Continued from Page 1)  
of Vincent Lopez. Tiny Ruffner will be emcee.

The program will be heard on WSGN, Birmingham; KHJ, Los Angeles; KFRC, San Francisco; KFEL, Denver; WOL, Washington, D. C.; WGN, Chicago; WNAC, Boston; CKLW, Detroit-Windsor; KWK, St. Louis; WHK, Cleveland; WIP, Philadelphia, and WRR, Dallas. Program will be available to the rest of the Mutual chain on a sustaining basis.

William H. Weintraub is the agency servicing the account. Script will be by Mort Lewis and Sidney Fields.

**W. B. "Bide" Dudley**

Walter Bronson "Bide" Dudley, radio commentator and critic of stage, films and books, died yesterday at Polyclinic Hospital following a protracted illness. He was 66 years of age.

**COMING and GOING**

FRANK BURKE, editor of RADIO DAILY, returns today from Waterloo, Iowa, where he visited his mother who has been ill.

E. E. HILL, station manager of WTAC, CBS affiliate in Worcester, Mass., is visiting briefly in New York. HERBERT L. KRUEGER, commercial manager of the station, in town this week to attend the meeting of the NAB public relations sub-committee, on which Hill serves.

PHILLIPS CARLIN, vice-president of the Blue Network in charge of programs, is in Hollywood for conferences with the company's West Coast program executives. He'll return to New York around Jan. 17.

JOSEPH E. BAUDINO, station manager of KDKA, Pittsburgh; FRANK V. WEBB, sales manager; T. C. KENNEY, chief engineer, and JAMES F. MURRAY and WALTER HORN, salesmen, will be among the Westinghouse personalities attending tomorrow's luncheon of the Radio Executives Club.

ROBERTA DUFTON, assistant to the president and personnel director of MBS, returns today from a 10-day business trip to Chicago.

ED YOKUM, station manager of KGH, Billings, has arrived from Montana for confabs with the New York representatives of the station.

JACK STEWART, general manager and sales director of KCMO, Kansas City outlet of the Blue Network, is expected in New York today after having spent the Christmas season in Baltimore.

HENNY YOUNGMAN is back in town. DEWEY LONG, general manager of WELI, New Haven, paid a call yesterday at the offices of the Blue Network.

**WFA Official Burke Buest**

Norman Gold, chief of the Civilian Food Requirements branch of the War Food Administration, will hear this Saturday on Billie Burke's "Fashions in Rations" program broadcast over CBS at 11:30 a.m. His subject will be "1944 Food Requirements."

**THEY PLAY WHILE YOU SLEEP!**

Night turns into day for a big hunk of Baltimore's population. They play when you sleep! They want good radio, too . . . so W-I-T-H gives them the "Night Owl Club." It's caught on great. From 12 to 6 it offers all the best features of daytime radio. Prizes, contests, news, music. Time is available . . . it's a buy you ought to know more about.

★ ★ ★ ★ ★

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

★ ★ ★ ★ ★

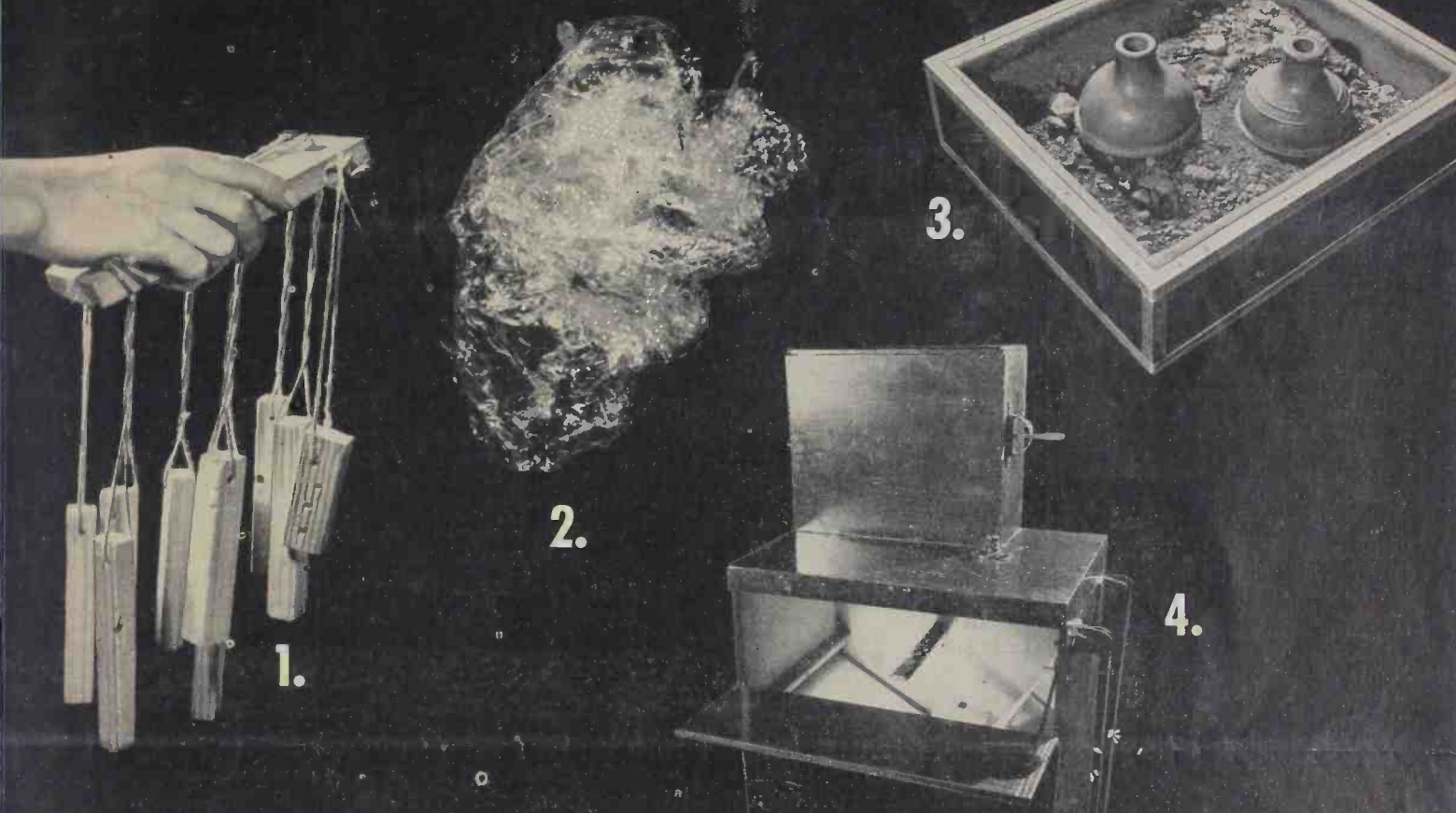
TOM TINSLE  
President

Represented  
HEADLEY-RE  
BALTIMORE

**WITH**



# Can You find the FIRE, the SKELETON, the HORSES, the RAIN...in this Picture?



Milking a cow: squirting seltzer into a tin milk pail achieves the desired effect.



A Kiss: the locale has changed, but the principle remains the same as always.



Sock in the Jaw: sinking a fist into a pad of rubber sounds just like a haymaker.

**T**HEY'RE all there. You'd recognize them instantly—if you *heard* them. They are gadgets from NBC's Sound Effects Department, the largest and most complete in radio.

NBC has devoted a great deal of time, thought and effort, as well as ingenuity and cold cash, to the development of this important phase of

broadcasting — another reason why NBC is "*The Network Most People Listen to Most.*"

**ANSWERS:**—1. *Skeleton*—rattling wooden sticks brings a skeleton to life. 2. *Fire*—crushing Cellophane sounds like crackling flames. 3. *Horses*—pounding rubber cups against hard-packed earth simulates a gallop. 4. *Rain*—bird seed falling against wooden balls onto taut paper sounds like a storm.



The  
**National  
Broadcasting  
Company**

America's No. 1 Network—A SERVICE OF  
RADIO CORPORATION OF AMERICA



LOS ANGELES

By RALPH WILK

**L**AATEST popularity figures for Sunday programs show Lockheed's "America-Ceiling Unlimited," with Joseph Cotten and Constance Moore, high on the list—and climbing fast.

With the new year, Ken Niles will be announcing "Blondie" and all other shows of the same sponsor originating in Hollywood; idea is to get one voice identified exclusively with the group.

Edgar Bergen was once the only photographer in Decatur, Michigan, and photography is still his hobby. He owns eight cameras—complete with projection machines and sound equipment.

Corporal Syd Dorais, former Pacific Blue auditor, who is now serving in the Middle West, has been visiting Hollywood and San Francisco on a furlough.

"Open House," 30 minute musical comedy, produced by Pacific Blue, took to the air waves Dec. 27. It will be aired every Monday, 8:30-9 p.m. Louis Quinn, Pacific Blue staff producer, produced, with Eileen Wilson, Phil Kramer and Bill Davidson among the performers. Opie Cates and his orchestra handle the music.

Dave Street, heard regularly on the Joan Davis program on NBC every Thursday, was formerly featured with the Bob Crosby program.

Effective Jan. 1, the Melvin-Rackin Agency took over publicity for the Joan Davis-Sealtest Village Store program, heard weekly over NBC. Besides the comedienne, show features Jack Haley and regulars include singer Dave Street, Verna Felton and Sharon Douglas, with guest stars weekly. Eddie Paul directs the ork with show under producer Tom McAvity.

John Garfield will join Frances Langford on the "Soldiers With Wings" program today heard over KHJ-Mutual Don Lee. The program will also feature music by Sgt. Frank Gallagher and the all-soldier orchestra under Major Eddie Dundstedter; and an interview with a guest soldier hero.



MAIN STREET

WITH

Ol' Scoops Daily

Notes From A Ringside Seat. . . !

● ● ● We may well be proud of the part played by Radiolites in calls for help. . . . whether from individuals, civic groups, charitable institutions, War Bond rallies, and National Morale-Builders. . . . hundreds of top-ranking and literally thousands of our lesser-known members, have heeded as many calls for their talents as possible. . . . we cannot here list their individual donations of their time and talent but by chronicling the efforts of one man, namely Bing Crosby, we think you'll understand what we mean when we offer this bouquet to Radio people. . . . for what Bing did symbolizes the common effort on the part of Radiolites "to do the most for so many" . . . . . On Wed. Dec. 22, Bing guested on the USAAF program, "Soldiers With Wings" at 6:30 p.m. . . . . Thurs. from 6 to 6:30 p.m. he rehearsed his own "Kraft Music Hall" program and then at 7:30 rushed to Port Arthur, Los Angeles to sing at the Sailors' "Christmas Party" . . . . . the next day, he rehearsed the Elgin Christmas Day show for several hours and after a quick dinner, rushed back to the microphone to appear on the "round-the-world" program, heard over four networks and which also carried a message delivered by President Roosevelt. . . . . thence to the Masquers Club's "At Home" party for soldiers and sailors, followed by a trip to the Hollywood Canteen and a "command performance of White Christmas" . . . . . following this, Bing, accompanied by songwriter Jimmy Van Heusen, sang at three different army camps getting home after midnight. . . . . On Christmas Day, Bob's "Big Brother" appeared in the Elgin CBS show, singing four songs and did a comedy turn with Bob Hope. . . . . after that home to carve the turkey for his family. . . . .

★ ★ ★

● ● ● Tonight an apology to hundreds of phone-callers will be made by Bruce Kamman, producer of Hildegard's NBCiggie, "Beat the Band" . . . . . last week the question was "In What State is the Yellowstone National Park?" and when violinist Al Duffy played "Idaho," he was given a Zero and told the song-answer should have been "In Old Wyoming" . . . . . the call board then lit up like the proverbial W. C. Fields proboscis. . . . . as a result most of us learned that 36 square miles of the largest park in the world "is in Idaho. . . . . His neighbors in Manhasset, L. I. are urging Jay Jostyn to run for Congress in November. . . . . Ed Stevens, WAAT announcer, starts wearing a suit of khaki, tomorrow. . . . . Monday nite, during the "Terry and the Pirates" program, Jim Boles, playing the part of an Indian, drew the Bow so far back that he dislocated his shoulder. . . . . Cowboy star Smiley Burnette will be heard as guest next Saturday on the "National Barn Dance" via NBCycles. . . . . The army bomber, named "Winged Victory" several weeks ago at Mitchel Field, has arrived overseas. . . . . Is our Face Red? ? ? in yesterday's colyum we meant to suggest the name of Jessie Fordyce to Ed Gardner, but inadvertently typed "Florence Halop," who has been "Miss Duffy" these past 13 weeks. . . . . too much ginger ale over the week-end. . . . . sk-sk-sk.

★ ★ ★

● ● ● Ilene Woods, Blue Network songstress, writes to over 300 servicemen every month and was rewarded with a uniform of an Honorary 1st Lieutenant in the Coast Artillery. . . . . Mrs. Parks (Vox Pop) Johnson, in an interview on "Calling All Women" heard on WCCO, Monday, revealed that it is she who has been purchasing the gifts given to interviewees on the popular Vox Program. . . . . Arthur Peterson of the sales staff of WDRG, Hartford, celebrates his twelfth anniversary on that station next week. . . . . Duell, Sloan & Pearce will publish in June, a book of "Famous New York Murder Mysteries" edited by newscaster and Kate Smith Hour producer, Ted Collins.

★ ★ ★

— Remember Pearl Harbor —

CHICAGO

By BILL IRVIN

**T**HE Johnston Drug Sales Corp., Rochester, N. Y., (Buckley's Cough Syrup and Kleenite) begins sponsorship of Herbie Mintz, veteran radio pianologist, over WENR Monday, Jan. 10. Contract is for 52 weeks and was placed through Armand S. Weill Co., Inc., Buffalo, N. Y. The 15-minute program will be heard Monday through Friday, 10:30 to 10:45 p.m., CWT. Title of the new series is "But Not Forgotten." Mintz, who is credited with originating one of the first news broadcasts, will mix musical memories with reminiscences of the "Good Old Days" in Chicago.

The American Dairy Assn, has renewed the "Voice of the Dairy Farmer" program, heard Sundays from 12:00 to 12:15 p.m., CWT over 34 NBC stations. Renewed for 13 weeks, effective Jan. 30, order was placed through Campbell-Mithun, Inc. Program features Clifton Utley, mid-west news commentator, and Everett Mitchell, agricultural director of the NBC Central Division, in a weekly roundup of war and farm news. Broadcast originates from NBC Chicago studios.

Brown Shoe Co. of St. Louis through Leo Burnett Co., Inc. has contracted for a variety show to be heard Saturdays from 12:30 to 1:00 p.m., CWT for 138 weeks, beginning Feb. 26 over NBC Pacific coast network or nine stations. Broadcast will come from NBC Chicago studios. Talent has not yet been set.

Heading the business week a WMAQ was an order for a weekly news program and renewal contract for three other shows. Henry C. Lytton and Sons (The Sub) began sponsorship of the 3:55 to 4:00 p.m. CWT, news period on Sundays, effective Dec. 26. Contract for 13 weeks, was placed through Ivan Hill Advertising.

GENNETT-SPEDDY-Q

Sound Effect Records  
LARGEST LIBRARY IN THE WORLD

All \$2.00 Each

INCLUDING LATEST ACTUAL WARFARE EFFECTS

IMMEDIATE DELIVERIES  
Order From Nearest Office

CHARLES MICHELSON  
New York, N. Y.  
67 W. 44th St.

STARR PIANO CO. STARR PIANO CO.  
Richmond, Ind. Los Angeles, Ca.  
So. 1st and B Sts. 1344 So. Flower





## A Bulb... and the Fort Wayne Market

bulb? The Fort Wayne market? Together, they sound incongruous... but they're really not!

The American people know that a bulb is essential... or back we might go to candlesticks.

And American businessmen know that advertising in the *right markets is essential*... particularly today... or back they might go to the Gaslight Era.

Fort Wayne is one of these *right markets*... and WOWO is the *essential* station... in that market. There, employment is at an all-time high, with \$200,000,000 worth of war goods produced annually. A balanced market, it is evenly divided between rural and urban homes. And

WOWO covers not Fort Wayne alone—but 64 counties surrounding the thriving Midwest community—an area of over two million typical Americans.

### WOWO... FORT WAYNE

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 these eleven stations are essential to you—essential to your coverage of the *most prosperous* markets in the U. S.:

1. They broadcast to 55% of the radio homes in the country.
2. They are in markets whose buying power is 34.2% higher than the nation'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 bulb is to the vision of America.

#### WOWO-WGL—FORT WAYNE

WEAF—New York	KPO—San Francisco
KYW—Philadelphia	WGY—Schenectady
WRC—Washington	WBZ-A—Boston-Springfield
KOA—Denver	WTAM—Cleveland
WMAQ—Chicago	KDKA—Pittsburgh



# NBC SPOT SALES



# Radio-Pix Ready Plan For War Loan Co-Op

(Continued from Page 1)

City, Seattle, Milwaukee, Pittsburgh, Cincinnati, New Orleans and Denver. Hollywood Victory Committee will provide movie personalities for 12 other leading cities.

Among radio execs at the conference were: Sidney Strotz, vice-president for NBC on the Coast; Don W. Thornburgh, vice-president, CBS; Fox Case, CBS; Don Gilman, vice-president, Blue Network; Leo Tyson, program manager, Blue Network (Coast) and Van Newkirk, Mutual.

### Many Agency Men Present

Agency men included: Cal Kuhl, Milton Biow Agency; John Guedel, Russel M. Seeds Agency; Dick Mack, Warwick and Legler; Nate Tufts, Ruthrauff & Ryan; Cecil Underwood, Needham, Louis & Brorby; Martin Gosch, Wm. Esty; Bob Coldwell, J. Walter Thompson; Jack Smalley, BBD&O; Al Kaye, Benton & Bowles; Carlton Alsop, Sherman & Marquette; Danny Danker, J. Walter Thompson; and Walter Bunker and Dave Elton, of Young & Rubicam. Hal Hackett, represented Music Corporation of America.

Also present was Lt. Eddie Albert, U. S. Navy, just returned from Tarawa, who related some experiences there and urged the need for action now.

Further details on the Loan drive will be made public as soon as the agency men contact their respective clients.

## Mutual Accounting Dept. Moved To N. Y. Offices

Effective yesterday, the accounting, auditing, billing, contract, commitment, and affidavit departments of the Mutual Broadcasting System moved from the Chicago to the New York office, in order to increase the efficiency of the network operation, it was announced yesterday by Miller McClintock, MBS president.

Miles E. Lamphiear, controller, will henceforth make his headquarters at the New York office.

The Western division of Sales, Sales Service, Sales Promotion, and Program Traffic remain at present address, Tribune Tower, Chicago.

# COAST-TO-COAST

## CALIFORNIA

**SAN FRANCISCO**—Veteran KFRC commentator Mel Venter was granted leave from the Coast Guard, where he is a lieutenant stationed in this city, to do the New Year's Day airing of the annual East-West gridiron classic over KFRC and the Mutual web. He was assisted in the play-by-play by Ernie Smith... Former sales chief Ward Ingram of KFRC has been promoted to the rank of captain in the Air Corps... Back at KFRC after leaves of absence are salesman Jack McMichael and Margaret Conley, traffic staffers... Arch Kerr, account executive, has returned from a tour of the East... Unexpected holiday visitor at the KFRC studio was Lt. Tom Razovich, Army Signal Corps, former technician.

## CONNECTICUT

**NEW HAVEN**—Juvenile delinquency series, titled "Tomorrow's Citizens," bows in over WELL Thursday at 7 p.m. Debut of the new weekly half-hour program will consist of a round-table discussion of problems in this area. Participating will be important personalities from social, church, educational, welfare, legal and youth agencies. Though the series will deal with actual cases, there will be no mention of names. Program is aimed as the outlet's public-service contribution toward the solution of very real problems.

## MASSACHUSETTS

**BOSTON**—Margaret Roberts, WNAC scripter, is playing a role in the Boston Tributary Theater's world premiere of William Saroyan's latest play, "A Decent Birth, a Happy Funeral," at the New England Music Hall Friday and Saturday evenings, Jan. 14 and 15. A newcomer to the Yankee Network, Miss Roberts has been active in dramatics at Emerson College, where she received B.L.I. and M.A. degrees, and also at Catholic University. Before joining WNAC, she was associated with the Columbia Masterworks and gave courses in speech and drama at Trinity College, Washington, D. C., and at Maplemount in Kentucky. She hails from Provincetown, Mass... The Hub City's OPA boards will celebrate their second anniversary in a panel discussion by a trio of local chairmen on "Ask Your OPA" to be heard over WNAC and the Yankee web Thursday from 9:30 to 10 p.m.

## MINNESOTA

**MINNEAPOLIS**—Opening of one of the largest entertainment centers of its kind in the country was announced by Stanley E. Hubbard, president of KSTP, and John J. Friedl, head of the Minnesota Amusement Co. New project to be known as "Radio City" will embrace old Minnesota Theater, which will be renamed "Radio City Theater," and Minneapolis facilities of KSTP. Grand opening of Radio City is scheduled for Mar. 2. Entire second floor of commercial section of the building will be occupied by KSTP, together with a portion of the mezzanine floor of the theater, which will serve as reception room for the outlet. KSTP's plans include remodeling its space to provide three studios. One 57-foot-long theater studio with

seating capacity of 350 people will be the largest in this section. Motion picture equipment will provide facilities for special commercial engagements. Plans are being completed for KSTP to broadcast from the theater at regular intervals, Hubbard said. Theater itself is now being renovated in preparation for opening on Mar. 2, according to statements made by Friedl. Though the theater will operate on a straight motion-picture basis, policy will be sufficiently elastic to take care of any available extra attractions. As a result of the close hookup between theater and radio, Northwest audiences can expect rapid installation of future developments in entertainment—one of which may be television.

## NEW JERSEY

**PATERSON**—Only brief opening and closing commercials will be used on WPAT's transcribed "Music a la Mood," which has just been inked for a 52-week period by Pirrone Wineries, Inc. Agreement is that no middle plug will interrupt the music. Program is heard six times weekly from 1:05 to 1:30 p.m., with a full hour on Sunday.

## INDIANA

**FORT WAYNE**—Latest addition to the WOWO "Famous Hoosier Hop" family are the Herrell Sisters, attractive harmony duet team. Before coming to WOWO they were featured at KXOK and WEW in St. Louis. They specialize in combination hill-billy and popular music... Guesting on station interview programs during the past two weeks have been Charley Barnett and Tony Pastor, eminent orchestra leaders... In response to requests from Paul Roberts, WOWO announcer, for listeners to send Christmas Gifts to the Fort Wayne Service Men's Center, 300 gifts were passed around to soldiers at the Servicemen's Christmas party.

## PENNSYLVANIA

**PITTSBURGH**—KDKA announcer Bill Sutherland has emceed 32 Army-Navy "E" awards... Marian Abdou has taken over the secretarial duties in KDKA's sales promotion and advertising department, succeeding Macbeth Meck, resigned... Homer Martz, agricultural director of the pioneer Smoky City outlet, begins daily livestock market reports today at 12:30 p.m.

## TEXAS

**SAN ANTONIO**—Distaff side has invaded the staff of WOAI. New faces include Dorothy DeBaum, secretary to Hugh Halli, general manager; Virginia Cronk, secretary to Walt Zahrt, merchandising manager; Rene Blackmore, of the script department; Mrs. Ruth Robbins, of the traffic section, and Mrs. Winifred Altick... William Cameron Lumber Co., of Austin, will sponsor a quarter hour of "The Early Birds" ayem show from WFFA, Dallas, and over the Texas Quality Network, including WOAI in this city... Corwin Riddell, news chief of WOAI, has been asked to conduct a news forum at the Army's Convalescent-Rehabilitation Center of the San Antonio Aviation Cadet Center. Program is not only for hospitalized cadets but also for fliers who have returned from combat duty and are recuperating either from wounds received in action or fatigue.

# CBC Charges 'Politics'; Forces Serial Change

(Continued from Page 1)

every week-day night over the station.

Maurice Gourault, CBC supervisor of station relations for the Province of Quebec, declared in ordering the change that discussion of the questions of expropriation and of the respective merits of public and private ownership by characters in the serial violated the CBC ban on "dramatized political broadcasts."

### Text Of Ruling

The Canadian Broadcasting Act (Clause 3 of Section 22) and the CBC regulations based on the Act both declare flatly: "Dramatized political broadcasts are prohibited." There is no explanatory or specific detail to define a "dramatized political broadcast" or even to clarify the meaning of "political" in this particular connection.

The program in question was inaugurated December 20 and has been presented each evening since then, Monday through Friday, over CKAC, in French under the title of "La Famille Jolicoeur." The main content consists of episodes in what is familiarly known as a "soap opera" serial, and revolves in a light, semi-humorous manner around the trials and tribulations, the domestic crises, and amusing incidents in the life of the Jolicoeur family.

In the earlier programs characters in the playlets dovetailed into their dramatic dialogue from one to two minutes of discussion of various aspects of public vs. private ownership of commercial enterprise, with particular (but not exclusive) reference to the power company's electric services and the impending expropriation. Primarily the brief commercial interpolations were designed to build supporting goodwill for the company by stressing its sound service, its development under private initiative, its progressive reduction in rates, and efficiency of operation. These considerations were contrasted, in a light and often jocular way, with the patronage, the unbusinesslike administration, and the increased rates associated with some forms of public ownership and state monopoly, with Montreal water rates and the provincial liquor stores being mentioned as examples.

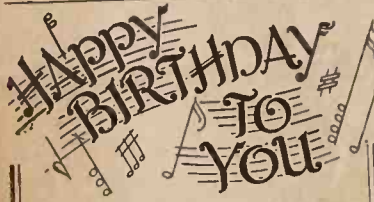
### Political Sponsorship Unnecessary

It was this material, which the company and the station had regarded as "dramatized commercial" broadcasting, that the CBC official classed as a "dramatized political broadcast."

Thus the CBC ruling clearly implies that a program may be classed as a "dramatized political broadcast" even though it is not sponsored by a political party, group or individual.

## Now It's "Here, Morgan!"

Henry Morgan, of WHN's "Glorious Dodgers" and well known for his "Here's Morgan" show on the Mutual network prior to becoming a WHN emcee, has been called up from the U. S. Army Air Forces reserve and reports immediately to Fort Dix.



January 5

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|------------------|----------------|
| Sylvia Ansen     | Blanche Alcorn |
| Theodore Dreher  | Georgie Price  |
| Gilbert Ralston  | Ruth Folster   |
| C. H. Cottingham | Cecile Grey    |
| Fred Hulsmith    | Jack Norworth  |
| Chef Milani      | Eve Sully      |



# Many Outlets To Take New MacLeish Series

(Continued from Page 1)  
...a massive cycle of inter-related literary works. MacLeish will have as his canvas the life and literature of the Western Hemisphere for the last two-and-a-half centuries.

In addition to writing the scripts, MacLeish will take the part of narrator on all broadcasts. Because of the varying types of prose and literature, which will make up the subject matter of the broadcasts, format of the programs may change from week to week. Many of the broadcasts will be experimental in nature.

Subject matter of the series has been planned in three-year cycles. Ed Sterling Fisher, director of the BC University of the Air. "In MacLeish," Fisher added, "the University has obtained an outstanding scholar in American literature, and a warm and sensitive artist who can bring forth yesterday's great works in the living, human terms of today."

MacLeish's technique will include dramatic form, narration, straight reading from sections of great literature, a combination of the three, or variants which he will develop.

Considered by many critics one of the most significant poets in America, Archibald MacLeish also has written a number of challenging poetic dramas for radio. Poet, humanist, lawyer, soldier, journalist and orator, he combines many exceptional talents. The author of almost a score of volumes of poetry, he won the Pulitzer Prize in 1932 for his "Conquistador." In 1939, he was named Librarian of Congress by President Roosevelt, a post which he has filled with distinction.

## King George Honors BBC Man

Montreal—John D. M. Snagge, presentation director of BBC and one of the most familiar voices in Britain, has received the decoration of O B E (Order of the British Empire) it was announced in a supplement to King George's New Year's Honor List issued from London.

WTAG's Hostess

MILDRED BAILEY

takes your name and address and name a household word in central N. E.

**WTAG**  
WORCESTER



# NEW BUSINESS

**KDKA, Pittsburgh:** American Poultry Journal, through Simmonds & Simmonds, Inc., five weekly five-min. electrical transcriptions; Penn Tobacco Company (Kentucky Club Tobacco and Julep Cigarettes), through H. M. Kiesewetter, three weekly one-min. anns. to February 28, 1944; Mennen Company (Shave Products), through Russel M. Seeds Co., three weekly one-min. spot announcements; Hubinger Company (Quick Elastic Starch), through Ralph Moore, Inc., one weekly station break, to February 13, 1944; Harris Amusement Company (Ice Capades), direct station breaks and one-min anns., for four days; Fulton Theater (Motion Picture), "Top Man," two station breaks, also one participation in "Shopping Circle"; Duquesne Brewing Co. (Beer) through Walker and Downing, one weekly 15-min. sport broadcast beginning December 4, 1943 to November 25, 1944. Also renewal one weekly 30-min. program December 3, 1943 through November 24, 1944; Clearfield Taxidermy (Furs), through Walker and Downing, 27 station breaks, through December 17, 1943, also participation in "Shopping Circle," also 10 one-min. announcements and 13 station breaks; Lever Bros. (Vimms), through BBD&O, three weekly one-min. anns. and three weekly station

**WOL, Washington, D. C.:** Happy Tumbling Blocks, five-minute ET Monday through Friday, through Northwest Radio Advertising Company, Seattle, Washington; Hearth Furniture Co., Art Brown and Russ Hodges, Sunday, 10:30 to 11:30 a.m., direct; Ted Lewis Restaurant, Spot announcements, direct; Metro-Goldwyn-Mayer, "The People's Reporter" with Fulton Oursler, Monday through Friday, 8:15 to 8:30 p.m. through Mutual network; Mayer Furniture Co., spot announcements, through Kal Agency, Washington, D. C.; MacDonald Typewriter Co., spot announcements, through Lewis Agency, Washington, D. C.; Micro Mart, spot announcements, through Lewis Agency, Washington, D. C.; Quality Clothes Shop, spot announcements, through Lewis Agency, Washington, D. C.; RKO Theaters, spot announcements, through RKO Pictures, Inc., Washington, D. C.; Wildroot, news by Walter Compton, Saturday, 6:15 to 6:25 p.m., through Batton, Barton, Durstine & Osborn, Inc.

breaks, also six weekly one-min. anns.; Pillsbury (Golden Bake Mix), through McCann-Erickson, participation in "Shopping Circle" to February 28, 1944.

## FCC Grants New Outlet; Utah Permit Is Denied

(Continued from Page 1)  
last August. Weaver's station will broadcast on 1,450 kc. with 250 watts unlimited.

At the same time the Commission approved a power boost for WTAL, Tallahassee, Fla., from 100 watts night and 250 watts day to 250 watts unlimited. The station operates on 1,340 kilocycles.

A petition for reinstatement and grant of its application for a construction permit for a new station was denied the Granite District Radio Broadcasting Co., Murray, Utah. The Commission explained that Murray is part of the Metropolitan area of Salt Lake City, and now receives complete day and night primary service from KSL, KDYL and KUTA. The August policy precluded authority for new stations in areas receiving primary service from nearby cities.

## No Further Progress Between Webs—AFM

(Continued from Page 1)  
networks expire Feb. 1, 1944, particularly for the NBC and CBS key stations in New York and Chicago. Blue Network stations have a "reopening clause" which at the time was placed in the contract pending the sale of the network. Since the sale, Petrillo ordered the respective locals involved not to open negotiations for the time being at least. Thus there have been no Blue owned station negotiations despite the sale.

# Sees Relay Outlets Supplanting Wires

(Continued from Page 1)  
through relay stations when peace comes, instead of the prevailing method of using phone lines for remote broadcasts.

Set manufacture has improved, the Stromberg-Carlson official indicated, though the industry has not made receivers for civilian use since early in 1942. "We are building to closer tolerances," he stated, "and it is absolutely necessary that what we make is not just good—but perfect. There is no time to summon a service man," he added, "when the communication officer in a bomber or destroyer wishes to use his radio set."

### War-Made Importance

Mechanized warfare on a global scale, Fay pointed out, has not only magnified the difficulty of communication between units of a single command but has increased the importance of communication as a means of attack and defense. Progress of manufacturers' research departments and university laboratories under the impulse of war need, he emphasized, means that "in time this progress is going to result in better, more reliable receiving sets when we can make them again for civilian usage."

Improvements in first sets after the war will be few, the Stromberg-Carlson official indicated, will be only those ordinarily available from one average radio year to another. Wide changes were predicted about a year after the war ends, when the lifting of wartime restrictions would give impetus to the development of radio.

## WDAS Promotes Whitaker

Philadelphia—Polly Whitaker, head of WDAS' women's activities, will become program director effective Jan. 15. Post has been vacant since the departure of Harold Davis who left to join the New York office of WCAU.

## NAB Sub-Committee Meet Sked In New York Today

(Continued from Page 1)  
members recently appointed by Edgar Bill, chairman of the public relations committee, include: Charles P. Hammond, director of advertising and promotion of NBC; Edward E. Hill, WTAG; Vernon E. Pribble, WTAM, and Irvin G. Abeloff, WRVA.

Preliminary material for the book has been under preparation for several months. The full public relations committee meets later this month.



See Broadcasting and Radio Daily, January 17, 1944



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"Thanks

... FOR THE  
AFTERNOONS OF  
SOLID PLEASURE"

—MRS. A. J. E.



**WFBR IS FAST CORNERING  
BALTIMORE'S DAYTIME AUDIENCE**

More and more letters like this one are coming in every day from Baltimore women.

With daytime program competition constantly increasing, we stepped up our programming even further. And the latest surveys tell the story! *Showing*

*a 50% increase in our afternoon rating during the last three months!* Naturally, we're proud of this increase.

It's just further proof of what we've been saying right along . . . that, if you want to completely cover Baltimore, America's sixth largest city, WFBR is the station to do it . . . with a signal that is *strong* enough and *clear* enough to give you concentrated coverage in an area of well over a million people!

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



# First 'Multiple Rule' Deal

## Flamm's WPAT Deal Before Commission

Washington Bureau, RADIO DAILY  
Washington—Hearing opened yesterday before the FCC on the application for transfer of 50 per cent of stock in WPAT, Paterson, N. J., to Frank Faulkner and Rex Schept Donald Flamm, former owner of WJCA, New York. Sale agreement made in September, 1942, with Faulkner and Schept having agreed to sell their half interest in the North Jersey Broadcasting Company to Flamm and Colin Ives, Flamm's personal attorney. Flamm was to hold 50 per cent of the station stock and

*(Continued on Page 6)*

## C Luncheon Today Will View Radio Film

On the Air, special movie dramatizing the development of radio, will be premiered before the Radio Executives Club luncheon today at Hotel Shelton. The picture was produced by Paramount at the instigation of Westinghouse. Walter Evans, president in charge of the Westinghouse Radio division, will be the guest speaker.

## New Canadian Net Launched On Jan. 1

Montreal—Canadian Broadcasting Corporation's second Dominion-wide network was inaugurated on schedule yesterday for New Year's day and "everything went without a hitch," a CBC spokesman announced. The new network—the "minion"—was set up to provide a wider variety of programs to Canadian listeners.

*(Continued on Page 7)*

## Rolls His Own

Networks get many letters from people wondering who writes their copy that one's materials and gags probably more letters than any other on CBS are directed at Alec Templeton's gag titles such as Debussy in Dubuque, Grieg in the Groove and Gnats to You. A posse of title researchers comes up with the info that Alec does his own.

### Retort

At the close of the "American Forum of the Air," on MBS Wednesday night, the audience got its biggest laugh just as the program went off the air and Louis Nizer tangled again with Norman Thomas. Thomas questioned certain statistics put forth by Nizer and Nizer heatedly answered "Oh, you're a doubting Thomas!"

## Set-Owners Like FM Agency Study Reveals

Tonal quality was the leading reason given for the purchase of FM receivers in a four-city survey of FM set owners conducted by Maxon, Inc., at the request of General Electric in connection with the equipment company's post-war reservation plan. Sampling was made by mailed questionnaire last Autumn in co-operation with WGYN, New York; WCAU-FM, Philadelphia; WMFM, Milwaukee, and WENA, Detroit. Returns totaled

*(Continued on Page 5)*

## Alberti Leaves 20th-Fox For Bennett Enterprises

Jules Alberti, who during the past year has held the post of national director of radio advertising for Twentieth Century-Fox, film producers, has resigned, effective immediately, to become managing director of the Constance Bennett Enterprises;

*(Continued on Page 2)*

# WLW, Cincy, Joins Canada In Program Exchange Deal

## David Gets New Post With G. E. Radio Division

Schenectady—W. R. David has been named sales manager of broadcast equipment for the Transmitter Division of the General Electric Company's Electronics Department, according to an announcement by Paul L. Chamberlain, manager of sales for the division. In this capacity, David

*(Continued on Page 7)*

## Bulova Interests Sell WOV, New York, To Mester Bros; Bidding Reported On Other Properties Of Owner

## FCC Considering WOV Station Deal

Washington Bureau, RADIO DAILY  
Washington—After having postponed proposed purchase of WOV, New York, from Arde Bulova, Mester Bros., have again applied to the FCC for permission to acquire control of the station. The application, though under study at the Commission, has not been formally posted because it stands in need of some correction and

*(Continued on Page 2)*

First station deal since the FCC ruling against multiple ownership, was announced yesterday when 80 per cent of the stock in WOV, 5,000 watt New York station, was sold by Arde Bulova, to Murray and Meyer Mester of the Balbo Oil Company. The sale is predicated on FCC approval.

Completion of this deal came as a sequel to rumors that all of the Bulova stations are up for sale with the exception of WORL, Boston, said to be owned by Harold A. Lafount, general

*(Continued on Page 5)*

## Boston War Workers Serviced By Radio

Boston—What is hailed as the country's first complete warcast network operated for the benefit of war workers, is now in action here via WBZ and the Boston "Globe," and is spreading to other cities. News is

*(Continued on Page 2)*

## Lauds Electronics In War Industries

Electronics aided the war effort in industry, morale and training during the past year, according to the year-end review just released by Edward C. Cahill, manager of RCA's industrial and sound department. High speed and precise control provided by electronic methods, RCA pointed out, have enabled radio-free

*(Continued on Page 6)*

## NBC Station Committee Defers Meet To Next Week

Meeting of the NBC Station Advisory Committee, will be held in New York next Monday and Tuesday, at which time a chairman for 1944

*(Continued on Page 2)*

## Spalding Going Abroad For OWI Italian Tour

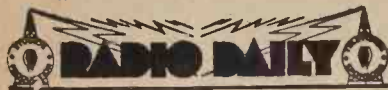
Washington—Albert Spalding, leading American concert violinist and in recent years a radio performer of increasing popularity, will head for the Italian war theater early this Spring

*(Continued on Page 2)*

## Pleasant Triangle

Lucille Manners, NBC's "Cities Service" soprano, who received eight crates of fruit from a Florida admirer, made marmalade and candy from them and sent all to a Jersey Army base. A week later the fan sent eight more crates and thanked her for her gracious generosity to the soldiers. It seems he had a son at the Jersey camp who wrote him and told him the story.





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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.

Alberti Leaves 20th-Fox For Bennett Enterprises

(Continued from Page 1)

before joining Fox, Alberti held a position with the Treasury Department in Washington.

In addition to acting as Miss Bennett's business manager, Alberti will be executive director of her cosmetics corporation, and will represent her in all radio, film and stage activities.

No successor to Alberti will be named at Fox, his duties being absorbed by existing personnel.

20 YEARS AGO TODAY

(January 6, 1924)

The first radio broadcast of the New York Philharmonic Orchestra will take place over station WJZ from Cooper Union, N. Y. with Milton Cross announcing... Ernest Thompson Seton will talk on "Wild Animals I Have Known" over WDKA, Pittsburgh... Station KDKA will present for the first time on the air a tap dance by Joyce White, well-known entertainer currently with Al Jolson's musical comedy.

Denver Delivers Food Denver Delivers Sales KZZ Delivers The Denver Market KZZ-DENVER

Boston War Workers Serviced By Radio

(Continued from Page 1)

broadcast 25 times daily to Greater Boston war plants and the Navy Yards. The five-minute digests are piped to the plants over a 20-hour period on a full seven-day schedule.

Warcasts originate from a special studio set up by WBZ, local Westinghouse station (affiliated with NBC) and is an outgrowth of the war programs fed to Charleston and South Boston Navy Yards by New England Westinghouse stations since last summer. At that time the Navy suggested the service to help step up production schedules. WBZ broadcasts were so successful, Under-Secretary Forrestal issued a directive asking that the warcast plan operating in Boston be expanded to other parts of the country.

Eleven big eastern Massachusetts war plants welcomed the idea, especially to conform with their frequent rest periods and lunch hours.

Plan in amended form is said to be now operating in other parts of the country including Philadelphia, Pittsburgh, Rochester, N. Y.; New Castle, Penn.; Norfolk, Va.; Cincinnati, San Francisco and Portland, Oregon.

Spalding Going Abroad For OWI Italian Tour

(Continued from Page 1)

as a special representative of the OWI overseas branch, it was revealed yesterday. He is cancelling his concert and radio work to serve OWI as assistant and counselor to the civilian head of the psychological warfare branch in Italy. Educated here, in France and in Italy, Spalding has an intimate knowledge of the Italian people and their problems. He was an aviator during the last war.

AP Signs Four More

Press Association has signed four additional stations for AP radio news wires. They are: WDAS, Philadelphia; WNLC, New London, Conn., including the wire's special features in addition to AP dispatches; WDSU, New Orleans, which will receive special AP hourly news summaries and other features, and KOB, Albuquerque, N. M. also to receive additional services.

FINANCIAL

(Wednesday, January 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, Net Chg.

NEW YORK CURB EXCHANGE

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

OVER THE COUNTER

Table with columns: WCAO (Baltimore), WJR (Detroit), Bid, Asked

FCC Is Considering WOV Station Deal

(Continued from Page 1)

rewriting, it was explained. It was filed December 31.

Sale of the five kilowatt part-time station by Bulova would allow him to comply with the multiple ownership rule for the New York area. Bulova owns WNEW, ten kilowatt unlimited station in New York. WOV concentrates on foreign-language broadcasts, and is perhaps the major foreign language outlet in point of time and audience in the country.

Missouri Deal Pending

Another application was received as a result of the multiple-ownership ruling, with the Ozarks Broadcasting Company, Springfield, Mo., having completed a deal with Springfield Newspapers, Inc., subject to Commission approval, for the swap of KGBX, Springfield, for full control of KWTO, Springfield. OBC has arranged to buy for \$100,000 500 shares of KWTO from Springfield Newspapers, Inc., adding these 500 to the 500 it already owns and thus holding all the stock in KWTO. Of the second block, approval for the purchase of which is now sought, Lester Cox would hold 43.2 per cent, Ralph D. Foster 33.8 per cent, C. Arthur Johnson 16.2 per cent and L. M. Magruder 2.8 per cent.

The other part of the deal involves sales for \$25,000 by OBC of 250 of the 500 shares of KGBX to Springfield Newspapers, Inc., with the four OBC officers retaining one share each. SNI formerly held 246 shares of KGBX.

KWTO operates at present on 560 kc. with five kilowatts from sunrise to sunset, but has a construction permit to operate on unlimited time, using one kilowatt, after local sunset. Tests are now under way, it is reported, with a license to effectuate the permit expected in a fairly short time. KWTO is unaffiliated. KGBX is an NBC affiliate on 1,260 kc, with unlimited power of five kilowatts.

Rule "Cola" Free Word As Nehi Wins Decision

Dover, Del.—Delaware Supreme Court has unanimously upheld a Court of Chancery decision, dismissing a complaint filed by the Coca-Cola Co. against the Nehi Corp. In the complaint, trade-mark infringement and other related acts of unfair business competition were alleged.

In a 28-page opinion, written by Chief Justice D. J. Layton, cola was declared a free word and the Nehi Corp. was found innocent of unfair competition in its sale and advertising of Royal Crown Cola.

The bill in equity was filed by the Coca-Cola Co. June 22, 1939. It was dismissed March 20, 1942, by Chancellor William Watson Harrington in the Court of Chancery.

Gaines Hospitalized

James M. Gaines, named this week by NBC as assistant director of advertising and promotion, is in Mary Immaculate Hospital, Jamaica, where he underwent an appendectomy on Tuesday.

COMING and GOING

MURRAY B. GRABHORN, manager of Network Spot Sales, is en route from Chicago to Hollywood. Following a short stay in film capital he will go on to San Francisco will return to New York around the end of January.

WALTER B. HAASE, program manager of WDRC, Columbia network affiliate in Hartford, Conn., is in town on station and work business.

B. A. McDONALD, sales manager of Westhouse Radio Stations, Inc., is visiting here in New York. Paid a call yesterday at the offices of NBC.

CHARLES EARLEY, news editor of WIP, Pittsburgh, is back at his desk after a absence resulting from flu.

PAUL E. MILLS, commercial manager of WWO, Ft. Wayne, is spending a few days in New York on business.

PARKS JOHNSON and WARREN HULL on Monday will take their "Vox Pop" microphone to the Lockbourne Army Air Base in Columbus, Ohio, from which point they will broadcast the program over CBS.

HERBERT MASSE, sales manager of NBC's outlet in Boston, in conference yesterday at the Rockefeller Center offices of the network.

VIVIAN SHAW, vocalist on the "Honey Charm" heard over NBC, and her brother ROBERT SHAW, choral director of Fred King's Pennsylvanians, are in San Diego, whence they were called by the death of their father, Rev. Shirley Shaw.

WAUHILAU LA HAY and MAX WYLLIE of the N. W. Ayer & Son agency, leave for West Coast this week-end. They will witness the premiere of the forthcoming Blue Network programs for Hires, soft drink account.

NBC Station Committee Defers Meet To Next Week

(Continued from Page 1)

will be elected. Meet was originally scheduled to be held in Radio City some time this week.

DOLLAR FOR DOLLAR

Listener for listener you'll get the lowest sale cost in Baltimore over radio station W-I-T-H. You cover 2/3 of Maryland's population and all of the country's 6th largest city. W-I-T-H does the BIG job in Baltimore.



W-I-T-H IN BALTIMORE

TOM TINSLEY, President REPRESENTED BY HEADLEY-REED





**9**  
out of  
the first  
**10**

**33**  
out of  
the first  
**50**



**15**  
out of  
the first  
**20**

...of all programs on the air!



**WMAQ**  
**CHICAGO**

Latest independent surveys place WMAQ programs far out in front. They show that the great majority of all listeners favor the top-flight NBC shows which distinguish this station—shows made possible by America's leading advertisers and agencies and the outstanding talent they have assembled.

This fact should be of vital significance to you if you are interested in reaching the Nation's Second Market—a market which has a potential listening audience of 2,855,700 families who spend over three and a half billion dollars a year. When you buy WMAQ time you are placing your radio advertising where it will do the *most good*. A "natural" for local or spot campaigns.

They all tune to the

**National Broadcasting Company**

It's a National Habit

America's No. 1 Network



A Service of Radio Corporation of America



# LOS ANGELES

By RALPH WILK

**R**ONALD COLMAN, who has just finished an engagement at M-G-M, is taking a ten-day vacation out-of-town, before returning to the air Jan. 18 in "Everything For the Boys," over NBC.

Just for the record—Jack Benny is not trying to compel Minerva Pious and John Brown, who are on his show and who were formerly with Fred Allen, to remain with him. They prefer to reside on the Coast and will continue with the Benny show.

"Will You Remember," an original radio play by Caryl Coleman and John Elliott, has presented over KFI, Jan. 4, when "The World We're Fighting For" was heard. The romantic play is based on a strange story told by a man to a girl when they meet for the first time in a public park.

Betty Cowan, traffic department assistant at the Don Lee network, has announced her engagement to Bill Howarth, KHJ staff announcer. The wedding will take place in the Fall of 1944.

Columbia actor Pat McGeehan, called to do a special show in San Pedro, relived a few of his seafaring days by hopping on board the Terminal Island Ferry and beaming with pleasure as it plowed back and forth between the island and the mainland. McGeehan, who announces Columbia's "America—Ceiling Unlimited" program, used to sail with the Merchant Marine.

Judy Canova, star of the Colgate "Judy Canova Show," heard over KNX-CBS each Tuesday, left Hollywood for Fort MacQuaide and Fort Ord where she will do several shows for the camps personnel.

Harry Patterson, for the past year and a half on the announcing staff of KMPC handling, and identified particularly, with the Wax Museum show, left the station on December 25 to join the Armed Forces of the United States.

Lum and Abner will do a huge show on Blue Network for the Treasury department during the Fourth War Loan drive in February.

Charles J. Correll, the "Andy" of Amos 'n' Andy, is a member of the Los Angeles Country Club of the Air and also serves in the Civil Air Patrol.

Our selection of the week of the most photogenic non-professional—Winifred Scott, secretary to William B. Ryan, manager of KFI-KECA.

Douglas Nelson Rhodes has joined the Bernie Milligan-Coy Williams publicity office.

## AVAILABLE

Young woman with advertising copy and sales promotion experience, seeks connection with radio station or agency as writer of continuity or program material. Write RADIO DAILY, Box 784, 1501 Broadway, New York, 18, N. Y.

# MAIN STREET



## Radio Vitamins For Thursday! !

● ● ● Proofs of Quentin Reynolds' forthcoming book, "The Curtain Rises," reveal plenty of dynamite..... Random House undoubtedly will have a best seller on its hands..... Voice of Anne Seymour (NBC's "A Woman of America") has been dubbed on the Russian film "No Greater Love," which will have its first showing late this month..... Noted Russian actress Vera Maretskaya, plays the star role..... but her American counterpart of her words in the version to be shown here will be supplied by Miss Seymour..... Baukhage, Blue network commentator, will celebrate his 10th anniversary as a radio newscaster on Friday..... he is the oldest Washington correspondent in point of service, having joined the Capital staff of the AP in 1914..... Reason why Parks Johnson and Warren Hull had two successive broadcasts from Denver, was to keep off trains and planes during the holiday furlough rush..... women musicians are taken for granted now..... the fact that Paul Whiteman has the gentler sex tickling the harp, is considered of only passing interest..... Nick Kenny, that lovable old sailor poet, author and composer, who in his spare time is Radio Editor of the "Mirror," did a swell job as guest star yesterday on Marjorie Fisher's "Fortunatus' Cap" on the Blue..... Some one should sign him up..... No foolin'.



● ● ● Speaking of the gentler sex, a first lieutenant, Paula Ann Amrein, of San Francisco, is chief of the Radio Section of the entire Sixth Service Command..... headquarters are in Chicago and she has jurisdiction over Illinois, Michigan and Wisconsin..... she handles some 20 programs, local and network..... before enlisting in the WACs she was chief safety co-ordinator for women at the Henry Kaiser Shipyards in Richmond..... and she was formerly on the staff of the San Francisco "Call Bulletin"..... sometimes she has guest artists telling about their men in service..... Lt. Amrein's husband is an officer in the Marines and her brother with the Navy in the South Pacific..... after the war she'll probably be recruited by the industry.



● ● ● Hi Brown yesterday auditioned a new half-hour program called "Passed by the Censor"..... sanctioned by the Army and Navy..... It deals with emotional stories of the war..... Alfred Drake, the B'way matinee idol, didn't do so good when he first took to the air..... seems he cracked on a high note and immediately followed it with: Oh, Nuts!..... yeh, he's doing okay now..... Adelaide Klein who does a dozen foreign dialects, actually speaks English only..... Ray Bloch, who conducts several shows on the air, started as a choir boy..... Phil Baker, began on the harmonica..... Bob Hawk, used to read poetry over the air..... just for the opportunity..... Ed Kobak, appearing on Alma Kitchell's program, told why he wants the war over soon..... his wife gets up at 6 a.m. to do her Interceptor Command job and he has to make her breakfast..... Captain Jimmie James, formerly of the Blue promotion and advertising department..... made his debut as a papa..... the tag..... is Wyatt Edgar Frederic James..... of course Jimmie did well with, E. P. H. as his initials, preceding the James..... Bernie Estes back from Washington..... does this mean his dream of commercial short-wave is nearing realization.



● ● ● Frank Sinatra has been appointed chairman of the American Youth Division of the 1944 "March of Dimes" campaign by Basil O'Connor, president of the National Foundation for Infantile Paralysis..... Charlie Fry has been called in to handle the Westinghouse doings at the Radio Executives Club today.



— Remember Pearl Harbor —

# CHICAGO

By BILL IRVIN

**T**HE Chicago "Daily News," through Schwimmer and Scott, has renewed its contract with WENR, sponsoring of the musical program "Rhythm Edition" for another week. Program is heard Monday through Friday, 4:00 to 4:15 p.m. CWT.

Simonize Sunshine Serenade, 5 days from 10:00 to 10:30 a.m. has been renewed effective Jan. 2, for 52 weeks by the Simonize Co., through George H. Hartman Co. Program features latest transcribed musical records with John Holtman as emcee.

The Little Crow Milling through Rogers and Smith, has renewed "Melody Time," heard Sunday from 10:30 to 10:45 a.m. for 13 weeks effective Jan. 2.

Bob Farrall, NBC announcer-baritone, became singing star of show on that date replacing Charles Sears, tenor. Farrall formerly sang over WWJ (Detroit) and with Detroit dance bands.

The Illinois Publishing and Printing Co. (Chicago "Herald-American") renewed its "Turning the Pages of the World" program, broadcast Sunday from 9:30 to 10:00 a.m. CWT, for four weeks effective Jan. 2. Business is on a reciprocal basis, with the NBC press department utilizing advertising space in the "Herald-American" to publicize NBC programs. Program features Betty Ames as mistress of ceremonies with musical records and Ulmer Turner, the "Globe Trotter," in a news roundup. Don Neill, "Breakfast Club" emcee, was the principal speaker at the annual South Bend dinner last night.

Blair Walliser, WGN producer, until he joined the Coast Guard two and-a-half years ago, has been promoted from Lieutenant (s.g.) to Lieutenant Commander. At present Commander Walliser is USCG headquarters liaison for the East Coast, stationed in Washington.

The Kellogg Co. of Battle Creek, Michigan, sponsors of "Supermarket" heard Mondays through Fridays on WGN, 5:45 to 6:00 p.m., CWT, has renewed their program for an additional year, effective Jan. 3. Business was placed through Kenyon Eckhardt of New York.

Sam Cowling, diminutive heckler and man-of-all-work on the Blue Network's "Breakfast Club" celebrates his 30th birthday January 7.

Vic Reed, a news editor in the NBC Central Division news and special events department, has resigned, effective Jan. 7, to join the over-seas branch of the OWI in San Francisco.

## WANTED

Playback machine for 16-inch 33-1/3 r.p.m. transcriptions, or turn-table and tone arm to convert small machine. If you have such equipment to sell or know where it can be bought, please telephone Miss Jessup, CAledonia 5-6810.



# BC-WLW Tie-Up For Shows To U. S.

(Continued from Page 1)

ally prepared CBC broadcasts in existing WLW programs.

Listeners in Ohio, Kentucky, West Virginia and Indiana, the region covered by WLW, are soon to hear Canadian material on farm, news commentary, women's and talks programs which now make up their regular radio fare. Present plans call for five Canadian "inserts" a month in WLW programs, which may be increased when the preliminary schedule is running smoothly. It is also expected that within a short time CBC listeners may hear programs dealing with the mid-western region served by WLW.

This plan for exchange of programs as worked out in a series of conferences between CBC officials at national program office here, and two WLW executives, James Cassidy, director of special events, and Roger Baker, public relations director.

### Sees Better Understanding

Cassidy in discussing the project, said that a study of the WLW region had revealed a lack of knowledge and understanding among the people of that area of Canadian activities, achievements and problems. "On the other hand," he stated, "I discovered the course of a few trips to Canada at people in the Dominion were comparatively well informed on political, social and economic developments in the United States."

He stated that WLW, following such the same idea it had worked out with the BBC, had sought the operation of the CBC in expanding its program in the field of international public service broadcasting to the interests of better understanding between radio listeners in the United States and Canada.

# "10-Year Club" Award To Mrs. Graham McNamee

Mrs. Graham McNamee, widow of the announcer who was prominent in radio from the early 20s until his death in 1942, has received the NBC "10-Year Club" pin awarded posthumously to her late husband. In the presence of Niles Trammell, president of the National Broadcasting Company, W. Burke Miller, manager of NBC's Public Service Department and a worker with McNamee for many years, presented the insignia to Mrs. McNamee during her recent visit to New York from her home in the West. A scroll attesting McNamee's charter membership in the "10-Year Club" will be forwarded shortly to the widow.

# FM's Tone Is Selling Factor, Advt. Agency Survey Reveals

(Continued from Page 1)

936 for the four key centers. Tabulated in November for circulation among broadcast outlets, the figures have just been released for publication.

Majority of owners answered that FM had lived up to their expectations, although a sizeable minority, ranging from 39.2 per cent in Detroit to 18.9 per cent in Philadelphia, replied in the negative. Reasons given by disappointed set owners were twofold in order of importance—quality of FM reproduction and type of FM program.

### Prefer FM Reception

Predominant opinion chose FM over AM for reception of the same program. Statement was based on

# Three Bouts Set On MBS For Gillette 'Cavalcade'

The Beau Jack-Lulu Costantino lightweight bout from Madison Square Garden, to be broadcast over WOR and Mutual, Friday, from 10 p.m., EWT to completion, marks the first sports events of the new year in Gillette's Sports Cavalcade. The week following, Jan. 14, the Tami Mauriello-Joe Baksi heavyweight match will be broadcast, beginning at 10 p.m. Baksi, the new heavyweight sensation who has not lost a decision in his last ten bouts will battle it out in a ten-round match against hard-hitting Mauriello.

The official lightweight championship bout between Beau Jack and Sammy Angott will be broadcast on Friday, Jan. 28, beginning at 10 p.m. Beau Jack is considered champion of the lightweight division by the boxing commissioners of New York, New Jersey, and Pennsylvania, and Angott is the recognized title-holder by the National Boxing Association.

Don Dunphy will handle the blow-by-blow descriptions and Bill Corum will describe the color.

# Gilmore Oil Co. Renews Five NBC Coast Stations

Gilmore Oil Co. has renewed "Furlough for Fun," over five NBC Pacific Coast outlets. Program is an audience participation show featuring Beryl Wallace, George Riley and Spike Jones' orchestra; it is heard Fridays 9-9:30 p.m., PWT. Stations used are KFI, KMJ, KPO, KGW and KOMO. Agency is Ruthrauff & Ryan, Inc.

# Borden Renews Kaltenborn

H. V. Kaltenborn has been renewed over WEAFL, New York, by the Pioneer Division of the Borden Co. Renewal is for 52 weeks, Monday, Wednesday and Friday at 7:45-8 p.m., EWT and takes effect Jan. 10. The commentator has been sponsored over the station by Borden since April, 1943. Pedlar, Ryan & Lusk, Inc. is the agency.

# Purchasing Of WOV 1st 'Multiple' Rule Deal

(Continued from Page 1)

manager of the Bulova group. The station properties reported offered for sale include WELI, New Haven; WNBC, Hartford; WCOP, Boston; WNEW, New York; WPEN, Philadelphia.

According to reports Bulova relinquishes 80 per cent of the WOV stock in the Mester brothers deal. The other 20 per cent is owned by Dick O'Dea.

In August, 1942, FCC Commissioner Paul Walker dismissed without prejudice an application the Commission had designated for hearing for the sale of the station to the Mester brothers. Attorneys advised FCC that the pending deal had been called off and that the Bulova interests would operate the station for the duration of the war. It is reported, however, that the Mester brothers held an option to buy the WOV property.

The sale of WOV, if confirmed by FCC, marks the first instance where a station, affected by the rule against multiple ownership, has changed hands. Bulova interests own another station in New York, WNEW.

# Harry von Zell Substitutes

Harry von Zell substituted for Harlow Wilcox as announcer on the Fibber McGee and Molly program Tuesday night. Wilcox is recuperating from an attack of flu.



My sincere thanks to the Radio Editors of America for voting me among the top five female vocalists.

# GEORGIA GIBBS

Featured in Jimmy Durante-Garry Moore Show for Camel Cigarettes every Friday over CBS, 10 P.M., E.W.T.

Management: William Morris

**WTBO**  
Full Time  
NBC Affiliated  
Cumberland, Md.



## Flamm's WPAT Deal Before Commission

(Continued from Page 1)  
Ives one per cent. The other 50 per cent is held by Lt. and Mrs. James G. Cosman.

The issue in this procedure is whether or not 50 per cent can be said to constitute control. The FCC has authority under present law to approve or disapprove transfer of station control. Chairman Fly has suggested to the Senate Interstate Commerce Committee that revision of the radio law should cloak the FCC with authority to approve or disapprove transfer of more than 20 per cent of a station's voting stock.

In September, 1942, and twice since, Ives has written the FCC for clarification on this question. The current hearing is expected to provide the answer.

Flamm now wants to purchase Ives' one per cent of the station's stock and he maintains that the FCC has not the right to block this acquisition. Flamm is represented by Phillip Handelman, with Judge P. W. Seward as Commission attorney. Flamm will take the stand today, with Ives and Cosman the sole witnesses yesterday.

WPAT vice-president and manager now is Sidney Flamm, brother of Donald, with Cosman president and his wife secretary-treasurer. Donald Flamm is chairman of the board. Cosman said yesterday that Sidney Flamm had sought a position with this station before his brother had become financially interested, but had been turned down because his price was too high. Cosman said, however, that since Sidney Flamm came to the station, after Donald Flamm had bought stock, he has done an excellent job.

Donald Flamm now receives \$200 weekly from the station as advisor.

## Export ET Company Plan Post-War Expansion

Post-war expansion is being actively planned by Michelson & Sternberg, Inc., transcription export outfit. Program calls for early shipments of "The Shadow," "Nick Carter" and other network features on disks for rebroadcast overseas on Government-operated outlets, which, at the close of the war, will be turned back to the original owners. Firm had been the American agency for Radio Normandy, 100,000-watt commercial transmitter on the French Coast beamed at Britain, and now in German hands.

## Cigar Co. Buys Kennedy

Lewis Cigar Co., Newark, N. J., will launch a news program featuring John B. Kennedy on WJZ Jan. 11. Kennedy will be heard in behalf of La Coronada and Seidenberg cigars Tuesday and Thursday from 6:05 to 6:15 p.m., EWT. Lewis Advertising Agency, Newark, handles the account.

The noted news commentator is heard also on the Blue Network in behalf of Harvel watches.

## WHO'S WHO IN RADIO HARRY W. WITT

HAVING served on both sides of the radio fence, as ad-agency executive and broadcast sales manager, it was a natural culmination of experience that led to the appointment last Autumn of Harry W. Witt as assistant general manager of KNX, Los Angeles, and the Columbia Pacific Network.

Harry Witt is a San Francisco boy who worked his way up to his present job. He was born in the Golden Gate City on Oct. 10, 1901, attended school there until he entered the University of California at nearby Berkeley in 1921. At the U. of C. he served as campus correspondent for the San Francisco "Examiner." With a B. S. sheepskin from the university's College of Commerce to his credit in 1925, Witt joined the sales department of the Foster and Kleiser Co., outdoor ad firm. For a period of seven years he serviced accounts in San Francisco, Los Angeles and San Diego.



West Coast Broadcaster

In the face of a depression year—it was 1932—Harry went into the ad agency business in San Diego. More than a year later, he became sales chief of KGB, then the Columbia-Don Lee outlet in the Southern California seaport. In less than two years he stepped up to the general manager's post of that station. Early in 1936 he moved to Los Angeles and the sales managership of KHJ, key Don Lee unit. When CBS bought KNX in September, 1936, he became sales head of the outlet and was later named L. A. sales chief of the Columbia Pacific web, which he served in that capacity until his promotion last September.

Industry recognition was accorded Harry Witt by election to the presidency of the Southern California Broadcasters' Association for two terms from 1939 to 1941. He has also served as a director of the L. A. Advertising Club, is a member of the L. A. Sales Managers' Association. A member of the University Club, he is also on the professional rolls of Alpha Delta Sigma, national advertising fraternity, and belongs to Alpha Sigma Phi.

Witt is a family man. Father of two sons—Harry W., Jr., 8½ and Stephen Jeffery, 5½—he is married to the former Louisa von Klein Smid.

## Cal. University Accepts Two NBC Scholarships

Acceptance by the University of California of two scholarship offered by NBC is believed to forecast an increased interest in radio on the part of universities. Announcement of the scholarships and the acceptance by Dr. Robert G. Sproul, president of the University, was made from Hollywood by Sidney N. Strotz, NBC vice-president, and Jennings Pierce, manager of public service and station relations.

An outgrowth of the NBC-UCLA Radio Institute held last summer, the scholarships will become available to a boy and girl student at UCLA who shall have finished their freshman year with high scholastic records and who wish to prepare for some phase of professional radio work.

## Baukhage Celebrating

Baukhage, Blue Net commentator, will celebrate his 10th anniversary as a radio commentator on Friday, Jan. 7. He is the oldest Washington correspondent in point of service, having joined the Washington staff of AP in 1914.

## Files Articles

Albany—WAGE, Inc., Syracuse, has filed a certificate in the office of the Secretary of State to merge Sentinel Broadcasting Corporation.

## KWBU, New Texas Outlet Getting Mex. Equipment

Corpus Christi, Tex.—The new 50,000 watt radio station to take the air here to be operated on 1,010 kilocycles by the Baylor University will be known as station KWBU. The John E. Pearson Co. has been appointed to handle all eastern advertising contacts for the station. Outlet will be operated, according to Pat M. Neff, president of Baylor, as the university desires it. Musical program and lectures will be featured. Any thing of a cultural nature will also be presented.

Equipment for KWBU is coming from XEAW at Reynosa, Mexico, which has been owned and operated by Carr P. Collins. Parts of the station were given to the University by Collins who was a former member of the board of trustees of the university.

## Detrola Co. Merges

Merger of Detrola Corp. and International Machine Tool Corp. has been completed under the name of International Detrola Corp., according to C. Russell Feldmann, president of the combined organizations. Merging of Detrola, which makes radio and other electronic devices, with International has attracted notice as an instance of a machine-tool firm moving to diversify its activities and find new use for its capital in the face a slackening tool market.

## Lauds Electronics In War Industries

(Continued from Page 1)  
frequency heating and other industrial devices to step up and improve manufacturing processes in war production. Use of plant broadcasting systems to carry recorded music programs has materially helped employee morale and productive efficiency, it was indicated in the review, which based its statement on surveys by the WPB and private agencies. Film sound recording and reproduction equipment made possible new techniques in military training, the report stated with an estimated cut of 40 per cent in the time required to instruct recruits.

Radio-frequency heating equipment has permitted speeding up of some processes by as much as 2,500 per cent, in addition to turning out stronger, more uniform products, revealed Fred W. Wentker, head of RCA's electronic apparatus section. RCA equipment of this kind, it was noted, has been installed during the war in plastics, aircraft and other industries for a variety of war production uses.

Large quantities of RCA film sound equipment have been furnished to armed forces and various government agencies, reported Barton Kreuz, manager of the photophone and sound and picture sections. For U. S. Army use alone, RCA has supplied several hundred photophone 35 mm. projection equipment and several thousand 16 mm. sound film projectors.

## White House Supplied

In addition, the review revealed more than a score of RCA film sound reproduction systems have been furnished for special government installations in Washington, D. C., one in the White House and others for Army, Navy and Marine Corps use. Recording systems and motion picture recording units have been furnished to government studios in Washington, D. C.; Astoria, N. Y.; Wright Field, Ohio; Hollywood. Large quantities of sound recording and theater equipment also have been supplied to England, India, Russia, Australia and Canada.

Post-war expansion in both volume and variety of industrial applications of electronics is foreseen, according to the RCA report. Wartime experience is demonstrating the advantage of such equipment, it was pointed out, and new applications are under constant development.

## Full Network For "Judy"

The full NBC network will carry "A Date With Judy," when that program replaces Horace Heidt's Treasure Chest beginning Jan. 18 (NI Tuesdays, 8:30 p.m., EWT). Lew Howe Company sponsors the show. Tums, Roche, Williams & Cunneen handles the account. "A Date With Judy" is not a newcomer to the radio audience. For the past two summers it has been a replacement program for Bob Hope and Ed Cantor but this assignment is its first regular season spot.



# ★ PROMOTION ★

## "Superman" Contest

Mutual Broadcasting System, with its stations, is cooperating with Superman, Inc., in a national contest to promote better amateur radio production in high schools, through a sample presentation of its regular feature, "Superman," heard over the Mutual network, Mondays through Fridays, 6:45 to 7:00 CWT, and sponsored by the Kellogg Company.

Radio classes and workshops of all high schools will be provided with a complete episodic half-hour script of "Superman" for amateur production. Technicians of local Mutual outlets will cooperate with advice and concrete production information.

Each presentation will be judged by the radio editors and Boards of Education of each regional district. In process of semi-final eliminations, and the subsequent finals, the best high school production of "Superman" in each regional district will be selected and War Bonds made to the winning participants by Superman, Inc.

The idea was inspired by the many series on radio production received by the network and Superman, Inc. from high school workshops.

## KLZ Farm Feature

Farmers of the Rocky Mountain West region are receiving a special weather-service feature from KLZ, CBS affiliate in Denver. On each early-morning farm program, Government weather men give a detailed, advisory weather report via a cut-

## "Delinquency" Campaign

Campaign against juvenile delinquency has been undertaken by KDYL, NBC affiliate in Salt Lake City, and the "Salt Lake Telegram." Outlet and newspaper have planned a series of 15-minute programs beginning Saturday, Jan. 15. Airings will be round-table discussions under the direction of H. R. Kretchman, editor of "The Telegram," with heads of local youth organizations participating. Newspaper will highlight each program of the series with art and stories regarding the obligations of America's youth as a factor in the winning of the war.

## WOV's WAVE Campaign

Recruiting campaign for the WAVES is being conducted by disk jockey Alan Courtney on WOV, New York, in nightly six-a-week pitches for mail and phone responses. Outlet's campaign is being run in cooperation with the year's first WAVE recruiting drive, which takes place Jan. 9 to 15.

Results of the WOV drive in about a week's operation are reported to have netted an average of 30 phone calls a night from prospective recruits, with Courtney answering all calls. Mail response is said to have exceeded this figure.

in direct from the Government weather station at Denver Municipal Airport. Weather report is aimed to aid the farmer in feeding and marketing his stock.

## David Gets New Post With G. E. Radio Division

(Continued from Page 1)

will be responsible for the sales of both AM and FM broadcast equipment, with headquarters at Schenectady.

A native of Lair, Kentucky, David earned his B.S. degree in mechanical and electrical engineering at the University of Kentucky (Lexington) in 1919. He was employed by the General Electric Company in July of that year as a student engineer at Schenectady. He has been employed in the field of radio application and electrical engineering work since June, 1921.

During this period, David has had continuous and intimate contact with

E. radio engineering, research, development, design, as well as radio manufacturing activities and sales work. His proposition, application and electrical engineering experience has included work on spark transmitters for land stations and ships, commercial telegraph and telephone receivers, Alexanderson alternators with all associated apparatus, electronic telegraph and telephone transmitters for land stations and ships, radio direction finders, aircraft radio transmitters and receivers, radio measuring instruments, police radio equipment, radio broadcasting trans-

## New Canadian Net Launched On Jan. 1

(Continued from Page 1)

dian listeners. It includes 24 independent stations and one CBC station and covers territory from Sherbrooke, Que., to Victoria. It carries programs different from those on the original of "National" network, which now includes 28 private and six CBC stations across the country and is called the "Trans-Canada" network.

The Dominion network will operate on a part-time basis during the most popular listening hours until next Autumn when most existing radio contracts expire. Then it will operate full-time, CBC spokesmen said. Through the new network, the CBC hopes to prevent duplication of programs in radio centers across Canada. In the past a program on a CBC station in one locality was often carried at the same time on a private station in the same district.

Under the new set-up, two radio stations in the same locality will not be allowed to air identical programs unless some specific program is of national importance.

transmitters including all sizes up to 500 kilowatts, and the electron microscope.

David is an associate member of the Institute of Radio Engineers.

# ● TODAY

## RADIO EXECUTIVES CLUB

Premiere of

# “ON THE AIR”

The Story of Radio Broadcasting

● 30 Minute sound-movie produced by Paramount for Westinghouse Radio Stations, Inc. — Designed for Public Relations use in the interest of Broadcasting.

Speaker: **WALTER EVANS**

Vice-President, Westinghouse E. & M. Co.

in charge of Radio Manufacturing and Broadcasting

Introduction by **LEE B. WAILES**

General Manager

Westinghouse Radio Stations, Inc.

LUNCHEON 12:30 SHARP

GOTHIC LOUNGE



**HOTEL SHELTON**

Lexington Avenue at 49th Street



★ ★ ★ COAST-TO-COAST ★ ★ ★

— OHIO —

CINCINNATI—Julia Wood who presents the WLW "Home Forum" every Saturday interviewed one of the first 1944 fathers of Cincinnati on New Year's Day. Father revealed to the radio audience that his newest born completed two pair; daughters and sons... George C. Biggar, assistant to vice-president and general manager, in charge of employee relations at WLW, will speak on his recent trip to England before local groups this month.

— NEW YORK —

NEW YORK—Social security programs in New Zealand, Great Britain, the United States and Norway will be discussed on "United Nations Compare Notes" over WMCA today from 10:03 to 10:30 p.m. Representing New Zealand will be Bruce Turner, first secretary of the Anzac legation in Washington, who will also preside; Great Britain, Mrs. Winifred Williams, newspaperwoman; United States, Miss Rita Halle Kleeman, of the Writers' War Board, and a representative from Norway. Program, presented weekly by the United Nations Information Office, originates in the organization's board room... Sponsorship of "Time World-Wide News Review" has been renewed for an additional 13 weeks over WQXR by J. B. Williams Co. through J. Walter Thompson Co. Program, heard five times week in behalf of Gilder brushless shave, is compiled from reports by "Time" magazine's 203 correspondents.

— MASSACHUSETTS —

WORCESTER—Another local boy who has made good is Charles Schon, new mickeman at WTAG—and yet not new, having been newspaper boy on the station's affiliated papers years ago... Announcer Bill Fariss of WTAG penned the original script for a dramatization of the year 1943's most prominent news highlights, both national and local. Presentation was entitled "This Was 1943."

— CALIFORNIA —

SAN FRANCISCO—KLX, Oakland, has a new woman's editor. She is Margaret Bruce Cleveland. Bill Guyman has joined the announcing staff. "Books and Authors" program has been taken over by Mrs. Frederick Albright. The "Octogenarian Club" is receiving due recognition in series of radio salutes by Harry Young. KLX "Hired Man." Requests for plugs are sent in by friends of members.

— TEXAS —

SAN ANTONIO—Col. H. L. Landers, retired veteran of 40 years active Army service, is heard over stations of the Texas Quality Network twice weekly in newscasts on the military aspects of the war. Program originates in the studios of WOAI and is sponsored by Wildroot Hair Tonic... Christmas joy was supplied by station KTSA to all employees and staff in the form of bonus checks and a special party in the Army and Navy Room of the Gunter Hotel... Laugh-provoking "Rookie of the Week" is the new quarter-hour program from Dodd Field, reception center of Fort Sam Houston, now being heard over KONO. Each week an outstanding selectee makes his debut in Uncle Sam's big show.

— WASHINGTON —

YAKIMA—Two more KIT staff members to serve Uncle Sam are announcers Jack Hoggatt, to the Army, and Dale Smith, ex-Navy, who enters the Merchant Marine about Jan. 15... The Old Maestro, Harrison Miller, turned up the other day with two giant-sized eggs, laid, he claimed, by one of his pet hens. Because of the tremendous size, no one would believe they came from anywhere but Studio A, where the Maestro puts on his regular 15-minute program... KMO presented sister-station KIT with a platter played at KIT's Christmas party. Concerned with a mock wedding at KMO's Christmas party, it was a sidesplitting take-off on radio as is.

— MINNESOTA —

MINNEAPOLIS—WCCO's chief engineer, Hugh McCartney, has been appointed District Chairman of the Engineering Committee for the Eleventh District of the National Association of Broadcasters... It was overly joyous Christmas for Hugh McCartney, WCCO chief engineer and Mrs. McCartney, thanks to the fly trip from Washington, D. C. of the daughter Joan, now Y2/C McCartney.

— PENNSYLVANIA —

PHILADELPHIA—The Radio and Electronics Institute sponsor WPEN new show, "Sportlite," Monday through Friday, 6:15 p.m. Jim Hedrix, WPEN sportscaster, will present local and national sporting news. A count placed by Elinor Brown.

Even MORE in '44!

WHEB

Puffs Up With Pride in Announcing Its Affiliation With

YANKEE-MUTUAL

★ Two progressive chains now linking this station more closely than ever with the people of New England.

Several Excellent Availabilities Open. Wire or Write "Available" Jones

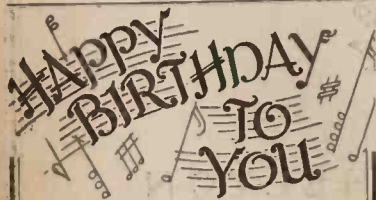
or

WILLIAM G. RAMBEAU CO. National Representative

BERTHA BANNAN Boston

WHEB

PORTSMOUTH, NEW HAMPSHIRE



January 6 Lou Tappé Trevor Adams Maurice Hart Helen Nugent Dick Teela





# RADIO DAILY

The National Daily Newspaper of Commercial Radio and Television



26, NO. 5

NEW YORK, N. Y., FRIDAY, JANUARY 7, 1944

TEN CENTS

## NAB Winter Meetings Set

### N-Mutual Gains In Midwest Area

Chicago—Volume of Mutual's sales there was upped sharply in 1943 especially during the last six months increase which helped materially better all previous sales records on web, according to Ade Hult, manager of the network's west-office. In the past half-year Hult pointed out, the Chicago quarters had annexed to the clients a variety of accounts. Included billing included Grove's Laboratories, Loyal Order of Moose, and Small Business Men's Asso-

(Continued on Page 5)

### Will Inaugurate Experimental Tele Series

Experimental tele series, titled "Television Party," has been the New York outlet for a one-hour broadcast over W, beginning Tuesday at 8:30 in informal party atmosphere is under the direction of Keith Mason, the Bamberger unit's editor, with Edward Brainard, now on the station's constant, hosting personalities be-

(Continued on Page 2)

### al Dedicates Full Day Opening Of Bond Drive

Full day's broadcasting will be dedicated to the Fourth War Loan Day Mutual on Tuesday, Jan. 18, day of the drive. Special programs and bond messages of regu-

grams will be included in's broadcasting.

### Honored

Friday Wellington, North American Director of the BBC, has been honored of his inclusion in King George VI's New Year's Honors appointing him a C.B.E. (Commander of the Order of the British Empire). Wellington has been the chief representative in the United States and Canada since 1941. Other BBC men were honored including Sir Allan Powell.

### Epochal

Under the caption, "Most Memorable Persons of 1943 Who Are Already Forgotten," Don McNeill, emcee of the Blue Net Breakfast Club, named ten selections. One was a drunk in a Rock Springs, Wyo., jail who mistook his cell door for a slot machine and stuffed it full of nickels.

### NBC Plans Showing Of "Parade Of Stars"

A two-day showing of NBC's "Parade of Stars" promotion campaign will be staged for advertising agencies, clients and press on next Monday and Tuesday in the Perroquet Suite of the Waldorf-Astoria, Charles P. Hammond, new director of advertising and promotion of NBC, announced yesterday. Following the New York showing the exhibition will be moved to Chicago and then to San Francisco.

Material on display will explain the

(Continued on Page 2)

### Blue Sets New Series Of Morning Newscasts

A new series of morning newscasts beginning Sunday, Jan. 9, on the Blue Network will provide comprehensive reports on developments on the fighting fronts plus a complete summary of overnight developments on the home front.

Entitled "Blue News Correspond-

(Continued on Page 5)

## Agricultural Radio Heads Meet Make Plans For Organization

### U. Of C. Round Table To Originate In N. Y.

With "Politics of Labor," as the subject for discussion, University of Chicago Round Table, will originate their Sunday broadcast over NBC at 12:30 p.m., from New York. Two of the three speakers will be Neil Jacoby, secretary of the University of Chicago, and Lee Wolman, professor of economics at Columbia University.

## Broadcasters' District And Committee Confabs Scheduled Thru March 16; Miller, Egolf, Avery To Attend

### Radio Executives View "On The Air"

Strong attendance of members and guests of the Radio Executives Club, augmented by more than 20 members of the Westinghouse radio organization, yesterday witnessed the premiere of the half-hour film "On the Air," a story of radio broadcasting produced for Westinghouse by Paramount Pictures. Walter Evans, vice-president, of Westinghouse Electric and Manufacturing Co., in charge of radio

(Continued on Page 3)



WALTER EVANS

### WJZ's New Transmitter Well Received By Fans

Enthusiastic listener acceptance of the signals of the new WJZ transmitter at Lodi, N. J., which went into

(Continued on Page 4)

Washington Bureau, RADIO DAILY  
Washington—A schedule of NAB district and committee meetings for the rest of the Winter was revealed yesterday by NAB headquarters. On hand for all of these important policy sessions will be President Neville Miller, Lew Avery, director of broadcast advertising, and Willard H. Egolf, assistant to the president. Further details on the meetings will be released later. New directors for the two-year terms beginning at the 1944 annual convention will be selected at all the even-

(Continued on Page 6)

## Red Cross Enlists Aid Of Trade Press

Appeal for co-operation by New York trade press publications in the forthcoming Red Cross War Fund drive was made yesterday at a luncheon for trade editors in the Roosevelt Hotel. Metropolitan quota for the campaign, which opens officially on March 1, has been stepped up this year to \$22,500,000, according to James

(Continued on Page 2)

## "Treasury Star Parade" Skeds New Film Stars

Series of 18 quarter-hour transcriptions to be made available to some 900 stations in the country, and retaining the title of "Treasury Star Parade," will be released shortly in

(Continued on Page 2)

### Farewell

This afternoon Art Carney, impersonator of FDR and Churchill, etc., will appear on "Fun With Dunn" on CBS which will present a special show marking Carney's farewell to radio before he enters the Army. He will play seven parts, with Eddie Dunn's assistance, among them Schnozzola, Hubert the Gremlin and Plotnick and probably the Draft Board for good measure.

(Continued on Page 6)





Vol. 26, No. 5 Fri., Jan. 7, 1944 Price 10 Cts.

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, January 6)

## NEW YORK STOCK EXCHANGE

	High	Low	Close	Net Chg.
Am. Tel. & Tel.	156 1/4	155	156 1/4	+ 1/4
CBS A	27 3/8	27	27 1/2	+ 1/8
CBS B	26 3/8	26 1/2	26 5/8	+ 1/8
Crosley Corp.	18 3/4	18 1/4	18 1/4	- 1/4
Farnsworth T. & R.	11 3/4	10 7/8	11	- 1/8
Gen. Electric	37 3/8	37 1/8	37 1/2	+ 1/4
Philo	26 1/4	25 3/4	26 1/4	...
RCA Common	10 1/8	9 7/8	10	+ 1/8
RCA First Pfd.	70	70	70	+ 1/8
Stewart-Warner	12 3/8	12	12 3/8	...
Westinghouse	95 3/4	95 1/2	95 5/8	- 3/8
Zenith Radio	35 7/8	35 1/4	35 1/4	- 1/2

## NEW YORK CURB EXCHANGE

Hazeltine Corp.	29	29	29	+ 1
Nat. Union Radio	3 7/8	3 3/4	3 3/4	- 1/8

## OVER THE COUNTER

	Bid	Asked
WCAO (Baltimore)	20	...
WJR (Detroit)	30 1/2	...

### Julia Sanderson Interview Set By MBS' Betty Beatty

Julia Sanderson, favorite of radio and musical comedy, will be interviewed by Bessie Beatty over Mutual on Jan. 14. Miss Sanderson currently appears on her own show, "Let's Be Charming," on the network.

## 20 YEARS AGO TODAY

(January 7, 1924)

The year's Medal of Honor has been awarded to Dr. Lee De Forest by the Institute of Radio Engineers in recognition of his invention of the three-element vacuum tube.... Station KDKA, Pittsburgh, surpasses all radio stations in maintaining its wavelength, according to a recent announcement by the U. S. Government.... Paul Whiteman sent a musical birthday greeting, from a Newark station, to his mother in far off Denver.

### Red Cross Enlisting Aid Of Trade Press

(Continued from Page 1)

M. Cecil, the RC's public information chief in Gotham, who presided. Nationwide goal is set around \$200,000,000.

Radio will take part in the drive through the Commerce and Industry Committee, for which Elliott H. Lee, executive vice-chairman of the section, spoke. Last year in Manhattan, Lee indicated, the Committee organized 360 teams representing different businesses, which raised nine and one-half million of the 14 1/2 collected in New York City. "This year," the speaker stated, "it looks to us as if the Manhattan committee will have to raise 17 1/2 million."

One of the most important contributions trade papers can make, Cecil later pointed out, is through the encouragement they can give Red Cross workers who are readers. Mats and ad copy were also offered to the trade press for possible donations of linage. Another speaker was Mrs. Henry R. Breckenridge, head of advertising for the Red Cross War Fund campaign in New York.

### "Treasury Star Parade" Skeds New Film Stars

(Continued from Page 1)

cooperation with the Hollywood Victory Committee as the motion picture industry's Fourth War Loan message. Twelve topflight film stars have been selected to make the disks, according to Charles P. Skouras, National Chairman, of the War Activities Committee of the movie industry. First artists scheduled for the transcriptions are Dinah Shore, Ginny Simms and Gracie Fields. Each will make two programs. Frances Langford, Roy Rogers and Charles Laughton and Jim Newell, will make one disk each. Other names will be announced shortly.

### WLW Will Launch Indiana Bond Drive

Cincinnati—At the request of the Indiana War Finance Committee, station WLW will again broadcast the Committee's program to be heard over Indiana stations on January 13 from the stage of the Indiana Theater in Indianapolis, in the interest of the Fourth War Loan Drive. The WLW airing will be at 11:30 p.m., CWT. Speakers will include Indiana's Governor, Henry F. Schrickler; state chairman of the War Finance Committee, E. C. Pulliam, and by transcription, Secretary of the Treasury Henry Morgenthau, Jr.

### Special Broadcast Planned

Her Royal Highness, Princess Juliana of the Netherlands and Mrs. Franklin Delano Roosevelt will be the speakers at the annual dinner, Netherlands - America Foundation, Monday, January 10 at the Waldorf-Astoria Hotel. WHN will broadcast these talks from 10 to 10:30 p.m. Thomas J. Watson, president, International Business Machines Corporation, will be chairman.

### NBC Plans Showing Of "Parade Of Stars"

(Continued from Page 1)

extent of Parade promotion on the air, in newspapers, by display cards, movie trailers and through special devices such as counter cards and table novelties. Visitors will see samples of the more than 50 recordings especially prepared for the Parade by NBC's advertisers; scripts supplied to stations for use in building programs, and the extensive direct-by-mail suggestions which broadcasters found invaluable in promoting Parade of Stars programs.

### WOR Will Inaugurate Experimental Tele Series

(Continued from Page 1)

fore the camera. Commercials are also contemplated through the offer of WOR sponsors' products as prizes to winners of party games.

### "Double Or Nothing" Show Gets New Producer

Mutual's "Double or Nothing," sponsored by Pharmaco, Inc. has a new producer, effective with the recent change in the account from the William Esty Agency to Ruthrauff & Ryan.

Tony Vietor takes over the director's reins from Harry Holcomb. Format of the show remains the same and will continue to feature John Reed King as emcee, Nat Brusiloff's orchestra, and singer Frank Forest, over the Mutual network, Fridays, 9:30 to 10 p.m., EWT.

### Bragdon To Speak

E. L. Bragdon, NBC trade editor, will address the Westchester Drama Association at White Plains, N. Y., on January 14 on the subject of "Television as the Layman Sees It." Bragdon is regarded in radio circles as a television authority.

# CKLW

BEST  
RADIO BUY  
in the  
DETROIT  
AREA

5,000 WATTS  
DAY and NIGHT  
800 Kc.  
MUTUAL SYSTEM

## COMING and GOING

C. L. MENSER, vice-president of charge of programs, off on a vacation weeks at Palm Beach.

ED YOCUM, station manager of KGLings, Mont., is spending some time in New York attending the Radio Executives Club yesterday.

C. S. YOUNG, station manager of Wafiliate of NBC in Boston, a visitor yesterday at the headquarters of the network.

LT. PAULA AMREIN, of the WAC of the radio section of the Sixth Service, leaves Chicago tonight for Ann Arbor, Mich., where on Monday night she will show using all-Army talent.

CAPT. GRIFF B. THOMFSON, is spending few days in New York following his hospitalization at Woodrow Wilson Hospital in Sta. Va.

MITZI KORNETZ, publicity director of the Columbia outlet in Worcester, Mass., expected in town next week on station business.

LEE B. WAILES, general manager of the house Radio Stations, Inc., conferring with NBC following his appearance at the meeting of the Radio Executives Club, where he introduced WALTER EVANS, vice-president of Westinghouse E. & M. Co. in charge of manufacturing and broadcasts.

HY M. STEED, station manager of Grand Rapids, in town this week for a conference with the New York representatives of the station.

HOWARD LAMB, of the sales staff of Philadelphia outlet of NBC, paid a detour at the Rockefeller Center of the network.

### Gold Star

Lt. Bruce E. Ryan, son of Fred B. Ryan, president of Ruthrauff & Ryan, Inc., advertising agent, killed on Dec. 29 in the crash flying fortress somewhere "North American area." Nine Army flyers died in the same

## "NIGHT OWL CLUB" BOOMS SALES

We've been telling you what a whale of an audience you get with Baltimore's newest midnight to dawn show. Well, the facts have started to roll in... sales at the lowest-cost-per-dollar spots still hold good for W-I-T in Baltimore! Get the facts about this show that is caught on so quickly. No spots across the board only \$125 per week.

# WITH

IN BALTIMORE

TOM TINSLEY, President  
REPRESENTED BY HEADLEY



# Radio Executives View "On The Air"

(Continued from Page 1)  
Manufacturing and broadcasting, was principal speaker.  
The absence of President Murray Horn, now on the Coast, Elizabeth Black, REC vice-pres., presided introduced the guests, also Lee B. Evans, general manager of Westinghouse Radio Stations, Inc. who in turn introduced Evans.  
Evans stated that electronic research had already "beaten a path through the 1960's" and has created a new pair of technique which waits to be applied by the demands of the radio and industry. He further stated that research and development in electronics during the present war is perhaps a thousand times that of the last war after which broadcasting as we know it today, came into being.

**Set Production Record**  
Pointing out that Westinghouse had stepped up production 51 per cent in order to meet the military demands, but one of its factories could not get enough equipment after the first eight days to supply all of the commercial planes with various types of equipment.  
"This is our considered belief," Evans stated that all of the technical answers are now in hand for a usable and acceptable television system, including the availability of a reasonably priced receiver. But such things will take a considerable time after we are free of our requirements. Most of the radio manufacturers indicate that they will bring out receiving sets very similar to the last models they built. Improvements resulting from war experience will be added only as they can be assimilated by the industry but at the beginning it is going to be a race among the manufacturers for a slice of the largest replacement market for years to come.

**Sees FM A Must In Sets**  
"Frequency modulation" Evans stated, "may prove to be a must in all their lines of medium-to-high price sets, not so much on its own use, as on the fact that it has become one of the outstanding promotions of the decade. Certain advantages are obvious—but restricted in scope." Relative to the field's industrial electronics, the forecasters "have a long way to go," Evans noted, and observed that most uses suggested as new have not been available since the middle '20's. During the depression, most of the radio manufacturers had plenty of time in which to experiment, but all the potential customers, were reluctant to spend their money on the line for the high cost of installation in those early days.  
"In view of the coming benefits of electronic and electronic research, said Evans, is the reflecting of tin, which has been believed as "probably the outstanding electronic development of 1943."  
Westinghouse development, Evans pointed out, "within a year's time will become the standard of most of the tin mills making tin plate. The new tin saves about 65 per cent of the

## ★ AGENCY NEWSCAST ★

JOHN D. FITZGERALD has joined Compton Advertising as an Allis-Chalmers account executive. Fitzgerald comes to Compton from the position of radio director of the National Association of Manufacturers. Prior to this he was sales promotion manager of the Pittsburgh Glass Co.

ZENN KAUFMAN, Schenley Corp., spoke yesterday before the Advertising and Selling Course, conducted by the Advertising Club of New York, on "Snowmanship in Selling and Advertising." This meeting was held at the Advertising Club, 23 Park Avenue at 6:15 p.m.

WILLIAM R. WILGUS, former freelance producer, has joined the radio department of J. Walter Thompson Company. Gene Kuhne, formerly with Batten, Barton, Durstine & Osborn, has also joined J. Walter Thompson Company as a radio writer.

EDWARD H. PEARSON, for 12 years associated with the New York and Chicago offices of Lord & Thomas, has joined J. M. Hickerson, Inc., as vice-president.

ELLIOTT J. FARRELL has become a member of the account executive staff of Erwin, Wasey & Co., Inc. He formerly was with McCann-Erickson.

J. R. HAMILTON ADVERTISING AGENCY, INC., has been named to place the account of Federal Electric Co., manufacturers of plastic and fluorescent products.

R. H. MACY & CO. has appointed Grey Advertising Agency to direct the advertising for Supremacy Products, Inc., Macy private-label organization formed for the distribution of drug items.

Tin formerly used for making tin plate and, because of the shortage of that critical material was rapidly adopted."

**Many Westinghouse Men Present**  
Seated on the dais were: James V. McConnell, William S. Hedges and Roy Witmer, NBC officials; Walter Evans, Lee B. Wailes and B. A. McDonald of Westinghouse; Mark Woods, Blue Network president; Beth Black and Nan Merriman, who sang the "Star Spangled Banner." Other Westinghouse officials present included: Philip D. Smith, of the firm's lecture and film bureau; W. B. McGill, advertising manager; J. E. Baudino, manager; F. V. Webb, Walter Hern and James Murray of KDKA; C. S. Young, Herb Masse, Sherman Keene and Jerry Slattery of WBZ; Leslie Joy, J. S. de Russy, Hal Lamb and Harvey McCall of KYW; Steve Conley and Paul Mills, of WOWO.

Introduced at the luncheon meeting was Lt. Alleric de Laet, formerly of WFAS, White Plains, now home on furlough after completing 50 bombing missions with the U. S. 12th Air Force in North Africa and Italy. Also Sgt. Donald Grant of the RAF.

D. E. ROBINSON, director of research for Pedlar, Ryan & Lusk, Inc., has been named president for 1944 of the New York Chapter of the American Marketing Assn. Other officers elected are: ARTHUR HURD, director of research for "Newsweek," vice-president; MARGARET C. BOOSS, manager of the market research department of McCann-Erickson, secretary, and JAMES A. MAHONEY, western division manager of the station relations department of the Mutual network, treasurer.

BROOKS BROTHERS, dealers in men's clothing, are now placing their advertising direct. It formerly was handled through Alley & Richards Company.

NORWICH PHARMACAL CO., through Lawrence C. Gumbinner Advertising Agency, is planning an increase in its advertising budget for 1944.

CAPT. LELAND P. LOVETT, public relations director of the U. S. Navy, will deliver an address Monday at the meeting of the Advertising Men's Post of the American Legion which will be held at the Hotel Lexington.

FREDERIC W. ZIV, Incorporated, producers of transcribed radio programs, announce the appointment of O. Eugene Rahn, former national advertising manager of the Dayton "Daily News," as account executive.

CLAUDE MORRIS has resigned his production post with KDKA, Pittsburgh, to accept a radio production position with the Walker & Downing Advertising Agency.

### NBC's "Weird Circle" Series Expanding

Transcribed series of classic thrillers, "The Weird Circle," has been extended from 26 to 39 weeks, it was announced yesterday by NBC Radio-Recording Division. Contracts for the additional programs have been inked by the Imperial Tobacco Co. of Canada for airing on 34 outlets, and by Peter Hand Brewing Co. of Chicago over WGN, the latter placed through Mitchell-Faust Advertising Co.

Sixty-five stations are now scheduling the mystery series, NBC pointed out, including WNEW, New York; WBEN, Buffalo; KGU, Honolulu, and an Army-operated outlet in Alaska.

### Foster to Vacation

Cedric Foster, Mutual commentator, takes a one-week vacation, beginning Monday, Jan. 24, with John Stanley, another network analyst serving as replacement. Foster will spend the better part of his holiday traveling as he has been invited to speak before the Chamber of Commerce of Austin, Tex., Wednesday, Jan. 26.

## "ON THE AIR"

SEVERAL NAB members who had a hand in planning and promoting the industry's movie, "Air Force and the Retailer," took a short course in the art of producing a good radio motion picture when they viewed Westinghouse's "On the Air," film presentation at the Radio Executives Club luncheon at the Hotel Shelton yesterday.

"On the Air," produced as an institutional film for Westinghouse stations, is really a moving story of the evolution of radio broadcasting. It has the professional touch of Paramount production and Bob White, the narrator, does an excellent job with the script.

Unlike "Air Force and the Retailer," the NAB film, which lacked professional finesse and dragged for the want of a romantic or moving script, "On the Air," is a preachment for the radio industry with a forceful theme.

Produced by Westinghouse Radio Stations, Inc., the film traces the 23-year history of broadcasting beginning with KDKA and leading up to the present. It will be distributed free to churches, schools, clubs and associations in all parts of the country.

Depicting the detailed operations of a typical broadcasting day, the film covers writing, scripting, rehearsal, timing, production and presentation of radio broadcasts. A tour of a modern Westinghouse station leads through all of these and carries on to the transmitter where by means of animated drawings, the technical side of broadcasting is shown. This "how it works" section of the film is a complete portrayal of how sound waves are created in the studio, carried to the transmitter, amplified, impressed on a carrier wave and radiated by giant tower antennae.

Exploring the future possibilities of radio, the film depicts an era of startling new developments, some of which are already in the making. It predicts a rapid growth in the process of radio-photo transmission by which pictures, drawings and documents can be sent halfway around the globe on radio waves. The film also envisions a rapid expansion in the use of television and shortwave broadcasting.

### Joins Mutual Sales Dept.

Henry M. B. Chamberlin, formerly of the advertising department of "Family Circle" magazine has joined the sales department of the Mutual Broadcasting System, it was announced yesterday. Before his "Family Circle" affiliation, Chamberlin was a member of the Chicago "Tribune" advertising staff.

### Johnson Leaves Show

Bill Johnson, who for the past nine weeks has been pinch hitting for Jerry Cooper, leaves the cast of WOR's "Keep Ahead" variety show this week. Johnson's stage production, "Something for the Boys," closed in New York and leaves for a road tour this week.



LOS ANGELES

By RALPH WILK

ADDDING to its already large list of outstanding programs which have recently switched to KMTR, in Hollywood, that interesting station is now the outlet of the famous "Lamp-lighter" programs, which have been featured in Southern California over a period of years, according to Kenneth O. Tinkham, general manager. The "Lamp-lighter" programs have probably presented more famous characters in the field of music and bands than any other program in the nation.

Two major studios are dickering with Carlton Morse to make a series of thriller movies based on his "I Love a Mystery" radio successes. Morse, radio's modern bid for the Conan Doyle mantle, would prepare new film story sequences built around his current air characters—Doc Long, Jack Packard, etc.

Our Passing Show: Martin Lewis, Ken Dolan, Larry Crosby, Coy Williams, Evans Plummer, Frank Mastroly visiting NBC.

James L. Saphier has engaged Bob Seal, NBC producer, to direct "A Date With Judy," which returns to the air Jan. 18 for "Tums." Thomas Paluso will conduct the orchestra. Show will be aired over NBC.

The lights may not be on again all over the world, but now that they're at least on in Southern California, Los Angeles residents can once more look to the top of Mt. Lee and see the lights ablaze on the Thomas S. Lee Television Station. Although the red warning lights atop the transmission towers remained lighted throughout the dim-out at the request of the War Department, the aviation beacon and floodlights on the grounds and buildings were kept blacked out.

Producer C. P. MacGregor has added Radio Station KGMB, Honolulu, Hawaii, to the transcription network of Skippy "Hollywood Radio Theater."

Lurene Tuttle is portraying the newly voiced "Blondie" character of Dimples, glamour girl secretary to J. C. Dithers. Elvia Allman, famous to listeners as Bob Hope's "Brenda," enacts Cora Dithers, J. C.'s wife.

A major factor in the surprisingly high audience rating of the new radio daytime program "Star Playhouse" is the careful choice of movie story successes and capable stars which is made by the NBC Monday-through-Friday broadcast's producers. Before star and story are picked for "Star Playhouse" use, they must have proved themselves by the hardest of all tests, the over-the-counter and box-office till cash reports.

Guest Symphony Conductors

Four guest conductors are slated to take over the Mutual airings of the Cleveland Symphony Orchestra. Eric Leinsdorf, present conductor, leaves for the army on Jan. 21. The guest conductors will be Eugene Goossens, Cincinnati Symphony; Frank Black, NBC, Vladimir Golschmann and Sir Thomas Beecham.

MAIN STREET



Reporter At Large...!

● ● ● Radio is at bat.... which means that this national wave of juvenile delinquency, will soon find its way to the inevitable limbo of the lost.... utilizing the power of the air waves, Radiolites including Bob Hope, Bing Crosby, Eddie Cantor and many others, have definitely started to teach youngsters that American Democracy means respect for the other fellow's rights.... give the other kid a fair shake.... now we learn that a new series of programs, "Here's To Youth," will be NBC Coast-to-coast, starting Saturday, Jan. 15 (1:00 p.m.) written by Charles Newton and.... the 13 programs, dramatizing the specific problems and their solutions, will have the active co-operation of 10 major national youth organizations.... we would like to see such artists; The Lone Ranger, Hop Harrigan, Nick Carter, Jr., Superman, Dick Tracy and other Juveniles' Ether Heroes, keep this national problem in mind and whenever possible, pitch into the fight.... Grace McDonadd, lovely Universal Pictures' star, currently featured at Loew's State, will be interviewed Sunday by Shirley Eder, WMCA's "63 Club" chatterbox.... Look for Dick Himber and his Ork to land a top Gotham Hotel spot within four weeks.... Garry Moore, comic on the CBS show for Camels, will visit the "Philco Hall of Fame" Sunday.... the latter program will feature as guest-comedian Sunday, Jan. 16, a fellow named Alan Young, called the Canadian Bob Hope and managed by Frank Cooper.... Young will audition a half hour show of his own for NBC late this month, supported by a 16-piece orchestra, songs by Bea Wain and a different guest star each week.

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● ● ● The new comedy-variety program, starring Orson Welles that was to be launched on the 19th of this month, has been postponed and will CBstart a week later.... sponsored by Socony-Vacuum Co. and directed by Jack Johnstone, the show will be heard on but 11 stations on the Coast due to lack of available time in the East or Central States.... Alan Kent has signed a new announcing contract with Pedlar & Ryan and will continue to give with the plugs on both the "Pepper Young" and "Perry Mason" programs until 1947, with options.... The MBSweet swingsters, Lanny & Ginger, heard five times weekly over Mutual, have broken into the "big time".... they've signed with the A & S Lyons office, which handles Jack Benny, Dottie Lamour and Hedy Lamarr.... He hails from Thompsonville, Conn., the son of a former singer at the Metropolitan Opera House, auditioned and was immediately given two spots on the Blue Network and we think he's going to be heard from.... his name is Phil Barton and he sings a mess of baritones.... CBSenior producer Earl McGill replaces Hi Brown as director of the "Philip Morris Playhouse," the latter being tied up with the new "Nero Wolfe" series.... Ken Carpenter will handle the announcing chores when "Meet Corliss Archer" has its commercial premiere, CBSaturday.

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● ● ● It's so easy to make this fellow happy.... we're referring to Jay Sommers, scripter of the "Basin Street" program.... seems everyone who writes to him holds out one of the M's in his surname.... Lovely Joan Brooks, CBSerenader, switches from singing to sleuthing tomorrow night when she acts as guest arm chair detective on the "Ellery Queen" whodunit via NBC.... Sunny MBSkyar(k) has been given additional air time.... he rates it.... We caught Frank Sinatra's first program for Vimm's and were surprised at the "voice's" deft handling of the comedy lines.... but the screaming at the Sinatranatics by the audience is most annoying and detracts from an otherwise entertaining program.

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—Remember Pearl Harbor—

CHICAGO

By BILL IRVIN

Harriet O'Rourke, Chicago opera soprano who appeared on Dec. 26 broadcast of the "Metropolitan Opera Auditions of the Air" qualified for the semi-finals and will be heard again on the Sunday, Jan. 8, program. Miss O'Rourke has also been heard as featured singer on the Thursday edition of the "Blue Eyed Beauty" from the Blue Network's Chicago studios.

Coronet Magazine has added a five-minute period 9:55-10:00 p.m. EWT, on Saturday night on the Blue Network to the Monday through Friday strip which it recently carried for through Schwimmer & Scott in Chicago. The Monday through Friday period will be devoted to short stories under the title "Out of This World." The Saturday night program will feature the "Coronet Quick" described as something new in radio programs.

"Howard Lewis" Emich has resigned from the WBBM-CBS Chicago department to join the news department in New York, Detroit, etc. He will write and announce all of the station's morning news programs. He is joining WBBM-CBS seven months ago. Emich was with the United States radio division.

Frances Williams, formerly of the NBC eastern division sales promotion department in New York, has been transferred to the central division sales promotion department to handle statistical research.

Miles Laboratories, Inc., announced sponsorship of the 5:45-6 a.m. news period on WGN, effective January 10. Program now is heard Monday through Saturdays. Contract is for 26 weeks. Wade Advertising is agency.

Richard Williams, the super-Kid who has made more than 100 appearances on the program, celebrated his 14th birthday on Dec. 26. His best birthday present was the prize visit of his brother, Glen, home on furlough from the Army.

WJZ's New Transmitter Well Received By Fans

(Continued from Page 1)

operation Jan. 2, was reported by John H. McNeil, manager of the station yesterday. Pronounced improvement over the reception formerly received from the WJZ transmitter at Brook, N. J., was voted. The grade change, according to McNeil, was effected in the Manhattan, Westchester, Connecticut, outer Long Island and the eastern section of Pennsylvania.

WANTED

Music Librarian, experienced in correspondence, cataloging, copyright work, program building. Permanent New York position. Write particulars and salary expected to Box 785,

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



Friday, January 7, 1944

## RADIO DAILY

## NEW BUSINESS

**WFIL, Philadelphia:** Seven-Up Company, Philadelphia (Seven-Up) one half-hour studio program weekly ("This Week in Philadelphia") for 13 weeks, through Hamblett Adv. Agency, Catonsville, Md.; Yager Amusement Company, Baltimore, Md. Yager's Liniment) six spot anns. weekly for nine weeks, through Harvey-Massengale Co., Inc., Durham, N. C.; George Gorson, Philadelphia (used cars) four spot anns. weekly for 13 weeks, through Philip Klein Adv. Agency, Philadelphia; Public Finance Service Inc., Philadelphia (finance service) five 15-minute transcribed programs weekly for 13 weeks, through Hopson Adv., Philadelphia; Philadelphia Suburban Transportation Co., Philadelphia (transportation) one 15-minute studio news program weekly for 13 weeks, through Paul Letton Co., Inc., Philadelphia; Scholl Mfg. Co., Chicago, Ill. (Dr. Scholl's Foot Comfort Shoes and orthopedic supplies) three participations in Anice Ives' program weekly, for 13 weeks; Sun Shipbuilding & Dry Dock Company, Chester, Pa. (help wanted) four five-minute studio programs weekly ("To Whom It May Concern"), for 13 weeks; Monticello Rubber Company, Jacksonville, Fla. ("666") three spot anns. weekly, for nine weeks; Sun Shipbuilding & Dry Dock Company, Chester, Pa. (help wanted) one half-hour studio program weekly ("Sweet Land of Liberty"), for 13 weeks; R. B. Semler, New Canaan, Conn. (Kreml Shampoo) two transcribed anns. weekly for 26 weeks, through Erwin, Wasey & Co., Inc., N.Y.C.; Keystone Macaroni, Philadelphia (Keystone Macaroni) two spot anns. weekly for 52 weeks through James G. Lamb Co., Philadelphia; Pillsbury Flour Mills Co., Chicago, Ill., (all Pillsbury products), five participations weekly in Anice Ives' program for 26 weeks, through McCann-Erickson, Inc., New York City.

## Canada Plans Prosecution Of Radio-Tax Delinquents

**Montreal—**An intensified drive against owners or radio receiving sets who have failed to purchase the 1943-44 Federal license is planned, J. M. Bolton, supervising radio inspector for the district of Montreal, said yesterday. There have been 214 prosecutions in the past two months in Montreal. Action is planned under the law authorizing the Dominion Department of Transport to prosecute such cases.

Federal authorities urge all who have not paid this license fee for the year to do so immediately to avoid the cost of legal proceedings. It is estimated that 2,000 cases are due for prosecution in the Montreal district, compared with 1,002 on the calendar last year.

Prosecutions in other Quebec districts in the past two months were: Terrebonne, 193; Abitibi, 116; Lake St. John, 156; Beauharnais, 78; LaTouche, Three Rivers and Joliette, 240.

## Capital Editorial Gets Critical; Industry Called 'Monopolistic'

**Washington Bureau, RADIO DAILY**  
Washington—Preservation of the integrity of radio—meaning keeping government out—is the lesser of two evils, according to the Washington "Post." In a lengthy editorial this week the "Post" outlined the various shortcomings of radio today, concluding, however, that "whatever its anomalies, the commercial radio seems the lesser evil."

The editorial declared that application of the constitutional guarantee of free speech to radio must eventually be decided. "The question," said the "Post," "raises a dilemma scarcely foreseen by the authors of the bill of rights. One horn of the dilemma is that radio is a public utility engaged in interstate commerce and so subject to Federal regulation. The other horn is that this power of regulation can easily be employed by the government in its own interest."

Referring to Niles Trammell's warning to the Senate Interstate Commerce Committee last month that radio could become a Federal monopoly "without government owning a single share of stock in a radio station or having a single representative in corporate management" and Trammell's demand that FCC powers be curbed to eliminate this danger the "Post" remarked that "what it all seems to boil down to is the question of whether radio is to continue on its present basis as a commercial enterprise deriving its main revenue from advertisers or whether it is to have a quasi-official status like the BBC.

"It seems to us that there is hardly any question that the radio, whether in public or private hands, is a monopolistic institution and can hardly be otherwise." The "Post" points out the natural limitation of channels and adds that radio, by its very nature, "lends itself more readily to propaganda than to the free, full and open discussion of all subjects. In the last analysis radio propaganda will be in favor of whoever pays the costs." The newspaper declared that radio, on some questions, "makes no pretense of offering both sides. So far

as we can observe, for example, the various plugs in favor of the consumption of beer and of cigarettes, cigars and pipe tobacco are not offset by any comparable amount of time for rebuttal granted to the WCTU or to the Anti-Nicotine league. We are not, you must understand, complaining about this but merely pointing out that as long as radio remains a commercial enterprise the greater part of broadcasting time will be devoted to one-sided propaganda to promote the sale of various manufactured products."

Turning again to Trammell's statement of last month before the Senate committee, the "Post" quotes the NBC head's remark that government control is "a pistol aimed at the heart of all our democratic freedom," it adds that "if by this he means that sales propaganda, because easily identified as such, is much less dangerous than political propaganda, we should be inclined to agree. Of course, a commercial radio also means that a great many of the programs will be puerile, vulgar or downright idiotic, since they are chosen on the assumption that the volume of sales for the sponsor's product will be in direct ratio to the number of listeners.

"Here we have another instance of the operation of Gresham's law in modern society: the bad stuff driving the good off the air, or at any rate severely restricting it. Trammell, however, is evidently a bit touchy on this point. He speaks rather bitterly of those who try to disparage the daytime serials by giving them the opprobrious name of 'soap operas,' and says that three psychiatrists have studied the soap operas and approved them.

"Still," the "Post" admits, "whatever its banalities, the commercial radio seems the lesser evil, and its cause has been strengthened considerably by the asinine list of taboos attributed to the BBC. Moreover, it is not now compulsory to listen to the radio," the editorial concluded exultantly; "but once under government control there is no telling when it might become so."

## WGN-Mutual Gains In Midwestern Area

(Continued from Page 1)

ciation, American Bird Products, "Coronet" magazine, Wilson Sporting Goods Co., Mutual Benefit Health and Accident Association, Chef Boy-Ar-Dee and Carey salt.

Revenue of WGN, key Mutual outlet in the Windy City, during the first 11 months of 1943 was the highest of any similar period in the station's 20-year history, it was also reported by William A. McGuineas, WGN sales manager. Commercial income for last November was about 30 per cent above that for the like month in 1942, McGuineas added, and about 80 per cent more than the corresponding period in 1938.

Interesting was McGuineas' refer-

## Blue Sets New Series Of Morning Newscasts

(Continued from Page 1)

ents At Home and Abroad," the series will be heard Sunday from 9 to 9:15 a.m., EWT, and Monday through Friday from 8:30 to 8:45 a.m., EWT. Paul Neilson, recent addition to the Blue's staff of commentators, presiding in New York, will call in members of the Blue's greatly expanded foreign staff—from Naples, London, Algiers, Cairo, Chungking and Sidney, Australia.

ence to the increase as almost solely the product of an artificial situation created by the war. The "boom," he predicted, could be expected to continue for the coming year, or as long as the same war conditions prevailed.

## PROMOTION

## Programs For Sale

Neat little pocket size booklet released by CBS under the caption of "CBS Programs for Sale." It is No. 3 of a series and deals with network programs for sale as of Dec. 15, 1943. Among the programs listed are "Mrs. Miniver," "The Corwin Series," "The Jerry Lester Show," "Fun With Dunn," "Youth on Parade," "The Philadelphia Orchestra" and "New Discoveries in Popular Music." The booklet is well edited and carries a wealth of factual data on each show.

## Midwest Merchandising

"New Horizons," is the title of KMBC's new promotional piece. With text and pictures the brochure directs attention to the station's new experimental farm and its relation to radio merchandising. The piece was authored by E. P. J. Shurick, sales promotion director of KMBC.

## Flattering

Clever presentation developed by WNAX, Yankton, S. D., in which the station dedicates the covers of their weekly schedules with a series of pictures and sketches of members of their national representatives' staffs. First cover is a tribute to G. R. Katz of the Katz agency and carries a biographical sketch on Katz and the agency.

## Radio-Radar Week' Set For Chicago In February

Chicago—Chicago will have a special "Radio-Radar Week" in February, proclaimed by Mayor Edward J. Kelly, as the climax of a drive by the city's Radar-radio industry to enlist 11,000 additional women workers. Plans to obtain the needed workers by making them aware of role they can thus play in winning the war, were formulated at a meeting this week of the industry's emergency and executive committees. Manufacturers are ready to adjust working hours to suit the convenience of housewives who can devote only a few days or few hours each week to such employment.

## Gets New Post

William J. Massey has been appointed general lamp sales manager of the Westinghouse Lamp Division with headquarters at Bloomfield, N. J., according to an announcement by Ralph C. Stuart, manager. In his new position, Massey will have charge of all lamp sales activities of the Lamp Division including district sales offices, the illuminating engineering, commercial engineering and advertising departments.

## Manson Joins B-B Agency

Douglas C. Manson has joined the copy department of Benton & Bowles, Clarence B. Goshorn, president of the agency, announced yesterday. For the past four years Manson has been copy chief at Paris and Peart.



# NAB District Confabs Committee Meets Set

(Continued from Page 1)

numbered districts in which meetings are to be held.

NAB warns that broadcasters attending these meetings should arrange for their own hotel accommodations. Below is full schedule:

January: 11-12—NAB board sub-committee on finance, Hotel Roosevelt, New York.

11-12—Program directors executive committee, Waldorf-Astoria, New York.

14—Board sub-committees on convention site and program, Palmer House, Chicago.

18-19—Sales managers executive committee, Roosevelt Hotel, New York.

20-21—Public relations executive committee, Roosevelt Hotel, New York.

February: 1—Eighth district meeting (Michigan-Indiana), Columbia Club, Indianapolis.

4-5—Tenth district meeting (Iowa, Nebraska, Missouri), Hotel Fonelle, Omaha.

7-8-14th district meeting, Colorado, Idaho, Montana, Utah, Wyoming), Cosmopolitan Hotel, Denver.

11-16th district meeting (Arizona, Southern California, New Mexico), Los Angeles.

14-15-16—Canadian Association of Broadcasters, Quebec (NAB will be officially represented at this meeting by several members of the board).

17-13th district meeting (Texas), Baker Hotel, Dallas.

21-12th district meeting (Kansas, Oklahoma), Topeka.

24-25-6th district meeting (Arkansas, Louisiana, Mississippi, Tennessee), Peabody Hotel, Memphis.

28-29-3rd district meeting (Delaware, Pennsylvania, Maryland), Pittsburgh.

March: 1-2-2nd district meeting (New York, New Jersey), place not yet determined.

8-9—NAB board of directors, Hotel Statler, Washington, D. C.

15-16—Radio news committee, Roosevelt Hotel, New York.

## Movies Using Radio

Chicago—Radio stations are preparing for a record year of film advertising in this territory, M-G-M using Fulton Oursler and his 15-minute nation-wide broadcast. RKO radio pictures are negotiating with Mutual for 15 minutes, five day a week, nation-wide; Republic is using program spots, to boost "Seabees," which opens in the Loop, Jan. 18 at the Essaness Wood Theater. Radio executives say other companies have negotiations under way for available time on the networks.

## Hogg Gets KOY Post

John L. Hogg has been elected a director of the Salt River Valley Broadcasting Company and appointed commercial manager of KOY, Phoenix, and the Arizona network, Burridge D. Butler, announced yesterday.

# ★ WORDS AND MUSIC ★

By BEN KAUFMAN

## Along Memory Lane

**D**id you know? . . . . Ted Lewis was billed as the "King of Jazz" when he worked the Orpheum vaude circuit with a small band, incidentally, long before Paul Whiteman became the dean of modern American music . . . . Jan Garber had one of the original recording aggregations . . . . Guy and Carmen Lombardo started in a Chinese restaurant in Cleveland and got their tag line, "The sweetest music this side of Heaven," while playing at Al Quodbach's old Granada night spot in Chi., where they made their radio debut via a remote over WBBM.

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What became of Nick La Rocca, leader of the original Dixieland Jazz Band, which started in New Orleans and became popular in the Windy City? . . . . Wonder if Morton Downey still remembers his beginning with S. S. Leviathan orchestra on the Keith-Orpheum time? . . . . Does Abe Lyman recall those good old days at the Coconut Grove in L. A. and his first two-a-day vaude tour that brought him and his band East? . . . . Where's Harry Reser of the Clicquot Club Eskimos? Do you remember when his banjo was a feature of one of the original commercial network musical shows?

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It doesn't seem so long ago that Walter Winchell's "Magic Carpet" program for Lucky Strike was making the Nation dance-band conscious. Name combinations began to roll in on the crest of new-found popularity. On the way up at the time were Anson Weeks from Frisco, Earl Burnett and originations from the Billmore Ballroom in L. A. and Vic Myers, later lieutenant governor of the State of Washington, from Seattle . . . . Those were the days when Jack Denny was at the height of his fame on the bandstand of the Mount Royal in Montreal and later at the Waldorf in Gotham.

★ ★ ★

Do you remember . . . . when a youngster named Hal Kemp, now gone, was breaking in at the Black Hawk in Chi. . . . when Wayne King was cutting his eye teeth as the "waltz king" in the Windy City . . . . when Nils T. Granlund was emceeding the Loew's State vaude shows over WHN in New York town . . . . when announcer Norman Brokenshire was echoing his familiar "How do you do" . . . . when Graham McNamee's bouncing play-by-play was a featured sportscast . . . . when Fred Waring's Pennsylvanians went on the air for the first time from Sam Hare's Dells, a Chi. bistro . . . . when Joe Sanders, of the original Coon Sanders orchestra, made early radio history with the K. C. Nighthawks over WDAF, "The Kansas City Star" outlet?

★ ★ ★

**ASIDE TO GLENN BURRS, PUBLISHER OF "DOWN BEAT":** A couple of swell troupers with whom you once played in vaude as part of Harry Webb's Entertainers, novelty variety band, have hit a streak of hard luck. King Cole, whom you knew as an ace trombonist, is in an Iowa hospital, and his wife, Catherine, is in St. Francis Hospital, Waterloo, Ia., suffering from arthritis.

★ ★ ★

**OFF BEATS:** Bob Hope played in Broadway legit as Lester Hope . . . . Bert Wheeler was a Gus Edwards' kid . . . . Bud Abbott and Lou Costello are alumni of burleycue . . . . Fred Allen began life under the name of John F. Sullivan, made his vaude debut as Fred James . . . . Don Ameche, Orson Welles and Raymond Edward Johnson all came from Kenosha, Wis. . . . Ole Olsen was born in the old circus town, Peru, Ind., and Chic Johnson first saw the light of day "across the tracks" in Chicago.

# Agriculture Radio Meets Set Organization Plan

(Continued from Page 1)

mittees for discussion at future meetings of the newly formed National Society of Agricultural Radio Directors.

The initial meeting was called for the discussion of the mutual problems encountered by the various radio farm departments, and to crystallize the tested methods to provide better farm information service for all people—from the station owners to the listeners.

The Chicago meeting was termed a distinct success due to the interchange of ideas and the widely varied discussions of the problems encountered in the widely separated sections that were represented.

The organization meeting was the outgrowth of informal discussions last year in Columbus, Ohio, when the initial effort was made to establish greater unity of thinking among the farm radio directors. The organization committee, named at that time included Larry Haeg, WCCO Minneapolis; Sam Schneider, KVOO, Tulsa; John Merrifield, WHAS, Louisville; Charles Stookey, KMOX, St. Louis; Harry Aspleaf, KSTP, St. Paul and William Drips, NBC Chicago.

## Philco Gets WENR Hour; Sachs Seeks New Chi. Spot

Chicago—After eight years in the 5-6 Sunday period on WENR, the Morris B. Sachs Amateur Hour will move to a new time, either on WENR or on some other major Chicago station, after the Feb. 27 broadcast. An earlier Sunday time is available on WENR, or Saturday night periods of both WMAQ and WBBM. Decision on the time and station will be made after further conferences between executives of Wade Advertising Agency and Sachs.

The move is necessitated by Philco's request for the WENR period for its Sunday afternoon Blue Network variety hour, "Radio Hall of Fame," which has had WCFL as Chicago outlet since its inception. Agency was notified by WENR on Nov. 21 that it wanted the 5-6 period for a network show after expiration of Sachs' current 13-week contract on Jan. 1. Agency, however, protested that it needed more time in which to line up a new one-hour period and was granted an extension to Feb. 27.

Such a move has been contemplated by the agency for the past couple of years due to stiffer competition by network shows in the 5-6 spot, although it has hesitated to make the switch of its own volition because of the difficulties involved in lining up new time and the possibility of disturbing the program's present listening audience.

## 'Quiz Kids' To Pittsburgh

Quiz Kids will open the Fourth War Loan drive when they leave their Chicago base next week-end to broadcast from Syria Mosque in Pittsburgh, on Jan. 9.



# TELEVISION

Important?

***YES***

Coming?

***YES***

Soon?

***YES***

FULLY COVERED IN A  
COMPLETE SECTION IN THE

1944

**RADIO ANNUAL**

***Out Early in 1944***



★ ★ ★ COAST-TO-COAST ★ ★ ★

—TEXAS—

**F**ORT WORTH—Walter Baker's Chocolate has renewed sponsorship of "The Old Chisholm Trail" over KGKO. Placed through the Ted Bates Agency, it is a transcribed quarter-hour on Tuesday and Thursday... Wonder Bread's spot announcements over KGKO renewed for 1944 through Benton & Bowles... Clingensmith Jewelers are sponsoring the novel "Dance Diary" over KGKO. Program is transcribed and is heard each Monday, Wednesday and Friday.

—KANSAS—

**SALINA**—KSAL has a new member of the sales staff in George Cirotto. Cirotto was formerly with a N. Y. advertising agency before entering the Army. While stationed near Salina he married a Kansas girl and remained in the West after his discharge... Community newscast over KSAL scooped even the ration board on the extra-points-for-pork news. Listeners swamped the local board with telephone calls for details and found that the ration board was not yet aware of the point dividend.

—MINNESOTA—

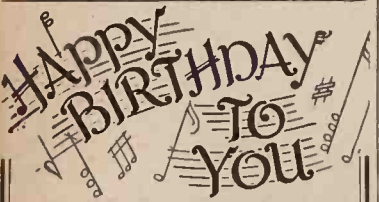
**MINNEAPOLIS**—To give a general summary of world and national news to new arrivals at Fort Snelling is WCCO's news analyst, John Raleigh, formerly on General MacArthur's staff in Australia.

—WISCONSIN—

**MILWAUKEE**—Phil Allen WISN announcer with an ensign's commission in his pocket, will leave for Tucson, Ariz., the middle of this month to start training.

—NEW YORK—

**ITHACA**—Bernard F. Goodrich, former sales manager of station WHCU, is now Ensign Goodrich, U.S.N.R., since reporting December 28, 1943 for duty at Fort Schuyler, New York... Cupid won another round when Robert E. Short, announcer-engineer at WHCU and Madeleine Lois King of Ithaca were wed on December 26 at Sage Chapel, Cornell University. Happy couple are honeymooning in New York City.



January 7

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

January 8

Paul Case Leon Goldstein  
C. P. MacGregor Sam Cowling  
G. W. Johnstone Ralph Wonders

January 9

Morris Altschuler Marlon Carley  
Nelson Yates Crane Calder  
Arthur Simon C. E. Scull

—FLORIDA—

**MIAMI**—In keeping with the element of surprise always attending WIOD's "Korn Klub" when it meets Monday, Wednesday and Friday nights, Al Collins, emcee, reached an all-time high recently by having two Red Cross workers take a pint of his blood as he described into the mike details of the procedure and his reactions from start to finish.

—OHIO—

**DAYTON**—WHIO reports new spot business for Lewis Lye, Wyandotte cleanser, Listerine and Kasco Dog Food as well as several commercials and A & P's new "Theater in the Sky," a quarter-hour dance program tied in with shopping hints to housewives. The latter is heard Monday through Friday at 12:15 p.m.... Fran Filmore has shed femme features to step into the announcing spot left vacant on WHIO when Jim Taylor reported to the Navy this week.

—CANADA—

**MONTREAL, QUE.**—A type of music not too often heard in this country will come over "The Gaelic Hour" as a feature of CBC's 1944 schedule, when Gaelic music and songs of every description and peculiar to all Gaelic localities is broadcast over the Trans-Canada Net, the first Tuesday in each month at 7 p.m., EDT.

—NORTH CAROLINA—

**ASHEVILLE**—Jack of many trades is Mack Arnette, new addition to the commercial department at WWNC, replacing Zeno Wall, Jr., recently resigned. Arnette's past includes pro ball playing and managing; he is an attorney and held a post with the N. C. Department of Labor... Straight from station WMRC, Greenville, comes Sid Tear, to the announcing force of WWNC... Ill and injured service men at the Moore General Hospital receive their newscasts in person from Bill Melia, WWNC programmer, when he makes a weekly call there every Monday afternoon.

—WEST VIRGINIA—

**BECKLEY**—"Manna from Heaven" must have been in the mind of operator Lee Hatfield of WLS when Mack Smith, announcer and amateur pilot, flew over the transmitter recently in a snow storm and in an improvised parachute dropped food almost into Lee's hands. Hatfield was on duty at the transmitter during the absence of chief engineer Ginkel, and the storm had made travel to the spot impossible.

—CONNECTICUT—

**HARTFORD**—From the far away South Pacific, with address and stamps secured by transparent tape, came a Christmas surprise to WDRC's educational chief Sterling V. Couch, in the form of a coconut from a former participant on his children's program. Couch's 16th anniversary with the station is fast approaching; he joined the staff in January, 1928... A hearty welcome back to the job for William F. Malo, commercial head of WDRC after long tussle with the flu.

—ARKANSAS—

**HOT SPRINGS**—The new year brings new announcers to KTHS; Norman Knight, hailing from St. Louis with a background of radio and agency experience and Bill Bailey, new to radio, but not at selling. Renewal of National Biscuit Company contract for 1944, featuring Premium Crackers and presenting two newscasts a day, six days weekly, is announced by KTHS... KTHS also announces a new series of farm broadcasts of particular interest to poultry and stock raisers, sponsored by Dr. LeGear Medicine Company, with Frank Browne at the mike.

—UTAH—

**SALT LAKE CITY**—Kay Richins, announcer on KDYL, will beware of transcription drawers from now on. Fingers fractured when one fell on his hand recently are now on the mend and staff hopes he will be back on the job very soon.

—PENNSYLVANIA—

**WASHINGTON**—Opening of the Club Brazil was aired over WJPA at which ad-man Frenchie DuVall and Tony Elias, engineer, officiated.

—CALIFORNIA—

**SAN FRANCISCO**—Long pending deal was consummated when space in the Mark Hopkins Hotel, to be vacated shortly by OWI, was sold to Associated Broadcasters, Inc., owners of KFBO and the government-operated KWID. Only change expected due to transfer is more frequent OWI-ed foreign broadcasts over KWID and KGEL. KGEL, OWI's means of reaching Far East listeners, is now producing about 60 hours of broadcast output every 24 hours.

—NEW JERSEY—

**NEWARK**—A new program titled "Your American Music," providing a wide variety of music, is featured over station WAAT. Sponsored by Restland Management Corp. of East Orange, N. J., it is heard six nights weekly at 8:30 p.m. and on Sunday at 12:05 p.m.

—MISSOURI—

**KANSAS CITY**—KMBC has given of its own to the service with Val Tatham, former guitarist on the "Rhythm Riders," who is now on the Marana Field swing orchestra and playing in the military band; and Vic Willis, the former Oklahoma Wrangler, Willis, since changing into khaki Dec. 7, 1942, has been stationed at five different army camps.

—TENNESSEE—

**MEMPHIS**—When Bob Stephens, sales manager of WHBQ, won the distinguished sales award of the Memphis Sales Managers' Club recently, he became one of the few three-time winners of the coveted distinction. His gold lapel pin denoting the award now bears two diamonds—one for each occasion... Bob Albury of station WHBQ was recently elected president of the Memphis Exchange Club to succeed Joe Eggleston, commercial manager of WMC.

—NEW YORK—

**NEW YORK**—Uncle Sam visited WBNO recently, classifying two announcers and two engineers 1A at the same time; a sudden drain on the outlet after only occasional losses to the draft in the past... Art Ford of "Milkman's Matinee" fame is doing it again. Recordings by the late "Fats" Waller, never before presented to listeners and only recently unearthed, will be a feature to keep the lids from getting heavy on tonight's program.

**KYA Revises Policy In Handling Programs**

**San Francisco**—Radical shakeup in KYA program policy, with heavy emphasis on hourly newscasts prepared by writers and newscasters who will have no other duties, and who have been hired for their experience in news work, has been announced by KYA president Don Fedderson, head of a local group which purchased the station in 1942 from the Hearst radio chain. Teletype coverage will be obtained from all three major services—International News, Associated and United Press—while a private loop will come direct from the editorial room of the Chronicle, large local daily, which will sponsor the broadcasts on the even-numbered hours, throughout the day and night.

Heading the new setup as editor-in-chief is William H. Brown, only member of the new "Time-Clocked News" staff with previous KYA experience. He is a middle western newspaper and radio man. News editors are H. B. Rossen, one-time with the New York "Journal" and Chicago "Herald Examiner," and the local Examiner; and Raymond Shaver, who was a newsman in Shanghai at the war's outbreak. The newscasters will be Lewis Jackson, veteran network man; John T. Smith, formerly on Denver and Minneapolis stations; and Roderic Fleming, traveler and radio commentator. The change in policy, according to Fedderson, represents a speculative investment of about \$50,000.

**Will Rebroadcast BBC Religious Programs**

**Montreal**—Commencing Thursday, January 27, at 10:15 p.m., EDT, the CBC will present over the Trans-Canada Network, a rebroadcast of the memorable BBC series on the Life of Christ.

Under the title, "The Man Born to Be King," the British Broadcasting Corporation presented the series to its listeners in 1942, and at the time of its performance the BBC described the undertaking as the greatest venture of British religious broadcasting of that, or any year. There are 12 plays in this remarkable drama series written by the well-known British author, Dorothy L. Sayers. The first broadcast, which the CBC will give Thursday, January 27, is entitled "Kings in Judea."



# Lea Committee Calls Fly

## Post-War Market On Radios Bright

Washington Bureau, RADIO DAILY  
 Washington—Radios rank high in post-war buying plans of American families according to a survey recently completed by the United States Chamber of Commerce.  
 Based on interviews conducted with the last two thirds or 64 per cent of the nation's 35,000,000 families, the percentages show that automobiles are first in the buying plans by 10.5 per cent of the families. Next is mechanical refrigerators, 7.5 per cent  
 (Continued on Page 3)

## Paper Craft Renews Dorothy Thompson On Blue

Renewing for the fifth consecutive year, Trimount Clothing Company, Quincy, Mass., will sponsor a 13-week campaign for Clipper Craft Series on the Blue Network, beginning March 19. Series will again pre-Dorothy Thompson and the show will be heard Sunday from 7:15 to 8:00 p.m., EWT, on 69 stations. Emil Company, New York, is the sponsor.

## Television Broadcasters Will Form Association

Hollywood—Klaus Landsberg, president of the Society of Television Engineers, which is sponsoring the formation of the Television Broadcasters Association, has announced the initial meetings of the new organization will be held at the Pal-House, Chicago, Jan. 17 and 18. The formation of the association.  
 (Continued on Page 3)

## Sound-less

Each day Bill Hoffman, Mutual Broadcasting System, approaches studio six with trepidation knowing what diabolic sound effects he may have to create for "Superman." Very often as many as 20 different sounds. Imagine the astonishment of the garrulous Hoffman when he entered the studio on Thursday and—not even one tiny sound effect was needed.

### Radio Song Hits of 1943

Top 20 tunes most played on national networks in 1943 will be found on page 6 in this issue of RADIO DAILY, as issued by the Office of Research—Radio Division, first complete official information of its kind to be published. Top 20 Standards will also be found as well as leading Patriotic songs.

## CBS Calls Meeting Of Affiliates Board

A call has been issued by CBS for a meeting of the Affiliates Advisory Board to be held at the network headquarters in New York on January 24 and 25.  
 Members of the Board are: C. T. Lucy of WRVA, Richmond, Va., chairman; Arthur B. Church of KMBC, Kansas City, Mo.; Franklin Doolittle of WDRC, Hartford, Conn.; Leo Fitzpatrick of WJR, Detroit, Mich.; I. R. Lounsberry of WKBW, Buffalo, New York; C. W. Myers of KOIN, Portland, Oregon; Clyde W. Rembert of KRLD, Dallas, Texas; John M. Rivers of WCSC, Charleston, S. C., and Hoyt  
 (Continued on Page 3)

## Net Stages Preview Via Closed Circuit

In order to stimulate interest in the new program, "Freedom of Opportunity" which premieres on Mutual Jan. 14, the network staged a closed circuit program last Friday for the 100 Mutual Benefit Health and Accident Association branches in the United States and Canada.  
 The program was opened by a personal message from Miller McClintock, president of Mutual Broadcasting System, who spoke for two minutes on "Mutual Benefit Through Mutual Network." Then Douglas Tim  
 (Continued on Page 3)

## 200 Employees Enroll For NBC Study Course

More than 200 NBC employees, who have registered for the network's 12-week study courses beginning tonight, met late last week in Radio City to hear an explanatory address by Clarence L. Menser, the web's vice-president in charge of programs.  
 Instruction was described as divided  
 (Continued on Page 7)

## Barnes Named Executive Of Mutual Organization

Z. C. Barnes has been named director of sales administration of the Mutual Broadcasting System, Miller McClintock, MBS president, announced. In this capacity Barnes will work with Edward Wood, Jr., general manager.  
 (Continued on Page 3)

## FCC Chairman To Answer Craven's Probe Charges

Washington Bureau, RADIO DAILY  
 Washington—FCC chairman James Lawrence Fly will be called before the Lea committee shortly to reply to charges by Commissioner T. A. M. Craven that he had attempted to "cashier" Rear Admirals Stanford C. Hooper and Joseph Redman, past and present chiefs of Naval Communications, because they were in disagreement with Fly on policy matters. Committee Chairman Clarence F. Lea  
 (Continued on Page 3)

## Sees Television Delay If Channels Changed

Charging that commercial television will be seriously delayed if changes in channels were made to higher frequencies, Paul Raibourn, president of Television Productions, Inc. on Friday came out strongly for all tele channels to be kept status quo. Raibourn, whose organization operates tele outlet W6XYZ in Hollywood, is also executive in charge of  
 (Continued on Page 5)

## Another "Talks" Series Scheduled On CBS Web

In keeping with its policy to present various sides of current issues and also to assist worthy causes, CBS has scheduled another series of "Talks," heard Sunday afternoons, at 1:45-2 p.m., EWT. Similar to the network's Saturday night talks period at 10:45-11:15 p.m., EWT.  
 (Continued on Page 7)

## ★ THE WEEK IN RADIO ★

... "Multiple Rule" Sale  
 By BEN KAUFMAN

FIRST outlet transfer since the FCC ruling against multiple ownership was the sale of controlling interest in WOV, New York, by the Arde Bulova interest. Deal is dependent on Commission approval. Inking of the transaction came as a sequel to rumors that all seven stations of the watch manufacturer's group were on the block.  
 Fourth War Loan plans teed off with a meeting in Hollywood of radio, film and ad agency representatives.

Confab assured co-operation between the broadcasting and movie industries. Radio will provide shows for Cincinnati, Denver, Kansas City, Milwaukee, New Orleans, Pittsburgh, Salt Lake City, San Francisco and Portland, Ore. Hollywood Victory Committee is to furnish personalities for 12 other leading cities.  
 NAB scheduled committee and district meetings for the next two months. Important policy sessions  
 (Continued on Page 2)

### Coincidence

No end to the strange facts which the birthday column of RADIO DAILY digs up. For instance, today is shown as the natal date of Don Gardner, announcer; Paul Greene, engineer; Don Lowe, announcer, and William Marshall, producer. With a little cross-checking for accuracy we find all are now with the Blue Network right here in New York.





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

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FINANCIAL

(January 7)

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, Net Chg.

NEW YORK CURB EXCHANGE

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

OVER THE COUNTER

Table with columns: WCAO (Baltimore), WJR (Detroit). Columns include Bid, Asked.

20 YEARS AGO TODAY

(January 10, 1924)

Owen D. Young, in a talk over shortwave, voiced the opinion that "men who talk with each other daily, with the object of better understanding, do not fight"...

NORMAN NESBITT

wishes to inform the radio industry of his resignation from the KHJ-Don Lee Mutual network organization effective the 15th of January. After a pleasant association as news reporter and narrator for more than six years, he thanks the network, The Broadway, Los Angeles Soap Company, Serutan, Gallo Wines, So. Calif. Dentists Assn., Greyhound Lines and Studebaker.

THE WEEK IN RADIO

... "Multiple Rule" Sale

(Continued from Page 1)

will kick off tomorrow with a sub-committee conference on finance at the Roosevelt Hotel, New York. Neville Miller, Association prexy, indicated in a year-end statement that the industry was threatened with the loss of the very freedom it was championing. The NAB chief was hopeful that the pending White-Wheeler legislation, which is designed to reorganize the FCC and re-define its powers, would create a firm safeguard of freedom of speech by radio.

News Shorts: Lever Brothers Co. was the victor in a Federal Appeals Court action against Procter & Gamble, involving infringement of two soap patents... Advertising contributions for the promotion of official war themes during the past year totaled more than \$300,000,000, the War Advertising Council estimated... Westinghouse radio account, formerly handled by Young & Rubicam, was placed with McCann-Erickson... Agricultural radio directors went ahead with organizational plans for a nationwide program to extend their services... Billings of WABC, New York, increased 28 per cent in December, as compared with the like month of 1942.

Tele outlets were forecast as dotting the Nation of tomorrow in a year-end review by Niles Trammell, NBC president... Electronic research has already beaten a path into the 1960's, Walter Evans, vice-president of Westinghouse, told the Radio Executives Club of New York at the premiere showing of the equipment company's film, "On the Air," a story of radio broadcasting... Canadian Broadcasting Corp. reaffirmed its ban on dramatized political broadcasts by ordering a Montreal utility sponsor over CKAC to make changes in the program format.

Post-war construction of a new plant for WGN, Chicago "Trib" outlet, was announced at a cost of several millions... FCC hearings opened on transfer of 50 per cent of the stock of WPAT, Paterson, N. J., to Donald Flamm, former owner of WMCA, New York... Commission granted a construction permit for a new outlet at Clarksdale, Miss., denied a c.p. for the Granite District Radio

Will Get Full MBS Net

"Freedom of Opportunity," originally scheduled for 88 stations of the Mutual network will be heard over the full net when the program premieres on Friday, Jan. 14, 8:30 to 9 p.m. Series is sponsored by the Mutual Benefit Health and Accident Association of Omaha.

Irving Fields Blue Guest

Irving Fields, musical director of the "Girl Back Home" program heard Tuesday and Friday over the Blue Network, turned guest artist last Saturday and was heard as piano soloist of the "On Stage, Everybody" show, which is aired over the network from 11:00-11:30 a.m.

Broadcasting Co. of Murray, Utah... New 640-foot transmitter of WJZ, New York, went into operation from Lodi, N. J.

Personalities: Dr. James Rowland Angell, NBC public service counselor and former prexy of Yale University, was honored with an additional post as director of New York University's Hall of Fame... Thomas H. Lane, former chief of the Treasury Department's advertising section, was named head of advertising, press and radio for the War Finance Division of the Treasury, succeeding Vincent F. Callahan, who resigned recently to go back to private business... W. R. David was promoted to sales manager of broadcast equipment for General Electric's transmitter division.

Lindsay Wellington, North American director of the BBC, was notified of his inclusion in King George VI's "New Year's Honors List," appointing him a Commander of the Order of the British Empire... James M. Gaines was stepped up to assistant advertising and promotion director of NBC... John G. Gude, assistant director of station relations for CBS, is leaving Saturday to go with Thomas L. Stix, artists' representative.

Robert E. Lusk was elected executive vice-president of Pedlar, Ryan & Lusk, formerly Pedlar & Ryan... Howard Chamberlain became WLW program director, replacing George C. Biggar, now in England at the invitation of the British Information Service, who was promoted to general manager in charge of employee relations and assistant to the vice-president... Ted Malone, Blue Network artist and one-time assistant program director at WABC, joined Associated Recorded Program Service as program chief... Harry Plotkin and Peter Shuebruk, FCC attorneys, were moved up to assistant general counsel in charge of litigation and administration, and assistant to the general counsel, respectively.

COMING and GOING

HOWARD S. MEIGHAN, manager of the ern division of CBS Radio Sales, leaving his York office for a trip to the West Coast, is accompanied by CHARLES MORIN, sales for Radio Sales.

S. BERNARD BERK, president and station manager of WAKR, Akron, has arrived from for conferences at the headquarters of Blue. He is accompanied by MRS. BERK.

ED BROWNE, publicity director of NO popular division, leaves tomorrow for Toronto where he will set the stage for the appearance of "Dunninger" there on Jan. 21-22. He will be in the Ontario metropolis until Jan. 23.

HERMAN GOLDFARB, manager of Woodlyn, leaves today for three weeks in Hollywood.

ARDEN X. PANGBORN, station manager KEX, Portland, Ore., is spending some time on station and network business.

RALPH R. BRUNTON, president of KQW, Columbia's affiliate in San Francisco, is visiting briefly in New York.

BOB KING, nomadic representative of Blue Network's publicity staff, has returned Boston, where he spent a few days in the interest of the Coca-Cola "Spotlight Bands" gram and to attend the Massachusetts Dinner.

E. J. "MIKE" ROWELL, chief of the news section of the FDA, in Pittsburgh, week conferring with Homer Martz, agricultural director of KDKA.

S. C. VINSONHALER, station manager KGH, Little Rock outlet of the Blue Network, up from Arkansas on a short business trip, will call Friday at the web offices and with New York representatives of the station.

ANDREW D. WEINBERGER, attorney prominent in the music field, returned Friday from California.

BRUFF W. OLIN, JR., general manager WKFI, was here from Poughkeepsie Friday another of his brief visits.

WALTER JOHNSON, sales manager of W Hartford, looked in Friday at the offices of New York reps.

The Forgotten AUDIENCE

We found it for you! A bonny audience. The Baltimore worker population who want daylight radio after midnight! We got it all wrapped up in a package called "The Night Owl Club Prizes, contests, fast, brisk showmanship, music and news. All that makes the difference. They're joining the club by the hundred every day. Get the facts... and get sales at lowest-cost-per-dollar.

WDRRC CONNECTICUT'S PIONEER BROADCASTER \$18,050,000 for February Sales Management's estimate of retail sales here for February shows that Hartford is still way ahead as Connecticut's Major Market! Connect in Connecticut by using WDRRC in Hartford. Get all 3 on WDRRC - coverage, programs, rate! BASIC CBS, HARTFORD 4

WITH TOM TINS President Represente HEADLEY-BALTIMORE



# Stages Preview Via Closed Circuit

(Continued from Page 1)

man, vice-president of U. S. Chamber of Commerce, speaking from Chicago, discussed "Freedom of Opportunity." "Highlights of Radio Show" were enumerated by Ainlee, director and producer of new program, who also spoke in Chicago. On behalf of the managers of the company, A. W. Heurtz, president of the Managers Association, discussed "Advantage of Radio Managers."

switching to San Francisco, the closed circuit introduced D. M. Brown, manager of the San Francisco branch of the insurance association, whose subject was "How We Can Use The Broadcast in the Future."

S. Walker, manager, speaking in Philadelphia, spoke on "How Radio Will Help Direct Mail."

William Edgeworth, manager, speaking from New York, discussed "How We Plan to Use the Broadcast in the East."

switching to Omaha, the listeners heard Hub Carden, Superintendent of Agencies, who discussed "Freedom of Opportunity with Mutual Benefit."

The program was closed by a five-minute address by Dr. C. C. Criss, president of Companion Companies, whose address from Omaha was entitled "At Your Service."

The "Freedom of Opportunity" program which Mutual Benefit will sponsor, will originate from WGN, Chicago, every Friday, 8:30 to 9 p.m., and will feature dramatizations of the life stories of America's outstanding young men, to be selected by an impressive board of judges acting through the U. S. Junior Chamber of Commerce.

Arthur Meyerhoff & Co. of Chicago is the agency servicing the account.

# WCAU Expands News Service Operations

Philadelphia—WCAU, this week took the first step in its new program of wide expansion of its news coverage by adding a third news service. Three wires of the United Press newspaper, local and radio wires, have been added, station already having Transradio Press and Associated Press.

Station also is putting finishing touches on a brand new newsroom, fully equipped with a special broadcast studio and designed for visual appeal in the post war-period when a ban on studio tours is expected to be lifted.

As part of the news coverage expansion, Dr. Leon Levy, president of WCAU, announces that stress will be placed on coverage of local news. In addition to this, Harry Reinhard, WCAU News Editor, is assigning some of his staff to "leg work"—covering stories on the scene, and then telephoning into newsroom for quick reports.

# Post-War Radio Market Seen Extremely Bright

(Continued from Page 1)

and third, radios, with 7.3 per cent rating.

Other items on the buying lists of American families include washing machines, 6 per cent; Stoves, 4.7 per cent; electric irons, 4.3 per cent, and vacuum cleaners, 4 per cent.

# Barnes Named Executive Of Mutual Organization

(Continued from Page 1)

General sales manager, dealing with administrative matters of the sales organization. Barnes joined Mutual in February, 1943. Prior to then he was vice-president of Outdoor Advertising, Inc., for 20 years.

# CBS Calls Meeting Of Affiliates Board

(Continued from Page 1)

B. Wooten of WREC, Memphis, Tenn. CBS executives who will attend the meeting are: Paul W. Kesten, Executive Vice-President of the network; Joseph H. Ream, Vice-President and Secretary; Frank Stanton, Vice-President; Frank K. White, Vice-President and Treasurer, and Herbert V. Akerberg, Vice-President in charge of Station Relations.

# Television Broadcasters Will Form Association

(Continued from Page 1)

The Society of Television Engineers will disband to become part of the new organization.

# Lea Probe Committee Calls Chairman Fly

(Continued from Page 1)

indicated Friday that Fly will be heard within a week.

Fly's appearance is expected to constitute only new phase of a considerable portion of the record to be devoted to general repudiation by the FCC of charges hurled at it by several witnesses and committee counsel Eugene L. Garey.

# Kobak To Speak

Edgar Kobak, executive vice-president of the Blue Network, will speak at the meeting of the Advertising Club of Boston, tomorrow.

**Thanks Gillette**  
SAFETY RAZOR CO.

NEW YORK  
DEC. 17TH

HERE'S SOME GOOD NEWS FOR SHUT-INS AND OTHER BASEBALL FANS IN THE NEW YORK AREA. THE NEW YORK YANKEES AND THE NEW YORK GIANTS HAVE ANNOUNCED THAT THEIR 1944 HOME GAMES WILL BE BROADCAST. STATION WINS WILL CARRY THE GAMES.

EXCLUSIVELY ON

**WINS**  
NEW YORK

1010 on N. Y. Dial

10,000 Watts



LOS ANGELES

By RALPH WILK

**P**PROMOTION of Second Lieutenant J. Paul Langford, assistant public relations officer, to rank of First Lieutenant has been announced at the Army Air Base, Salt Lake City. He entered radio as announcer at KNPC and since that time his voice has become a familiar one on Southern California stations as a news broadcaster, special events and sports announcer.

A special broadcast took place from KNX December 29th, commemorating the 6th anniversary of station KNX's becoming part of the Columbia Broadcasting System. Radio addresses were made by D. W. Thornburgh, vice-president in charge of Pacific Coast division of CBS, and Chet Huntley, special events editor, over KNX only.

Ted Bliss, KNX-CBS staff producer, leaves his Columbia Square production chores January 15 to join the Young & Rubicam production staff. First agency chore assigned to Bliss will be the International Sterling Company's "Silver Theater" program. Bliss, who joined the Hollywood staff of the Columbia network as a staff producer in 1938, was formerly production manager of KHJ, and also was a free lance radio producer and actor.

Ona Munson has assumed the role of hostess of the KNX-CBS "Open House" program as guest of Jay Stuart, the program's host. Miss Munson will play hostess for the period of four broadcasts, during the four weeks absence of Beverly Barnes.

Earle Ross, who plays "Howie MacBrayer" on KHJ-Don Lee's "Point Sublime" program, was in 17 motion pictures in seven years. He currently appears in the "Great Gildersleeve" series.

Joanne Benny was in the hospital the 27th, but not because of too much Christmas. The nine-year-old daughter of the Jack Bennys visited the Cedars of Lebanon to lose some very annoying tonsils.

Conductor Edward Paul has been re-signed for another year of batoning the Joan Davis program. Paul is the oldest member of the program in point of continuous service, having handled the show's music since its inception three years ago.

Ted Pockrandy, formerly a precision assembly instructor at North American Aviation, is now with the Universal Microphone Co. as supervisor for the new department devoted to making the new Signal Corps lip microphones.

'Slapsie Maxie' vs. 'The Beard'

"Slapsie Maxie" Rosenbloom, expugilist and faltering after dinner speaker, will exchange verbal punches with Monty Woolley, ex-Yale English teacher, on the Old Gold comedy show, Wednesday evening, at 8 p.m., over the CBS network. Rosenbloom is Woolley's "guest artist" on the show which also features the music of Sammy Kaye's band.

MAIN STREET



Memos Of An Innocent Bystander...!

• • • Howard London, Head of the Radio Division of the National Foundation for Infantile Paralysis, has approved and accepted a campaign song for the National Drive for 1944 which starts its fund-raising activities January 14..... the song, titled, "Song of the March of Dimes" was especially written for and all royalties pledged to the Foundation by the writers and the publisher, Bob Miller, Inc..... the keynote of the humane factors, in fact the very motif of the National Foundation, is incorporated in the lyrics of the song and copies are available free to all stations and radio artists..... write to Howard London at the Foundation's New York address, 120 Broadway or Bob Miller, Inc., 1619 Broadway, N. Y. C.....



• • • When Marian Anderson lends her voice to the Telephone Hour's "Great Artists Series" next Monday, it will mark her seventh appearance on this NBCoast-to-coaster this season..... Bill Paisley, director of the NBC music library and composer of many original songs, received an unexpected thrill several days ago..... a buddy of Bill's, now with the Fighting Yanks somewhere in the Mediterranean area, wrote him a letter and we quote the part of the contents that was responsible for he Paisley chest to expand in direct proportion to the width of the simultaneous smile..... "a few nights ago, while looking through the ruins of what had once been a music shop, I ran across an old, torn and battered copy of that song you wrote years ago, titled 'Beautiful Dreams'..... you can imagine what a kick I got out of seeing your name thereon..... the natives in these parts like such music" unquote..... our reaction to this story is this..... to us it is an omen..... a happy and timely omen proving that even the shot and shell of war cannot destroy "Beautiful Dreams," whether they be in song, story, or in human hearts..... Charlie Barnet and his entire orchestra, following their five week engagement at the Strand Theater in Gotham which ends early next month, will make an overseas trip for the USO..... this is the first time an entire band has been given permission to go on these trips..... We'd like to see others in Tin Pan Alley follow the shining example set by Murray Baker, energetic professional manager of Robbins Music Corp..... Belle Baker's brother has already made six blood donations to the Red Cross..... we will make our third donation next week.....



• • • Benay Venuta, the new songstress on the "Duffy's Tavern" show won't have anyone but Bea Walker to coach her on songs..... behind the success of many a radioriote, stand the corps of vocal coaches..... the listening public never sees or hears of them but people like Bea, Walter Fleischer, Bernie Weisman, Audrey Collins, Mort Howard, Bobby Buttonuth, Billy Bruce, Jimmy Rule and others, are largely responsible for the rise of and continued popularity of radio larks..... We received an invitation to attend the New York Premiere of Paramount's "Lady In The Dark," starring Ginger Rogers, Warner Baxter, Ray Milland and Jon Hall, which takes place at midnight tonight at the Ziegfeld Theater..... however what we got a chuckle over, was the letter accompanying the aforesaid invitation..... too bad the author of the letter did not sign his name else we would know whom to recommend as a potential gag writer..... his letter was that funny..... Maestro Meyer Davis' son Gary, received his wings and a 2nd Lieutenant's bars last Friday at Williams Field, Arizona..... Did you know that Ben Feiner, assistant chief of CBS short wave programs, is a brother-in-law to composer Richard Rodgers and at one time owned a piece of the smash musical, "Gay Divorcee"?..... that Jon Gart has been awarded three belts for proficiency in the art of jiu-jitsu?..... that Eddy Brandt, former orchestra leader and composer of the new song hit "Seven Days a Week," is now a Lieutenant in the USAAF, stationed at Orlando Air Base, Orlando, Fla?.....

Remember Pearl Harbor

CHICAGO

By BILL IRVIN

**H**HOLLY PEARCE, WBBM tra and studio supervisor, and Cornell, assistant to the chief engineer, leave the station next week to join the Army. Pearce has been with WBBM for the past 10 years. Cornell came to WBBM in 1941 from another Chicago station where he had been night manager for five years. The report to Fort Sheridan on Jan. 10. No replacement named as yet.

Paul Barnes, formerly chief announcer and news editor at KGO Pittsburgh, has joined WJJD's announcing staff. Barnes, a native Chicago, was with the Pittsburgh station for three years.

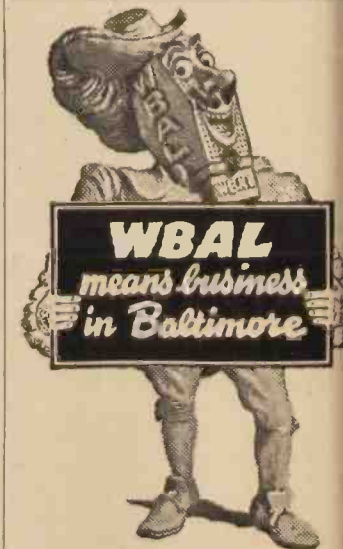
Engagement of Marian Bergin, secretary to William Ray, manager of central division news and special events department, to Pfc. Art Sorensen of the U. S. Army Forces, an instructor in administration stationed at Kearns, Utah, was announced this week.

'Pick and Pat Time' Debut On Mutual Net, Jan.

"Pick and Pat Time," a new program featuring the talents of Pick and Pat, blackfaced comedians, Miss Small and Vincent Lopez's orchestra will debut on a 12-station Mutual hookup on Tuesday, Jan. 18, 8:30-9 p.m. The program is sponsored by Helbros Watch Company through William H. Weintraub agency. Tom Ruffner will emcee the show and the script will be written by Mort Lerner and Sidney Fields.

Joins Net Sales Staff

Henry M. B. Chamberlin, formerly of the advertising department of "Family Circle" magazine, has joined the sales department of MBS.



Edward Petry & Co., National Representative



# Organize Electronics Assoc. On West Coast

Los Angeles—Over 60 of the leading electronic and component parts manufacturers in the west have recently formed an organization to be known as the West Coast Electronic Manufacturers Association. Sol Smith has been appointed Secretary-Manager. The newly formed West Coast Electronic Manufacturers Association which has the full approval of the United States Army Signal Corps and of the War Production Board, will function as a complete West Coast Unit at the formal induction officers immediately following the January meeting of the group. The present prime objectives of the members in the Association are:

1. Full utilization of existing manufacturing and manufacturing facilities in the electronics industry in the west.
2. Insure all proper information to interested government agencies which will allow this area to make contribution to the war effort.
3. Clarifying various government regulations and rulings and disseminating the information to all members.
4. Attempt to secure uniform cooperation on problems affecting renegeation and termination of contracts, active service, wage stabilization, other matters of mutual interest.
5. The distribution of information amongst the membership as to commodities manufactured by them, thus helping them to utilize the facilities West Coast manufacturers to the best possible extent by their Purchasing Departments."

# American Forum Of Air To Discuss Current Issues

Alarmed by the racial and religious hostilities which have cropped up in America, four prominent laymen will discuss: "How Can We Overcome Our Animositities?" on Theodore T. Nik's American Forum of the Air tomorrow night on Mutual, 9:30 to 11:15 p.m., E.W.T. The speakers will be: Former Governor Alfred E. Smith of New York; Dr. Frank P. Graham, president of the University of North Carolina; Judge Joseph M. Prosser, president of the American Jewish committee and Dr. Frank Hodgdon, author and educator.

# Sees Tele Progress Delayed If Channel Changes Are Made

(Continued from Page 1)

television activities for Paramount Pictures, Inc.

In course of an interview, Raibourn said: "Three television stations in New York are ready technically to render an excellent service within the present standards. If standards remain established at present or lower frequency levels for a time sufficiently long to allow television engineers to overcome certain objectionable qualities inherent even in the present frequencies, the day of good reception and programs may soon be here.

### Wartime Developments

"During the present war, scientists have uncovered a wealth of information about higher frequencies. This has led many to the belief that all television problems can be solved at these high frequencies since many broad channels would be available. However, the work in connection with the war has been almost exclusively confined to point-to-point transmission and reflection. The problems in television broadcasting where signals must go out in all directions and be satisfactorily received at all reasonable distances, are quite different.

"These problems, which are likely to be encountered in an aggravated form at higher frequency levels, are indicated in the results of a recently completed and extensive measurement of reception conditions from present television and frequency modulation stations in the New York area made by the Allen B. Du Mont Laboratories. A statement of the results of this survey was presented before joint meeting of Institute of Radio Engineers (New York Section) and Radio Club of America by Allen B. Du Mont and T. T. Goldsmith, Jr. on Dec. 1, 1943. In general the survey indicates that reception is excellent but that multipath signals constitute the industry's number one reception problem. These multipath signals be-

come rapidly worse as frequencies become higher.

"Not only were permanently installed receivers used, but also special measuring and recording equipment aboard a floating laboratory 'Hurricane II' which, because of the many waterways completely surrounding New York, could cover directions and distances excellently.

"Du Mont engineers discovered a number of locations where interference of tall buildings, bridges and hilly terrain with the broadcast television signal caused the reception of two or more images from the same transmitter. These, registering in the receiver micro-second apart, create multiple images and diffused pictures. These troubles exist even in the lower channels which were taken away from television in June 1941 and given to frequency modulation.

"Secondary images were found to be more prevalent within a radius of approximately eight miles of the transmitters due to the existence in that area of skyscrapers and other elevated structures.

"It is interesting to note that where multipath conditions exist, the quality of FM sound suffers accordingly. In such cases, it was difficult to find any one location for the receiving antenna where good sound quality was available from all different FM stations. The basic reasons for FM viz; unusual sound quality, are thereby considerably diminished. Such distortion will, of course, prove more serious on higher frequencies and shorter wave lengths.

"Although the survey was concerned only with black and white images, it is assumed that the situation will become even more serious with the coming of color television as in addition to image distortion, multiple images will produce off color images at the receiver," Raibourn added in conclusion.



When KSTPete took our Barn Dance Gang to International Falls—some 300 miles from the Twin Cities—for a regular Saturday night broadcast, The Falls really fell for him. So eager were folks up there to see and hear these radio favorites, they poured into town from miles around, and the gang had to do two shows that night—both to overflow crowds.

The night before, in Hinckley, they played to twice the population of the town. Hanging out the "S. R. O." sign when the gang leaves the Twin Cities to go visiting is nothing new. In the last three years, KSTP's Barn Dance has made personal appearances in more than 100 different Minnesota and Wisconsin towns—playing to paid attendance totalling more than 500,000. They all want the Barn Dance Gang to come back, and still another hundred towns are eagerly awaiting our first visit.

It's promotion like this that is constantly adding to KSTP's large rural audience. And these personal appearances are just one feature of a continuous audience promotion campaign which also includes:

1. Audience-building ads in 344 Minnesota country newspapers
2. Big ads in "The Farmer," reaching 147,000 Minnesota farmers
3. Full-page ads in "Land O'Lakes News," reaching 65,000 Minnesota farmers
4. "On the Minnesota Farm Front" (column by KSTP's Farm Service Director, Harry Aspleaf) published weekly by 81 country newspapers
5. "Around Radio Row" (radio news-and-gossip column) published weekly by 70 country newspapers

Resultful selling in the vital Twin Cities area—Minnesota's primary market—is what you buy on KSTP. This, plus no-cost coverage of the state's prosperous rural market is what you actually get!

Exclusive NBC Affiliate for the Twin Cities

50,000 WATTS Clear Channel

**KSTP**

MINNEAPOLIS...ST. PAUL

Represented Nationally by Edward Petry & Co.

Help Yourself to

AMERICA'S VAST Beyond Metropolitan MARKET

See Broadcasting and Radio Daily, January 17, 1944

**WANTED**

LOCAL OR REGIONAL STATION

WILL PAY CASH-- PRINCIPALS ONLY

Give Location Rough Outline of Assets Price.

RADIO DAILY, Box 781, 1501 Broadway, New York, N. Y.



**GUEST-ING**

CHARLES BOYER, MAUREEN O'SULLIVAN and ALEXIS SMITH, in an adaptation of "The Constant Nymph," on the "Lux Radio Theater," today (WABC-CBS, 9 p.m.).

JAMES GLEASON, in an adaptation of Ernie Pyle's "Here Is Your War," on "Cavalcade of America," today (WEAF-NBC, 8 p.m.).

JANE PICKENS, vocalist, on "Broadway Matinee," today (WABC-CBS, 4 p.m.).

BRUCE FOOTE, baritone, on "Hymns of All Churches," today (WEAF-NBC, 2:45 p.m.).

REP. JOHN MAIN COFFEE of Washington, on "Information Please," today (WEAF-NBC, 10:30 p.m.).

RISE STEVENS, mezzo-soprano, and LAIRD CREGAR, on "Ed Sullivan Entertains," today (WABC-CBS, 7:15 p.m.).

JASCHA HEIFETZ, violinist, on the "Telephone Hour," today (WEAF-NBC, 9 p.m.).

VERA BRODSKY, pianist, on Lyn Murray's "To Your Good Health," today (WABC-CBS, 6:15 p.m.).

BETTE DAVIS, PAUL LUKAS, GEORGE COULOURIS, LUCILE WATSON and DONALD WOODS, in an adaptation of "The Watch on the Rhine," on the program of "The Screen Guild Players," today (WABC-CBS, 10 p.m.).

HON. ALFRED E. SMITH, ex-Governor of New York; JUDGE JOSEPH M. PROSKAUER, president of the American Jewish Committee, and DR. FRANK P. GRAHAM, president of the University of North Carolina, discussing "How Can We Overcome Group Antipathies," on Theodore Granik's "American Forum of the Air," tomorrow (WOR-Mutual, 9:30 p.m.).

LAIRD CREGAR, on NBC's "Mystery Theater," tomorrow (WEAF-NBC, 9 p.m.).

GEN. MARCEL DE BAER, Belgian jurist recently appointed head of the United Nations Commission for the Investigation of War Crimes, and HENNY YOUNGMAN comedian, on the "Report to the Nation," tomorrow (WABC-CBS, 9:30 p.m.).

**"Stradivari" Salute**

The "Stradivari Orchestra" under the direction of Paul Lavalle, sponsored by Prince Matchabelli, Inc. on NBC Sundays 12:30-1 p.m. EWT, starts its second 13 week series with the forthcoming program. At the same time the program will salute the 300th anniversary of the birth of Antonio Stradivari, Cremona violin maker whose instruments make up the orchestra's string section.

**Network Song Plugs In 1943 Led By Hit From "Oklahoma"**

Recapitulation of songs that received the widest coverage and performances over radio network stations, reveals "People Will Say We're In Love," from the musical comedy hit "Oklahoma," as the top such tune of the year 1943, according to Audience Coverage Index, issued by the Office of Research-Radio Division. This song hit received 36,641 ACI points during a 35-week period. "You'll Never Know," was second, credited with 29,773 ACI points over a 29-week period. "Brazil," is number three with 25,290 points over a 36-week period. Thus in the first three songs, the entire list of which is naturally preponderantly Ascaph, finds BMI with one out of the three top songs as to radio performances. In the Favorite Standard songs,

"Begin the Beguine," headed the list with 10,636 points over a 44-week period, with "Blue Skies," second with 9,638, during 39 weeks. Cole Porter whose "Beguine" is on top has another in fourth place, "Night and Day." The old reliable "Star Dust" was entrenched in third place. Of the Patriotic classification, "Army Air Corps" had a strong 18,618 points during 49 weeks, while "Anchors Aweigh," was second with 13,053 points. Below is reproduced a chart of the top 20 tunes in point of national network performances. They are from the copyrighted Audience Coverage Index Report of The Office of Research-Radio Division, as issued Jan. 7, 1944. Reproduced by permission of the Director, Dr. John G. Peatman:

**ACI HITS FOR 1943**

The top 20 song hits as determined by audience coverage over national radio networks for the year 1943 are listed below in order of the total ACI points received. The number of times each song appeared on our weekly ACI surveys is also given.

TITLE	PUBLISHER	NUMBER	
		TOTAL OF TIMES ACI POINTS	ON ACI SURVEY
People Will Say We're In Love(*) (Crawford)		36,641	35
You'll Never Know (Bregman-Vocco-Conn)		29,773	33
Brazil(1) Southern		25,290	36
That Old Black Magic (Famous)		23,949	29
As Time Goes By(2) (Harms)		23,762	32
Sunday, Monday Or Always (Mayfair)		23,276	28
You'd Be So Nice To Come Home To(3) (Chappell)		23,217	32
I've Heard That Song Before (Mayfair)		22,514	24
Don't Get Around Much Anymore (Robbins)		21,457	33
It Can't Be Wrong(4) (Harms)		20,690	35
Comin' In On A Wing And A Prayer (Robbins)		20,957	30
Paper Doll(*) (E. B. Marks)		20,942	24
Put Your Arms Around Me, Honey(*) (Broadway)		20,674	33
Taking A Chance On Love (Feist)		19,589	32
In The Blue Of Evening (Shapiro-Bernstein)		19,495	33
My Heart Tells Me(*) (Bregman-Vocco-Conn)		17,927	18
Let's Get Lost (Paramount)		17,818	27
Pistol Packin' Mama(*) (Mayfair)		16,440	18
I Heard You Cried Last Night (Campbell-Lott-Porgie)		16,310	33
How Sweet You Are(*) (Remick)		16,070	20

Footnotes: (\*) Songs are still active. (1) Also 5,546 ACI points and 17 weeks in 1942. (2) Also 144 ACI points and 1 week in 1942. (3) Also 2,227 ACI points and 5 weeks in 1942. (4) Also 473 ACI points and 2 weeks in 1942.

**FAVORITE STANDARDS OF 1943**

The favorite fifteen Standards of 1943, as determined by audience coverage over national radio networks, are listed below in order of total ACI points received. The number of times each song appeared on our weekly ACI surveys is also given. The favorite five Patriotic songs are listed in the section on page 7.

TITLE	PUBLISHER (or Copyright Owner)	NUMBER	
		TOTAL OF TIMES ACI POINTS	ON ACI SURVEY
Begin The Beguine (Harms)		10,636	44
Blue Skies (Berlin)		9,638	39
Star Dust (Mills)		7,581	36
Night And Day (Harms)		7,506	33
Embraceable You (New World)		6,855	34
Somebody Loves Me (Harms)		6,019	24
Smoke Gets In Your Eyes (T. B. Harms)		5,326	26

(Continued on Page 7)

**PROMOTION**

**Westinghouse Brochure**

A new brochure issued by Westinghouse stations WBZ and WBZA in the form of a map showing listener circulation and market statistics for the 65 counties of the New England states reached by them during daytime hours. Done on letter size heavy stock, it is attractively presented in two tones of brown and white, with each station's individual wattage highlighted in a color. Heading announces: "Daytime Circulation." On the reverse side, condensed and easily readable, is a breakdown of the circulation and daytime market which gives primary, secondary and total figures.

**"Name" Bands Chosen For Week's Broadcast**

Line-up of name bands for "Victory Parade of Spotlight Bands" over the Blue Net for this week as follows: tonight, Jan. 9, United States Military Academy, W. Point; Tues., Eddie Oliver, Cal Grant, Rockford, Ill.; Wednesday, Louis Prima, Triumph Explosives, Elkton, Md.; Thursday, Frankie Meters, Marine Air Station, El Centro, Cal.; Friday, Speech, Secretary Kn Cleveland, Ohio; Saturday, Jan. Sav. Officers Overseas Command, Washington, D. C.

**ATS' Tele Clinic Plans**

Plans for tele clinic confabs limited to members and invited guests of the American Television Society have been announced by Norman Waters, ATS president. Meets will consider programming, engineering, advertising, education, motion picture and theater television, industrial relations and receiver sales.

**Returning to MBS**

"It Pays to Be Ignorant" will return to the Mutual net on Monday, Jan. 17, 7:30 to 8 p.m. Cast will feature Tom Howard, Harry M. Naughton, George Shelton and Lt. McConnell. "Army Air Force," usually heard Mondays, 7:30 to 8 p.m., will be heard at another time.

**PROGRAMS-IDEAS**

**WOAI's "Hi Fellows"**

"Hi Fellows" is the title for a new series of 15-minute broadcasts being aired over WOAI, San Antonio, Monday through Friday. Series is devoted to answering requests of men in various branches of the service in the area. Mistress of ceremonies is Evelyn Woodley who is also featured vocalist. Music is furnished by a five-piece ensemble under direction of J. Lockwood. Program is announced by Bill Morgan and written and produced by H. A. Carr, station's program director.



**NEW BUSINESS**

**QXR**, New York: The New School (for Social Research) in New York City, announcements beginning January 1, through Green-Brodie, W. H. Hall, Inc. (furrrier) New York City, renews participation in the Dettinger's "Other People's Business" Mondays through Fridays, 52 weeks, through Lester Harrison Associates; Pepsi-Cola Company, Long Island, N. Y., through Newell Bennett Company, renews time signature beginning January 1, 1944, for 52 weeks; J. B. Williams Company, New York City, for Glider Brushless have renewed beginning Monday, January 3, 1944, for 13 weeks, Mondays through Fridays, 9:00 to 9:15 p.m., "The World Wide News Review," through J. Walter Thompson; J. F. Hammer, Inc., Brooklyn, New York, renewed one-minute announcements, Mondays through Fridays beginning January 10 and continuing for 13 weeks through Federal Advertising Agency.

**10 Employees Enroll For NBC Study Course**

(Continued from Page 1)

Two groups—primary and advanced. Primary classes in script writing, sound effects, production and announcing will be open to all employees; advanced courses, to those who completed last year's primary instruction and were otherwise found prepared. Wynn Wright, eastern program manager, will teach the primary class production; N. Ray Kelly, eastern production manager, the advanced classes. Scripting for both groups will be led by Lewis Titterton, manager of script department. H. Weston Grant, assistant supervisor of sound effects, will direct courses in that subject. Dividing duties for instruction announcing will be Pat Kelly, supervisor of announcers, and announcer Jack Costello. Courses are being coordinated by Walter McGraw of production department.

**WJZ Sets War Bond Booth To Aid 4th Bond Sale Drive**

Sale of war bonds from a booth in the lobby of the RCA building has been inaugurated by WJZ in connection with the station's "War Bond Booth" Jan. 18. At that time WJZ will inaugurate the Fourth War Bond Drive with a concert by Esquire's 14 All-American jazz band at the Metropolitan Opera House. Bonds sold will be exchanged for tickets. The concert will be broadcast over WJZ from 9:30 to 9:55 p.m.

**Heads Midland Sales**

Kansas City—Philip Jesse Murray, formerly associated with the Air Conditioning Training Corporation of Huntington, Ohio, has become sales director of the Midland Radio and Television Schools.

**Washington Front**

By ANDREW H. OLDER

**L**AST week saw the departure from Washington of Palmer Hoyt, who headed back to Portland, Oregon, after six months as head of the OWI domestic branch here. Coming in to replace Mike Cowles, the publisher of the Portland Oregonian—which newspaper is licensee of KEX and KGW, in Portland—built up a record while here of which he may justly be proud. The OWI domestic branch has not surrendered its self-respect under his leadership, and at the same time it has so operated that the bitter Congressional enmity toward it has been largely dispelled. When Hoyt came to the job, the House had just voted the end of the domestic branch. One of the reasons why it later agreed to allow the branch to continue was because of the confidence in Palmer Hoyt felt by several Congressmen who knew him before he came here. And the growing confidence of other members of Congress in Palmer Hoyt has been largely responsible for the vastly fewer attacks upon the agency since the summer. For Hoyt gave the OWI domestic branch a prestige it has never before enjoyed, keeping its operations to the straight dissemination of straight news. He has fought with the armed forces to get the news of our military to the public, and he has made the military like him. He has consulted with radio leaders on news dissemination, and has won their respect. Regardless of political differences, there are few with whom he has come in contact who do not both like and respect him.

A rather peculiar situation threatened to develop last Thursday during the hearing on WPAT, the Paterson, N. J., station in which Donald Flamm bought a half interest in September, 1942. Judge Seward, representing the Commission, was questioning Flamm and asked at one point what salary Flamm receives from OWI. Flamm declared that he could not discuss his affairs with OWI, having been sworn to secrecy. Seward insisted, and before Gene Garey and Gene Cox could run up to the Commission and yell "how do you like it?" to Fly,

Flamm's attorney advised the former owner of WMCA that it would be permissible to tell what salary he received from OWI. It spared the Commission the embarrassment of having to insist upon an answer, thereby laying itself open to charges that it couldn't take the medicine it had dished out to the Cox Committee. Incidentally, Flamm has been working without compensation since June, but was formerly paid at a base rate of \$4,700 per year by OWI, with extra for overtime. If the Commission approves his holding of stock in WPAT, look for him to file an application for an FM license. He already has the transmitter site.

Mary Mason, WRC Home Forum director, has a little glow in her heart these days as the result of a letter which appeared in the Boston "Post" recently. She used to broadcast in the Hub 15 years ago. The letter, signed "Just a Dreamer," was from a woman who had been a shut-in 15 years ago, and she reminisced of the days when Mary had taught her to "keep smiling." Mary, incidentally, has recently received a citation from WPB and the local salvage committee recognizing her for "Contributing unsparsingly of your time and energy" in behalf of the local salvage drive.

House guest last week was Jim Zea, former CBS correspondent in Mexico City and other Latin American spots and more recently with the CBS shortwave department in New York. Zea is now a navy ensign in communications work, after having been a private in the army for five months.

One reason for the delay in announcement by the FCC of a policy on newspaper ownership has been the illness of Cliff Durr, with the newest commissioner laid up all last week. How soon after his return the thing will be settled is not definitely known, but it is generally believed that some decision will be reached as soon as he is back on the job. That should be this week.

**AGENCIES**

**THOMAS L. L. RYAN**, president of Pedlar, Ryan & Lusk, Inc., is undertaking the national advertising campaign for the American Red Cross during 1944, under the auspices of the Advertising War Council. Ryan has been named chairman of the 28 committees of the Graphic Arts Division of the American Red Cross.

**WENDELL P. COLTON CO.**, Boston office, has been retained by Chandler & Co. specialty store, as advertising counsel on radio broadcasting. Other radio accounts placed by this agency include Adams & Swett, rug cleaners, Dainty Dot Hosiery Co., and C. G. Howes Co., cleansers and launderies, all of Boston, and the Minard Liniment Co. of Framingham, Mass. The accounts are serviced by Edward W. Young, Boston manager.

**CARL NICKEL** is joining the merchandising department of Compton Advertising. Nickel has had extensive experience in the merchandising field, having been manager of merchandising for Lord & Thomas, sales promotion manager for Calvert Distillers and advertising and sales promotion manager of Feigenspan Brewery. **HALLAS KENYON**, formerly with Paris & Peart, has joined Compton Advertising as an art director.

**PHARMACO, INC.**, Newark, New Jersey, has appointed Ruthrauff & Ryan, Inc. to handle its Feen-A-Mint advertising.

**CHARLES M. FREEMAN** has joined the copy and contact staff of Hirshon-Garfield, Inc. He formerly was associated with Federal Advertising Agency.

**Another "Talks" Series Scheduled On CBS Web**

(Continued from Page 1)

11 p.m., the new series will include leaders in public life who will discuss important current issues. Among these will be representatives of civic, fraternal, and political organizations, and others associated with many national agencies engaged in war activities.

A third series entitled, "Congress Speaks," is heard Tuesday nights 10:30-10:45 p.m. This program is reserved for expressions by members of Congress on current legislative matters.

In addition to the two regularly scheduled talk periods various other speakers were scheduled during the past year under CBS' Department of Talks, headed by Helen Sioussat. More than 428 speakers were heard on a total of 300 programs.

**Hospitalized**

Dick Mooney, associate of Steve Hannagan, publicist, is confined to the Kingsbridge Veteran's Hospital, Bronx. Mooney is receiving treatment for ailments which date back to World War I.

**FAVORITE STANDARDS OF 1943**

(Continued from Page 6)

TITLE	PUBLISHER (or Copyright Owner)	NUMBER	
		TOTAL OF TIMES	ON ACI
All The Things You Are (Chappell)		4,129	19
Tea For Two (Harms)		3,940	20
Hallelujah (Harms)		3,315	12
Summertime (Chappell)		3,251	17
Just One Of Those Things (Harms)		3,197	15
Oh, Lady Be Good (Harms)		2,883	15
Where Or When (Harms)		2,732	12
I Know That You Know (Harms)		2,664	10
<b>PATRIOTIC</b>			
Army Air Corps (Fischer)		18,618	49
Anchors Aweigh (Robbins)		13,053	42
Marines' Hymn (U. S. Marine Corps)		6,421	17
Over There (Felst)		3,772	10
Semper Paratus (Sam Fox)		3,264	12



★ ★ ★ COAST-TO-COAST ★ ★ ★

—MASSACHUSETTS—

WORCESTER—In an effort to aid in combatting what is almost an epidemic of upper respiratory infection, WTAG is presenting Dr. James O. Wails, Worcester Public Health Commissioner who offers advice on the care of colds and flu... WTAG and the "Worcester Telegram and Gazette," are bringing out latent talents of employees through their first annual arts and crafts exhibit sponsored by George F. Booth, owner and publisher. Honors have been received by two of the station's staffers.

—ARKANSAS—

HOT SPRINGS—William E. (Bill) "Bill" Ware is receiving congratulations and good wishes as he takes over the general management of KWFC, to which he brings the vast experience of a veteran.

—CALIFORNIA—

OAKLAND—An exclusive broadcast by KLX of the Ten Thousand Dollar Victory San Francisco Open Golf Tournament at Harding Park, Jan. 14 through 16, will be sportcasted by Cliff Johnson and Bill Guyman and sponsored by the Rainier Brewing Companies of Frisco... KLX is presenting a new half-hour daily except Sunday at 5:15 p.m. called "Your Housing Counselor." James Walker Allen as "Counselor" acts as go-between for war workers seeking homes, listeners with available accommodations, and realtor sponsors of the program... Heart beats have been loud over at KHJ, culminating in plans for weddings. Principals are Betty Cowan, traffic assistant at Don Lee and Bill Howarth, announcer.

—SOUTH CAROLINA—

SPARTANBURG—WSPA began its 1944 series of public service programs in the Spartanburg High School where training, under government supervision, is given in welding, shiptitting, and allied trades to all interested in the subjects. Broadcasting emanated from the vocational training building and was handled by Cliff Gray, Sterling Wright, and engineer, Alvin Lanford.

—OKLAHOMA—

TULSA—Allen A. Funt is a duo these days and in competition with himself. As the "Funny Money Man" carries on over KVOO, while through KTUL, as Pfc. Allen A. Funt, he writes, directs and emcees a weekly army show. Allen is stationed at Camp Gruber.

—NEW JERSEY—

ATLANTIC CITY—Now that the Army has vacated Convention Hall, announcement is made by Thomas F. Burley, technical head of WCAP, of renewal of organ recitals by G. Howard Scott, municipal organist, as a regular feature.

—NEW YORK—

NEW YORK—Entire concert at Town Hall, was aired Sunday over WQXR under sponsorship of the New Friends of Music, presenting Lotte Lehmann, the first and only singer on the season's program... Albert Grobe, WQXR announcer, will voice his first newsreel for the OWI... Guesting for Maggi McNellis today over WINS will be the "Cow-Cow Boogie" girl, Ella Mae Morse... Martha Scott and the "Escorts and Betty" will be welcomed by Kate Smith on the occasion of her Jan. 14 broadcast.

—PENNSYLVANIA—

PHILADELPHIA—Reporting on the "March of Dimes" luncheon which he attended as chairman of National Foreign Language Radio Division, Arthur Simon, WPEN chief, says foreign-speaking stations are banding together for the first time in this drive which aims at raising \$250,000... New weekly quarter-hour over WCAU will feature Ivan (Cy) Peterman, war correspondent for the "Inquirer" in eye-witness accounts of the battleground. Peterman, decorated with the Order of the Purple Heart, is awaiting recall to the other side. Broadcasts will be heard Sundays at 1:45. Food Fairs, Inc. are the sponsors.

—OHIO—

CINCINNATI—Jimmy Scribner's "Johnson Family," originating at WKRC, Cincinnati, for the Mutual network, now has as many sponsors as Jimmy has voices—22. Latest announcing sponsorship, is KOL, Seattle, Washington, on a 52-week contract with the Boston Dentists of Seattle. More than 70 Mutual stations carry the program. Gary Lee is the announcer.

—GEORGIA—

ATLANTA—A new addition to the staff of WGST is Dixon Babb, recently released from the Merchant Marine, who will take up his duties in the merchandising department of the outlet.

—FLORIDA—

MIAMI—Robert Magidoff, NBC press chief in Moscow, was a visitor last week at the resort when he stopped off for a few days before returning to Russia. As the guest of Leslie Balogh Bain over WIOD, he spoke from actual on-the-spot observation of the siege of Moscow.

—TENNESSEE—

MEMPHIS—Following the organization of a club for employees of the Gerber department store having a quarter of a century's service in the store to their credit, dinner marking the occasion was aired over WHBQ from the Hotel Peabody.

—MICHIGAN—

DETROIT—Howard Lewis, newscaster, Wallace Lancton, producer, and Herschell Roth, station representative are recent additions to the staff of station WJR. All three are well known in radio.

—OHIO—

CINCINNATI—WLW-WSAI now has its own miniature daily. Edited by Bill Dowdell, "The Crosley Square Bulldog" made its first appearance Jan. 5, presenting personal items about staffers, and summarizing the war, Washington and local news. Newspaper is the product of a duplicating machine in the Crosley mailing room and is published Monday through Friday at 4 p.m... When Walter A. Callahan, WSAI chief, returns to his desk next week, he will be minus the tonsils.

—NEBRASKA—

OMAHA—A long way from Omaha but doing very well is Clem Young, former business head of KOWH, now a Navy man stationed at Brooklyn, N. Y. Clem has been made officer in charge of the armed guard center at the yard... Ray Clark, chief newsman at WOV, reviewed outstanding news features of the past year before the Tribe of Yessir meeting of the Chamber of Commerce recently... To a fund started by the "World-Herald" and stockholders for the Children's Memorial Hospital fund, employees of the paper and station KOWH dug down into their jeans and accumulated \$1,500 as their contribution to the fund.

—COLORADO—

DENVER—"A Is For Beans" was the title of KLZ's production honoring Montezuma County on receiving the War Food Administration's Agricultural Achievement A Award. Award was made for outstanding crop of Pinto Beans, on which the dramatization was based. Hail the lowly bean!

—CONNECTICUT—

HARTFORD—From control operator in 1937 to engineer in 1944 is the record of Lew House of WDRC. Anniversary congratulations are in order... The hidden desire to get on radio is being realized by lucky listeners chosen to guest on the new WDRC show "What Is It?" Questioning reveals their accomplishments after which branteasing follows.

—NEW YORK—

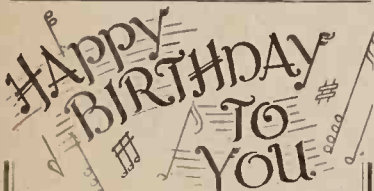
NEW YORK—"The Future of America After the War" will be discussed on a special program over on Wednesday, January 12, from 10 p.m. The speakers, who have opposite views, will be Jack Frye, president of TWA, and W. A. Patterson, president of the Kiwanis Club of New York. Broadcast originates from the grand ballroom of the Hotel McAlpin.

—TENNESSEE—

MEMPHIS—Sears-Roebuck purchased the 7:45 p.m. quarter hour on WMPS for general merchandising promotion. This is the first series of programs the local Sears store is using on WMPS for several years... All four of the large Memphis department stores are now using WMPS in their advertising. The John Gentry Company uses spot announcements and "The Shadow." Bry's has added a five minute daily show called "Something New." Goldsmith's uses spot announcements in quantity, many of them dealing entirely with the war effort and patriotic messages. Lowenstein's, in addition to their regular sponsorship of "Let's Learn Spanish" is now using spot announcements on WMPS. Levy's Ladies Toggery started the Hollywood Radio Theatre... Baxter Dearing, WMPS transmitter engineer, has been accepted for service in the armed forces and will report soon to Fort Oglethorpe, Georgia.

Barbara Luddy's Guest

Barbara Luddy will have Dorothy Powell as a guest on the "Fiftieth Nighter" program over Mutual Sunday, Jan. 16. They will be starting in an original drama, "Host to Ghost."



January 10

- Berthe Bennett John Held, Jr.
Lou Mindling Mary Francis Cahill
Daniel I. Rodgers Harold Stokes
Don Lowe Don Gardner
Paul Greene William Marshall

WANTED

dependable announcer for staff work. Good pay and permanent job for right man—write—telephone—wire WDNC, Durham, N. C.

Buying Time IS ONLY Half the Picture

The other, and most important half, is buying time on the RIGHT STATION... the station that will do the biggest job for you!

In Baltimore, it's

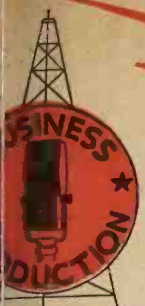
WCBM

BALTIMORE'S Blue Network Outlet

JOHN ELMER President GEORGE ROEDER Gen. Mgr.

FREE & PETERS, Inc. Nat'l Representatives





# RADIO DAILY

The National Daily Newspaper of Commercial Radio and Television



DL. 26, NO. 7

NEW YORK, N. Y., TUESDAY, JANUARY 11, 1944

TEN CENTS

# Web's War Loan Rallies

## Radio Developments Light In Washington

Washington Bureau, RADIO DAILY  
Washington—It is not likely that this week will see any radio activity at Capitol Hill, at least insofar as the Life-Wheeler bill and the Lea committee's investigation of the FCC are concerned. Although Senators White and Wheeler have begun the rewriting of their legislation, no committee meeting on the matter has yet been scheduled, and there appears to be a chance that anything decisive will not be accomplished by the end of the week, as predicted last month by Senator Wheeler.

Lea committee counsel Eugene L. (Continued on Page 2)

## Sen. Spaatz On Blue Web Via Trans-Atlantic Show

Gen. Carl A. Spaatz, newly appointed commanding general of the American strategic bombing forces on the Western Front and Acting Air Marshal Sir Richard Hallam Peck, assistant chief of air staff of the RAF, will be heard Thurs. 1:30-2 p.m., EWT on a trans-Atlantic press conference radio through the joint efforts of (Continued on Page 6)

## "Meet Your Navy" Show Seeks Ideal Navy Mother

Chicago—A coast to coast search for a "Navy Mother of 1944" has been instituted by the "Meet Your Navy" program on the Blue Net. Nominations are being received by the Navy Mother of 1944 Committee, Great Lakes, Ill., and wives of officers at (Continued on Page 2)

**Weather Note**  
Ralph Edwards of "Truth or Consequences" now on the West Coast with his show, got tired of receiving messages from New York friends congratulating him on being in "Sunny California." For the past few days Edwards has been air mailing newspaper clippings from the West Coast to N. Y. friends telling them all about the heavy rainfall.

**FDR Speaks Tonight**  
President Roosevelt will be heard on all networks tonight in a condensed version of the message which he will have sent to Congress earlier in the day. The Chief Executive's physicians forbade him to deliver the message to Congress in person, fearing a recurrence of his recent illness.

## FCC 'Multiple Rule' Affects Nebr. Deals

Omaha—KOIL, Omaha, and KFOR, Lincoln, will be sold by the Central States Broadcasting Company according to present plans, Charles L. Carper, president of the Sidles Company of Omaha, which owns an interest in Central States, said Friday.

KFAB, Central States largest station, however, will be retained and made a 50-kilowatt station after the war.  
Charles and James Stuart of Lincoln, who were stockholders in the Sidles Company until recently, are (Continued on Page 5)

## NAB Program Managers Meeting In New York

Meetings will be held by the Executive Committee of the NAB Program Managers, both today and tomorrow, at the Roosevelt Hotel. Other NAB groups will meet during this same period, in New York. Understood that among the highlights to be taken (Continued on Page 2)

## Denver Station To Appeal Decision Of District Court

### Three FCC Officials Will Address FM Group

Three FCC officials will participate in the fifth annual meeting of the FM Broadcasters, Inc., at the Hotel Commodore, New York, on Jan. 26 and 27. James Lawrence Fly, chairman of FCC, will address the general luncheon on the 26th and E. K. Jett, chief (Continued on Page 4)

## CBS Tie-Up With Hotelmen, Treasury Calls For 12 Cross-Country Shows In Interest Of 4th Bond Drive

### Urges Businessmen Learn Electronics

Detroit—Urging businessmen to familiarize themselves with electronics, Dr. Walter R. G. Baker, vice-president in charge of the Electronics Department of the General Electric Company, told The Economic Club of Detroit in a speech yesterday that television held much post-war promise along with our electronic developments including FM.  
Forecasting a great future for television, Dr. Baker disclosed that tele (Continued on Page 5)

### NBC Midwest Picture Bright For New Year

Chicago—One of the highest sales levels in its history was achieved by the NBC Central Division sales department in 1943, although the percentage gain over 1942 was not as (Continued on Page 2)

### Two Appointments Announced By WJZ

Two staff appointments were announced at WJZ yesterday. Maurice Joachim has joined the program department as a script writer and pro (Continued on Page 2)

Most ambitious network tie-in to date for the Fourth War Loan drive is the CBS announcement of a series of 12 cross-country rallies and broadcasts linking 134 net stations, the American Hotel Association of 5,500 members and the United States Treasury Department.

The 12 coast-to-coast programs, originating in as many cities, will be broadcast over the network from the leading hotels where testimonial dinners will be given by the management to honor local War bond campaign (Continued on Page 6)

## E. C. Mills Resigns Exec. Post With SPA

E. C. Mills, general manager of the Song Writers Protective Assn. has resigned effective Jan. 31, according to Sigmund Romberg, president of the organization. Romberg said that the SPA and Mills would be parting as the best of friends, that Mills had accomplished his job, as planned when he joined the SPA. Mainly Romberg stated, it was now the plan (Continued on Page 5)

## Station Advisory Group Opens 2-Day Meet At NBC

Station Advisory Planning Board of NBC opened a two-day meeting yesterday, during which pending legislative matters were discussed as they (Continued on Page 2)

**Rescued!**  
Because of actress Shirley Booth's willingness to help, the "March of Dimes" show over WMCA, New York, went on the air without a hitch yesterday. Shirley, leaving the studio following an interview with Ethel Colby, generously offered her services when Jose Ferrer and Uta Hagen made a last-minute switch in their script and found they were short one player.





Vol. 26, No. 7 Tues., Jan. 11, 1944 Price 10 Cts.

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

(Monday, January 10)

## NEW YORK STOCK EXCHANGE

	High	Low	Close	Net Chg.
Am. Tel. & Tel.	156 3/8	156 3/8	156 3/8	— 3/8
CBS A	27 1/4	27	27 1/8	+ 3/8
CBS B	27 1/4	27	27	+ 1/8
Crosley Corp.	18 3/8	18 3/8	18 3/8	+ 1/8
Farnsworth T. & R.	11 1/2	10 7/8	11 1/2	+ 1/2
Gen. Electric	37 1/2	37	37 1/2	+ 1/8
Philco	27 3/4	26 1/4	27 1/4	+ 1 1/8
RCA Common	10	9 7/8	10	—
RCA First Pfd.	70 1/2	70 1/2	70 1/2	—
Stewart-Warner	12 3/4	12 1/4	12 1/4	—
Westinghouse	95 1/4	94 1/4	95 1/4	—
Zenith Radio	35 3/4	35	35 1/2	+ 1/2

## NEW YORK CURB EXCHANGE

Nat. Union Radio	3 7/8	3 7/8	3 7/8	—
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## OVER THE COUNTER

	Bid	Asked
WCAO (Baltimore)	20	—
WJR (Detroit)	30 1/2	33

# 20 YEARS AGO TODAY

(January 11, 1924)

Innovation in broadcasting took place from the Hudson Tunnel, N. Y., when radio waves traveled through 500 miles of air, 75 feet of water, 30 feet of mud and the steel casting of tunnel... Opinion of a writer in Radio Broadcasting is that the radio announcer is a "teacher" and as such should have a broad educational background... Station WOS, Jefferson City, is airing band concerts from the state prison.

## WANTED

Music Librarian, experienced in correspondence, cataloging, copyright work, program building. Permanent New York position. Write particulars and salary expected to Box 785.

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

## Radio Developments Light In Washington

(Continued from Page 1)

Garey is due back in Washington today after three weeks out of town, and is expected to announce this week the date of resumption of the public phases of his investigation of the FCC. It is generally believed that next week will see the beginning of the sessions wherein the Commission will present its a reply to the numerous charges hurled against it by Garey.

Farther along Pennsylvania Avenue, the FCC is still sitting on the newspaper-ownership question, with no reason to expect an announcement this week except that it is already long overdue. Illness of two members plus the absence from town of the chairman last week are understood to have been important causes of the long delay. All six members are on hand this week, and it is believed that the deliberations may be wound up within another couple of days.

## Station Advisory Group Opens 2-Day Meet At NBC

(Continued from Page 1)

pertain to station and network operation. Paul W. Morency of WTIC, Hartford, was elected chairman. Other members of the Board are: James D. Shouse; G. Richard Shafto, H. W. Slavick, Edgar Bell, Stanley Hubbard, Richard Lewis and Arden X. Pangborn.

NBC president Niles Trammell and Wm. S. Hedges, vice-president in charge of stations were among the speakers. Group will meet again today in the NBC board room to further discuss items of mutual welfare to station and network.

## "Meet Your Navy" Show Seeks Ideal Navy Mother

(Continued from Page 1)

the naval training station will select the winner. The lucky mother will be guest for a week at the Great Lakes Station.

## NBC Midwest Picture Bright For New Year

(Continued from Page 1)

great as in previous years. Furthermore, the prospects for a repeat performance in 1944 seem good, according to Paul McCluer, sales manager of the division.

Entering 1944, the NBC sales department has a backlog of time orders waiting only for station clearance for public announcement. One such show is scheduled to hit the air late in January.

First new show of the new year was the Union Pacific program, Your America, sold by the Central Division sales department. The presence of "more orders on the hook" is a definite indication that NBC is not yet ready to hang up a "sold out" sign, contrary to some reports floating around the time sales field.

McCluer pointed out the fact that a speedy close of the war could materially change the broadcasting picture, but he stated a belief that radio probably would not undergo any undue shock from a transition to peace.

In this connection he noted that radio is in a somewhat better position to retool its sales stories than other media. Changing the tenor of a radio commercial to suit the conditions of a sudden war stoppage would be a matter of only a few hours, as compared with the much more difficult task of changing art, copy and typography for printed media.

## Two Appointments Announced By WJZ

(Continued from Page 1)

ducer and Ken Farnsworth has been appointed a member of the sales staff. John McNeil, station manager, announced both appointments.

## WAGE Merger Filed

Albany—Papers of merger for WAGE, Inc. to merge with Sentinel Broadcasting Corporation, were filed with the Secretary of State's office by Farnham and Martineau, Syracuse.

## COMING and GOING

MILLER MCCLINTOCK, president of M... has returned from an extended trip... which he addressed advertising clubs executives in Minneapolis, Chicago and... ton.

KEITH KIGGINS, vice-president of the Network in charge of stations, off on a... ness trip which will take him through the... ern states. He will be away from New York several weeks.

ARTHUR PERLES, assistant director of... press information, left last night for... where he will be joined by ROCCO PADULO... left New York for the Windy City last week.

EDGAR KOBAK, executive vice-president... the Blue Network, is in Boston today, where... is scheduled for a talk before the Adver... Club of that city.

CHARLES E. DENNY, general manage... WERC, Erie, Pa., is in town for confer... with the New York representatives of the... tion.

ALLEN T. SIMMONS, president and... tion manager of WADC, CBS affiliate in... Ohio, is visiting briefly in New York.

W. B. MCGILL, general advertising man... of Westinghouse Radio Stations, Inc., in... burgh today for talks with KDKA executive.

WOODY HERMAN has left for the... Coast, where he has been cast for a rol... United Artists' "Sensations of 1944."

HILDEGARDE off for Chicago where she... booked for an engagement at the Palmer H... starting Jan. 12.

MARTHA TILTON, West Coast vocalist, town.

## NAB Program Managers Meeting In New York

(Continued from Page 1)

up by the program manager group... be that of labor programs and its... pertaining to such time requests, s... taining and commercial.

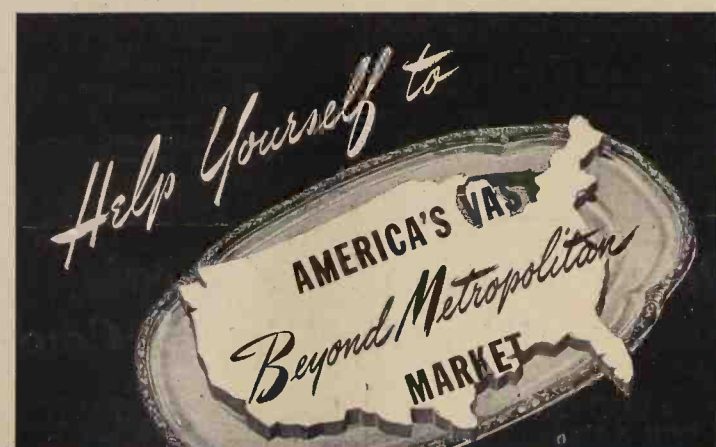
## NOT JUST A "PLATTER" SHOW

In Baltimore they're listening to a new radio show. It goes on at midnight and runs to six A.M. It's called "The Night Owl Club" and it gives the swing shift big-time daytime entertainment. Prizes, contests, news, membership cards, music and good showmanship by Paul Miles. Time is available. \$125 a week buys you news spots across the board.



# WITH IN BALTIMORE

TOM TINSLEY, President  
REPRESENTED BY HEADLEY-REED



See Broadcasting and Radio Daily, January 17, 1944



*Music  
in  
Exile*

For thirty minutes every Sunday afternoon, WNEW plays the music that those in Axis nations *may not* hear... the music of Dvorak and Bizet, of Mendelssohn and Grieg... the music of men who, were they alive today, would understand why we are now at war.

New Yorkers understand. Hooper reports that this simple program of good music and sympathetic commentary — *Music in Exile* — enjoys more listeners than are tuned to 21 of the 23 other stations serving the New York area.

**WNEW**  
NEW YORK

REPRESENTED BY JOHN BLAIR & COMPANY



LOS ANGELES

By RALPH WILK

GEORGIE PRICE, the singing "comimic," is appearing at Slapsy Maxie's Wilshire Bowl. Georgie is believed to be the only actor who owns a seat on the Wall Street stock exchange.

Edgar Bergen and Charlie McCarthy were among the stars who performed at the Army and Navy Benefit Show at the Los Angeles Coliseum Saturday night.

Cary Grant may soon play a "command" performance on an early "Suspense" program. Listener response to his recent appearance on the show was so favorable that a return engagement of the popular actor is almost expected.

Roger Sprague and Carl Blume, news editors KMTR, are now producing a new sport show for the eight-minute period following the six o'clock ("PM") news. Program is proving doubly interesting due to presentation of both sides of each sport event.

Every spare moment that Eddie Cantor has between his radio work and the filming of his picture, "Show Business," the comedian is devoting to the preparation of the mammoth radio show which he'll stage in January for the March of Dimes. Cantor is serving as chairman of the benefit for infantile paralysis victims for the sixth consecutive year.

Wesley Tourtelotte, organist on Mutual Don Lee's "Sherlock Holmes" mystery series, has a son in the Quartermaster's Corps in the Navy. The 20-year-old youngster has circled the world twice and been the target of numerous enemy bombs during his two years of active service.

Putnam To Speak

George Putnam, NBC radio reporter, "official voice of the U. S. Army" on the Sunday Army Hour and emcee of the Red Cross radio program, That They Might Live, will speak on radio's role in the war effort at the first 1944 luncheon of the Advertising Women of New York, Inc., today, at the Hotel Belmont-Plaza, Lexington Ave. at 49th Street. Jane Tiffany Wagner, director of war activities for women at NBC, will introduce Putnam, and Katherine Wellingbrook will act as chairman.

WANTED

dependable announcer for staff work. Good pay and permanent job for right man—write—telephone—wire WDNC, Durham, N. C.

MAIN STREET



Radio Vitamins For Wednesday!!

Word again comes from the Coast via Spike (Speaks) Jones who relates that he and the City Slickers are just coming out of the ether as to figuring out what was a benefit in the rush before the Holidays and what was routine work for cash... so many of the former are involved... the boys probably figure Spike being an honest man... they'll let it go at that... incidentally, the Slickerettes, otherwise known as the Nilsson Twins (Elsa and Eileen) are being tested by Paramount... New voices on the Fighting Coast Guard program on the Blue, Thursdays 7:30-8 p.m., EWT... is that of Coralee Burson, a SPAR, who is to handle interviews with visiting personalities... SPAR Burson was formerly with the Pasadena Community Playhouse... Roy Harlow of BMI addresses the Boston Radio Council today... this group recently co-chaired the appearance of the junior "Town Meeting of the Air."



What puts that "sock" into a program, or makes it consistently good?... could be any one of several things... as for instance... "Abie's Irish Rose" on NBC authored by Anne Nichols and Rip Van Ronkle... the latter also directing... a preview is done on Thursday for a line studio audience... recording is made of the preview and it is worked on by Miss Nichols and Van Ronkle to tighten the show... cast is rehearsed Saturday morning and the recording is played of the previews... same afternoon there is a dress rehearsal... and of course the show hits the air at 8 p.m. that night... repeating at 11:30... during the show Miss Nichols sits in the control room with her secretary Virginia Smith... taking notes as the show goes along... musical cues are done by Joe Rines, to fit all occasions... he has compiled probably the only catalogue of its kind... virtually every song title being cross-indexed for reference... on top of that Joe, strategically placed on the podium behind the cast mike, infects the studio audience as he chuckles and laughs, although never uttering a sound... good showmanship and no wonder Miss Nichols said she would "never do a show without Rines."



Then something may happen such as happened on the "Saturday Night Bond Wagon"... over Mutual Saturday night... Fritz Blockl, producer, noticed that the two femme leads Irene Hubbard as the mother and Ann Shepherd as the wife in "Dear Folks at Home" had tears in their eyes as they finished rehearsal... Blockl wondered if the script was that good or were they too good emotional actresses... it turned out that the script hit home... Irene Hubbard playing the mother had a son who recently left for overseas... and Ann Shepherd playing the role of wife has a husband who recently entered the service... NBC yesterday afternoon held a cocktail party and exhibit of the network's Parade of Stars Promotion Results... in the Perroquet Suite at the Waldorf... many radio and agency people were present, while the exhibit itself was duly impressive as to the results of the tremendous radio and newspaper campaign... tomorrow CBS has a press party for Alfred Drake, singing star of the web's "Broadway Matinee" and of the stage hit "Oklahoma"... Phil Hoffman, v.p. of WNAX, Yankton, S. D. and Phil Paige, promotion manager found a sour way to spend New Year's day and "hangover" has nothing to do with it... some way inserted an ad in a local paper to the effect that Hoffman and Paige were paying 50c a piece for old Christmas trees brought to the studios... and they came in a steady stream all day long... they now bemoan loss of prestige for themselves and that newspaper's pulling power.



Remember Pearl Harbor

CHICAGO

By BILL IRVIN

MILES LABORATORIES, INC. (Alka-Seltzer and One-A-Day Vitamins) through Wade Advertising Agency, will sponsor its second program on NBC when it presents Robert St. John, NBC news analyst, in a five-a-week series of quarter-hour commentaries, starting Jan. 12. St. John will be heard from New York Mondays through Fridays from 9:30-10:30 a.m., CWT. Contract is for 13 weeks on 39 NBC stations, including the basic network plus the southern and mountain groups. St. John, a reporter of 20 years experience, is widely known as the author of "From the Land of the Silent People." He covered the war from the time of its outbreak in Europe and joined NBC after being driven from the Balkans by the invading Axis army. Miles Laboratories also sponsors news of the world, aired on NBC Mondays through Fridays from 6:15-6:30 p.m., CWT, and on Sundays from 10:30-11:30 p.m., CWT.

Three FCC Officials Will Address FM Group

(Continued from Page 1) An engineer of the Commission, George Adair, assistant chief engineer, will participate in the round table panel discussion on the 27th. Walter J. Damm, president of the FM organization, warns that all advance reservations must be received by Jan. 15.

R. R. Discussion On MB

From 2:15 to 2:30 p.m., EWT, tomorrow, Mutual will broadcast a special roundtable discussion by railroad heads on America's huge transportation problems. Speakers will be R. V. Brown, host of the meeting and president of the Lehigh Valley Railroad; Henry F. McCarthy, director of the Division of Traffic Movements, O.D.T., and George H. Shafer, president, National Association of Shippers' Advisory Boards. Moderator will be Albert L. Beatty, manager of Public Relations, dept. of the Association of American Railroads.



WTAG's Hostess MILDRED BAILEY makes your brand name a household word Central N. E.

WTAG WORCESTER



# KFEL—"Post" Action To Colo. High Court

(Continued from Page 1)  
 was handed down following oral arguments presented on December 27 to the Judge.  
 The jurist upheld virtually all of the newspaper's contentions. He ruled under common law the news-stander owed no duty to the radio station. He also held that the "Post" is the sole judge of what it should print and that KFEL was not a competitor of the "Post." Finally, Judge Ford ruled that the Colorado Unemployment Practices, under which the suit was brought, does not apply.  
 KFEL, managed by Gene O'Fallon, finally brought suit seeking to compel the "Post" to include its radio programs within a daily radio log published by the paper as part of its page. The newspaper now publishes programs of three other Denver network affiliates. KFEL also seeks damages because of the omission of its programs.

# "Multiple Rule" Affects Nebr. Deals

(Continued from Page 1)  
 prospective buyers of KOIL and KFOR and a proposed contract between them and Central States is being prepared for submission to the Federal Communications Commission.  
 The recent FCC ruling that prohibits no radio station owner may own more than one station serving the same primary area is the reason for the proposed sale. Because of this, according to Carper, KFAB and KOIL conflict, but this is not the case for KOIL and KFOR since the latter is a local station with 250 watts.  
 The Sidles Company and the Seaton family of Lincoln, which owns the papers there, control the Central States Broadcasting Company.

# Subs For Clapper

Henry Gladstone will be heard in place of Raymond Clapper on the "The Owl" program over Mutual Tuesday, at 10 p.m., EWT. Clapper's schedule of broadcasts from South Pacific will be picked up

# Urges Businessmen Develop Familiarity With Electronics

(Continued from Page 1)  
 will come after the war but, "how soon," he said, "cannot at this moment be stated with any degree of definiteness."  
 "It will not come at once," he continued, "since a large investment must be made in television transmitters and some system of interconnecting or chaining these transmitters. Whether the interconnecting mechanism will be by means of radio, coaxial cable or wave guides depends upon many factors. The problem certainly can be resolved but it will take time to work out not only the technical solution but, what is perhaps of more importance, the economics. However, it is coming just as radio came to the American home in the past. It is only a question of time."  
 "Broadcasting both sight and sound is the great mass entertainment market and probably represents the major use of electronics in our homes," he said. "Electronics is not going to make obsolete your home, your household equipment, and your way of living—but it is going to make that home a finer place to live in and it is going to make you a happier person."

Looking at the application of electronics from both a national and international point of view, Dr. Baker said, "the influence of the electron on our lives poses a most interesting and fascinating question. What little we know about the electron has, among many other things, brought forth the electronic tube. This tube," he said, "has made possible worldwide wire and wireless connection and sound broadcasting which has brought not merely a more compact world, but a social awakening, an integration of the masses, and a new intellectual activity, the full effect of which we do not as yet realize. To this statement, if we add the old Chinese proverb that 'a picture is worth 10,000 words' we begin to see, perhaps in a dim sort of way, the enormous potentialities of sight broadcasting."  
 "Electronics at war also promises peacetime miracles," said Dr. Baker as he demonstrated a Magnetic Wire Recorder which amazed his audience. It is a portable machine, no larger than a suitcase, that records 66 minutes of continuous speech and sound on a spool of hair-like wire no larger than a doughnut.  
 To dictate with this self-contained instrument you speak into a small

microphone, snap a switch and it immediately reproduces the voice. Sound is converted to magnetic impulses that are registered on the wire.  
 "It won't be long now before the busy executive may dictate his letters on this hair-line steel wire that will hold his natural voice indefinitely," said Dr. Baker.  
 He explained how different models of the Magnetic Wire Recorder were used recently during the Sicilian as well as the Bougainville invasion, in which everything that happened during the battle was recorded and rebroadcast to America on one of the major radio networks.  
 Summing up the importance of electronics not only in America but in the world today and tomorrow, Dr. Baker declared that "it is necessary for businessmen to cultivate the electron, and to familiarize themselves with electronics, so as to be able to take advantage of its facilities when it can stand on its own feet."  
 In conclusion, Dr. Baker stressed the fact that "electronics is not a 'cure-all.' It cannot do everything—but it can perhaps point the way as to what we may expect in the future. Let us be intensely practical and not attempt to 'lift ourselves by our bootstraps'."

# Moves Dept. East

The accounting, auditing, billing, contract, commitment and affidavit departments of the Mutual Broadcasting System have been moved from Chicago to the New York office of the network. Miles E. Lamphiear, controller, will henceforth make his headquarters in the New York office. Western division sales, service, sales promotion and program traffic will remain at their present address, Tribune Tower, Chicago.

# E. C. Mills Resigns Exec. Post With SPA

(Continued from Page 1)  
 of the SPA to sit tight until the war was over and therefore no future plan as to the SPA's working would be on tap. Decision not to do anything out of the usual run for the duration, was one of the reasons Mills and the SPA mutually decided to part, Romberg pointed out.  
 Mills, who joined the SPA as general manager August 1, 1942, came there from Ascaph of which he had been chief pilot for many years. He is now en route to the Coast on both SPA and presumably other business matters. In going over to the SPA, Mills more or less gave the organization the benefit of the year's salary in advance received from Ascaph, which at the time was reduced to about \$35,000 annually.  
 Future plans of Mills were not discussed by Romberg.

# Musical Incorporation

Albany—Papers of incorporation for Henry Jerome, Inc., whose business will be to manage bands, orchestras, etc. were filed with the Secretary of State's office. Concern has an authorized 200 shares of stock, no par. Directors of record are Lillian Cukor, Shirley Meyer and Herbert M. Karp, 11 East 44th Street, New York. Karp filed the papers.



**Olive Kachley**  
 HER FRIENDLY ADVICE,  
 WIT AND HUMOR, KEEP  
 WOMEN TUNED TO....  
**W C K Y**

**50,000  
 WATTS  
 C B S**

Denver Delivers  
**SALES**  
 KLZ Delivers  
**The DENVER MARKET.**

**THE L. B. Wilson STATION**

KLZ Denver Represented by The Katz Agency



## CBS And Hotelmen In Bond Drive Tieup

(Continued from Page 1)

workers. First broadcast is scheduled from the Hotel Statler, Boston, Jan. 18, with Governor Leverett Saltonstall of Massachusetts and President Glenwood J. Sherrard of the AHA as guests of honor. Subsequent broadcasts will be as follows:

Jan. 19, Philadelphian, Philadelphia; Jan. 24, Commodore, New York City; Jan. 25, Adolphus, Dallas, Tex; Jan. 26, Book-Cadillac, Detroit; Jan. 31, Cosmopolitan, Denver; Feb. 2, Sherman, Chicago; Feb. 7, New Jefferson, St. Louis; Feb. 9, Gibson, Cincinnati; Feb. 10, Los Angeles hotel to be announced; Feb. 14, Roosevelt, New Orleans and Feb. 15, Mayflower, Washington, D. C.

Each program will feature human interest stories of local and regional War Bond sales. As each show goes on the air, last-minute totals of local, state and national sales, will be flashed from Washington as news items to be broadcast. At the windup of the campaign, it is expected that Secretary of the Treasury Henry L. Morgenthau, Jr. will be heard from Washington, with the complete total of War Bond sales raised during the entire campaign.

### Name Bands Scheduled

In addition to featuring local bond stories, the programs also will include performances by name bands currently playing at the various hotels. The Hollywood Victory Committee will schedule stars playing in nearby regions for appearances at these dinners as the programs go on the air.

The testimonial dinners by individual hotels will be staged for War Bond salesmen. Through the cooperation of local War Bond Committees, it is expected that the governors of the various states where these dinners are held, as well as municipal officials, will attend to pay tribute to the foremost bond salesmen among the volunteer workers in each city.

The coast-to-coast broadcasts will be half-hour programs presented at 12:30 to 1:00 a.m., EWT; 11:30 p.m. to 12:30 p.m., CWT; 10:30 to 11:00 p.m., MWT; and 9:30 to 10:00 p.m., PWT.

### Touchdown Club On Mutual

From 10:15 to 10:45 p.m., today, Mutual will once again broadcast the Touchdown Club's annual dinner, held in Washington, D. C. Honor guest will be Sec'y of Navy Frank Knox. Jimmy Counzelman will emcee, and awards will be made to players, Bertelli, Myslinski, Todd, and Baugh. Russ Hodges, Mutual's veteran football announcer, will interview some of the guests. Broadcast will originate through WOL.

### Robinson Is Hazeltine V. P.

Fielding Robinson has been named vice-president of Hazeltine Electronics Co. and John D. Grayson has been elected treasurer of the company. Since 1941 Robinson has been coordinating the firm's activities with the requirements of Governmental agencies in Washington.

## PROGRAM REVIEWS

### "FRANK SINATRA SHOW"

Lever Bros. Co. (Vimms)

WABC-CBS Wed. 9-9:30 p.m., EWT

J. Walter Thompson Co.

**SINATRA IN HIS OWN VARIETY PROGRAM BIDS FAIR TO RETAIN HIS MANY FOLLOWERS, AND PROBABLY ADD SOME.**

Good fast moving program, reminiscent of the Bing Crosby format, gives every indication of Frankie drawing to the loud speakers all of the many young (and probably many old) fans he does on "Hit Parade" and other appearances. Permanent artists on the program include Bert Wheeler, stand-up comic who always knew his stuff; Minerva Pious, famed as the Mrs. Nussbaum of Fred Allen's former shows and now with Jack Benny, and Axel Stordahl conducting the orchestra. Ginger Rogers was guest on the premiere.

Sinatra sang both the type of song most people expect him to, also a romantic musical comedy hit or two of the past. He handled his tunes and dialogue nicely, including the cross-fire with Wheeler, and the spots which called for an emcee. Wheeler of course with his long movie and vaudeville background, as well as not a little radio, took no chances but used the tried and true routines, just as funny as ever. Like all movie stars appearing on guest spots, Miss Rogers was pleasing enough. Orchestra of course was okay both in accompaniments and on its own.

Vimms (Vitamin Pills) no doubt seeks to appeal to both the youngsters and their mammas; Sinatra ought to fill the bill. Judging by the same girlish screams in the studio audience, Frankie isn't falling off any and if they like it, there isn't much we can do about asking that the "clacque" be held down.

### Gen. Spaatz On Blue Web Via Trans-Atlantic Show

(Continued from Page 1)

the National Press Club in Washington and the Blue Network.

The Press Club's regular "off the record" luncheon meeting this week (Thurs.) will be on the record in the form of a two-way broadcast at the above mentioned time, with a group of Washington correspondents asking relevant questions of the two air-leaders, who will answer from a radio station studio in Britain. Program will be heard simultaneously over the facilities of the Blue Network and the BBC.

Robert E. Bunnelle, president of the Association of American Correspondents in London, and Felix Cotten, president of the National Press Club of Washington, will also exchange greetings during the broadcast.

William Hillman, Blue Washington correspondent, will introduce the Washington newsmen and Arthur Feldman, Blue London correspondent, will present General Spaatz and Air

### "DEPARTMENT OF STATE SPEAKS"

NBC, Sat., 7-7:30 p.m., EWT

**GOVERNMENT OFFICIALS QUIZZED ON FOREIGN RELATIONS WITH 'LIGHTENING' RESULTS.**

International co-operation was stressed as the administration aim in the first of four weekly airings presented by the NBC Inter-American University of the Air in co-operation with the Department of State. Richard Harkness, network commentator, queried State Department officials in behalf of the public, invited listeners to send in questions.

Behind-the-scene series belongs to a high educational order, is of a type sorely needed to acquaint a puzzled public with democracy at work. Palm must be handed NBC for putting on a public-service broadcast of this kind.

From State Department headquarters in "the old lady of Pennsylvania Avenue" were heard Under-Secretary Edward R. Stettinius, Dr. Leo Pasvolsky, special assistant to the Secretary of State in charge of post-war planning, and James C. Dunn, advisor to the Secretary on political relations for the European area. Michael J. "Mac" McDermott, the Department's press chief, joined in occasionally to give the answering a tactful turn.

After a brief introductory explanation by Stettinius of the only Government department that deals directly with foreign governments, Dr. Pasvolsky, in his role of expert on international economic affairs, spoke on post-war plans for maintaining peace and security. Dunn's description of the Moscow Conference and the four-nation declaration was highlighted by the statement that Secretary Hull took the draft of the declaration with him when he went to Russia.

### Gen. Marcel De Baer On CBS Show Tonight

Gen. Marcel de Baer, chairman of the Inter-Allied Commission for the Punishment of Nazi War Criminals, will be heard tonight in connection with the presentation of highlights from the Columbia motion picture, "None Shall Escape," on the CBS network broadcast of "Report to the Nation" at 9:00 p.m.

Marshal Peck. The three men selected to question the air leaders are John M. Hightower, Associated Press; Kingsbury Smith, International News Service, and Revel S. Moore, United Press Associations.

Special guests of the Press Club at the luncheon will include Edward J. Noble, chairman of the board of the Blue; Mark Woods, president, and G. W. Johnstone, director of news and special features of the Blue, all of New York; and high ranking officers of the AAF and RAF stationed in Washington.

## • TELE TOPICS •

### Spectrum Beat

Which two major press associations are moving into tele?... Newspaper publishers are continuing scrutinize sight-and-sound transmission... New York State Publishers Association is holding over its Albany convention for an additional day see a tele demonstration at GWRGB in Schenectady Wednesday, Jan. 19, as first noted in this paper more than a month ago. Format will be similar to the recent telecast of special 10-page edition of the Albany "Times-Union."

Call for the long-awaited organizational meeting of the Television Broadcasters Association at the Palmer House in Chicago next Monday and Tuesday failed to give the organization of business and starting time. Prospective delegates from New York have been writing and wiring organizer Klaus Landsberg on the subject up to press time there was word. Confab will probably result in a sight-and-sound group similar to NAB in radio.

NBC hopes to be back on the spectrum with live-talent studio shows in the first quarter of this year. This week the network's WNBT will move its camera to Madison Square Garden for Friday's boxing card, a hockey game on Sunday before the New York Rangers and the Boston Bruins; another fight program from the Garden is set for Friday, Jan. 28... American Television Society's Board of Directors has voted to become a membership corporation which proposition will be put before the members at the next general meeting Tuesday evening, Jan. 25, at the Capitol Hotel in Gotham... T. Joyce, vice-pres of RCA, and Art Levey, prexy of Scopphony, are among those on the new ATS advisory committee.

Is the Trans-Lux chain of film theaters considering tele as a novelty presentation?... Tele scribes are organizing a Television Press Club open to publication writers only... "Click" running a sight-and-sound spread its April issue... "Miss Electron" will be chosen tomorrow from 26 production beauty finalists at Bridgeport, Conn., plant. Winner runner-up will be televised in special show from WRGB... Drama Workshop of the New School for Social Research in New York will be a tele survey course Apr. 6. There will be five lectures on Thursday evenings, with Clarence L. Menzies, NBC vice-president in charge of programs, as the first speaker.

### Lopez Gets New Show On Mutual Network

Vincent Lopez, veteran band leader reported to have been sold for a commercial show, "Luncheon With Lopez" which will be heard on the Mutual net.



# ★ ★ ★ COAST-TO-COAST ★ ★ ★

—TEXAS—

**PORT WORTH**—Probably the most cherished of gifts is a transcript for "War Correspondent" presented to the parents of the late Lt. Livesay by Frederic W. Ziv, producers of the series. Record tells story of the hero's part in war.

—INDIANA—

**INDIANAPOLIS**—Listener mail to WOWO's "Modern Home Forum" program is gratifying last year; 87 more pieces came than during the three months of 142.

—CALIFORNIA—

**SAN FRANCISCO**—New program airing over KFRC is "Vaudeville" purchased by Hunt Bros. Pack-Co. through Garfield and Guild. Emcee, Henry Grant, will be on the mike to present as first guest, the Rosenblum, who will be followed weekly by acts from the different spots. New additions to the schedule include Ben Sweet, a psychologist, and "The Baby" each on a five-day week.

—MASSACHUSETTS—

**WORCESTER**—FM station WIXTG, out of WTAG, has a new time schedule which keeps it on the air continuously from 2:30 to 10 p.m., the entire week, employing the all-girl announcing staff in plenty to do. Caravan Coffee has bought 26 weeks' time over WIXTG to present new coffee product, their first radio-advertising venture. The program consists of 15-minute newscasts three times weekly, plus a large number of spots.

—PENNSYLVANIA—

**PITTSBURGH**—When the flu epidemic hit the KDKA newsroom, Harry Bennett, the station's publicity director, led a few hitches as news editor help out in the emergency. The advertising fund for Allegheny County will sponsor 15-minute and 30-minute programs on KDKA starting January 18 to boost the Fourth Loan drive. In addition, KDKA has scheduled a large number of 15-minute and five-minute shows on a rotating basis to help in the drive. Fleetwing Corp. through the World Eshleman Agency has taken weeks of station breaks on KDKA starting January 8.

—MISSISSIPPI—

**GREENVILLE**—Station WJPR looks forward to 1944 with great anticipation after doubling its gross business the second half of '43 over the first six months. Newcomer to the outlet, from WCBI in Columbus, O., is Bill McHan, who programs. Continuity is being directed by another newcomer, Dixie Haas. Credit goes to femme announcer, Rosemary Mock, for ideating, producing and conducting station's latest offering, titled "Patients Platter," consisting of chatter about hospitalized members of the Greenville Army Air Corps and their favorite tunes.

—KENTUCKY—

**LOUISVILLE**—This and that from station WAVE: Burt Blackwell, now a present war veteran, announcing again after his honorable discharge from the Army. "Taystee—Toast O' the Morning" featuring Kate Egan, city's first femme announcer. Wedding bells ringing for Ruth Mary Hood of transcription dept., and announcer Livingston Gilbert. Back from KWK, St. Louis, is native George Reeves to WAVE's mike.

—PENNSYLVANIA—

**PHILADELPHIA**—One gentleman who believes in making reservations well in advance is Rev. H. B. Rittenhouse who has bespoke time on WIBG for New Year's Eve, 1944. Ad-libbed commercial for the Ogontz Motor Co. by Doug Arthur over WIBG had listeners wondering for a second. What he said was: "We have nothing to hide; we're glad to step out and disclose our figures." Then he quoted prices sponsor had paid for used cars the day before.

—NEBRASKA—

**OMAHA**—Santa visited an Omaha family without a chimney this Christmas when station WOW, through appeal to listeners, amassed nearly \$2,000 to help rebuild their home that had been destroyed by fire.

—COLORADO—

**DENVER**—Basketball fans enjoyed a colorful session the other day when Bill Gillin, sportscaster, exchanged verbal dribbles with a group of former all-Americans on the occasion of their guesting at KLZ. New program sponsored by Baldwin Piano Co. of Denver over KLZ, titled "Melody Master," features station's music director, Les Wheelans, at the piano playing familiar melodies and offering philosophical tidbits.

—CONNECTICUT—

**NEW HAVEN**—New series recently started by station WELI, in co-operation with local welfare agencies, deals with the problem of juvenile delinquency. Program was developed, after careful study of local conditions, to help combat the situation, and is heard every Thursday from 7 to 7:30 p.m. Script deals with actual cases but does not reveal true names. WICC recently received a report of progress in North Africa. Larry Gruza, former newscaster on the station, writes he has been promoted to captain.

—NEW HAMPSHIRE—

**MANCHESTER**—To salute its sponsors was the purpose of an hour program over WFEA last week, scripted by Fred Cole, program head. Show comprised resume of 1943 newscasts and sponsors; reviewed theme openings for commercial entertainment; and presented through an announcer-storekeeper interview difficulties facing the retailers today, many of whom were presented to the radio audience.

—NEW YORK—

**KINGSTON**—Sophia Miller, scripter, producer and "Sophia" of WKNY's "Sophia & Joshia," finds Jan. 12 of this year a meaningful date. It is her birthday, the birthday of her announcer-husband, Jack Abernethy, and the date of their Wednesday performance this month.

—WEST VIRGINIA—

**BECKLEY**—WJLS acted as good samaritan to needy families in the vicinity by soliciting pledges over the air nightly in December, which when redeemed bought food to fill baskets that were distributed on Christmas Day. Native newcomer on the continuity staff of WJLS is Phyllis Harris, who fills the place previously held by Ruth Nord.

## Parliament Inquiry Into Operation Of CBC

Montreal—Of the many subjects which promise to be prominent in the session of Canada's Parliament, the Canadian Broadcasting Corporation will be one. In recent weeks, it has attracted much publicity and been the center of considerable controversy. Parliament is expected to discuss and deal with this situation.

Two procedures are possible. One is to have the special committee on radio, when it is reconstituted for the session—pursue its inquiry into the whole setup and amend the CBC Act. The other is for the Government to initiate directly any change which is in view by bringing in necessary amending legislation. The situation at present is frequently criticized. This is directed at the Board of Governors upon which there are two vacancies and the fact that, for some months now, the position of general manager has been vacant. Recent refusal of the CBC to broadcast a speech by Hon. John Bracken, Leader of the Progressive Conservative Party, because of a ban on "party" addresses outside of an election campaign caused much discussion.

The Board of Governors is to meet in Ottawa on January 24. At their last meeting in the Fall, they recommended that, in view of the growth of the system, owning 10 stations and operating 35 and with 750 employees, the CBC Act should be amended to authorize organizational changes.

The principal proposal was that chairmanship of the board should be a full time, salaried position, holder of the office to have direction of policy and public relations while the general manager would have charge of administration. This would necessitate an amendment to the Act. At present it authorizes only a general manager and an assistant with salaries. The board chairman has no salary but an allowance of \$1,500 a year for expenses. It is thought probable that effect may be given to this recommendation but without consent of Parliament it cannot be done. The CBC has a regulative function over private stations, which, to a degree, are its competitors. One idea advanced in Parliament was that the two systems would really be in competition with a regulative body over both of them, similar, in a sense, to the Transport Commission in relation to railways.

# ★ PROMOTION ★

### WQXR Coffee Facts

Letter from Elliott M. Sanger, executive vice-president of WQXR addressed to subscribers of the station's monthly program listing at \$1 per year, asks the subscriber via an enclosed card to note any and all brands of coffee used in the house and to indicate which are used regularly and which occasionally. Information is requested to supply certain sponsor with facts, etc.

### Eye Compelling Photo

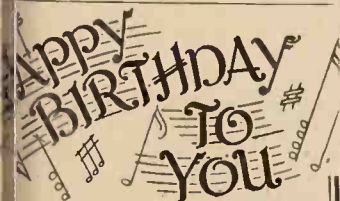
Best news photo of the week is the one from WISN, Milwaukee, which shows Ray Carlson, technician of the station, holding his twin babies, Kenneth and Carol Ann. Ray is shown wearing a joyous smile as he answers the phone and endeavors to entertain his twin babies at the same time.

### Institutional Booklet

Printed in black on white book stock, "Radio Must Remain Free" is a booklet produced by the National Broadcasting Company. The booklet contains the complete text of the statement made by Niles Trammell, president of NBC, before the Senate Interstate Commerce Committee. It is well-edited, displays excellent typography, and is a fine example of thoroughness in preparation.

### WISE "Work Sheets"

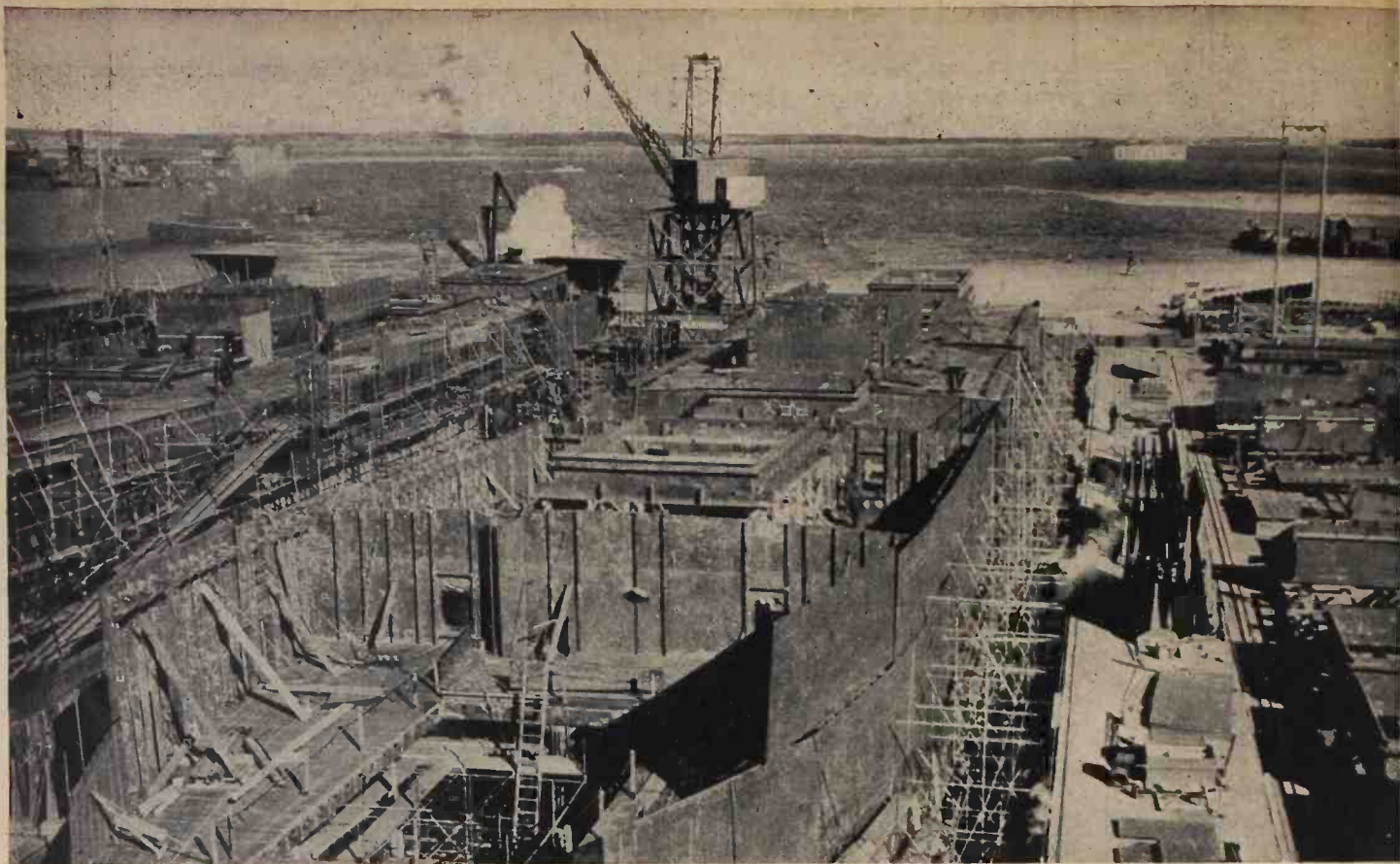
A pad of 1944 calendar work sheets for the use of time buyers for ringing days and dates for spots or other programs has been produced by WISE, NBC and Mutual affiliate, at Asheville. The cover is done in red and green on white stock with the date pages multigraphed.



January 11

on Buckley Paul Atlee Walker  
Mildred Ann Schierman






Assoc

## 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



26, NO. 9

NEW YORK, N. Y., THURSDAY, JANUARY 13, 1944

TEN CENTS

## Jett Nominated For FCC

### Mutual Planning Big War Bond Drive

Setting aside Tuesday, Jan. 18, first of the Fourth War Loan drive "Radio Bond Day," Mutual net is making extensive plans to participate in the bond sale promotions of the drive campaign.

Every Mutual show from 10 o'clock the morning of January 18, until the next morning, will have a kind of announcement or tie-up with the bond drive.

In addition Mutual has scheduled special shows, going the full work, and emanating from its key stations throughout the country.

Emphasis will be put on variety and (Continued on Page 6)

### Executives Join William Esty & Co.

In sequel to the exodus of three executives from William Esty & Co. to Nat Advertising, Inc., is the addition of Austin Byrne and Thomas L. Byrnes to the Esty staff. Byrnes, a former vice-president of the Grant Agency, has joined Esty as an account executive.

Byrnes left a post as supervisor of time radio for Pedlar, Ryan & (Continued on Page 2)

### Blue Net Executives Go To Washington

Executives of the Blue Network left Washington yesterday to be present at the National Press club's "off record" luncheon meeting today which will feature a broadcast of trans-Atlantic press conference 1:30 p.m., EWT, through the co-operation. (Continued on Page 5)

### Senatorial Bout

The Columbia network's "People's Platform" program on Saturday will have four guests, all members of the U. S. Senate. They are: James M. Mead, New York Democrat; Harley M. Kilgore, West Va. Democrat; E. H. Moore, Oklahoma Republican, and Ralph Brewster, Maine Republican. Subject will be "What Should Replace the New Deal"? Time, 6:15 p.m.

### Charitable

Hollywood — Bing Crosby's recordings of "Adeste Fideles" and "Silent Night" sold over one-and-a-quarter million discs in 1943. What's more, Bing garnered over \$20,000 in royalties—every cent of which he turned over to charity.

### FM Broadcasters Plan Big Meeting

Strong advance registration for the fifth annual meeting of FM Broadcasters, Inc. to be held Jan. 26-27 at the Hotel Commodore, New York, plus an important agenda, gives every indication that the meeting will be a new starting point for FM broadcasting. While the main purpose of the gathering will be the dissemination to all interested of FM developments and the tremendous strides it has taken, a forum and round table discussion will be on hand to answer all questions, on past present and future—as near as possible.

Meeting which will get under way (Continued on Page 6)

### Portsmouth Mayor Buys Stock Of WHEB

Portsmouth, N. H.—Purchase of entire stock of WHEB, Inc., Portsmouth, New Hampshire, has been approved by the Federal Communications Commission. The new owner is Honorable Charles M. Dale, prominent New Hampshire attorney and the present (Continued on Page 2)

## Roosevelt Radio Audience Largest Ever, Survey Reveals

### Grierson Resigns Post; Considered For CBC

Montreal—John Grierson, whose name has been mentioned as a possible general manager of the CBC, has resigned the general managership of the Wartime Information Board but will continue in close association with it as special advisor to the Govern- (Continued on Page 2)

## Expect Confirmation Of Chief Engineer Within Week; Succeeds G. H. Payne; Craven's Term Expires In June

### FCC's-WJJD Hearing To Test 'Multiple' Rule

Washington Bureau, RADIO DAILY Washington—First application for a hearing to test the applicability of the Commission's new multiple ownership rule was granted yesterday by the FCC. Petitioner was WJJD, Inc., of Chicago. Ralph L. Atlas, president of the corporation, licensee of WJJD, is also president of the licensee of WIND, Gary, Ind. Both stations are independent, WJJD operating in (Continued on Page 5)

### Biggest Agency Accounts In 1943 Listed By WOR

Ruthrauff & Ryan and Young & Rubicam top the ten leading ad agencies in order of their expenditures on WOR, New York, for the third consecutive year, according to the Bamberger outlet's agency compila- (Continued on Page 2)

### Kate Smith Day At CBS For 4th War Loan Drive

In cooperation with the Fourth War Loan campaign, CBS has set aside Feb. 1, as the day Kate Smith will make another of her all-out bond (Continued on Page 5)

Washington Bureau, RADIO DAILY Washington—Ewell K. Jett, chief engineer of the FCC, yesterday was nominated by the White House to succeed George Henry Payne on the Commission.

A retired Navy Lieutenant, Jett has been chief engineer since Jan. 1, 1938, and was acting chief engineer for six months prior to that date. His nomination, which is not expected to meet with any opposition on Capitol Hill, should be confirmed either (Continued on Page 5)

### Blue's Chi. Offices Being Enlarged

Chicago—Expansion of the Blue Network's central division operating facilities with the acquisition of some 3,700 additional square feet of space, was announced this week by E. R. Borroff, vice-president of the network's central division. Major reasons for the expansion move are a marked increase in business and an effort to effect completely independence of as many departments as possible since (Continued on Page 2)

### Canada Gets Quantity Of Radio Receivers

Montreal—Completion as soon as possible of 75,000 unfinished civilian radio sets is announced by the British Radio Manufacturers Association. An- (Continued on Page 2)

### Honored

The late H. P. Davis of Pittsburgh as "the father of broadcasting" is the subject of a tribute in the new Westinghouse film, "On The Air." Events in the development of KDKA, pioneer Pittsburgh station, are chronologically portrayed with one of the screen characters cast in the role of the late Mr. Davis. The 50,000-watt station is an affiliate of the NBC network.

(Continued on Page 2)





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JOHN W. ALICOATE : : : Publisher

FRANK BURKE : : : : : Editor

MARVIN KIRSCH : : : Business Manager

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# FINANCIAL

(Wednesday, January 12)

## NEW YORK STOCK EXCHANGE

	High	Low	Close	Net Chg.
Am. Tel. & Tel.	156 1/2	156 1/4	156 1/4	1/4
CBS A	27 1/4	27	27	1/8
Crosley Corp.	19 3/8	19	19	1/4
Farnsworth T. & R.	12 1/4	12 3/4	11 3/4	3/8
Gen. Electric	37 3/8	37 1/4	37 1/4	3/8
Phi-co	28 1/4	27 3/8	27 3/8	7/8
RCA Common	10 1/4	9 7/8	10	1/8
RCA First Pfd.	70 1/2	70	70	1/2
Stewart-Warner	12 3/8	12 1/2	12 1/2	3/8
Westinghouse	95 1/2	95 1/4	95 1/2	1/4
Zenith Radio	36 3/8	35 1/4	35 1/4	7/8

### OVER THE COUNTER

	Bid	Asked
WCAO (Baltimore)	20 1/2	
WJR (Detroit)	31	

# 20 YEARS AGO TODAY

(January 13, 1924)

Station KDKA recently celebrated the opening of its third broadcasting studio which is located in the Stockman and Farmer Publishing Company building, Pittsburgh. . . . Following opening, Frank E. Mullen, radio editor of The National Stockman and Farmer, broadcast a message to farmers over the outlet.

# MAN WANTED!

An old established New York organization has an important opening for a seasoned, experienced Radio Executive who knows Programming, Production and Talent; Who can evaluate the sales power of a program idea; Who knows something about network facilities; Who is a "self-starter" and can produce under his own power; Who is creative and sparks ideas and has the ability to present those ideas convincingly to others. We are prepared to PAY such a man WHAT HE IS WORTH! If you feel YOU are that man, tell us about yourself in a letter. The way you tell your OWN story will give us some idea of how you might tell OURS.

RADIO DAILY, Box 787  
1501 Broadway, New York 18, N. Y.

## Portsmouth Mayor Buys Stock Of WHEB

(Continued from Page 1)  
Mayor of Portsmouth in New Hampshire.

Dale acquired 100 per cent of the stock from Robert G. Letourneau, Peoria, Ill. Letourneau purchased WHEB in May 1941.

Since that time the operation has been under Bert Georges, vice-president and general manager, who will continue in this position according to Dale. The outlet has expanded from its staff of eight in 1941 to a present pay roll of 23 full-time employees. Operating on 1,000 watts at 750 k.c. WHEB became a Yankee Mutual affiliate Jan. 1.

## Grierson Resigns Post; Considered For CBC

(Continued from Page 1)  
Premier Mackenzie King announced his successor is E. D. Dunton, editor of Montreal "Standard" who is on loan to the government and has lately been assistant general manager of the board. Grierson will continue as national film commissioner. He became chief of the Wartime Information Board about a year ago. Dunton became editor of Montreal "Standard" in 1936 at the youthful age of 26.

## Canada Gets Quantity Of Radio Receivers

(Continued from Page 1)  
Over 10,000 sets have arrived into United Kingdom from the United States and all will be on the market early this year. Arrangements are well advanced for the production of war time receivers.

## New Executives Join William Esty & Co.

(Continued from Page 1)  
Lusk to become a producer-director and assistant to Thomas D. Luckenbill, vice-president and radio director of Esty. Television will also be a part of Riley's duties as he is a veteran of the old NBC tele staff.

## Mystery Theater Offering

Postponed because of President Roosevelt's broadcast on Tuesday night, the Mystery Theater's dramatization of "The Most Dangerous Game" starring Lair Cregar will be heard on Jan. 18, over Blue Network.

## Blue's Chicago Offices Are Being Enlarged

(Continued from Page 1)  
the split of the Blue and NBC. The additional space has been acquired on the 18th floor of Chicago's Merchandise Mart building, the home also of the NBC central division. The entire program and traffic departments of the Blue are to be moved from the 19th floor to the 18th floor location. James L. Stirton heads Blue programming and Kenneth Christensen is in charge of traffic operations.

Borroff also announced that the Blue will maintain and staff its own news and special events department. Under the present operating setup the Blue has been using the news facilities of NBC. The Blue also will maintain its own transcription library, guest relations department and reception staff. A number of studios have been leased by the Blue from NBC.

Many of the other departments of the network's central division will be moved from present location but will continue to remain on the 19th floor of the Mart Building. Among these are the engineering, promotion, business and publicity departments and the WENR sales department.

Greatest part of the reorganization is expected to be completed before the end of January.

## FDR's Tuesday Audience Set Record, Says Hooper

(Continued from Page 1)  
Hooper rating for Tuesday nite was 56.9.

Same research firm's rating for FDR in 1943 was 27.7 which indicated an audience of 14,290,200. This message by the President was broadcast at 12:30 p.m., EWT.

Although no comment is offered by Hooper as to the vast difference in the audience despite the fact that the war was just as important now as it was in 1943, the time of the broadcast it is believed had much to do with the size of the audience, also the particular time chosen.

## Biggest Agency Accounts In 1943 Listed By WOR

(Continued from Page 1)  
tion issued for the 12 months of 1943. Balance of the lineup, in order of standing, consist of: BBD&O, Erwin Wasey & Co., J. Walter Thompson Co., Charles W. Hoyt Co., Arthur Rosenberg Co., Newell-Emmett Co., Compton Advertising and Duane Jones Co. Agencies not on the top ten for 1942 are the Hoyt and Jones companies.

## Navy Bound

Leonard E. Nasman, sales promotion manager of WFMJ, Youngstown, Ohio, joins the Navy next Monday.

## America's Wartime Attitude

Charles Collingwood, CBS war correspondent, who has just completed a nation-wide lecture tour, will tell of America's reaction to the war on the net's "Dateline" program Friday, Jan. 14, 7:15 to 7:30 p.m., EWT, on WABC and CBS.

# COMING and GOING

CARTER M. PARHAM, commercial manager of WOOD, CBS affiliate in Chattanooga, is visiting briefly in New York.

MRS. W. WRIGHT ESCH has arrived WFMJ, Daytona Beach, Fla., for a short stay.

LILLIAN GREENE, of KDYL's publicity department is here from Salt Lake City and is visiting friends and relatives.

LEE WAILES, general manager of Westinghouse Radio Stations, Inc., has left Philadelphia following a two-day visit at home.

GEORGE SUTHERLAND, program director of WFCI, Pawtucket, leaves today for his island headquarters. He has been in New York to attend the program managers' meeting of the NAB.

TED HUSING and JIMMY DOLAN, sports editors on the Columbia network, have returned to New York from Miami.

ROY THOMPSON, managing director of Altoona, Pa., is on his way home after conferred here with the local representative of the station.

KINGSLEY HORTON, assistant manager of programs and sales at WEEB, owned outlet in Boston, and RAYMOND GIRARDIN, production manager and as program director of the station, have returned to Massachusetts following a short visit to work headquarters.

FREDERICK HEIDER, of the Washington office of the Red Cross, to New York for a Red Cross War Fund recorded interview.

ROBERT SANFORD, director of special programs for WORL, Boston, is on a business trip to New York.

LINDSEY NUNN, owner of KFDA, Austin, Texas, is spending a few days here on a radio and network business.

AL BOYD, producer of "Meet Your Neighbors" on the Blue Network, is in Kansas to handle tomorrow's broadcast, which originates at the Municipal Auditorium.

REX SCHEPP, commercial manager of Indianapolis, has joined the executive staff of WIBC currently in New York on business.

# The Forgotten AUDIENCE

We found it for you! A bona fide audience. The Baltimore war worker population who want daylight radio after midnight! We got it all wrapped up in a package called "The Night Owl Club Prizes, contests, fast, brisk showmanship, music and news. All that makes the difference. They're joining the club by the hundreds every day. Get the facts . . . and get sales at lowest-cost-per-dollar.



TOM TINSLEY  
President

Representative  
HEADLEY

BALTIMORE



national figures presented **LOCALLY**  
... make **WXYZ** a great station!



*Ernest K. Bush*

By direct private wire from the nation's  
capitol, this eminent syndicated  
columnist and chief of the Washington  
Bureau of NEWSWEEK broadcasts  
over WXYZ exclusively for the Pfeiffer  
Brewing Company.



LOS ANGELES

By RALPH WILK

**O**UR Passing Show: Jack Benny, Don Gilman, Lou Costello, Jack Carson, Dinah Shore, Frank Sinatra, Dale Armstrong Jack Smalley, Reginald Gardiner, Ida Lupino, Calvin Smith and Neil Reagan at the Warner Bros. party for delegates to the Army and Navy War Conference.

It was only by the narrowest of margins that radio's "Amos 'n' Andy" achieved their present identities. Back in 1922, Freeman F. Gosden and Charles J. Correll received a bid from WMAQ, Chicago, for their "Sam 'n' Henry" broadcasts which had been heard for two years over another station, and had just terminated. In the elevator on their way to the new studio the boys decided to start with a clean slate, and new names. "I'll be Amos," said Gosden, plucking it from the blue, "Andy for mine," said Correll. That was all—and the world's most famous black-face team was christened.

Our selection of the week of the most photogenic non-professional—Allene Butcher secretary to producer Bill Lawrence of the Biow advertising office.

Don Ameche ordered 50 copies of Louella Parsons' breezy autobiography, "The Gay Illiterate" for gifting friends on the New Year's Day.

Harold Peary (The Great Gildersleeve) appeared as guest of Jack Carson on his Campbell Soup "Jack Carson Show" last week.

First Leap Year proposal of 1944 was received by none other than Charlie McCarthy...who immediately arranged a rendezvous with his letter-writing admirer and slipped a tiny diamond engagement ring on her finger. The lucky little girl is seven-year-old Sharon Lynn O'Brien, daughter of Warrant Officer Charles O'Brien of Long Beach, Calif.

Wedding bells rang in the New Year for Ge Ge Pearson and Hal Gerard, NBC artists, who became Mr. and Mrs. on the stroke of midnight, January 1. Scene of the nuptials was El Rancho Vegas, where the couple are now honeymooning. Ge Ge is star of NBC's "Gallant Heart" program and Hal is heard on many Hollywood broadcasts.

Buddy Twiss chief announcer on NBC, Western Division, has resigned to take over production of "I Love A Mystery" for Carlton E. Morse, and will continue to free-lance as an announcer. He remains as announcer on the Standard Symphony and Louis Lochner broadcasts. Twiss has been with NBC for 11 years.

WTBO

Full Time  
NBC Affiliated  
Cumberland, Md.

MAIN STREET

WITH Ol' Scoops Daily

Unscrambled Notes !!!

● ● ● In case you were among those who listened in to Phil Baker's "Take It Or Leave It." Sunday on CBS, and heard Baker tell a Sgt. in the WACs that she was wrong in saying Big Ben (London) is a clock and not a bell.....and was worried about it because it does ring out the time, as it were.....well the WAC will get her money on that \$64 question..... seems Phil consulted his attorney and the said lawyer agreed with the Sgt.....there still is some doubt as to which it is, or is it both.....at any rate the dough, re, mi.....is en route.....don't forget to take a look at the N. Y. Rangers vs the Boston Bruins Sundee if you are near a tele set.....NBC televises the game at 8:45 p.m.....which is here just as a reminder.....yeh, we ran it somewhere here, before.....isn't possible that Tom Howard's, "It Pays to be Ignorant" will be long getting a new sponsor since it is again on the Mutual net.....previously Piel's beer had it on WOR only.....great minds still run in the same channels no doubt.....two weekly trade papers this week reviewed radio shows.....one said a certain show was rather hard on the seat.....and the other thought a certain show should borrow a leaf from vaudeville, as it were, and insert a few pratt falls.....to liven it up.

★ ★ ★

● ● ● Wick Crider of J. Walter Thompson and George Crandall of CBS sure had plenty of representatives of the press at their party yesterday for Alfred Drake, heard on "The Broadway Matinee" as to radio and on Broadway in "Oklahoma".....gathering took place after the broadcast, in the Barberry Room.....Frank ("Holy Smoke") Sinatra figures the rating on his new show for Vimms will suffer somewhat because....many women listening to the program will think it's a rib when the co-incidental callers ask, "Are You Listening to Frank Sinatra?".....and are apt to play safe and say, "No".....which is certainly a bit of a twist.....Don Shaw of the Blue is really among the Saturday workers.....Funny gag.....the one on Fred Allen's show anent the shyster lawyer who froze to death hanging on to a Good Humor wagon.....thinking it was an ambulance.....if interested, put that FM annual meeting on your calendar.....Pvt. Syd Berman, formerly editor of Orchestra World, has checked in at Camp Croft, N. C.....Dowsley Clark, Chief of the OWI News Bureau, writes from the Capital....."Don't ask me where we are living.....I never know until late in the afternoon.....when the better half phones me the day's address.....however we expect to be settled shortly."

★ ★ ★

● ● ● Mert Emmert, otherwise known as WEAf's Modern Farmer, has coined a duration synonym for eggs: he calls them "hen grenades"..... because he feels that food production is equally important as war munitions.....Dave Levy, producer and director of "We The People," is writing a book.....that no publisher is ever expected to see.....He is writing a book for his son who will be 21 in 1963.....it will be a chronicle of the life and times of Dave Levy.....possibly not many people around the country knew Charlie King intimately, apart from his friends in New York, Hollywood and London.....Charlie, died in England earlier this week and was given a military funeral.....which is as it should be, inasmuch as he was on duty with the USO, entertaining men and women overseas.....he is probably best remembered for his work in the movie "Broadway Melody" by most people.....but he was The Dashing Juvenile of his day, his voice falling him somewhat when radio might have been a fine haven in the twilight of his career.....but he could still dance.....this chronicler and others remember him as one who always found time to help his fellow men.....in the theater and allied professions, with fatherly advice.

—Remember Pearl Harbor—

PROMOTION

"Superman" Tieup

An invitation has been sent to Mutual stations throughout the country to participate in a national test to promote better amateur productions. Tie-up is in co-operation with Superman, Inc., through sample presentation of its feature "Superman."

Radio classes and workshops in high schools will be provided with complete episodic half-hour script "Superman" for amateur production. Technicians of local Mutual stations will cooperate with advice and create production information.

Each presentation will be judged by the radio editors and Board of Education of each regional district. By process of semi-final elimination and the subsequent finals, the high school production of "Superman" in each regional district will be selected. War Bonds will be awarded to the winners by Superman, Inc.

Fisherman's Calendar

Copies of Coble's Fisherman's Calendar for 1944, in handy booklet form, have been issued to the public by WBIG, Greensboro, N. C. This edition, has in the past been sent by the station in regular calendar form, but the current booklet, is not only a conservation of space but a much handier format, is more acceptable.

"Calendars" started as a North Carolina feature of very limited edition and is now known nationally. Each year for some time Major Edney Ridge of WBIG has been sending them to the trade and info is held to be scientific and available by the followers of Ike WBIG has a message on the back of the front cover and uses the cover as a tieup, using "fishing"

Education For Freedom

Challenging radio listeners with a statement: "How well are we prepared for our free citizenship?" Education for Freedom, Inc., of Washington have issued a two-color folder calling attention to their actual network series of broadcasts. circular defines the principles of non-profit organization and lists names of speakers who will be heard during the series of network spots.

★★★★★  
GENERAL JOHN J. BRADLEY  
GUEST COMMENTATOR  
"WORLD NEWS PARADE"  
WEAF—SUN., JAN. 16—3:15 P.M.  
★  
NOW AVAILABLE FOR SPONSORSHIP  
PHONE, WRITE OR WIRE

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



# K. Jett Nominated As Member of FCC

(Continued from Page 1)

This week or early next week, thus bringing the Commission to its full complement of seven members for the first time since June 30, when Payne's term expired.

Next appointment to expire will be that of T. A. M. Craven, whose seven years will be up at the end of June. Already there is considerable speculation as to whether Craven, constant critic of his colleagues will be reappointed. He is reported to desire to remain on the Commission but to be considering seriously offers from private industry.

A native of Baltimore, Jett is 50 years old. He entered the Navy in June, 1911, and served as a telegraph operator and radioman on board the battleships "Utah" and "Michigan," prior aboard the destroyer "Parker" prior to the World War.

From 1914 to 1916 he was assigned to the Arlington radio station and at the Navy's first radio remote control station in the War and Navy Building, Washington. From 1917 to 1919 he was radio officer on board Vice-Admiral Gleaves flagship "Seattle," of the Cruiser and Transport Force, and radio officer of the battleship "Georgia."

### Commissioned in 1919

Permanently commissioned an ensign in 1919, Jett served as radio officer and officer-in-charge of the Navy Department trans-Atlantic radio control station until 1922. During part of this time, all trans-Atlantic communication traffic, both government and commercial, was handled through the trans-Atlantic control station.

Jett became radio officer of the battleship "Texas" in 1922, and from 1923 to 1926 was aide on the staff of Admirals Chase and Marvell also radio officer of the Fleet Base Force. After four years at sea he was again transferred to Washington where he served under the Director of Naval Communications as officer-in-charge of the registered publication section, and as assistant Navy Department communications officer and officer-in-charge of Radio Central.

In 1929, Lt. Jett was loaned to the engineering department of the Fed-

# Kate Smith Day At CBS For 4th War Loan Drive

(Continued from Page 1)

drives. She will start at the studio at 8 a.m. when the network opens and remain at the mike until the web closes for the night at 1 a.m.

Miss Smith will be heard on almost every program on CBS that day, asking the nation-wide audience to pledge purchases of bonds. Her regular noon-time program, "Kate Smith Speaks," with Ted Collins and the news, will be completely devoted to the bond drive, also several additional 15-minute periods that will be allotted.

Individual stations on the network will accept phone calls as to pledges and these will be relayed to CBS bond headquarters in New York.

In her drive last Fall, Miss Smith was credited with selling \$39,000,000 worth of bonds, for which she received the personal thanks of Secretary Morgenthau. This time she confidently expects to exceed the total rolled up in the last drive.

### Traveling

Charlie Oppenheim, publicity director of WOK, goes to Philadelphia, Friday on a business mission and the following day Lester Gottlieb, publicity director of the Mutual network entrains for Chicago.

eral Radio Commission and later, upon retirement from the Navy, was appointed senior radio engineer in direct charge of the Commission's engineering work on radio services other than broadcasting. He was named assistant chief engineer in 1931.

Jett was a member of the American delegation to the North and Central American Radio Conference, Mexico City, 1931; North American Regional Radio Conference, Havana, March 1937; the International Radio Consulting Committee, Bucharest, May-June 1937; and the Inter-American Radio Conference of the same year at Havana, Cuba. In August, 1937, he represented the Commission at the Governors Conference in Juneau, Alaska, and was named by President Roosevelt a delegate to the International Communications Conferences at Cairo in February, 1938. In 1940 he was appointed technical advisor on the American delegation the Inter-American Radio Conference at Santiago, Chile.

### Successor Undecided

Jett also was IRAC chairman from 1939 to 1941, and has been chairman of the co-ordinating committee of BWC since October, 1940. He is a Fellow in the Institute of Radio Engineers, a Republican, and resides in Chevy Chase, Maryland.

Who will succeed Jett as chief engineer of the FCC is an open question. It is generally believed that one of the three assistant chief engineers will be chosen, although it is conceivable that the Commission will bring in a newcomer. The three assistants are George P. Adair, in charge of the broadcast division; George Sterling, in charge of the radio intelligence division, and Manfred K. Toepfen, in charge of the common carrier division. Adair has been with the Commission since 1931, Sterling and Toepfen since 1935.

# Blue Net Executives Go To Washington

(Continued from Page 1)

tion of the Blue Network. Lt. General Carl A. Spaatz, USAAF, newly appointed commanding general of the American strategic bombing force, and Acting Air Marshal Sir Richard Hallam Peck, assistant chief of staff of the RAF, speaking from London, will participate in the broadcast.

Robert E. Bunnelle, president of the Association of American correspondents in London, and Felix Cotten, president of the National Press Club of Washington, will also exchange greetings during the broadcast.

William Hillman, Blue Network Washington correspondent, will introduce the Washington newsmen, and Arthur Feldman, Blue Network London correspondent, will present General Spaatz and Air Marshal Peck. The three men selected to question the air leaders are John M. Hightower of the Associated Press, Kingsbury Smith, of International News Service, and Revel S. Moore, of the United Press Associations.

The special guests of the Press Club at the luncheon will include Edward J. Noble, chairman of the Blue Network; Mark Woods, president of the Blue Network, and G. W. Johnstone, Blue News Director, all of New York, and high ranking officials of the AAF and the RAF stationed in Washington.

### Picture Song Available

A "Bond version" of the chorus of "For Whom the Bell Tolls," song inspired by the Paramount picture and published by Famous Music Corp., is now available to theaters, radio stations, etc., for use in connection with the Fourth War Loan, January 18-February 15. Words are by Milton Drake and music by Walter Kent.

### Map Giveaway Popular

First printing of Alcoa's war map of the world totalling 20,000 copies was exhausted three weeks after the offer was mentioned on the "Lighted Window" show on NBC.

# FCC's-WJJD Hearing To Test 'Multiple' Rule

(Continued from Page 1)

Chicago on 1,160 kc, with 20,000 watts, and WIND in Gary on 560 kc, with 5,000 watts.

The Commission announced yesterday also that it has granted the application of KXO, El Centro, Calif., for a frequency shift from 1,490 to 1,230 kc with a power boost from 100 to 250 watts, subject to the condition that at the expiration of the present national emergency the applicant shall file an application for construction permit for authority to install a new antenna and ground system which will meet the requirements of the Commission's rules and standards.

Approval was granted also for the sale and removal of KEVE, Everett, Wash. Control of the licensee corporation, the Cascade Broadcasting Company, Inc., was transferred from Dr. J. R. Binyon and L. E. Wallgren to A. W. Talbot for \$22,500. Removal of both the studio and the transmitter from Everett to Yakima will be accomplished shortly.

# WOL, Washington, Signs New Mutual Contract

Washington Bureau, RADIO DAILY

Washington—WOL, Mutual's station in the nation's capital, has signed the new standard affiliation contract, thereby renewing their affiliation with Mutual Broadcasting System. Negotiations were concluded in New York this week by William B. Dolph, general manager of WOL, Washington, D. C. WOL operates on 1,260 kilocycles with 1,000 watts full time.

# Joan Davis Show Renewed

Renewal of the Joan Davis-Jack Haley variety show on NBC for 52 weeks over a network of 69 stations was announced by McKee and Albright, Inc., agency handling the Sealtest-National Dairy Products, Inc., account.

**SPONSORS  
SPEAK  
LOUDER  
THAN  
WORDS**



Help Yourself to

AMERICA'S VAST  
Beyond Metropolitan  
MARKET

See Broadcasting and Radio Daily, January 17, 1944



## FM Broadcasters Plan Big Meeting

(Continued from Page 1)

at 10 a.m. has the following agenda set:

President's Report on activities of FM, presented by Walter J. Damm.  
Legislative review of FCC actions pertaining to FM, presented by Phil Loucks, FMBI general counsel.

Engineering review of FM technical progress and planning, delivered by C. M. Jansky, Jr. FMBI technical advisor.

Discussion of FM plan now under consideration by leading manufacturers of receivers and transmitters.

Announcement of new FMBI committee appointments.

### Fly To Speak

Luncheon session will be addressed by James Lawrence Fly, chairman of the FCC. At 2 p.m. the opening of the afternoon session will hear Major Edwin H. Armstrong talk on FM; he will be followed by Dr. W. R. G. Baker, vice-president of General Electric, who will discuss "FM and the Radio Technical Planning Board."

At 5 p.m. concluding the first day's meeting, a cocktail party will be thrown by the American (FM) Network.

### Thursday's Agenda

Thursday will start with a round table discussion at 10 a.m. and the panel will consist of Major Armstrong, and Messrs. Jansky, Loucks, Damm, John Shepard III, and others. Questions for this round table may be submitted in advance to Walter Damm, at Milwaukeee.

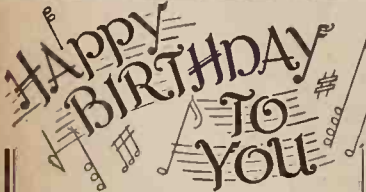
After this forum non-FMBI members may leave, since the final hours will be taken up by business items, a closed luncheon session, followed by the annual membership meeting and at 2 p.m. a board of director's confab.

## Six Producers On Series

Six topflight producers will have a hand in presenting the series of 12 CBS network programs planned for the Fourth War Loan drive starting Tuesday, Jan. 18. The producers, are William N. Robson, Norman Corwin, Lt. (j.g.) George Zackary, now in the Navy, Robert Lewis Shayon, William Spier and Chester Renier.

### To The Colors

Pittsburgh—Jack Swift, KDKA news room editor, has been inducted into the U. S. Navy.



January 13

Elmer Davis	Fayette Krum
Jeanne Harper	Irving Morrow

## Important Broadcasters Listed For FM Meeting, Jan. 26-27

Below is the official advance registration list of the fifth annual meeting of the FM Broadcasters, Inc., scheduled for January 26 and 27 at the Commodore Hotel in New York City:

Stromberg-Carlson Co., Rochester, New York, Dr. Ray H. Manson, Lee McCanne, William Fay, Kenneth Gardner.

WTAG-FM, Worcester, Mass., E. E. Hill.

Commodore Broadcasting, Inc., Decatur, Ill., Edward Lindsay.

Rockford Broadcasters, Inc., Rockford, Ill., Walter Koenler.

Radio station KFRE, Fresno, Cal., Paul R. Bartlett.

Wilcox-Gay Corp., Charlotte, Mich., Chester M. Wilcox.

Josh Higgins Broadcasting Co. (KXEL), Waterloo, Iowa, Joe DuMond, Don Kassner.

Iowa Broadcasting Co., Des Moines, Iowa, Craig Lawrence.

Press Publishing Co. (WHBL), Sheboygan, Wisc., A. Matt Werner, H. H. Born.

Northside Broadcasting Corp. (WGRC), Louisville, Ky., Perry W. Esten, Chas. Lee Harris.

KFEQ, Inc., St. Joseph, Mo., Barton Pitts.

Stewart-Warner Corp., Chicago, Ill., J. O. Mesa.

Zenith Radio Corp., Chicago, Ill., G. E. Gustafson.

The Sedgwick Publishing Co. (Times-Leader), Martins Ferry, Ohio, A. V. Dix, G. C. Dix.

Wichita Broadcasters (KWFT), Wichita Falls, Texas, Joe B. Carrigan.

Capital Broadcasting Co., Inc., Montgomery, Alabama, G. W. Covington, Jr.

Racine Broadcasting Corp., Racine, Wisc., Harry R. LePoidevin.

WTAR Radio Corp., Norfolk, Va., Campbell Arnoux, J. L. Grether.

WGST, Georgia Tech Station, Atlanta, Ga., John Fulton, Ben Akerman.

FM Radio-Electronics, New York, N. Y., M. B. Sleeper.

Northwestern Auto Supply Co. (KGHL), Billings, Mont., Jeff Kiichli.

Berks Broadcasting Co. (WEEU), Reading, Pa., Clifford M. Chafey.

Newspaper Printing Corp., Tulsa, Okla., R. L. Jones, Rex A. Justus.

Sentinel Broadcasting Corp. (WAGE, Inc.), Syracuse, N. Y., William T. Lane, Charles Brannen.

Presque Isle Broadcasting Co., Erie, Pa., Charles E. Denny.

WDRC, Inc., Hartford, Conn., Franklin M. Doolittle, Wm. E. Malo, Walter B. Haase, Italo A. Martino, Carlton Brown.

Pilot Radio Corporation, Long Island City, N. Y., Ernest L. Hall.

McClatchy Broadcasting Co., Sacramento, Calif., Eleanor McClatchy, Norman Webster.

Savannah Broadcasting Co., Savannah, Ga., W. T. Knight, Jr., Claude M. Gray.

Kanawha Valley Broadcasting Co., Charleston, W. Va., Worth Kramer, R. M. Venable, E. R. Custer.

Susquehanna Broadcasting Co., York, Pa., Louis Vyner.

The WFMJ Broadcasting Co., Youngstown, Ohio, Frank A. Dieringer.

W. Beall Taylor, Signal Mountain, Tenn., W. Beall Taylor.

City of New York Municipal Broadcast System, New York, N. Y., M. S. Novik.

The Greenville News-Piedmont Co. (WFBC), Greenville, S. C., B. T. Whitmore.

Indiana Broadcasting Co., Indianapolis 6, Ind., Harry E. Adams.

Philharmonic Radio Corporation, New York, N. Y., Avery R. Fisher, Victor Brociner.

Northern Broadcasting Co., Inc. (WSAU), Wausau, Wis., Ben F. Hovel. WBRE, Wilkes-Barre, Penn., A. C. Baltimore.

E. Anthony & Sons, Inc., New Bedford, Mass., Hugh R. Norman.

Graybar Electric Co., New York, N. Y., C. S. Powell, D. B. McKey, J. W. LaMarque; Washington, D. C., L. H. Whitten.

Warner Bros. Broadcasting Corp., Hollywood, Calif., Harry Maizlish, Calvert Applegate.

WBEN, Inc., Buffalo, N. Y., Ralph J. Kingsley.

General Radio Co., Cambridge, Mass., Martin A. Gilman.

American Television Society, New York, N. Y., Norman D. Waters.

E. F. Johnson Co., Waseca, Minn., L. W. Olander.

WKBN Broadcasting Corp., Youngstown, Ohio, W. P. Williamson, Jr.

Western Electric Co., New York, N. Y., L. F. Bockhoven, H. F. Scarr, S. Vanderbilt, W. E. Jonker, H. N. Willets.

Radio station KFVS, Cape Girardeau, Mo., Oscar C. Hirsch.

The Journal Company (WMFM), Milwaukee, Wisc., Walter J. Damm, L. W. Herzog, Phillip B. Laeser.

Harbenito Broadcasting Company, Inc., Harlingen, Texas, McHenry Tichenor.

New Nonpareil Co., Council Bluffs, Ia., Robert R. O'Brien, Mrs. Robert T. O'Brien.

Associated Broadcasters, Inc., Indianapolis, Ind., M. J. McKee.

WTCN, Wesley Temple Building, Minneapolis, Minn., C. T. Hagman.

Hampton Roads Broad. Corp. (WGH), Portlock Building, Norfolk, Va., Edward E. Bishop.

Piedmont Publishing Co. (WSJS-WMIT), Winston-Salem, N. C., Harold Essex.

Rock Island Broad. Co. (WHBF), Rock Island, Ill., Robert J. Sinnett.

Macon Telegraph Pub. Co., Macon, Ga., Carmage Walls, Peyton Anderson, Jr.

Philadelphia Daily News, 22nd and Arch Sts., Philadelphia, Pa., Morton G. Brandes.

(Continued on Page 7)

## Mutual Planning Big War Bond Drive

(Continued from Page 1)

service shows, featuring personnel and members of the armed services as part of the programs. These special shows and spot bond announcements will continue on Mutual and its affiliated stations during the entire drive.

Archbishop Francis J. Spellman, Vicar of the Armed Forces, will give the invocation and prayer for the Fourth War Loan drive in a special broadcast marking the start of the campaign on January 18, from 11:55 a.m. to 12 noon EWT.

A few of the special shows that have been scheduled for January 18 are as follows:

From 1:30 to 2 p.m., EWT, Mutual will present "Bonds For Our Boys," which will originate from WOR to the full network. Featured will be interviews by Tom Slater, director of special features for Mutual, with recently inducted selectees at Fort Dix. Broadcast then goes overseas where Mutual correspondents will interview American soldiers stationed in Algiers, London, and Naples. Dave Driscoll will visit Halloran Hospital where he will talk with boys hospitalized there. Program will be augmented by the Army Service Forces Band under the direction of Capt. Harry Salter.

### Variety Show From KLO

From the stage of the Orpheum Theater of Ogden, Utah, through KLO to the full network, from 2:15 to 2:30 p.m., EWT, Mutual will present a variety show featuring an all military cast from Hill Field and Bushnell General Hospital. A 23-piece band from the field will serve as background for a dramatization by an all soldier cast of an actual experience of a hospitalized serviceman, titled "I Knifed My Way to Freedom." Bushnell is noted as headquarters of plastic surgery treatment of infectious diseases by the use of penicillin.

How rural communities are cooperating in the bond drive will be highlighted on the special program, "Bonds From the Soil," emanating from 3:15 to 3:30 p.m., EWT from WHBF, Rock Island, Ill. to the full network.

Climatic highlight of the special bond day will be presentation of Brahms' "Requiem" by the Cleveland Symphony Orchestra, under the leadership of Eric Leinsdorf, who is on furlough before entering the armed forces. Broadcast, originating from Severance Hall in Cleveland from 10:15 to 11:35 p.m., EWT, will also feature soprano soloist Mary Marting, baritone soloist, Bruce Foote, and 100 voices of St. James Festival Choir.

### Warren Joins 'What's New?'

Leonard Warren, baritone of the Metropolitan Opera will be featured each week on the RCA "What's New?" over the Blue Network starting Sunday. Warren's appearance on the show will be a part of the New York premiere of the full-hour show which has originated on the West Coast until this week.



GUEST-ING

Important Broadcasters Listed For FM Meeting, Jan. 26-27

PROGRAM REVIEWS

DICK TODD, featured singer with Chamber Music Society of Lower Main Street, on "Broadway Matinee," today (WABC-CBS, 4 p.m.).

DONALD DAME, tenor, on Lyn Murray's "To Your Good Health," tomorrow (WABC-CBS, 6:15 p.m.).

ANNA LEE, English actress, on "Stars Over Hollywood," tomorrow (WABC-CBS, 12:30 p.m.).

MARMEN CAVALERRO and JOAN BARWARDS, on the "Fitch Bandwagon," Sunday (WEAF-NBC, 7:30 a.m.).

DR. ROBERT GLOVER, veterinarian of the Bramer Animal Hospital, Evanston, Ill., on "Bob Becker's Pet Parade," Saturday (WEAF-NBC, 11:45 a.m.).

IONEL BARRYMORE, on Groucho Marx's "Blue Ribbon Town," Saturday (WABC-CBS, 8 p.m.).

IMMY DORSEY, on Barry Wood's "The Million Dollar Band," Saturday (WEAF-NBC, 10 p.m.).

GOV. ANDREW F. SCHOEPEL of Kansas, on "Your America," Saturday (WEAF-NBC, 5 p.m.).

FRANK CROSBY, on the "Silver Master" program, Sunday (WEAF-NBC, 6 p.m.).

ERIC BLORE, on Fred Allen's "Circus Star Theater," Sunday (WABC-CBS, 9:30 p.m.).

MAX EASTMAN, authority on Russia, discussing "Boris Godounoff," on "Invitation to Learning," Sunday (WABC-CBS, 11:30 a.m.).

FRANK JOHN J. BRADLEY, as guest commentator on "World News Parade," Sunday (WEAF-NBC, 3:15 p.m.).

REV. J. HERRICK HALL, of the First Baptist Church, Washington, D. C., discussing "Glory, Honor and Peace," on the "Church of the Air" program, Sunday (WABC-CBS, 10 p.m.).

New Directors Join Blue Net Staff In New York

William Voss, formerly with Trans-American Broadcasting and Television Corp., and Winifred Lenihan, Broadway actress and director, have been added to the production staff of the Blue Network. Raymond Knight, production manager, announced. Voss will replace John Cleary who has been detached from his duties as senior director to serve temporarily with Melvin P. Wamboldt, commercial program supervisor. Miss Lenihan will replace Joseph Bell, senior director who is on a three months leave of absence during which he will visit the West Coast.

(Continued from Page 6)

Radio Corporation of America, RCA Victor Division, C. M. Lewis—Camden Office, Ben Adler—New York Office, J. Keachle—Chicago Office.

The Hallicrafters Co., 11 Warren Street, New York 7, N. Y., Robert Finlay, Oscar Roye.

WHEC, Inc., 40 Franklin St., Rochester, N. Y., Bernard C. O'Brien.

Evansville-On-The-Air, Inc., Evansville, Ind., Clarence Leich.

James F. Hopkins, Inc., Detroit, Mich., James F. Hopkins, Arthur H. Croghan.

Thomas Patrick, Inc. (KWK), Hotel Chase, St. Louis, Mo., N. J. Zehr.

Banks of Wabash, Inc. (WBOW), Terre Haute, Ind., Geo. M. Jackson.

Mississippi Valley Broad. Co., Inc., East St. Louis, Ill., Carlin S. French.

Times Herald Co., Port Huron, Mich., W. W. Ottaway.

Hearst Radio, Inc., 25 W. 43rd St., New York, N. Y., E. M. Stoer.

WKOK, Sunbury, Pa., B. A. Beck, Melvin Lohr.

The Yankee Network, 21 Brookline Ave., Boston 15, Mass., George Steffy, Irving Robinson, John Shepard, 3rd.

Houston Printing Corp. (KFRC), Lamar Hotel, Houston, Texas, Kern Tips.

WIBX, Inc., 187 Genesee St., Utica 2, N. Y., John T. Dowdell.

The Katz Agency, Inc., 500 Fifth Ave., New York, N. Y., George W. Brett, Stephen R. Rintoul, Martin F. Beck, D. H. Denenholz.

Freed Radio Corporation, 200 Hudson St., New York, N. Y., Max Adelberg, Arthur Freed, Murry Weinstein.

Carter Publications, Inc., Fort Worth, Texas, Harold Hough, A. M. Herman.

Wisconsin Network, Inc., Wisconsin Rapids, Wisc., Wm. F. Huffman.

Headley-Reed Co., New York, N. Y., Frank P. Headley.

Pinellas Broadcasting Co., St. Petersburg, Fla., Nelson P. Poynter.

Peoria Broadcasting Company, 200 Alliance Life Building, Peoria, Ill., Theodore A. Giles.

Congress Square Hotel Co. (WCSH), 157 High St., Portland, Me., William H. Rines, George F. Kelley, Jr.

Radio Station WGAR, Cleveland, Ohio, John F. Patt, Robert Fox, Lloyd Wingard.

Franklin Bruck Adv. Corp., RKO Building, Rockefeller Center, New York, N. Y., Miss Rae B. Elbroch.

Chicago Public Schools Radio Council (WBEZ), 228 N. LaSalle St., Chicago 1, Ill., George Jennings.

Radio Station WTMA, 135 Church St., Charleston, S. C., Douglass M. Bradham.

American Broadcasting Co., 1627 K St., N.W., Washington 6, D. C., Henry H. Lyon.

Westinghouse Radio Stations, Inc., 1619 Walnut St., Philadelphia, Pa., Lee B. Wailes, D. A. Myer.

Interstate Broadcasting Co., Inc.,

730 Fifth Ave., New York 19, N. Y., John V. L. Hogan, Elliott M. Sanger.

Radio Station WOPI, 410 State St., Bristol, Tenn., R. H. Smith.

WKY Radiophone Co., Oklahoma City, Okla., J. I. Meyerson.

Radio Engineering Labs., Inc., 35-34—36th St., Long Island City, N. Y., Charles M. Srebroff, Frank A. Gunther, Joseph Behr.

McNary and Wrathall, 983 National Press Bldg., Washington 4, D. C., Grant R. Wrathall.

C. C. Chapelle Company, 50 North Dearborn St., Chicago, Ill., C. C. Chapelle.

University of Michigan, Ann Arbor, Mich., Waldo Abbot.

Minneapolis Star Journal & Tribune Co., Minneapolis 15, Minn., Stanley Hawks, Harold E. Perkins.

Radio Station WHLD, Niagara Falls, N. Y., Earl C. Hull.

Spartanburg Advertising Co., Spartanburg, S. C., Walter J. Brown.

Canadian Broadcasting Corp., 1440 St. Catherine St. West, Montreal, Que., G. W. Olive.

Gazette Printing Company (WCLO), Janesville, Wisc., Sidney H. Bliss.

Standard Life Broadcasting Co., P. O. Box 1847, Jackson, Miss., L. M. Sepaugh.

Times-World Corp. (WDBJ), P. O. Box 150, Roanoke, Va., Ray P. Jordan, Junius P. Fishburn.

DeWald Radio Mfg. Corp., 440 Lafayette St., New York, N. Y., Mark Glaser.

WCOL, Inc., 33 N. High St., Columbus, Ohio, Kenneth B. Johnston, J. E. Lowe.

WWSW, Inc. (WTNT-FM), Hotel Keystone, Pittsburgh, Pa., Frank P. Smith, Jr., Dan Nicoll.

Small, Brewer & Kent, Inc., 250 Park Ave., New York, N. Y., D. W. Howe.

WMCA, Inc., 1657 Broadway, New York 19, N. Y., Frank Knaack.

The Troy Record Company, 501 Troy, N. Y., D. B. Plum.

North Jersey Broadcasting Co., 7 Church St., Paterson 1, N. J., Earl F. Lucas.

The State Co., Columbia, S. C., S. L. Latimer, Jr.

Radio Station WISE, Inc., Asheville, N. C., Harold H. Thoms.

George C. Davis, 504 Munsey Bldg., Washington, D. C., George C. Davis.

Asheville Citizen-Times Co., Asheville, N. C., Cecil B. Hoskins.

Union-Sun & Journal, Lockport, N. Y., F. S. Corson.

Broadcasting Magazine, Washington, D. C., Sol Taishoff, Maury L. Long.

WGAL, Inc., 8 West King St., Lancaster, Pa., Clair R. McCollough, J. E. Mathiot, J. Hale Steinman, John F. Steinman.

(KFJZ and TSN), Tarrant Broadcasting Co., 1201 West Lancaster St., Ft. Worth, Texas, Truett Kimzey.

WDDO Broadcasting Corp., Hamilton National Bank Bldg., Chattanooga, Tenn., Earl W. Winger.

"SOMETHING FOR THE GIRLS"

WNEW, New York Sat., 5-5:30 p.m.

WAVE SHOW IN PLEASING DEBUT.

Recruiting for the WAVES was set to music with pleasing results in the first of a weekly series of half-hour shows over WNEW, Gotham indie. Variety formula is sure-fire, deserves a hand. Congratulations are in order for the outlet and the Navy in presenting a fast-moving, tuneful program.

Standout of the premier airing was the voalizing of WAVE Apprentice Seaman Donna Mason, formerly with Mal Hallett, Sam Donahue and Jerry Wald. Songwriters Dick Mizzey and Irving Taylor, now Navy seamen 1, sang a clever service parody on "Pistol Packin' Mama" and contributed a catchy jingle, which utilized soap-selling technique for WAVE recruiting. Rest of the cast consisted of Latin-American tenor Don Arres, Merle Pitt's six-piece station combination, a Naval aviation gunner who related a thrilling war-zone experience and WAVE Ensign Ann F. Burke in the emcee's spot. Credit for an able directorial job goes to Ted Cott.

"DEAR FOLKS AT HOME"

Dramatic Sketch Presented on "Saturday Night Bond Wagon"

WOR-MBS, Jan. 8, 10:15-10:45 p.m., EWT DRAMATIZATION OF SOLDIER'S LETTER A CLICK.

Morale-building drama, reminiscent of the Oboler touch, this 15-minute playlet written and directed by Fritz Blocki clicked solidly on last Saturday's "Bond Wagon." Danger of delays on the home front was dramatized in action-filled flashbacks from the letter of a soldier stationed in an isolated Pacific post.

Artful blend of message and movement, the essentially simple yarn revealed a fighting man's feelings in a lonely little island that everyone but the Japs forgot. Dialogue's power was seasoned with a poetic flavor at times. Pity of it was that film actor Richard Arlen, in the soldier's role, turned in a routine performance.

Arthur Replaces Drake

Jack Arthur will fill in for Alfred Drake as the guest host and singing emcee of the "Broadway Matinee" show during the week of Jan. 17. Program is heard over CBS at 4 p.m., EWT, Mondays through Fridays.

Stork News

Frank Sinatra added "What a Man" to his laurels Monday evening when he became the father of a son, Francis Wayne, Jr., born in Margaret Hague Maternity Hospital, Jersey City. The Voice, now in Hollywood to do a new RKO film, has been on the long-distance phone constantly throughout this week.



# ★ ★ ★ COAST-TO-COAST ★ ★ ★

## PICTURE OF THE MONTH



First honors go to WISN, Milwaukee, for the best publicity picture of the month. Photog caught Ray Carlson, technician, holding his Christmas Day gift of twins in a Milwaukee hospital. This is the first of a series of monthly selections by RADIO DAILY of publicity picture releases.

### — COLORADO —

DENVER—Milton Shrednik, who directs the orchestra at station KOA, has received a letter datelined an island in the Pacific telling him that one of his programs was picked up via KSTP. Writer is Clem E. Hügel of Denver, now in the Medical Corps, who sang with Shrednik's orchestra four years ago.

### — TENNESSEE —

MEMPHIS—When Uncle Sam gave Clarence H. Price, former announcer for WHBQ, his first furlough in a year, Price made a beeline for the station and worked a regular shift at the mike to help manager Bob Alburty

during a manpower shortage.... WHBQ announces spot schedule sold to the National Stores Co. of Atlanta on behalf of its Memphis store.... WJHL, Johnson City, is getting a special AP news wire under contract with Press Association, Inc.

### — OHIO —

CINCINNATI — "Post-Mark WLW" is what the station calls its new newspaper intended for "Mailbag Club" members. Edited by Minabelle Abbott, it is published once a month, costs 75c for a year's subscription and two-thirds of the income it brings in will go to swell the club's treasury.... Dr. Judson I. McKim,

educational director of WKRC, announces a new series titled "Timely Books," on war-time problems. Program will run for eight weeks.

### — OHIO —

CINCINNATI — WLW presents Merrill (Red) Mueller, its 71st world front guest observer, just returned from North Africa, to the radio audience the other day in interview with station's newsmen.... Next guest observer to broadcast, Jan. 15 and 16, will be Andre Michalopoulos, former member of the Greek cabinet.... WCKY lost a trumpet player when Hawley Todd was appointed solicitor of Montgomery. Cliff Wilson fills the vacancy. When the Navy called Al Jordan away from his trombone, Dave Farley, former school teacher stepped in. Joe Perrin of Sergeant Rose's orchestra in "Wings of Victory" is another former member of the band.

### — MASSACHUSETTS —

WORCESTER—Eye-witness accounts of \$500,000 conflagration at Ware recently were brought to listeners over WTA by Bob Dixon, special eventer, who carried the mike into the blazing ruins after a dash of 40 miles to the scene of action.... To bear out his claims to a historic hobby, Bill Carroll, WTAG guard, can produce newspapers from the days just after Lincoln's death, during the time Garfield and McKinley, and a ball which was the personal gift of "Buffalo Bill."

### — SOUTH CAROLINA —

COLUMBIA — Newest offering of station WIS is "Public Forum" which bows in Jan. 23. Invited guests will participate in informal back-talk of current topics, followed by a brief summation. Forum Council of seven will choose participants and topics for broadcasts which are to be aired weekly for periods of 30 minutes.

### — NEW JERSEY —

PATERSON — As a part of its spot promotion campaign, station WPAT has issued a five-color map indicating field intensity contours and listing total population, number of families, number of homes with radios and names of counties in the area it covers. New rate came out at the same time.... Newcomer on WPAT's staff is Joseph Moretti, engineer, who will be at the outlet's transmitter in Clifton.

### — MINNESOTA —

ST. PAUL — KSTP announces; 52 week contract with Weyand Furniture Co. for daily newscast; 52 week ET's for Arrid by Small & Seiffert ditto for Nervine; renewal with Garble Stores for daily station breaks on KSTP from R. B. Semler; 5th renewal of Phillips Petroleum for Brooks Healderson's "Tomorrow's Headlines Tonight"; "Do You Know the Answer" 6-day 1-hour program, now sponsored by Zinsmaster Baking Co.

### — NEW YORK —

NEW YORK—New series of weekly broadcasts over WNYC started last Saturday under the direction of Irene Wicker, beloved by children as the "Singing Lady," and sponsored by the Child and Youth Services of the CDVO under the direction of Dr. Alice V. Keliher. Program is titled "Junior Citizens Serve" and will give children enrolled in the U. S. Junior Citizens Service Corp and opportunity to tell what they are doing in the war effort. Broadcasts feature a different borough each Saturday at 5 p.m.... By notable concerts to be aired over the QXR this month include Young People's Concert of the New York Philharmonic from Carnegie Hall, Jan. 22, and New Friends of Music Beethoven series featuring Busch Quartet from Town Hall, Jan. 16.

### — PENNSYLVANIA —

PHILADELPHIA — Heavy schedule of leading scholastic basketball games of southern New Jersey is set for WIBG airing starting with the Camden High-Camden Catholic game Jan. 14. Each school's place on the schedule will be by public choice. Claude Haring, veteran sportscaster, will do the play by play; Doug Arthur, color and commercials.... WPEN-FM has arranged with the Swarthmore network to rebroadcast portions of the station's program between 7 and 11 p.m., thus enabling it to reach a large college audience.... Hal LeRoy, famous dancer, guest-starred the other night over WPEN's "Night Club of the Air."

### — KENTUCKY —

LOUISVILLE—Station WINN announces new contract with the Certel Brewing Co. for 10 weekly shows which will be called "Cheer-up Time" and feature popular music.... Recent increases to the personnel are Jean Heady, receptionist and Eugene Bueckman, announcer.

### — TEXAS —

PARIS—When last we heard: Popular bands vie with one another in a musical war when "Competition in Swing," new program on KPLT, Monday, Wednesday and Friday, bursts forth.... Kish's, jewelers, and Harold Hodges, insurance, joined in renewal of "Juke Box Saturday Night," 10 to 12 p.m.... Carey Salt sponsoring "Swing Session" seven days weekly.... Tops in record shows is "Five Four to Five" every afternoon, boasting of four godfathers.

### — PENNSYLVANIA —

PITTSBURGH—News from WCAE: Adelyn Hood, better known to radio audience as Aunt Caroline, is happy to be back on her morning program after siege of flu.... New continuity editor is Helen Loomis Baughman.... Ralph Fallert, WCAE announcer before he joined the Seabees, is furloughing at home after 13 months in the South Pacific.... New to the staff orchestra is Pee Wee Louis with his sax.... "Our Morale," Dean Austin Pardue's series, resuming Jan. 31.



# Press-Owned Radio OK'd

## Treasury Position For Sherwood King

Washington Bureau, **RADIO DAILY**  
Washington—Sherwood King, associate chief of advertising for Treasury's War Finance Division for two years, has been named chief of the advertising section by Ted R. Gamble, national director. He succeeds Thomas H. Lane, former New York advertising man, who was recently named director of advertising, press, and radio, filling the post of Vincent F. Mahan, who resigned last month. King, who attended Marquette University and the University of Wisconsin.  
*(Continued on Page 3)*

## Giving Wartime Service To ET Clients, Agencies

Asheville, N. C.—Because of the shortage of transcription materials, WNC in Asheville has culled all national spot announcement readings from its files, and written letters to the respective agencies asking advice as to disposition. According to the station's program department, producing and advertising agencies usually advise when and where to ship program discs, but in  
*(Continued on Page 4)*

## Let's All Back The Attack" Title Of CBS Program

A special one hour show titled "Let's Back the Attack," will be pre-empted by CBS as a prelude to the fourth War Loan drive on Monday, Jan. 16, 10 p. m., over WABC-CBS. Show will include such personages as Secretary of the Treasury Morgenthau, and several governors, Ronald Reagan,  
*(Continued on Page 2)*

**S. S. Frank Cuhel**  
The S. S. Frank Cuhel, in memory of the Mutual network correspondent who lost his life en route to the Mediterranean war theater last year, will be launched today from Calif. shipyards. Launching will be picked up by Mutual from KHJ, the originating station, this afternoon 3:15-3:30 p. m., EWT. Cuhel had been in the South Pacific on prior assignment.

## MacLeish Outlines Plans For NBC Series

Music will not be used to set the mood of "American Story," NBC's forthcoming literary cavalcade of the Americas, author Archibald MacLeish revealed yesterday at a press conference in Radio City, New York. Though accompaniment will be present, it will be there for its own sake, MacLeish indicated, with sound playing a major part in the dramatic re-creation of the important chronicles of the Western Hemisphere.  
Program, which bows in the first  
*(Continued on Page 3)*

## New Miles Strip On NBC; Cities Service Renews

Miles Laboratories, Inc., has bought a five-a-week news series over NBC featuring Robert St. John, analyst, for its One-A-Day vitamin product. New program is scheduled to start Jan. 31, at 10:15-10:30 a. m., EWT, Monday  
*(Continued on Page 2)*

## Blue Program Head In Speech Asks New Show Ideas, Talent

### Colman And Rogers Star On Premiere Of Series

Los Angeles — Two-time Pulitzer prize winner Robert Sherwood's "The Petrified Forest" with Ronald Colman headlining, and Academy award winner Ginger Rogers as guest star, leads off the new "Everything for the Boys," dramatic series via NBC, Tuesday January 18th at 7:30 p. m.,  
*(Continued on Page 2)*

## FCC, In Unanimous Decision, Dismisses Proceedings Regarding Order 79; Transcript To Senate Probers

### NBC's War-Bond Day Scheduled For Feb. 8

Over a closed circuit to affiliated stations, NBC today at 1:15 p. m., EWT, will outline its plans for participation in the Fourth War Loan drive which opens this Tuesday. William S. Hedges, the network's vice-president in charge of stations will be heard along with three other speakers directly associated with the campaign. Station officials and their guests, gathered in local studios  
*(Continued on Page 6)*

### NAB Convention Com. Meeting In Chicago

NAB convention sub-committees will meet in Chicago today at the Palmer House to discuss the place, time and general aspect of the next NAB Annual Convention. C. E. Ar-  
*(Continued on Page 2)*

### New Biz and Renewals Reported by WOR

Two new accounts and several renewals were reported by WOR, New York, this week. G. N. Coughlan Company and Simoniz Company have tak-  
*(Continued on Page 4)*

Washington Bureau, **RADIO DAILY**  
Washington — The FCC last night announced that it has decided unanimously against any general rule regarding newspaper ownership of broadcast facilities. The Commission closed the record and dismissed the proceedings in regard to its Order 79, for years one of the most controversial issues in broadcasting. Thus, existing newspaper licenses have nothing to fear from the Commission because they are newspaper owners, and all applications  
*(Continued on Page 5)*

## Latin-American Series Set By CBS Shortwave

A new series of Latin-American programs on CBS entitled, "Viva America," will be heard via short wave over a 97-station chain of the "Cadena de las Americas" in South American countries starting, Thursday, from 11:30 to midnight, EWT. The new weekly series was conceived and produced by the Short  
*(Continued on Page 2)*

## CBC Will Engage Full Time Chairman

Montreal—The Dominion government, it was learned yesterday, decided to accept the recommendation of the board of governors of the  
*(Continued on Page 2)*

**Heavy Schedule**  
Despite difficulties of transportation, Mrs. Doris Corwith, NBC lecturer, succeeded during 1943 in addressing 199 audiences with an aggregate attendance of 57,150, according to her annual report just issued. Itinerary took her to 40 cities from Portland, Me., to Omaha, Neb., and included university and "workshop" dates. Figure represents a large increase over 1942.

**"Village Choir"**  
The Ford Motor Company will present the "Greenfield Village Choir" as the regular Sunday offering of its Monday-through-Sunday series on the Blue Network. The celebrated group of young singers will replace the news broadcast formerly heard at the same time, 8:00-8:15 p. m., EWT, on 156 Blue Network stations. Maxon, Inc., handles the Ford account.





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JOHN W. ALICOATE : : : Publisher

FRANK BURKE : : : : : Editor

MARVIN KIRSCH : : : Business Manager

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# FINANCIAL

(Thursday, January 13)

NEW YORK STOCK EXCHANGE				Net
	High	Low	Close	Chg.
Am. Tel. & Tel.	156 3/4	156 1/4	156 1/4	—
CBS A	26 3/4	26 3/8	26 3/8	— 3/8
CBS B	26 1/2	26 1/8	26 1/8	+ 1/8
Crosley Corp.	18 1/2	18 1/2	18 1/2	— 1/2
Farnsworth T. & R.	12	11 1/2	11 7/8	+ 1/8
Gen. Electric	37 1/2	37 1/8	37 1/2	+ 1/4
Philco	27 5/8	27 1/8	27 1/2	+ 1/8
RCA Common	9 7/8	9 5/8	9 3/4	— 1/4
RCA First Pfd.	70	70	70	—
Stewart-Warner	12 5/8	12 3/8	12 5/8	+ 1/8
Westinghouse	95 1/4	95 1/8	95 1/4	— 1/4
Zenith Radio	35 1/2	35	35 1/2	— 1/4
NEW YORK CURB EXCHANGE				
Nat. Union Radio	3 7/8	3 7/8	3 7/8	—
OVER THE COUNTER				
WCAO (Baltimore)				Bid 20 1/2
WJR (Detroit)				Asked 31

## Auerbach To Aid Photogs

Artie Auerbach, known to radio as "Mr. Kitzel," arrives from the west coast today to lend a hand to the press photographers in planning their 15th annual entertainment and dance scheduled for Friday, Feb. 4, at the Waldorf-Astoria. Auerbach was formerly a New York press photographer.

## 20 YEARS AGO TODAY

(Jan. 14, 1924)

Major General James G. Harboard will be one of the speakers on the Ohio Society broadcast, emanating from the Waldorf Hotel over station WJZ... At a recent broadcast in New York, a squad of Boy Scouts handled the announcing details with much enthusiasm and color... When a New York choral club, scheduled to sing over WJZ the other evening, did not arrive for the broadcast, announcer told the radio audience that "they failed to show up."

## Colman And Rogers Star On Premiere Of Series

(Continued from Page 1)  
EWT. The original adaptation of the Sherwood hit will be especially written by Arch Oboler. Tuesday night's show, first of the new series, will also feature two-way, short-wave conversations between Colman and Rogers in the NBC studios and two young bomber pilots, stationed at an air base somewhere in England, about to go on their 50th mission. Besides starring Ronald Colman and famous guest stars every week in dramatizations of such outstanding hits as "The Petrified Forest," and "Three Men On a Horse," "Berkeley Square," "The Citadel" and others—all especially written and produced by Oboler—final four minutes of all shows will feature special short-wave talks between star of show and service men stationed in Chungking, Honolulu, Naples, Cairo and other fighting centers.

## CBC Will Engage Full Time Chairman

(Continued from Page 1)  
Canadian Broadcasting Corporation for the appointment of a full-time salaried Chairman of the Board. An amendment to the broadcasting act will be necessary to provide for the new post which means quite a radical change in the CBC set-up. Possibly the selection for the post will not be announced till the act is amended. Presumably one of the existing vacancies on the board will be filled by the new chairman.

## "Let's All Back The Attack" Title Of CBS Program

(Continued from Page 1)  
Bing Crosby, Judy Garland, John Charles Thomas, Conrad Nagel and others. Music will be provided by Capt. Glenn Miller and the band of the Air Forces Training Command and David Broekman's orchestra and chorus.

## Name Bands to Broadcast For 'March of Dimes' Drive

Billed as "March of Dimes Cavalcade of Bands," CBS will present a series of name dance orchestra broadcasts on Sunday and Monday. The band broadcast schedule follows: Sunday: 11:30 to 12 midnight, Harry James and orchestra from Hollywood; 12:30 to 1 a.m., Charlie Spivak's orchestra from New York. Broadcasts for Monday are Sonny Dunham's orchestra, 11:30 to 12 midnight and Denny Beckner's orchestra, 12:30 to 1 a.m.

## WMCA 4th War Loan Plans

WMCA, New York, is making all sustaining and commercial program facilities available for appeals directed to small bond buyers for the full 28 days of the Fourth War Loan drive. It is estimated that over 2,000 individual appeals will be aired.

## Latin-American Series Set By CBS Shortwave

(Continued from Page 1)  
Wave division of CBS with Ben Feiner as the writer and director. Special orchestral arrangements are under the supervision of Terig Tucci, musical director of the "Cadena de las Americas" and the entire series is under the personal direction of Edmund A. Chester, director of Latin-American relations for CBS. Latin-American artists scheduled to appear on the first broadcast are Eva Garza, Mexican songstress; Reinaldo Henriquez, Cuban tenor, the augmented CBS Pan American orchestra directed by Alfredo Antonini and the Celso Vega quintet, Afro-Cuban instrumentalists. Don Arres will emcee the program.

## New Miles Strip On NBC: Cities Service Renews

(Continued from Page 1)  
through Friday, over 39 outlets. Wade Advertising Agency, Chicago, handles the account. Same sponsor also has "News of the World" on NBC Monday through Friday at 7:15 p.m., EWT, and Sundays at 11:15 p.m. Also Miles has the National Barn Dance on the same web, heard Saturday nights, for Alka-Seltzer.

NBC also chalks up a renewal of the Petroleum Advertisers, Inc., for the "Cities Service Concert," on 65 stations, effective Jan. 28. Program heard Friday night at 8-8:30 p.m., EWT, is conducted by Dr. Frank Black, with Lucille Manners and Ross Graham, as soloist, and a mixed chorus, is now in its 18th year on NBC. Foote, Cone Belding is the agency placing the business.

## NAB Convention Com. Meeting In Chicago

(Continued from Page 1)  
ney, Jr. of the NAB will confer with the Site and Program groups representing the whole Committee. The Site Committee group comprises Ed Yocum, John J. Gillen and Nate Lord. The program sub-committee is Kolin Hager, Herb Hollister and Harry Spence.

## Edith Doyle

Edith Doyle, commercial staff WSPA, Spartanburg, S. C., died suddenly in Spartanburg of cerebral hemorrhage. Mrs. Doyle, who is survived by a daughter, Betty Ann and two sons, Henry and Larry, had been associated with WSPA for several months after commercial work with the Harry S. Goodman and Kasper Gordon companies.

## Red Cross Luncheon

Radio station managers of greater New York have been invited to a Red Cross luncheon at the Hotel Roosevelt on next Friday to discuss plans for the 1944 Red Cross drive. The luncheon meeting has been called by James M. Cecil, chairman of the Committee on Public Information.

## COMING and GOING

NEVILLE MILLER, president of the N. left last night for Chicago to attend a committee meeting of the organization. He accompanied by C. E. ARNEY.

PAUL HOLLISTER, vice-president of CBS, charge of advertising and sales promotion, returned from a brief trip to Canada, where addressed the advertising clubs of Toronto and Montreal.

TOM SLATER, director of special events sports for Mutual, off for Washington, D. where he is scheduled for a Red Cross lecture and some general network business.

LEONARD ASHE, president of Capitol Broadcasting Co., which operates WBCA, Mutual FM affiliate in Schenectady, returned to update headquarters yesterday following a days in New York.

DON S. ELIAS, executive director of WJZ in New York this week on station and business.

JOE W. ENGLE, president of WDEF, Chattanooga, Tenn., and FRANK S. LANE, commercial manager of the station, are here for conference with the New York station reps.

MITZI KORNETZ, publicity director of WJZ Columbia's outlet in Worcester, has returned to her Massachusetts headquarters following brief visit in New York.

ARCHIBALD MacLEISH, who will write and act as narrator on the "American Story" program for NBC, arrived yesterday from Washington, D. C.

JACK BENNY, MARY LIVINGSTONE, DENNY DAY, DON WILSON and other members of program personnel are going to Santa Ana, Cal., from which point they broadcast the Saturday night program over NBC.

JACK STANLEY, accompanied by MRS. STANLEY, are in New York this week while Duffy-Mott "What's Your Idea" program emcees from WOR.

RALPH EDWARDS and the program entourage of his "Truth or Consequences" show over NBC, are off on another bond-selling tour and will broadcast tomorrow from Phoenix, Ariz.

### LOST AUDIENCE FOUND!

It's a big one, too. It's the Baltimore war-worker audience that plays while you sleep. They wanted daytime radio features from midnight on. And W-I-T-H gave it to them in the "Night Owl Club." It's a brisk show... contests, prizes, membership cards, news... just like the daytime shows. It has a wall-losing listening audience. Time is available.

# WITH

## IN BALTIMORE

TOM TINSLEY, President  
REPRESENTED BY HEADLEY-REED



★ AGENCY NEWSCAST ★

MacLeish Outlines Plans For NBC Series

Blue's Program Head Asks Ideas And Talent

(Continued from Page 1)

the Blue's Western Division, Carlin immediately got about the business of turning all of his cards face upwards on the table.

By now you must have gathered that the Blue is open-minded, open-hearted and a flexible organization," he began, and then went on to give emphasis to this avowed policy of the network.

"I can remember when we thought \$10 was a good chunk to spend on a steiner. We didn't engage Connee Esbells, Dunningers, or spend \$1,500 on an audition. But we do now. We're not throwing money around," Carlin continued, "but we are willing to gamble now to gamble on a good bet."

That's where you 10 per cent gentlemen come in," the Blue Network executive reminded his audience. Perhaps some of you may feel that the Blue has gone too heavily into the package business at your expense. . . . Let me point out that we do not care whose package it was originally. Our only concern is that once we get that package, jointly or alone, it must remain on the Blue Network from now on. If we invest money in it, whether sustaining or in audition, then it must be sold exclusively on the Blue. We're very selfish in this sense."

Pointing out that the Blue's chief bid now is for a few good shows, Carlin in content, for daytime strips, Carlin invited his auditors to "give us a look see' at your shows and talent."

The Blue wants your help and moral support," he continued. "We have some big plans with respect to programs, television, new studios and the rest that goes with a top network, and we should like to have you part of our success."

STANLEY RESOR, president of J. Walter Thompson Company, announces that the following members of the organization have been added to the board of directors: Robert T. Colwell, of the New York office; Daniel Danker, Jr., of the Hollywood office; O'Neill Ryan, Jr., of the New York office, and Merton V. Wieland, of the Chicago office.

RUTHRAUFF & RYAN, Inc. has elected Merritt W. Barnum, Jr. as vice-president in charge of radio programs. Barnum has been associated with the agency since 1937. He has returned to Ruthrauff & Ryan, Inc. after a year's leave of absence during which he acted as deputy chief of the New York Radio Bureau of the OWI.

JOHN C. GERSTNER, editor of the Mail Order Journal, and former publisher's representative for a number of trade papers in New York, has joined the advertising staff of Hillman Periodicals.

FRED H. PINKERTON, formerly director public relations, advertising and sales promotion, Reeves Sound Laboratories, manufacturers of crystal oscillators for airborne radio, and Hudson-American Corporation (radio equipment producers) both of New York, N. Y., states he has resigned, effective December 31st. He remains as Public Relations Counsel to the National Electrical Wholesalers Association, New York.

ALEX STEINWEISS, advertising and sales promotion manager of Columbia Recording Corp., has joined the Navy and his duties have been taken over by PAUL SOUTHARD, vice-president of CRC.

Bondwagon' On Saturday Skeds Tallulah Bankhead

Tallulah Bankhead, whose work in the film, "Lifeboat," which opened this week, was acclaimed by all critics, will enact the title role of Jane Goodell's story, "They Sent Me to Iceland," which will be presented on the "Saturday Night Bondwagon" program over WOR and the Mutual network tomorrow from 10:15-10:45 p.m., EWT.

WOR Adds Three  
Ludwig B. Breitegger has joined the staff of the WOR engineering department.  
Robert H. Albrecht is another new member of the department.  
Beverly Weinstein has been added to the staff of the WOR program department.

WPEN Has New Feature  
Fred Darwin's show—"Vogues in Rhythm"—heard Monday through Saturday over WPEN, Philadelphia—now incorporates "Tunes at Noon," which is a 15-minute feature of popular music. The orchestra is under the direction of Joseph Franzosa, and is heard from 11:45 to 12:00 Noon.

PAPERS OF INCORPORATION have been filed with the Secretary of State for three advertising concerns. They are: RICHARD CONDON, INC., Manhattan, 200 shares, no par, by Max E. Youngstein and Richard Condon and Maerose Carnaghi, New York. Fitelson and Mayers, New York, filed the papers. . . . TECHNICAL ADVERTISING AGENCY, INC., Manhattan, 100 shares, no par value, by Arthur J. Katzman, Ridgewood, Henry R. Eisenberg, and Joseph Winston, Bronx. Katzman and Chassen, Ridgewood, submitted the papers of incorporation. . . . DISPLAY ASSOCIATES, INC., 50 shares, no par, by Joseph Maslon, who filed the papers, Murray Rubien and Ethel Cohen, all of New York.

HIGHLAND GARDENS, home development in Chester, Pa., will include radio in its forthcoming campaign, which will be handled by Abner J. Gelula & Associates.

BERNARD TABAKIN after a year's service in the public relations office of the Air Service Command has joined Frederic W. Ziv, Inc., transcription producers, as director of promotion. Tabakin formerly was in the agency business in Cleveland.

AMERICAN ASSOCIATION OF ADVERTISING AGENCIES is distributing to its members information on three official war themes: a Red Cross War Fund campaign guide, a food program issued by the OWI and a fact sheet on womanpower.

WILLIAM A. FOOTE has been named Sales Coordinator of Littelfuse Incorporated, El Monte, California and Chicago. Foote's business career includes the presidency and general sales management of the Wingfoote Petroleum Company—affiliation with the Standard Oil Company of New York as Marketing Counsel—national directorship of sales of the Deoxolin Chemical Corporation.

(Continued from Page 1)  
cycle of 17 complete historical epics with an interpretation of the "Columbus Journal" on Saturday, Feb. 5, from 7 to 7:30 p.m., EWT, will retain the simple restraint of the basic texts. MacLeish is set to narrate some of them via two-way circuit from Washington, where he is Librarian of Congress. Shortwave rebroadcasts and recorded versions in Spanish and Portuguese are being planned by the network for Latin-American listeners. Scripts are submitted for suggestions to the State Department's Division of Cultural Relations and the Office of the Co-ordinator of Inter-American Affairs.

When asked to forecast the influence of radio in the post-war period, MacLeish said, "The potential influence of radio in the consideration of peace is enormous." Airwave discussions with popular participation were desirable, he indicated. In answer to the question of whether we were headed toward Government ownership of broadcasting as some critics have said, he stated that he had never heard one suggestion in the Government that it was taking place.

Treasury Position For Sherwood King

(Continued from Page 1)  
consin, has been associated with several advertising agencies, including Fuller, Smith and Ross, New York, Lord and Thomas, Chicago, Campbell, Ewald & Company, Chicago, and Erwin, Wasey & Company, Chicago and Minneapolis. He is the author of several advertising textbooks and has also published three novels.

Howe Address Scheduled

Quincy Howe, CBS news analyst, will address the annual meeting of the National Refugee Service, at the Hotel Commodore, Saturday night, Jan. 15.

Martyn Replacing Fraser

Bill Martyn has taken over the five-minute news broadcasts on WJZ sponsored by Esso and Ward Baking which were formerly handled by Jack Fraser, now the Blue's war correspondent attached to Allied Force headquarters in Algiers.

WTAG's Hostess  
MILDRED BAILEY  
makes your  
hand name a household word in  
Central N. E.



WTAG  
WORCESTER

Help Yourself to  
AMERICA'S VAST  
Beyond Metropolitan  
MARKET

See Broadcasting and Radio Daily, January 17, 1944



LOS ANGELES

By RALPH WILK

WHEN Harry James and his CBS Music Makers wind up their current tour of swing duty at the Hollywood Palladium, they plan to embark on a series of visits to military and naval hospitals in the Southern California area to entertain wounded and ailing servicemen with their popular brand of cheer-'em-up music.

Lewis Allen Weiss, vice-president and general manager of the Don Lee Broadcasting System will address the San Marino Chamber of Commerce at its luncheon meeting Tuesday, January 18.

The officers and men at a troop transport air base near Warrensburg, Missouri, have written to Chester Lauck and Norris Goff, the Blue Network's "Lum and Abner" team, asking permission to name one of the great flying ships after the two old Ozark characters.

Our selection of the week of the most photogenic non-professional—Charlotte Siano of the J. Walter Thompson office.

Artie Auerbach (Mr. Kitzel on the Al Pearce show) left for New York this week to do some radio shows back there.

NBC's "Star Playhouse," first daytime air show to feature movie stars as guest artists, now has adopted another innovation. Instead of using an organ alone to furnish theme and curtain music, "Star Playhouse" augments this instrument with violin and harp. Leader of the group is Richard Aurdant, organist.

Harry W. Flannery, CBS commentator on a "postman's holiday" of interviewing Mexican war experts during January, will probably be heard several times on the CBS network airing from Mexico City.

Leon Wray, former national advertising manager of the Glendale News Press, has been added to the sales department of KHJ-Don Lee Broadcasting System. Wray, who is married and lives in Los Angeles, has been program director of Station KGFJ, and has also been associated with the Anaheim Bulletin as advertising manager.

Larry Berns, CBS producer of New York, arrived in Hollywood for a four weeks period of conferences with KNX-CBS Hollywood executives.

Murray Grabhorn, national spot sales manager of the Blue, is here conferring with Pacific Blue representatives. He will visit San Francisco on his return to New York.

New Biz and Renewals Reported by WOR

(Continued from Page 1)

en participating time on Bessie Beaty's show; Quaker Oats have renewed sponsorship of Prescott's Robinson's news program 8:55 to 9 a.m., Monday through Saturday and the Resinol Chemical Company have renewed Pegeen Fitzgerald's "Pegeen Prefers" Monday through Saturday, 8:30 to 8:55.

MAIN STREET



Reporter At Large. . . !

● ● ● This is the inside on a situation existing in this zany business . . . . . because the principals are too well known in radio and music circles, their names will be disguised. . . . . but the story is too good and cries out to be printed. . . . . ergo. . . . . Bill Jones is the energetic manager of several big name acts and his secretary, Mary Smith, appears on so many radio programs that her weekly total salary often is a great deal higher than her boss' . . . . . (don't try to guess who these people are . . . . . you just can't guess. . . . . however the two referred to will know) . . . . . Bill Burton and Dick Haymes leave for Hollywood, Jan. 28, where Dick is to star in his second musical, "When Irish Eyes Are Smiling" for 20th Century-Fox. Damon Runyon production. . . . . while there Dick's "Bourgeois" CBSerenade will have Emil Newman's orchestra subbing for Ray Block whose other commitments keep him here. . . . . Bob Stanley, musical director of MBS and Sunny Skylar have collabed on the song, "Cisco Kid" theme song of the program of the same name. . . . . Dick Brown whom we wrote about, stating he "belongs on the networks now," will act as emcee-vocalist tonight on the "Keep Ahead"liner over WOR. . . . . CBSongstress Joan Brooks will make a record for Eli Oberstein. . . . . we never can understand why her talents hadn't been signed long ago. . . . . to us, Joan has one of the most captivating voices on the air. . . . .



● ● ● Frank Loesser, now in the army, whose songs prove him to be the "hottest" of today's tunesmiths, has been transferred to Gotham and is attached to the Captain Harry Salter office. . . . . we ran into him yesterday and had a chance to thank him for the party he tossed in our honor, last year at the Brown Derby. . . . . A quartette of singing beauties, calling themselves "The Irresistibles" have been NBContracted for five appearances weekly, starting Monday. . . . . The Deep River Boys return to the Kate Smith program Jan. 21 for the sixth time in the past two months. . . . . Because he lost too much weight on his last trip with the "Songs By Morton Downey" troupe and too, due to other commitments requiring his stay in Gotham, Maestro Raymond Paige bows off the Downey program Feb. 4. . . . . Starting Monday, early listeners to NBC have been promised a musical treat to be heard Mon., Tues., Wed. and Thurs. mornings. . . . . the talented Irving Miller's "Music Room" and the "Taylor Made Songs" program will be combined. . . . . incidentally, Miller is one of Radio's best conductors. . . . . Stuart Buchanan, Blue Network Producer, will audition a new variety program tonight, featuring Cliff (Ukelele Ike) Edwards, Jesse Crawford and an orchestra and choral group. . . . . When Ginger Johnson and his family returned home from Florida Tuesday, he found his home had been burgled and jewels missing. . . . . thinking it was another of his partner's (Alan Kent) gags, he didn't think anything of it until yesterday. . . . . when he learned that it was NO gag. . . . . the theft was as genuine as the missing jewels. . . . .



● ● ● This is a story we are happy to write. . . . . it's about a swell guy who has done many fine things for others and now is getting the break he deserves. . . . . A few years ago, before he joined the press dep't of the Blue Network, George Schreier, was a sports columnist and sports announcer in New Jersey. . . . . where his sincerity and knowledge of sports earned him the respect of the sporting fraternity and a loyal following. . . . . while at the Blue Network, George has been doing a fine job for many radiolites. . . . . however, what we want to announce is the fact that Vic Bennett, v.-p. of WAAT has signed George as sportscaster on that station, to be heard every Friday night, sponsored by Hamover Shoes. . . . . Schreier has always given others unselfishly of his time and efforts and loyalty. . . . . thus we say, Good Luck George, you have hundreds of people pulling for you. . . . .



Remember Pearl Harbor

CHICAGO

By BILL IRVIN

PRETTY June Lyon, NBC Chicago staff pianist, is an inventor, it seems, much to her own astonishment. When a vacationing friend wrote her wailing the lack of cooperation from denizens of the piscatorial world, June waggishly wired she was sending him an extra-special irresistible bait. She thereupon concocted the lure of a long metal bottle opener—some feather from an old bonnet and a couple of hooks. The gag backfired when the enthusiastic fisherman eulogized, via special delivery, the new bait, reporting that it would hook 'em when nothing else would. So June has patented her bait and named it "Pabstoreno."

After 12 years in Chicago radio, Len Salvo, WGN staff organist, is resigning shortly to go to California to rest and relax. He will be succeeded by Preston Sellers.

The NBC Chicago Radio Recording division has transcribed 40 one-minute spot announcements for B. T. Fook Manufacturing Company (Grapette) through Bryan and Bryan, Shreveport, La. Talent is a girl trio.

Attending premiere of Union Pacific's new NBC program, "Your America," at Omaha on Jan. 8 were Harry C. Kopf, vice-president and general manager of the central division; Jules Herbeveaux, program manager for the central division, and John McCormick, NBC salesman, all of Chicago, and Alex Robb of Los Angeles, manager of package sales for the Western division.

Dorothy Macdonald, formerly with WAIT, Chicago, and WGAR in Cleveland, has joined the WGN continuity department as a script writer.

Capt. John W. Nesbit, former language instructor at Northwestern University and NBC announcer coach, is credited with organizing a rescue unit which has saved the lives of many allied fliers shot down over Burma.

Dick York, "Joey" in the "Brewster Boy" series heard over CBS from WBBM, Chicago, announcing to all and sundry that he had been presented a baby sister. The newcomer has been named Vicki.

Giving Wartime Service To ET Clients, Agencies

(Continued from Page 1)

the case of announcements instructions are seldom received, or else simply state to hold discs for possible future use. WWNC found nearly 50 transcriptions which were marked "hold," some dated more than two years ago.

All in all, the Asheville station hopes to place over 200 transcriptions back in circulation through the current inquiry. Letters to agencies include record number, track numbers, and asks them to check (a) Retain in files (b) Ship to manufacturer for refabrication (c) Other shipping instructions.



# Canadian Press Opposes CBC Policy

Montreal—Voicing a protest against the expansion of facilities for radio broadcasting at a time when newsprint paper generally is being reduced and newspaper, magazine, and mail advertising is correspondingly restricted, Maclean's Magazine editorializes in part as follows:

Results of these restrictions tie in with the Government's desire to lessen the demand for consumer goods, a part of the national anti-inflation policy the objective generally regarded as sound; has been accepted with good grace and in the spirit of cooperation.

It is all the more amazing, then, that the Government should have undertaken the action of the Canadian Broadcasting Corporation in establishing a second national network.

In spite of CBC's explanations, the fact is that at a time when commercial advertising media are restricted under government policy, the publicly-owned radio system is extending its chain and advertising facilities.

## Opposes Commercial Operations

Commercial operations of CBC have exceeded the limit originally set. On February 3, 1938, the chairman of governors stated, 'Beyond the limit of \$500,000 (per year) of commercial revenue from network and stations it is not the desire nor the intention of the corporation to expand that only until we are self-sustaining from other sources.'

On February 8, 1938, Hon. C. D. Howe, then minister of transport with whom in his field, told the House of Commons, 'It is not the desire or intention of the corporation at any time to obtain a revenue of over \$500,000 from commercial sources for other reasons.'

The latest CBC report shows its commercial revenues to be \$1,800,000.

From the public CBC exacts a license fee. It pays no taxes, as do stations with whom it competes. It has gone far beyond the advertising revenue bracket so clearly defined. It has flouted the government's deplorable policy of curtailment of advertising and ordinary business expansion.

The feeling is growing—in more and more direction—that CBC is ignoring the standards of a democratic utility. It's about time Parliament straightened things out."

# Press-Owned Radio Stations Unanimously Okayed By FCC

(Continued from Page 1)

now in the pending file (if pending because applicants are newspapers) will be handled on their individual merits.

A summary of the hearings on this question and the Commission's deliberations have been sent to the Senate Interstate Commerce Committee and the Lea Committee, also to the House Interstate Commerce Committee.

Full text of the commission's announcement follows:

The Commission today closed the record and dismissed the proceeding instituted pursuant to Orders 79 and 79A relating to newspaper ownership of radio stations.

The Commission has concluded, in the light of the record in this proceeding and of the grave legal and policy questions involved, not to adopt any general rule with respect to newspaper ownership of radio stations.

A summary of the evidence in the proceeding is being forwarded to the appropriate committees of the Senate and House of Representatives in order to inform them of the facts developed by the investigation and for any consideration which they may desire to give the matter.

Aside from the specific question of common ownership of newspapers and radio stations, the Commission recognizes the serious

problem involved in the broader field of the control of the media of mass communications and the importance of avoiding monopoly of the avenues of communicating fact and opinion to the public. All the Commissioners agree to the general principle that diversification of control of such media is desirable. The Commission does not desire to discourage legally qualified persons from applying for licenses, but does desire to encourage the maximum number of qualified persons to enter the field of mass communications, and to permit them to use all modern inventions and improvements in the art to insure good public service.

In the processing of individual applications for licenses the Commission will inquire into, and in its decisions, give expression to "public interest" considerations. The Commission does not feel that it should deny a license merely because the applicant is engaged or interested in a particular type of business, however, it does not intend, in granting licenses in the public interest, to permit concentration of control in the hands of the few to the exclusion of the many who may be equally well qualified to render such public service as is required of a licensee.

## New Licenses Issued By Music Publisher Assn.

Music-licensing agreements have been inked by Associated Music Publishers, Inc., with WACO, Waco, Tex.; KNOW, Austin, Tex.; WCAR, Pontiac, Mich.; KFNF, Shenandoah, Ia.; KFOX, Long Beach, Cal., and WEIM, Fitchburg, Mass.

Contracts between AMP and the following outlets have been extended for additional periods; WCAU, Philadelphia, WTAR, Norfolk, Va.; WCBS, Springfield, Ill.; WCMI, Ashland, Ky.; WCOS, Columbia, S. C.; WFTL, Fort Lauderdale, Fla.; WHAM, Rochester, N. Y.; WIBW, Topeka; WLAP, Lexington, Ky.; WLW, Cincinnati; WMOB, Mobile; WNAX, Yankton, S. D.; WOPI, Bristol, Tenn.; WSAI, Cincinnati; WSGN, Birmingham; WSIX, Nashville; WTSP, St. Petersburg; WWJ, Detroit; KMA, Shenandoah, Ia.; KMYC, Marysville, Cal.; KOIN, Portland, Ore.; KPAC, Port Arthur, Tex.; KROY, Sacramento; KSL, Salt Lake City, and KSTP, St. Paul.

## Stork News

Don Frank, senior announcer of WPEN, Philadelphia, is now a proud uncle. His sister just gave birth to a bouncing baby girl. Don's only complaint is that the blessed event occurred on his sister's wedding anniversary, and now instead of the customary one present, he will have to fork over two.

## Minister of Netherlands Scheduled On CBS Today

Dr. H. J. Van Mook, Netherlands Minister of Overseas Territories, speaks over the Columbia network today (WABC-CBS, 11:15 to 11:30 p.m., EWT). Dr. Van Mook has just returned to this country from London. He speaks from New York.

## Plane Named For Ann Perry

One of our many fighter squadrons, somewhere overseas fighting the Japs, has named a plane after Ann Perry, WNEW's female singing star. A sergeant in the squadron wrote Ann, telling her that she's the "song hit of the squadron" and that her plane, the "Miss Ann Perry," is "knocking down a few Nips."

## Shift "Archie Andrews" Debut

The premiere of "Archie Andrews," new comedy serial to be heard over WOR and Mutual, Monday through Friday, from 5:15 to 5:30 p.m., will take place Monday, January 17. The premiere had been previously announced for January 3. "Archie Andrews" replaces "The Black Hood" which will be heard for the last time on Friday, January 14.

## Church Renews On WHN

Calvary Baptist Church has renewed its two Sunday programs over WHN for 53 weeks.

# PROMOTION

## CBS Programs

CBS through Douglass Coulter, vice-president in charge of programs has issued the third of a series of "CBS Programs for Sale," in small pamphlet form. Many sustaining shows are listed in such categories as: drama, variety, news, music, daytime (five-a-week) and other "notable availabilities."

Listing gives the type of show, a resume of the story, production and cast, etc. Hooper or CAB ratings are included in some of the material. Also programs are mentioned which are not yet on the air but scheduled for early production.

## PA War Service

Press Association, Inc., has prepared a new chronology of the war for use as reference material by stations taking the special AP radio wire. Complete through December, 1943, "A Chronology of World War II" lists by date not only the significant events since U. S. participation, but those political and military developments which led up to global conflict, beginning with Japan's invasion of Manchuria in September of 1931. All stations using the AP radio news wire will receive "A Chronology of World War II" early next week.

## Diploma

"It Pays To Be Ignorant" program heard on WOR for Piel's beer and in a different version on Kate Smith show for General Foods on CBS Friday nights, got off a typical Tom Howard masterpiece in a diploma which was inscribed "It Pays To Be Ignorant—Institute of Mis-Statement—greetings etc. and bestowed the Honorary Degree of Doctor of Nonsense," all duly signed by Tom Howard, Lulu McConnell, George Shelton and Harry McNaughton, all holding "Office" with one silly title or another.

Print job was good and arresting to the eye as well as to the risibilities.

## Squibb "Book Of Health"

L. H. Ashe, advertising manager of E. R. Squibb & Sons accomplished a neat promotional stunt recently which was both an excellent tie-in for the company's CBS program "To Your Good Health" and the holidays as well. To the trade and radio editors, Ashe forwarded a collection of Squibb products encased in a box resembling a large book bound in simulated red velvet and brown leather.

"Book" was entitled, Squibb's "Book of Health," and proved not only an attractive package but highly useful as well.

## Joins Blue Web

Station WLPM, Va., has become affiliated with the Blue Network, bringing the total number of Blue affiliates to 177 stations.

Owned by the Suffolk Broadcasting Corporation, WLPM operates full time with 250 watts power on a frequency of 1,450 kilocycles. Fred L. Hart is the manager.

# QUEST-ING

ALEXANDER BRAILOWSKY, on the program of the New Philharmonic-Symphony, Sun-WABC-CBS, 3 p.m.).

ELENE DIETRICH, on Phil "Take It Or Leave It," Sunday WABC-CBS, 10 p.m.).



## NEW BUSINESS

WNEW, New York; A. S. Beck Shoes, renewal of 59 spot anns. weekly for 52 weeks, through Pettingell & Fenton, Inc., New York; Miles Shoe Stores, renewal of six 15-minute studio programs weekly for 13 weeks, (Hollywood Digest), through Grey Advertising Agency, New York; National Shoe Stores, three participations (15 minutes) in "Make-Believe Ballroom" weekly for 44 weeks, through Emil Mogul Co., New York; Rogers Dept. Store, renewal of five 15-minute studio program ("News Through a Woman's Eyes") weekly, for 52 weeks, through Callo-McNamara-Schoeneich, Inc., New York; Howard Clothes, Inc., renewal of 27 participations in studio programs weekly, for 52 weeks, through Redfield-Johnstone, Inc., New York; Major Vitamins, Inc. (Major "B" Vitamins), three 15-minute participations in "Make-Believe Ballroom" weekly, for 52 weeks, through Peck Advertising Agency, Inc., New York; B. C. Remedy Company, (B. C.), 10 spot anns. weekly for 52 weeks, through Charles W. Hoyt Company, New York; Stanback Headache Powders, participations in studio programs and one spot ann. weekly for 52 weeks, through Klinger Advertising Corp., New York; Ex-Lax, Inc., 10 spot anns. weekly for 12 weeks and one day, through Joseph Katz Company, New York; Beech-Nut Packing Company, six spot anns. weekly for 13 weeks, through Newell-Emmett Co., New York; Denver-Chemical Mfg. Co. (Antiphlogistine), six participations in studio program weekly, for 13 weeks, through Badger, Browning & Hersey, Inc., New York; American Chiclet Company (Dentyne & Chiclets), 54 spot anns. weekly for 52 weeks, through Badger, Browning & Hersey, Inc., New York; Pepsi-Cola Company, 30 spot anns. weekly, for 52 weeks, through Newell-Emmett Company, New York; Fougere Distributed Products (Drug Products), three 15-minute participations in studio programs weekly, for 52 weeks, through J. M. Korn & Co., Phila.; S. A. Schonbrunn & Co. (Savarine Coffee), 17 spot anns. weekly, for 52 weeks, through Ruthrauff & Ryan, Inc., N. Y.; International Salt Co., Inc., renewal of four spot anns. weekly for 52 weeks, through J. M. Mathes, Inc., New York; Megowen Educator Food Co. ("Crax"), renewal of three participations in "Make-Believe Ballroom" weekly for 13 weeks, through Duane, Jones Co., New York; My-T-Fine Deserts (Penick & Ford, Ltd., Inc.), renewal of five spot anns. weekly for 13 weeks, through Batten, Barton, Durstine & Osborn, Inc., New York; Dr. Scholl's Zino Pads, five spot anns. weekly for 26 weeks, through Donahue & Coe, Inc., New York.

### "Masked Ball" Tomorrow

"Un Ballo in Maschera," of Verdi, better known in America as "A Masked Ball," will be aired over the Blue Network tomorrow from the stage of the Metropolitan Opera House.

## WHO'S WHO IN RADIO

### CLARENCE GILBERT COSBY

**S**PORTS to music to radio was the three-way combination that led Clarence Gilbert Cosby out of the Midwest last month to the post of general manager of WINS, key outlet of Hearst Radio, Inc., in New York. Small wonder that Maj. E. M. Stoer, director of the Hearst broadcast enterprises, called him from St. Louis since Cosby already had to his credit 10 years as general manager of KWK and the last five as business chief of KXOK.

Clarence Cosby was born and raised in St. Louis. When he graduated from Yateman High School at 17, his scholastic sports record in baseball, basketball and football earned him an athletic scholarship at St. Louis University. A three-letter man on the campus, he found time to sing week-ends as a baritone soloist. Friday nights he was heard at Sheramith Temple and, on Sundays, he sang High Mass at St. Xavier's—the university's Catholic church—and 11 o'clock services at Holy Communion (Episcopal) Church. Organist in three places of worship was composer Alfred G. Robyn, with whom young Cosby made a two-year recital tour following his graduation from St. Louis U. with an A. B. degree.

Outbreak of World War I found Clarence a buck private—but not for long. He earned his way up to a captain's bars while serving with G-2, Army Intelligence. After taking part in the St. Mihiel and Meuse-Argonne drives, he was gassed two hours before the Armistice. His exploits in G-2 are mentioned in Thomas W. Gowenlock's book, "Soldiers of Darkness." Decorated many times, Cosby is entitled to wear seven ribbons.

In 1920 he decided on a business career and began a ten-year stay with the Baldwin Piano Co. as advertising and promotion manager in both Cincinnati and St. Louis.

Leaving the piano firm's St. Louis office in 1929, Clarence Cosby was engaged as general manager of KWK by Thomas P. Convey, owner of the outlet. The rest is part of the broadcasting record. During the one month that Cosby has been with WINS, he introduced a uniform rate card, with one rate day and night, in co-operation with Maj. Stoer.

As for personal data, the new WINS chief was married to the former Miss Edith Gadd in 1923. They have a son, Don, now in the last half of his senior year back in University City High School, St. Louis.



colorful career

### RTPB Will Give Report At Coming Meet Of IRE

Progress of the Radio Technical Planning Board's current study of frequency and other problems will definitely be revealed at the forthcoming Winter Technical Meeting of the Institute of Radio Engineers by Dr. Walter R. G. Baker, RTPB head, and by the Board's 13 panel chairmen, it was learned this week. Disclosures will take place when the two-day conference of the IRE opens Friday, Jan. 28, at the Commodore Hotel, New York.

Understood that Dr. Baker will trace the entire development of the Planning Board up to last November, with the panel chiefs taking over from that point to describe their accomplishments to date. At present the 13 panels have been subdivided into an average of three committees a piece, which have been meeting in Chicago, New York and Washington. The tele panel has six committees, which will meet in New York Jan. 25 to 27, with no place set as yet. Other committees will undoubtedly meet in New York about that time since schedules will have to take into consideration the IRE convention and the FM Broadcasters' confabs, set for Wednesday and Thursday, Jan. 26 and 27, also at the Commodore.

Harry Lubcke, tele engineer for Don Lee-Mutual, has been added to the speakers' list. Other additions to

### NBC's War-Bond Day Scheduled For Feb. 8

(Continued from Page 1)

throughout the country, will hear the speakers reveal plans for NBC's Network Day, which is Feb. 8, assigned in collaboration with the OWI and Treasury Department.

Heard with Hedges will be George W. Healey, newly appointed director of the Domestic Branch, OWI; Theodore R. Gamble, national director of the War Finance Division, Treasury Dept. and Dr. Elbert K. Fretwell, chief scout executive, Boy Scouts of America. Through arrangements with this organization, Boy Scouts in all communities will co-operate with NBC in promoting the sale of War Bonds.

NBC has suggested to stations that State and Regional directors of the War Finance Division; state, city and county officials of the Boy Scouts and key scouts be invited to studios to hear the closed circuit talks. NBC's studio 6A will be the listening post in the New York for the talks.

the program are F. S. Barton, of the British Air Commission, on the organization of radio research and development in Great Britain, and T. M. Liang, of the Chinese Supply Mission, whose subject will be peace, war and the future application of radio in China.

## PROGRAM REVIEW

### "ABE LINCOLN'S STORY"

With all of the "required reading" prevalent at various schools, it is really a pity that a little "required listening" isn't also prevalent. The latter could well include, "Abe Lincoln's Story," sponsored Sundays by the Mutual network, 4:30-5 p.m., by the National Small Business Association. History may be long, but with the Lincoln so well known by the great majority of Americans, freed the slaves; he piloted the Union through its most perilous times with homespun and kindly as to position, and some of his addresses and writing are among the most treasured in English literature.

In "Abe Lincoln's Story," the listener either goes back of the scene for the first time or his memory is refreshed with the stark naked truth that surrounded Abe's election in a race against Stephen Douglas; the confused state of affairs in Washington when Lincoln arrived for the inaugural and his concern about the people would react to his determination to place the good of the nation above political considerations. Last Sunday's broadcast dealt with Lincoln's period of indecision. What to do in the crucial period was Anderson, commanding Fort Sumter was waiting for orders to either defend the fort to the last man or render now against the overwhelming odds of Beauregard's preponderance of big guns and men. No had yet been fired and Anderson wanted orders or at least strong reinforcements. Secretary of State Seward made sure Lincoln keenly felt he was practically an outsider in the West who did not know politics and the niceties of Eastern procedure. Abe however was determined to fire the first shot.

Thus the sixth of a series of separate episodes worked up to the bringing point of Fort Sumpter. There are numerous revealing items and incidents as the program unfolds, not only interesting and educational, but presented with an eye toward good dramatic entertainment. Toward the end of each program De Witt Emmet, president of the Small Business Association, delivers a short talk. Morris, in portraying Lincoln, all that could be asked and Mrs. Fishburn is cast as Mrs. Lincoln. Fishburn, produces.

### Blue Net Names Beckman To Traffic Dept. Position

Alfred R. Beckman, the Blue Network's assistant sales service manager, has been appointed committee supervisor in the traffic department effective Jan. 17.

Replacing Beckman assistant sales service manager will be Gordon Vanderwarker, honorably discharged lieutenant (j.g.) in the U. S. Navy. Vanderwarker was previously in NBC sales traffic department.





## STARTING JANUARY 18<sup>TH</sup> IT'S UP TO YOU!

**S**TARTING January 18th, it's up to you to lead the men and women working in your plant to do themselves proud by helping to put over the 4th War Loan.

Your Government picks you for this job because you are better fitted than anyone else to know what your employees can and should do—and you're their natural leader. This time, your Government asks your plant to meet a definite quota—and to break it, *plenty!*

*If your plant quota has not yet been set, get in touch now with your State Chairman of the War Finance Committee.*

To meet your plant quota, will mean that you will have to hold your present Pay-Roll Deduction Plan payments at their peak figure—and then get at least an average of one **EXTRA \$100 bond from every worker!**

That's where your leadership comes in—and the lead-

ership of every one of your associates, from plant superintendent to foreman! It's your job to see that your fellow workers are sold the finest investment in the world. To see that they buy their share of tomorrow—of Victory!

That won't prove difficult, if you organize for it. Set up your own campaign right now—and don't aim for anything less than a 100% record in those *extra* \$100 bonds!

And here's one last thought. Forget you ever heard of "10%" as a measure of a reasonable investment in War Bonds under the Pay-Roll Deduction Plan. Today, thousands of families that formerly depended upon a single wage earner now enjoy the earnings of several. In such cases, 10% or 15% represents but a paltry fraction of an investment which should reach 25%, 50%, or more!

Now then—Up and At Them!

**Keep Backing the Attack!—WITH 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 ★ ★ ★

— NEW YORK —

**NEW YORK**—Scheduled for a Jan. 16 airing is new series over WNYC titled "Labor For Victory" centering on labor's contribution to CDVO activities. Unions to take part in future programs have been chosen by CDVO on the basis of their service. Also scheduled by the city's own station is the Town Hall concert of four young California pianists Jan. 22, from 3 to 4:30 p.m. Another radio personality who has done well on bond sales for the coming jazz concert at the Met is Alan Courtney. On his "1280 Club" program over WOV. In four announcements last week, Courtney sold \$39,825 worth of admissions. WHN announces the resumption of boxing broadcasts from St. Nicholas Arena, Monday, Jan. 17.

— CONNECTICUT —

**HARTFORD**—Announcer Everett M. Jess of Station WNBC, who already has given his blood twice, will donate another pint at the Hartford Blood Donor center today. The event will be broadcast by WNBC. Jess will describe his feeling while the blood is taken from him. Pappy Howard and his champion New England Hillbillies, regular performers at WNBC, have been assigned a new time. They now are heard mornings from 7:30 to 7:45, and the show is expected to go commercial shortly. Station WNBC has mapped out a thorough and interesting program to help the Fourth War Loan campaign go over the top in Connecticut. Arrangements are virtually completed for a variety of programs including pickups from factories and USO centers and many war veterans are expected to face the WNBC microphones during the drive.

— NORTH CAROLINA —

**ASHEVILLE**—WWNC, will devote all day Tuesday (Jan. 18th) to the sale of war bonds. In addition to war bond messages on local commercial shows, station is clearing its sustaining schedule for a continuous "War Bond Rally," which will be conducted informally from one studio beginning at 7 a.m. and closing at 11 p.m. All staff members have been assigned to special duty for the day to assist in handling the special routine. The initial goal has been set at \$35,000.

**HAPPY BIRTHDAY TO YOU**

January 14, 1944

Jane Acre Charles W. Butterfield  
George Ansbro Spencer Bentley  
George McCoy Ken McKenzie  
Jeanne Poli Bill von Zehle  
Hendrik Willem Van Loon

## ★ WORDS AND MUSIC ★

By BEN KAUFMAN

### Solid Sender

**BEAMING** a hot example for the radio industry is the first annual Swing Festival scheduled by WNEW, Gotham indie, from Sunday through the following Saturday. Highlight of the metropolitan outlet's ambitious contribution to LE JAZZ HOT will be the broadcast of a one-hour portion of "Esquire's" All-American Jazz Band Concert from the Metropolitan Opera House, Tuesday at 10 p.m. Concert, incidentally, marks the first time that jazz has ever invaded the sacred portals of the Met, which will be thrown open that evening to purchasers of war bonds as an opening gun of the Fourth War Loan Drive. Many of the winners of the recent mag poll will be heard over the local station's mike throughout the week.

★ ★ ★

History of American jazz will be recounted over WNEW by authorities on hot music, who will interpret the international character of jazz. Jam sessions will feature previews of unreleased pressings, and a number of great swing musicians will be interviewed. Jamboree will kick off on Sunday with a live session, including Roy Eldridge on the trumpet, Barney Bigard, clarinet, and Lionel Hampton on the vibraharp. Winding up the opening day, which is crammed with recordings of jazz notables, will be another in-person jam session. Advance disks will also be introduced by Bob Thiele, now in the Coast Guard and former producer of platters under the Signature label.

★ ★ ★

Panorama of jazz over the Gotham outlet for the rest of the week will present interviews by swing critic Leonard Feather with: Louie "Satchmo" Armstrong, one of the great trumpet players; slideman Jack Teagarden, who placed first in the trombone section of the All-American combo; Red Norvo, of xylophone fame; Coleman Hawkins, he of the hot sax, and Billie Holliday, who topped all femme vocalists in the "Esquire" contest. Jazz commentators set for the week's proceedings are Timmy Rosenkrantz, Roger Kay, Robert Goffin and Harry Lim, who are numbered among the judges in the mag poll.

★ ★ ★

**HEP CHAT:** Decca is excited about the lyrics of "Patrick Henry," a ballad written especially for the Treasury's "Bond Wagon" New Year's Day airing. Platter outfit is believed ready to record it for school use. Office of the Co-ordinator of Inter-American Affairs is writing special scripts for Enric Madriguera's broadcasts from the Commodore in Gotham. Carl Van Doren, who handles the "American Scriptures" intermission feature on Columbia's Philharmonic program, has been elected a member of the National Institute of Arts and Letters.

★ ★ ★

Georgie Auld has just landed the Commodore's Century Room spot beginning Feb. 3, marking the young leader's first shot at important air time. Vincent Youmans, composer of the song "Tea for Two" and many other musical-comedy hit tunes, whose new revue opens at the Mosque Theater in Newark, N. J., next Friday, is supposed to get around 110,000 song plugs a year over the nets, being topped only by Jerome Kern.

★ ★ ★

Treasury's War Finance Division is going to ask about 30 famous writers, who have written spot testimonial announcements for the Fourth War Loan, to read them over the air. Scribes include Eugene O'Neill, Edna Ferber, Mary Roberts Rinehart, William Rose Benet, Mark Van Doren, George Kaufman, Christopher Morley, Elmer Rice.

— SOUTH CAROLINA —

**SPARTANBURG**—It's a baby pan WSPA. A recent poll among 40-staff members of WSPA reveals the count now stands at 15, many whom already are showing inclination to get close to a mike. Supplement data also discloses that shortly satisfactory total of 15 is to be mented by at least FOUR. To date twins.

— CALIFORNIA —

**INGLEWOOD**—Floyd Long, early radio engineer at the Oakland Airport is now with the Univ. Microphone Co. as engineer in production control lab. He will supervise all company test apparatus.

— TEXAS —

**SAN ANTONIO**—Latest addition to staff of KABC is Mrs. Bill Jordan, who joins in the continuity department. Wedding bells have rung out for Gowen of the KABC control room, who was married on Friday, Jan. 13. Lt. Henry Hobson is being heard as featured tenor soloist on the San Antonio Air Service Command half hour program heard each Saturday morning over WJLB.

— PENNSYLVANIA —

**PHILADELPHIA**—John Lala Sphonist in the Joe Frassetto WIP orchestra, was called up for his Physical, Tuesday. Charles (Ch. Jensen, (trumpet player) is the top of the WIP Staff to take up farm. Howard Jones, WIP announcer and Finley Shugard, (Bass Player) the WIP Orchestra have been supplying fresh eggs from their chicken farm. Jensen is going in for cat raising. Leo Doria (the other trumpet player in the WIP Band) is all Laryngitis.

— WASHINGTON —

**TACOMA**—Yvonne Scott, night technician at KMO resigned the first of year to marry her fiance, a lieutenant in the Navy. Seymour Spring, national sales manager, has returned his duties after a 10-day bout with flu, as has Jerry Gehan, national sales manager, who was confined to bed for four days. Verne Sawyer, program director of KMO, received a Christmas greeting from Tacoma's Mayor, Harry P. Cain, now serving with Military Government overseas.

— TEXAS —

**AUSTIN**—The A. E. Staley Manufacturing Co., is sponsoring "Swamp River" a dramatic program for quarter hour daily Monday through Friday over KNOW. New daily 15-minute program is being sponsored by Yarnings, town's ace department store titled "Shopping with Sue" Monday through Friday. The Calcasieu Lumber Co., is sponsoring two quarter hour broadcasts per week on Tuesday and Thursday of Fulton Lewis Jr., from the Mutual network.

— CONNECTICUT —

**HARTFORD**—WDRS is shelving local promotion for the period of the Fourth War Loan drive and will use every available medium to push the sale of Bonds.



# FCC To Question E. K. Jett

## Plans Cover Of GOP Convention

announcing arrangements for coverage of the Republican National Convention in Chicago starting June 26, William F. Brooks, director of news and special events, disclosed that television would play a role in the convention reporting with NBC's top-flight commentators, news reporters and technicians, movie cameramen will make

*(Continued on Page 7)*

## Pierce Elected Vice-Pres. Of WJR, WGAR, KMPC

Cleveland—Election of R. Morris Pierce to the position of vice-president in charge of engineering of WJR, WABR and KMPC has been announced by George A. Richards, president of the company, following the annual stockholder and directors meetings of stations. Pierce, WGAR engineer for 13 years, served in the Psychological Warfare Branch, U. S. Army, in North Africa

*(Continued on Page 7)*

## Increase In GE War Orders During Period Of 1943

Wenectady — Total orders received by General Electric Company during the year 1943 amounted to \$2,643,000, compared with \$2,003,000 for 1942, a decrease of 32 per cent. President Gerard Swope announced. Cancellation of orders during the past year totaled more than \$1,000,000.

The amount of unfilled orders on hand

*(Continued on Page 2)*

## It's The Air

Herbert R. Kendrick, commercial manager of WJLS of Beckley, W. Va. has been trying to sell a show for a local department store for months on end, but no go. Friday Kendrick was in N. Y. en route to CBS and ran smack into R. A. Shakelford, the store manager. There were "hellos," a date for dinner; while dining, Shakelford bought show without coaxing.

**"Soldier-Censored"**

Washington—The Fourth War Loan network show, "Let's All Back the Attack," which opens the loan drive tonight, will be "soldier-censored." A group of wounded heroes went Friday to the Treasury for a pre-view of the program in order that they might give their reactions to that part of the production with which they have had actual experience in the field.

## Commission Reports On Radio Commercials

Washington Bureau, RADIO DAILY  
Washington—The Federal Trade Commission last year examined over 1,045,000 broadcast commercials, it told Congress Friday in its annual report. Of these, 22,000 were set for additional review "as containing possibly false and misleading representations concerning the products advertised." An average of 6,920 pages of

*(Continued on Page 2)*

## Harold Thomas Joining NAB Engineer Committee

Washington Bureau, RADIO DAILY  
Washington—Paul W. Morency, WTIC, Hartford, director of the first district of the NAB, has appointed Harold Thomas, general manager of WATR, Waterbury, Conn., to the NAB district engineering committee. Thomas succeeds F. M. Sloan, recent-

*(Continued on Page 7)*

## Summoning Of Chief Engineer Of FCC Expected To Delay His Confirmation As New Member Of Commission

### NRC Steering Group Waits On April Meet

Steering Committee of the Newspaper Radio Committee, representing 140 publisher-radio men will continue to function with an eye toward legislative matters, according to Harold V. Hough, chairman, who told RADIO DAILY on Friday that when the membership meeting is held in April coincidental with the annual convention of the ANPA, further orders will be

*(Continued on Page 5)*

### "Nite Clubs For Victory" WABC-CBS Series Slogan

"Nite Clubs for Victory" a series of programs designed to stimulate bond sales in New York night spots will be inaugurated by WABC and CBS on Thursday night with the first program originating at the "21 Club";

*(Continued on Page 7)*

### Foreign Press Association Includes Radio Journalists

Radio journalists were voted active membership in the Foreign Press Association, organization of correspondents of foreign news organizations

*(Continued on Page 5)*

Washington Bureau, RADIO DAILY  
Washington—E. K. Jett, FCC chief engineer and nominee to fill the post of commissioner vacated last summer by George Henry Payne, will be called before the Senate Interstate Commerce Committee before a vote is taken on his nomination. Committee Chairman Burton K. Wheeler told RADIO DAILY Friday that "two or three members" are anxious to investigate Jett's record and qualifications, and that he will be called, probably late this week.

Jett told RADIO DAILY Friday that

*(Continued on Page 6)*

## Radio's Role In War As Basis For Program

Live network and transcribed programs of institutional nature, utilizing leading radio talent for the purpose of carrying a message revealing radio's role in the war effort, was seen as a strong possibility, following the endorsement of the Executive Committee of the NAB Program Managers of the quarter-hour trans-

*(Continued on Page 7)*

## Bank Exec. To Use Radio To Address Depositors

Burlington, Vt.—Levi P. Smith, president of the Burlington Savings Bank, will make his annual address to the corporators of the bank over

*(Continued on Page 2)*

## ★ THE WEEK IN RADIO ★

Newspaper Ruling Altered

By BEN KAUFMAN

PRESS-OWNED radio was okayed by the FCC last week in a unanimous decision against any general rule regarding newspaper ownership of broadcast facilities. Commission closed the record and dismissed the proceedings on its controversial Order 79, which means that all pending applications by newspapers will be handled on their individual merits. Transcript of the record was sent to the Senate and House Interstate Commerce Committees, and also to the Lea committee investigating the FCC. Ewell K. Jett, chief engineer of the FCC, was nominated for membership on the Commission. Early confirmation of the White House choice to succeed George Henry Payne is expected, will bring the FCC to its full complement of seven members for the first time since June 30, when Payne's term expired.

From the Nation's Capital also came word of the FCC's award of a license

*(Continued on Page 2)*

## For Good Deeds

Flint, Mich.—The Girl Scouts of this city will be the recipients of the Award of Merit on Columbia's "Youth on Parade" program Saturday, Jan. 22. The show will be heard over WABC and the Columbia network from 10-10:30 a.m. EWT. The Scouts were cited for their work in distributing utility kits to servicemen passing through this area aboard troop trains.





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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.

### Westergaard Of WNOX To Join Armed Forces

Knoxville—R. B. Westergaard, vice- president of Scripps-Howard Radio, Inc., and for the past eight years gen- eral manager of WNOX, Knoxville, has been inducted into the Army and reports at Camp Shelby, Hatties- burg, Miss., on Feb. 1. His successor has not been announced.

### Harkness Signed

Beech-Nut Packing Co. has signed Richard Harkness, NBC commentator, for a three-a-week series over WEAF, New York, through Newell-Emmett Co. Plug will be for client's gum and coffee.

## 20 YEARS AGO TODAY

(January 17, 1924)

Sir Auckland Geddes will be tend- ered a dinner by the Pilgrim Club which will be aired by station WJZ. Senator Chauncey Depew is one of the speakers. . . Listeners to a local station recently were surprised when broadcast stopped for an hour. Re- port came later that an SOS had silenced the broadcast. . . Grover Whalen will be guest speaker at the Benjamin Franklin Society dinner.

## WANTED RADIO SCRIPT and SHORT STORY WRITERS!

Opportunity for experienced and aspiring writers. Need new ideas and approach. Small salary to start. Male and female. Write details of self-interests and ambitions, age and phone number. Box No. 788, Radio Daily, 1501 Broadway, New York, 18, N. Y.

# THE WEEK IN RADIO

### Newspaper Ruling Altered

(Continued from Page 1)

to a new 250-watt outlet in Tupelo, Miss., the fourth application granted by the Commission since its relaxa- tion of the 1942 freeze order last August. FCC Chairman James L. Fly was scheduled to be heard shortly by the Lea committee in answer to charges by Commissioner T. A. M. Craven, constant critic of his collea- gues. Allegations by Craven were that Fly had attempted to "cashier" Rear Admirals Stanford C. Hooper and Joseph Redman, past and present chiefs of Naval Communications, be- cause they were in disagreement with the Commission head on policy matters.

**News Shorts:** Fourth War Loan preparations gained momentum with the CBS announcement of a series of 12 cross-country rallies and broad- casts linking 134 net stations, the American Hotel Association of 5,500 members and the Treasury; other webs and independent outlets also made extensive plans for the bond drive, which opens tomorrow. . . FCC granted the first application for a hearing to test the Commission's new multiple-ownership rule to WJJD, Chicago. . . KOIL, Omaha, and KFOR, Lincoln, Nebr., were set to be sold by the Central States Broadcasting Co. in accordance with the FCC's multiple-holding regulation.

FDR's radio address to the Nation the past Tuesday was heard by 43,- 882,000, more than three times as many listeners to his 1943 annual message to Congress, it was estimated by a Hooper survey. . . Mutual's gross billings for December totaled \$1,603,- 402, indicating an increase of 86 per cent over the like month of 1942,

when sales amounted to \$861,815. . . CBS issued a call for a meeting of the Affiliates Advisory Board to be held at network headquarters in New York Jan. 24 and 25.

Denver outlet KFEL planned to appeal lower-court decision favoring the Denver "Post," which has omitted listings of the station's programs. . . Canadian Government decided to ac- cept the recommendation of the Board of Governors of the Canadian Broadcasting Corp. for a full-time board chairman on salary. . . Organi- zational meeting of the Television Broadcasters Association was an- nounced for today and tomorrow at the Palmer House in Chicago.

**Personalities:** Thomas L. Riley left his post as supervisor of daytime radio programs for Pedlar, Ryan & Lusk to join William Esty & Co. as a producer-director and assistant to Thomas D. Luckenbill, vice-president and radio director of the ad agency. Another addition to the Esty staff was Austin Byrne, former vice-presi- dent of Grant Advertising, who came in as an account executive. . . Z. C. Barnes was moved up to director of sales administration for Mutual.

Sherwood King, former associate chief of advertising for the Treasury's War Finance Division, was named chief of the advertising section. . . E. C. Mills, general manager of the Song Writers Protective Association, handed in his resignation effective the end of the month. . . Harry James, winner of RADIO DAILY's annual poll in the "swing-band" category, was appointed chairman of the dance-band leaders' division for the 1944 "March of Dimes."

## COMING and GOING

"PETE" JAEGER, network sales manager of the Blue, on a short trip to Pittsburgh, expected back tomorrow.

MERT EMMET, farm director of WEAF, today for Harrisburg, Pa., where he will a series of recordings at the annual Pen- nania Farm Show. He'll be back in New- ork on Thursday.

ARTHUR GODFREY, heard over WABC, an assistant, MARGARET RICHARDSON, have turned to Washington, D. C., following a stay in New York.

HARRY H. HOESSLY, sales manager of WJL, Columbus, Ohio, is expected in town this m- orning for a few days on station business.

JACK STEWART, general manager and director of KCMO, Kansas City, has return- ed the home offices after a week or so in- New York.

DOROTHY LEFFLER, of CBS press informa- tion, is back at her desk following a few day- Worcester, during which she conferred at W- the CBS affiliate in the Massachusetts city.

ED BROWNE, publicity director of NC popular division, has returned from Toron- to.

PARKS JOHNSON and WARREN HULL are in New London, Conn., for the broadcast- ing tonight's "Vox Pop" program from the U- submarine base.

HAROLD H. PATTERSON, Blue Net's sales- man is back from an out-of-town trip.

HERBERT R. KENDRICK, station director commercial manager of WJLS, has arrived Beckley, West Va., for a few days on sta- and network business.

DEWEY LONG, manager of WELI, is back New Haven after having been in New- ork earlier in the week.

NEAL SMITH, station director and com- mercial manager of WCOL, Columbus, Ohio, a- late last week with the local representa- tive of the station.

WILLIAM S. RAINEY, of the radio sect- U. S. Treasury War Finance Division, is back town from a trip to the West Coast.

## Decrease In GE War Orders During Period Of 1943

(Continued from Page 1)

hand and assured business pending at the close of 1943 was equivalent to ap- proximately a year's output at cur- rent production rates and prices," Swope said.

The annual report covering the operations of the General Electric Company for the year 1943 will be is- sued the latter part of March.

## Commission Reports On Radio Commercials

(Continued from Page 1)

radio script was examined each work- ing day, the FTC reported.

The Commission said further that, in general, it has had excellent co- operation from broadcasters, and "has observed a desire on their part to aid in the elimination of false and mis- leading advertising."

With few exceptions, the radio cases where commercial copy was ques- tioned "were disposed of by the Com- mission's procedure under which an advertiser is extended the privilege of executing a stipulation to cease and desist from the use of false and mis- leading advertising practices in- volved."

## Bank Exec. To Use Radio To Address Depositors

(Continued from Page 1)

WCAX, Burlington, on Wednesday. This is thought to be the first time in radio history that a bank president has used the air-waves for such a purpose. Appropriate, too, for the Burlington Savings Bank is a mutual institution existing for the service of the saving public.

# FINANCIAL

(January 14)

### NEW YORK STOCK EXCHANGE

	High	Low	Close	Net Chg.
Am. Tel. & Tel.	156 1/2	156 1/4	156 1/2	+ 3/4
CBS A	27	26 3/4	26 3/4	+ 3/8
Crosley Corp.	19 1/8	19	19	+ 1/2
Farnsworth T. & R.	12 3/8	11 7/8	12 1/4	+ 3/8
Gen. Electric	37 3/8	37 1/8	37 1/8	+ 1/2
Philco	27 3/8	27 1/8	27 1/2	+ 1/8
RCA Common	10 1/8	9 3/4	10 1/8	+ 3/8
RCA First Pfd	70 1/2	70 1/2	70 1/2	+ 1/2
Stewart-Warner	13 3/4	12 3/4	13 3/4	+ 1 1/2
Westinghouse	95 7/8	95	95 7/8	+ 1/2
Zenith Radio	35 5/8	35	35 3/4	+ 3/8

### NEW YORK CURB EXCHANGE

Nat. Union Radio	3 7/8	3 3/4	3 7/8	+ 1/8
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### OVER THE COUNTER

	Bid	Asked
WCAO (Baltimore)	20 1/2	20 1/2
WJR (Detroit)	31	31

## They've Got Money to Spend!

And we didn't forget them. Those workers who play while most people sleep. But W-I-T-H remembered them the right way—gave them a big league show all night long. Not just a transcription show. But contests, prizes, a club membership plan, music, news and live entertainment. They love it and listen. If you want a ready-made audience . . . here's one with money to spend. AP news spots only cost \$125 a week across the board.



# W-I-T-H IN BALTIMORE

TOM TINSLEY, President REPRESENTED BY HEADLEY-REED





# KEYSTONE

*brings you*



\*The vital small town and rich rural areas which receive either no coverage at all, or no dependable coverage, from major wired networks or metropolitan stations.

*on a  
Silver Platter*

In "Beyond Metropolitan" America, prosperity is at an all-time high, and is firmly founded for post-war years. The 200 KBS stations penetrate and dominate this bountiful market, supplying missing links, strengthening weak links, in major wired networks. KBS delivers "Beyond Metropolitan" America to you in a single, streamlined operation . . . at mass market per capita cost — or less! Investigate KBS, the **ONLY** network covering "BEYOND METROPOLITAN" AMERICA *exclusively!*

Write, wire or phone.

**"THIS IS THE KEYSTONE BROADCASTING SYSTEM"**

124 No. LaSalle St., Chicago 2, Ill.—State 4590 • 580 Fifth Ave., New York 19, N. Y.—Longacre 3-2221  
6331 Hollywood Blvd., Hollywood 28, Cal.—Hempstead 0460

SILVER PLATTER BY CARTIER



# LOS ANGELES

By RALPH WILK

**DILL** DEMLING, writer, producer and actor, has been signed as writer and assistant director to Dick Mack on CBS' Groucho Marx show "Blue Ribbon Town."

A special program of the women's division of the March of Dimes was broadcast over the Blue Network on Saturday, January 15, from 10:45 to 11:00 a.m., PWT, when Eleanor Roosevelt interviewed Mary Pickford. Miss Pickford has been chosen as the head of the Women's Division of the March of Dimes, and the broadcast marked the opening salvo of this contingent.

Dellie Ellis, who played Leni so well with Ralph Morgan in the "Star Playhouse" radio version of "We Are Not Alone," has had two movie parts offered here as a result.

Hal Styles has come up with a new half-hour show titled "Lest Ye Forget" heard Sundays over KFWB, on which he interviews recently discharged servicemen who are in need of jobs, sleeping quarters, clothes, or particular aid of any kind. On its initial program, January 2nd, Styles found jobs for two Army pilots, located several sleeping quarters for servicemen, and any number of civilian suits of clothes. Total calls received, 32. Show is sponsored by Woodall Orthopaedic Appliance Co., and contract is for 52 weeks.

Harry Gellar, KNX-CBS staff musician and employee for the past eight years, was inducted into the United States Army at Fort MacArthur.

## "Coronet" On Blue

"Coronet" magazine will sponsor a new six-a-week series of five-minute programs over 73 Blue outlets, beginning next Monday at 9:55 p.m., EWT. Monday-to-Friday portion, titled "Coronet Short Story," will feature Marvin Mueller in narration of anecdotes and stories, some from the magazine. Saturday presentation, called "Coronet Quick Quiz," will be conducted by Charles Lyon, with listeners invited to submit questions for a \$100 war-bond prize.



"Suppose you just forget those clothing commercials on WFDF Flint."

# MAIN STREET

WITH *Ol' Scoops Daily*

## Memos of an Innocent Bystander. . . !

• • • This happened last Thursday at the Terrace Room of the Hotel New Yorker where Sonny Dunham's swiny rhythms make one's feet tap . . . after playing a complete dance set, Sonny left the stand, sat down at Sam (Ford Music Co.) Wigler's table and remarked, "I can't understand it . . . the dancers didn't talk, sing, whistle, make any requests, offered no applause nor make a sound, yet I know they seemed to enjoy the music . . . I can't remember when such a thing ever happened before" . . . "Well," wailed the music man, "the reason is this . . . there's a convention of deaf mutes at the hotel . . . and they dance not to the music but to the vibrations of the sound made by the instruments," for the balance of the evening, the maestro gazed in awed wonderment at the dancers . . . Kay Armand, radioriole who made quite a reputation for herself during the time she sang with Beasley Smith's musical aggregation down Memphis way, is in Gotham and starts a program of her own Wednesday . . . the songstress will be heard every Wed. and Thurs., from 10:15 to 10:30 p.m. via the Blue Network . . . Joseph Curtain, who portrays "Jerry North" in the NBC *Clue-who?* "Mrs. and Mrs. North" and his real-life wife, Valerie, celebrate their tenth wedding anniversary.



• • • The same habit that compels all Americans to eat breakfast prompts millions to listen to Don McNeill's Blue Network "Breakfast Club" from Chicago . . . it helps to get the day off to a cheerful start . . . Nathan Straus, president of WMCA, has a simple little statement hanging over his desk. It reads: "The Man Who Says It Can't Be Done is Always Interrupted by the Man Who Does It."



• • • Charlie Barnett's orchestra will climb aboard the "Fitch Bandwagon" January 30th . . . Ben Holzman of the WMCA news room lobster shift, after trying to enlist in the armed forces twelve times, finally made it . . . it's "Anchors Aweigh" for the lad next week . . . Helen (Mrs. Tom McAvity) Mack, cinemactress, has been added to the cast of "Meet Corliss Archer," heard on CBS . . . Lulu Bates slated to guestrill on NBC *Coast-to-coaster*, "Hook and Ladder Follies," Jan. 29 . . . Sabby Lewis and his orchestra succeed Don Redman at Joe Howard's "Zanzibar" Club tomorrow . . . Solons at the Radio City environs are so impressed with the results of their first few "Mirth and Madness" morning NBCapers, that the writer-stars of the program, Jack Kirkwood and Lillian Leigh have been offered a five-year contract . . . Rip Von Runkel, co-writer and director of "Abie's Irish Rose" reports to the Navy today . . . Anne Nichols will take over the directorial reins herself . . . Ira Avery has been appointed permanent director of the five days a week musicale "Serenade to America," featuring orchestras, NBC conducted by Dr. Frank Black and H. Leopold Spitalny.



• • • The Orson Welles program slated to CBStart Jan. 26 in Gotham, will instead be heard from Hollywood . . . show will be directed by Jack Johnstone, Biow Agency producer-director, who leaves for the Coast tonight . . . Johnstone's Blue Net program, "Star for a Nite" will henceforth be directed by Henry Hayward and Author Max Marcin succeeds him as director of the "Crime Doctor" series . . . Kate CBSmith introduced two "Mom" songs, "My Mom" by Walter Donaldson and "Dear Mom" by Sammy Kaye, which became subsequent hits . . . last week the Songbird of the South introduced another song titled, "Don't Worry, Mom," published by Ford Music Co. which promises to duplicate the successes of the first two.



—Remember Pearl Harbor—

# CHICAGO

By BILL IRVIN

TWO new contracts and a renewal are announced by WBBM. Hubert Starch, for Quick Eclair Company, has signed to sponsor the a.m. quarter-hour "News of the World" programs Mondays, Wednesdays and Fridays. Contract was placed through the Ralph Moore Agency.

Grocery Store Products Sales Co. Inc., via Duane Jones, has taken part in participation on two WBBM shows "Sunrise Salute" and the "Housewives Protective League" program Monday through Saturday, in the interests of Kitchen Bouquet. Both contracts are effective Jan. 10.

So great have been the student crowds attending the WMAQ Saturday morning broadcasts of "High School Studio Party" that NBC guest relations department has appealed the Board of Education Radio Council for aid in handling visitors. No ROTC units from various Chicago and Cook County high schools take turns directing the studio fans.

Joe Emerson, the hymn singer, has soon quit managing his North Carolina farm, his friends report, and to a new microphone series.

Consolidated Royal Chemical Corp. has renewed sponsorship of the Tuesday, Thursday and Saturday "News of the World" broadcasts on WBBM.

The University of Chicago routine will depart from its regular procedure to present a group of five discussions dealing with problems of concern to England and the United States, according to an announcement by William Benton, vice-president of the University. The first of the broadcasts dealing with Anglo-American problems is scheduled for Jan. 23.

## Babb Resigns From NCAC

John Babb has resigned from the National Concert and Artists Corp. after a two-year association with the talent organization. Babb, who was with NBC for the preceding 15 years, has not revealed his future plans.

## Buying Time IS ONLY Half the Picture

The other, and most important half, is buying time on the RIGHT STATION . . . the station that will do the biggest job for you!

In Baltimore, it's

# WCBM

BALTIMORE'S Blue Network Outlet

JOHN ELMER President GEORGE ROEDER Gen. Mgr.

FREE & PETERS, Inc. Nat'l Representatives



# NBC Steering Group Vails On April Meet

(Continued from Page 1)

At that time Hough stated, the committee will be ready to disband and carry out further work.

In the meantime, Hough said that records, data and exhibits as well as the transcription of the testimony in the Washington hearings will be placed in storage and the Committee's office on Lexington Avenue will be closed to shut down, all according to the results of the forthcoming meeting. Hough figured it would take a month to complete the placing of the same, probably at Fort Worth, Texas, of all of the vast data on hand.

"Long, Tiresome Fight" Hough stated that the battle over the FCC's Order No. 79, which was decided last Thursday night, "was a tiresome experience, costly, but worth the effort since the FCC revoked its order against certain newspaper ownership of stations, and all further proceedings." He said Judge Sykes would continue to present the NRC on legislative mat-

ter. The Newspaper Radio Committee was organized in April 1941 and the meeting to be held this coming April is the organization's Fourth Annual Convention. Committee was organized as a result of the FCC's Order 79 and voluntary subscriptions by membership paid its expenses. Roy Kaye was retained as special counsel at the time.

It was where the agitation came from, always been a matter of contention and is believed to have come from various sources. The belief widely held is that some minority stockholders in newspapered outlets started the ball rolling.

**Committee's Statement**  
The Steering Committee of the NRC is the following statement on the subject:

The Newspaper Radio Committee demands the dismissal of the proceedings involving newspapers in the field. It has always contended that

## ★ AGENCY NEWSCAST ★

GEYER, CORNELL & NEWELL is completing renovations of its main offices at 745 Fifth Avenue, and has leased an entire floor for storing permanent records and surplus supplies at 29 West 56th Street. Offices of the former Tracy, Locke & Dawson agency here, which was recently merged with the Geyer firm, will continue temporarily at 22 East 40th Street. The agency has opened an office at 725-15th Street, N. W., Washington, D. C.

ALDIS P. BUTLER, assistant account executive at Ruthrauff & Ryan, Inc., has been commissioned a lieutenant (j.g.) in the U.S.N.R.

MILTON F. DECKER, who has been associated with various newspaper organizations, has joined Fuller & Smith & Ross, Inc., as director of marketing and media research.

JOSEPH HENSLER BREWING COMPANY, Newark, has appointed Charles Dallas Reach Co., of that city, to handle its account.

LIEUT. COL. EARLE L. JOHNSON, national commander of the Civil Air Patrol, will deliver an address at the luncheon meeting of Advertising Men's Post, American Legion, which will be held today at the Hotel Lexington.

NORMAN D. WATERS & ASSOCIATES have been named to place the advertising of Milbrook Manufacturing Company, makers of girls' sportswear.

A. W. ZELOMEK, president of the International Statistical Bureau, Inc., will be guest speaker at the weekly luncheon of the Sales Executives Club of New York which will be held tomorrow in the Hotel Roosevelt in New York.

JAN H. H. MEYER, is now associated with J. M. Mathes, Inc., as account executive. He formerly was advertising manager of Imperial Paper and Color Corp.

### Mutual News Commentator To Originate At WIP, Philly

Philadelphia, Pa.—Alexander Griffin, assistant managing editor of the Philadelphia Record and author of "A Ship to Remember," has been signed by Bernard Gimbel, Jr., president of WIP, to present a new series of news broadcasts which will be offered to Mutual stations for co-operative local sponsorship. The Griffin broadcasts will originate at WIP, Monday to Friday, inclusive, from 6:01 to 6:15 p.m.

The entire question was within the province of Congress rather than the Federal Communications Commission and it, therefore, approves wholeheartedly the action of the Commission in dismissing Order 79 and 79A, discriminating against newspaper ownership.

"The record of newspapers in the field of radio was subjected to the most careful scrutiny and many thousands of pages of testimony and hundreds of exhibits with respect to the activities of newspapers in radio were presented during the extended hearings. Under these circumstances it is a source of pride to the Newspaper Radio Committee that the record of newspaper men as radio operators was such as to justify the action taken by the FCC.

"The commission has soundly refrained from making any decision adverse to newspaper ownership. However, the Newspaper Radio Committee's position as to the need for clarifying legislation by the Congress with respect to the powers of the Commission remains unchanged."

In one of its regular bulletins to the Membership, the Steering Committee in Bulletin No. 62, sent out Friday gave a digest of the FCC's action and the language of the notice that the record was being closed and proceedings instituted dismissed both as to Order No. 79 and 79A.

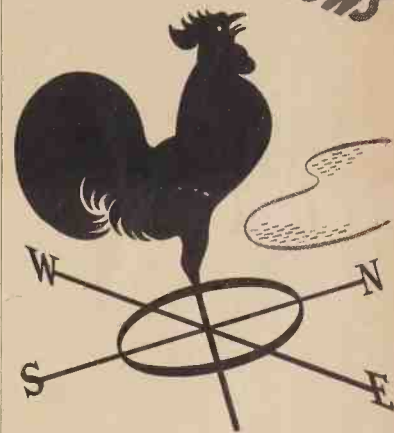
### Foreign Press Association Includes Radio Journalists

(Continued from Page 1)

in the United States, at a meeting Friday night at the Lotos Club, New York.

Rules of the organization were amended to include "radio journalists." The change approved by the membership described such journalists as the correspondents here of foreign radio stations or those engaged in the preparation or supplying to foreign countries news originating in the United States, Alex H. Faulkner, correspondent of the Daily "Telegraph" of London, announced the action of the association with regard to the journalists.

THE WIND BLOWS  
Whichever way



... Across the rich farm lands of Minnesota, it's laden with an aroma of prosperity. Milk, feeders, hogs, sheep, poultry—these are the things that make Minnesota farmers good prospects for your products.

And no matter in what direction these prosperous farmers look—at their local newspaper, their state farm magazine, or their co-op dairy publication—they are reminded of their favorite radio station—KSTP. A continuing promotion in all these media is building a bigger and bigger plus value for KSTP users.

1. Big ads in The Farmer (Minnesota circulation, 147,000)
2. Full-page ads in Land-O'-Lakes News, reaching 65,000 Minnesota farmers
3. Audience-building ads in 344 rural newspapers, with 1,600,000 readers
4. "On the Minnesota Farm Front" (column by Harry Aspleaf, KSTP's Farm Service Director) carried by 81 rural papers
5. "Around Radio Row" (radio news-and-gossip column) published weekly by 70 country papers
6. Personal appearances of KSTP's Barn Dance group in Minnesota towns

So, when you pick KSTP to help you sell—you get the rich Twin Cities market plus the rich Minnesota farm market all at one price on one station. Remember this when you place your new year schedules. Make your slogan—"Get more in '44 by using KSTP!"

50,000 WATTS—  
Clear Channel  
Exclusive NBC Affiliate  
for the Twin Cities



Represented nationally by  
Edward Petry and Company



Edward Petry & Co., National Representative

# WDRC

CONNECTICUT'S PIONEER BROADCASTER

GET ALL 3  
IN HARTFORD!

An important market calls for a good advertising job! Get all 3 on WDRC — (1) coverage, (2) programs, (3) rate! That's the tried and true formula of successful advertisers.

Connect in Connecticut!



# MBS 1943 Totals List Agencies, Advertisers

Religious account was the largest single advertiser on Mutual network during 1943, the Gospel Broadcasting Assn. having a total gross billing of \$1,566,130, with R. B. Semler, Inc. in second place with an \$919,440 and the Kellogg Co. third with \$798,329. The Gospel account as to religious broadcast clients is further augmented by such clients as Lutheran Laymen's League which had gross billings of \$447,729; Young People's Church of the Air, with \$395,420 and the Detroit Bible Class, \$270,370. This makes a total among these religion accounts of \$2,709,649. There is still another religion client, People's Church Inc. with a billing of \$10,449.

Rest of the 60 clients are widely diversified as to industry classifications, completing the total gross billings on a one-time basis amounting to \$13,841,608. Mutual billings by month appeared in RADIO DAILY Jan. 12, issue, and showing an increase over 1942 of 43.6 per cent.

**Erwin, Wasey Leads Agencies**  
Erwin, Wasey & Co. Inc. topped other agencies on Mutual with client expenditures of \$2,128,630. R. H. Alber Co. was second with client expenditures of \$1,566,130 and Ivey & Ellington, Inc. was third with \$1,076,100 which concludes the agencies on Mutual with expenditures of more than \$1,000,000. William Esty & Co. Inc. in fourth place had expenditures of \$997,167.

Sponsor gross billings and agencies expenditures listed in columns 2-3.

## PROMOTION

### "Petticoat Partyline"

Credit Brett Howard, promotion director of WSAI, Cincinnati, with turning out one of the smartest pieces of the New Year with his Ruth Lyons "Petticoat Partyline," souvenir booklet. The booklet done in colors on off-set paper has plastic binding and some excellent art and half toning. Ten thousand copies of "Rings and Ruffles" were published and sold at \$1 each with the profits being used to endow a bed at the Crippled Children's hospital. Other copies were mailed to the radio industry.

### Open House

Promotion and Publicity Departments of KRNT and KSO, Des Moines, recently showed off their new, enlarged quarters on the eleventh floor of the Register and Tribune Building, at an "Open House" and luncheon for members of the Manufacturers' Representatives' Association. With Promotion Manager John Drake as host, record MRA turn-out for year was conducted on tour of studios, control room, and newsroom of the jointly owned stations. Preceding the Open House, each MRA member was bombarded with three separate mail invitations from KRNT and KSO.

# Religion Acct. Led On Mutual; Erwin, Wasey Co. Top Agency

## Mutual Billings For 1943 On Gross One-Time Basis

Gospel Broadcasting Assn.	\$1,566,130.83
R. B. Semler, Inc.	919,440.15
Kellogg Company	798,329.80
Pharmaco, Inc.	677,132.92
Bayuk Cigars, Inc.	670,230.82
Zonite Products Corp.	583,557.40
Shuchair Refining Company	516,599.62
Barbsol Company	494,510.92
Lutheran Laymen's League	477,729.91
Voice of Prophecy, Inc.	471,786.30
General Cigar Co. Inc.	439,352.41
Gillette Safety Razor Co.	416,697.10
Anacin Company	409,663.76
Young People's Church of The Air	395,420.32
American Cigarette & Cigar Co. Inc.	388,462.00
Lehn & Fink Products Co.	311,494.20
Lumbermens Mutual Casualty Co.	279,395.69
Detroit Bible Class (Radio Bible Class)	270,370.26
Campagna Sales Company	185,890.00
Petri Wine Company	181,031.40
Wesley Radio League	172,381.70
Schenley Import Corp.	167,116.01
Rehfield Oil Corp. of N. Y.	157,161.41
Benson & Hedges Inc.	137,912.19
Duffy Mott Company, Inc.	132,745.38
Metro-Goldwyn-Mayer Inc.	123,600.00
Chef Boy-Ar-Dee Quality Foods, Inc.	122,780.87
Employers' Group Ins. Co. of Boston, Mass.	100,671.76
Conti Products Corp.	93,081.50
Grove Laboratories, Inc.	91,734.00
Serintan Company	72,885.30
Delaware, Lackawanna & Western Coal Co.	65,236.44
Land O'Lakes Creameries, Inc.	60,716.40
Frank H. Lee Co.	51,861.00
W. L. Douglas Shoe Co.	51,411.59
Loyal Order of Moose	49,366.40
Harvel Watch Company	43,557.00
Wilson Sporting Goods Co.	42,651.32
Maryland Pharmaceutical Co.	40,755.00
Consolidated Razor Blade Co. Inc.	38,910.00
Clark Brothers Chewing Gum Co.	32,140.24
Coronet Magazine	30,792.27
Gotham Hosiery Co. Inc.	30,629.00
Lewis-Howe Co.	28,560.00
Sherwood Brothers, Inc.	24,128.00
National Small Business Men's Assoc.	23,020.00
People's Church, Inc.	10,449.04
Whitehall Pharmaceutical Co.	8,761.00
American Bird Products, Inc.	7,951.69
Studebaker Corp. (Pacific Division)	5,880.00
Jones and Laughlin Steel Corp.	4,011.75
Garrett & Co. Inc.	3,963.99
Wright's Automatic Machinery Co.	3,736.60
McElroy Manufacturing Corp.	2,800.50
Hoover Company	2,730.00
Curtiss-Wright Corp.	2,293.33
Bridgport Brass Co.	2,164.50
Hercules Motors Corp.	1,534.50
Western Conference of Teamsters	1,092.00
Converse Rubber Co.	966.00
Total	\$12,527,800.79
Locally Sponsored	1,313,807.21
Total for Year	\$13,841,608.00

## MBS Executive Ill

Robert J. Smith, MBS account executive, has been granted a temporary leave of absence on account of illness, it was announced Friday.

## Will Air "All-American" Band

A portion of the two-hour program of the All-American Jazz band to be presented Tuesday evening at the Metropolitan Opera House will be aired on the Blue Network's "Victory Parade of Spotlight Bands" which will go on the air at 9:30 p.m., EWT.

## 1943 Agency Expenditures On Mutual Network

Erwin, Wasey & Co. Inc.	\$2,128,630.85
R. H. Alber Company	1,566,130.83
Ivey & Ellington, Inc.	1,076,100.18
Wm. Esty & Co. Inc.	997,167.12
Kenyon & Eckhardt, Inc.	798,329.80
Hixson-O'Donnell Adv. Inc.	672,061.03
G. C. Hoskin Associates	474,786.30
Rothtraff & Ryan, Inc.	457,062.43
Aircasters, Inc.	412,751.96
J. Walter Thompson Co.	439,352.41
Blackett-Sampre-Hummert	418,427.76
Maxon, Inc.	316,697.10
Gotham Advertising Co., Inc.	317,475.32
Leo Burnett Company, Inc.	282,125.69
Wm. H. Weintraub & Co. Inc.	167,116.01
Kelly, Zahrendt & Kelly	100,251.59
Birmingham, Castleman & Pierce, Inc.	117,945.50
Al Paul Lefton Co. Inc.	132,745.38
Donahue & Coe, Inc.	123,600.00
Wallace-Perry-Hanly Co.	118,933.60
Duane Jones Co.	113,067.91
McJunkin Advertising Co.	112,780.87
H. B. Humphrey Co.	100,671.76
Russel M. Seeds Co. Inc.	91,734.00
Raymond Spector Co. Inc.	72,885.30
Aubrey, Moore & Wallace, Inc.	66,956.10
Campbell-Mithun, Inc.	60,716.40
Harold Cabot & Co. Inc.	51,411.59
Schwimmer & Scott	53,812.27
Young & Rubicam, Inc.	52,909.02
L. W. Ramsey Co.	49,366.40
A. W. Lewin Co. Inc.	43,557.00
U. S. Advertising Corp.	42,651.32
The Joseph Katz Company	40,755.00
Grey Advertising Agency Inc.	38,910.00
Roche, Williams & Cunningham, Inc.	31,110.00
Walker and Downing	32,140.21
Sterling Adv. Agency, Inc.	30,629.00
Arthur Kudner, Inc.	24,874.58
Van Sant, Dugdale & Co. Inc.	21,128.00
Clements Company, Inc.	21,160.00
Weston-Barnett, Inc.	7,951.69
Calkins & Holden	4,011.75
Harvey-Massengale Co., Inc.	3,736.60
Landshoff, Inc.	2,293.33
Clarence Juneau Agencies	1,092.00
Bresnick and Solomon	966.00
Direct	6,499.50
Local Cooperatives	1,313,807.21
Year Total 1943	\$13,841,608.00

## WLAC Sells Merchant Bond Sales Campaign

Nashville, Tenn. — First public spirited sponsor to buy radio time for the promotion of the Fourth War Loan drive in Nashville is the H. J. Grimes Company, local department store. Show will be a daily quarter-hour transcribed program and the contract is for a month. The quarter-hour transcriptions, produced by the Treasury department, were made available to the Grimes Company by Tom Baker, WLAC salesman. In addition the company is using a five-minute daily feature called, "Treasury Song for the Day." Only commercials are mentions of the store's sponsorship at the opening and closing of the programs.

## Lady Esther Renews

Lady Esther, Ltd. has announced the renewal of its full CBS network program "Screen Guild Players." The program is also heard on CBC stations in Montreal and Toronto.

## Yeoman's Song Sign-Off

Yeoman 1/c Ramon Noval will sing his farewell performance on the Blue's "Musical Steelmakers" Sunday before moving on for extra duties.

# Jett, Slated For FCC, To Testify Before IC

(Continued from Page 1)

he is perfectly willing to appear before the committee and defend his record. He said he has never registered as a member of any political party and has always maintained independent status.

Payne served as a Republican, as it is expected that the President would appoint a Republican to fill his post. The law requires only, however, that "not more than four members of the same political party serve on the Commission, and there is no compulsion for the appointment of a Republican to the vacant commission chair.

By Friday afternoon two Republican Senators—Moore of Oklahoma and Bridges of New Hampshire—spoke out against the Jett appointment, and Senator Wallace K. Whittier, Maine, who is serving temporarily as minority leader, was unwilling to comment on the appointment. On last month, during hearings before the Senate Interstate Commerce Committee, White had, with nothing to draw the remark from him, declared his high admiration for Jett as an engineer and said no government private agency could have a better man than Jett.

Moore charged a plot to "pack" the FCC.

Jett's nomination would appear to be in direct violation of the FCC act which specifies that not more than four members of a political party shall be appointed to the commission, said Moore. "I am informed of movement to push this nomination through without hearings and I should certainly demand open hearings in Jett's eligibility for the post.

"It would be extremely dangerous to permit one man as chairman to dominate such a vital agency with overwhelming majority of rubber stamps."

## NEW BUSINESS

KMO, Tacoma, Wash.: Lou Johnson Inc. (Women's Wear), 78 studio programs, thru Lee P. Merrill Company, Tacoma; Langendorf Bakeries, 4000 anns. per week, thru Pacific Coast Adv. Co., San Francisco; Cammarano Brothers, (soft drinks), one program per week, 13 weeks, thru Condon Co., Tacoma; Standard Brand (Stan B.), six anns. per week, 13 weeks, thru Ted Bates, New York; Pepsi-Cola, 24 anns. per week, 13 weeks, thru Newell-Emett Co.; Olympic Brewing Co., three programs per week, 52 weeks, thru Botsford, Coastline and Gardner, Seattle; Pierce County Democratic Committee, programs, direct; Sears-Roebuck Co. Tacoma chain, 20 anns. per week, direct, 52 weeks; Oregon-Washington Fertilizer Co., Seattle, four programs weekly, 13 weeks; Jordan Baking Co. Tacoma, 30 anns. per week, 52 weeks.



## Radio's Role In War as Basis For Program

(Continued from Page 1)

scribed narration entitled, "Report on Radio." This disk, available free to all stations, is based on an advertisement written by Raymond Rubicam of Young & Rubicam, Inc. and ran in many papers as a full page last Octo-

The advertisement, one of a series complimenting each, of newspapers, magazines and radio for their accomplishments in the war effort, was recorded by CBS with Kate Smith as narrator. Through the NAB it was made available to all non-affiliated stations and according to the NAB many requests for the transcription were received and reaction was very favorable. Majority of station requests were sent direct to Muzak, handling the pressing and shipping for the NAB. Only requirement was that another vinylite disk be exchanged or the original "Report on Radio" returned after use.

More than 60 CBS affiliates have already played the transcription, according to Paul Hollister, vice-president in charge of advertising and promotion. Hollister believed that the rest of the network affiliates would do it on eventually. Muzak stated that they had shipped out some 200 transcriptions of "Report on Radio," which is an even higher figure than the NAB indicated.

### Scripts Also Available

NAB officials said that CBS had also made available the narration in script form for those stations which wanted to put it on either live or recorded with a narrator of their own. Industries at NBC and the Blue revealed that Clarence L. Menser, vice-president in charge of programs, was handling "Report on Radio," but inasmuch as he is currently in Florida, it would not be known until he returns next week from today just what the status is on use by NBC affiliates. At the Blue, officials were uncertain as to who was handling it. Understood that Mutual is not asking its affiliates to play the institutional disk because some time ago Miller McClintock and Foster LaRue had done some "something along those lines."

### Live Talent Angle

"Report on Radio" as narrated by Kate Smith (no reference to any station or network on the disk) was played Wednesday for the Executive Committee of the NAB's Program Managers, by Willard Egolf, assistant to Neville Miller. It was immediately "highly endorsed," and in the discussion that followed, it was proposed that similar shows could sell radio and its great war effort to the listeners by a live half-hour show for instance, including some of the best radio talent. Artists themselves could be tied up with their own bond sales, for instance. In the program somewhere would be an institutional message such as "Report on Radio" and varying the program and message from time to time, each web could do its own, the vast radio audience would get a consistent and clear view of radio's accomplishments in the war.

## WMC Relaxes Job-Shift Rule Affecting Short Time Workers

Following a meeting with representatives of the radio broadcasting industry at the War Manpower Commission regional headquarters in New York last Thursday, Mrs. Anna M. Rosenberg, regional WMC director, issued a ruling permitting members of this industry to hire without a statement of availability any workers who are employed for less than 20 hours a week by any one employer.

This ruling, it was explained by Mrs. Lillian L. Poses, regional WMC attorney, who presided at the meeting, relieves employers and so-called multiple employees from any formalities that have hitherto been burdensome and occasioned considerable loss of time.

"Many employees in the radio broadcasting field," she said, "work for short periods of time for different stations or networks. These include actors, singers, announcers, musicians, producers, directors and writers. Some months ago, the station and network executives requested the New York regional director to modify the labor stabilization requirements as applicable to this class of employees, through a liberal interpretation of multiple employment.

"We made such an interpretation, forwarded it to Washington for approval and secured a ruling which enabled us to meet the needs of the industry, without in any way hampering the area stabilization program.

"Although the WMC stabilization program of necessity places certain restrictions in connection with job changes upon both employees and employers, it is the policy of the Com-

mission to lift any restrictions when these serve no useful purpose."

Mrs. Poses pointed out that, as heretofore, radio broadcasting employees who are hired for 20 hours or more in one week by any one employer must secure a statement of availability if they come from an essential activity, and are subject to all the other rules and regulations of the New York City Area Stabilization program.

"The new ruling is completely adequate and insures that broadcasting personnel may continue to move with the same degree of flexibility as in the past," declared Ernest de la Ossa, personnel director of the National Broadcasting Company.

### Network Officials Pleased

"The new regulation," D. Van Houton, personnel manager of the Blue Network, said, "will be to the mutual advantage of both the companies and the workers involved."

The companies and stations represented at the meeting were: Columbia Broadcasting System, WABC; WBNX Broadcasting Company, WBNX; National Broadcasting Company, WEF; Debs Memorial Radio Fund, Inc., WEVD; Marcus Loew Booking Agency, WHN; Hearst Radio, Inc., WINS; Blue Network, WJZ; WMCA, Inc., WMCA; Greater N. Y. Broadcasting Company, WNEW; N. Y. City Municipal Broadcasting Station, WNYC; Bamberger Broadcasting Service, WOR; Interstate Broadcasting Company, WQXR; Watchtower Bible and Tract Society, WBBR; WBYN, Brooklyn, Inc., WBYN; WLIB, Inc., WLIB; and Wodiam Corporation, WOV.

## Harold Thomas Joining NAB Engineer Committee

(Continued from Page 1)

ly resigned as chief engineer of WBZ to go with Westinghouse as manager of its field engineering service department.

### List of Members

Membership roster of the committee has been completed. Besides Thomas it includes the following: Earle Godfrey, chief engineer of WBAB, Atlantic City; T. C. Kenney, chief engineer of KDKA, Pittsburgh; Clyde M. Hunt, chief engineer of WTOP, Washington; J. C. Bell, president of WBRC, Birmingham; F. D. Binns, chief engineer of WLAC, Nashville; Lester H. Nafzger, chief engineer of WBNS, Columbus, Ohio; A. Friedenthal, chief engineer of WJR, Detroit; Oscar C. Hirsch, chief engineer of KFVS, Cape Girardeau, Mo.; Henry E. Goldenberg, WHB, Kansas City; H. S. McCartney, chief engineer of WCCO, Minneapolis; K. W. Pyle, chief engineer of KFBI, Wichita; George W. Ing, chief engineer of KONO, San Antonio; John M. Baldwin, chief engineer of KDYL, Salt Lake City; George Greaves, chief engineer of KPO, San Francisco; Frank M. Kennedy, chief engineer of KHJ, Hollywood, and Joseph Kolesar, chief engineer of KMO, Tacoma.

## Pierce Elected Vice-Pres. Of WJR, WGAR, KMPC

(Continued from Page 1)

and Sicily for seven months last year and is currently on leave again from regular duties. He will return to the European theater this week to resume his job as chief engineer for the radio branch of the Psychological Warfare Department of Army.

### Richards' Statement

"Election of Pierce to be vice-president of our three stations is recognition of the outstanding contributions which he has made to the interests of these companies and to radio in general," Richards stated, and added: "We also wish to relieve Pierce of many of the details of supervising a single station's daily operations so that we may have the benefit of his advice on over-all engineering policy and for the planning of post-war technical developments."

Pierce is generally regarded one of radio's most competent young engineers, being conversant with every phase of broadcasting and television engineering.

Pierce expects to report for his new duties with WJR, WGAR, KMPC in about six months. No successor will be named at WGAR until his return. Lloyd Wingard is serving as WGAR acting chief engineer.

## NBC Plans Cover Of GOP Convention

(Continued from Page 1)

the trip to Chicago especially to film pictures for tele showings. The movies of the proceedings will be flown to New York and will be televised the same day over NBC's television station and its affiliates.

This year for the first time NBC will shortwave full accounts of the convention to our fighting forces in all theaters of operation.

Among the NBC commentators assigned to the conventions are H. V. Kaltenborn, Lowell Thomas, Carey Longmire, Robert St. John, Morgan Beatty, Robert McCormick, Richard Harkness and Alex Dreier, Don Hollenbeck, John W. Vandercook, Louis P. Lochner, W. W. Chaplin and Leif Eid.

The NBC convention staff will also include two special announcers, two traffic operators and a large crew of stenographers, stenotypists and messenger boys and girls.

### Attention to "Woman's Angle"

Because of the increased participation of women in the political life of the nation, NBC will also pay special attention to the "woman's angle" in the convention proceedings. Every effort will be made to introduce to the nation the women whose husbands hold key positions in American political life.

Tons of intricate and delicate equipment will be installed by NBC engineers for the pick-ups from the huge convention hall, George McElrath, NBC Operations Engineer, will supervise the installation of microphones, telephone lines, panel boards and telephones.

Full cooperation with the working press will be provided by NBC's Press Department. John McKay, manager of the NBC Press Department; Sydney Eiges, his assistant; Everett Bragdon, Trade News Editor; Richard Connelly staff writer and Syd Desfor, Chief Photographer, all from New York, will be on hand together with Jack Ryan, head of the Chicago Press Department, and his staff. Headquarters for the National Broadcasting Company staff will be at the Stevens Hotel.

## "Nite Clubs For Victory" WABC-CBS Series Slogan

(Continued from Page 1)

the programs, which will be aired from 12:30 to 1 a.m. on a network hook-up will be heard each Thursday through Sunday, except in the final week of the drive, when a Tuesday night performance will replace the Thursday night program. The schedule of night club pick-ups are as follows: January 20, 21 Club; Jan. 21, Monte Carlo; Jan. 22, Hotel Pierre; Jan. 23, Stork Club; Jan. 27, Casbah; Jan. 28, Hotel St. Regis; Jan. 29, Versailles; Feb. 3, Cafe Society Uptown; Feb. 4, Diamond Horseshoe; Feb. 5, El Morocco; Feb. 6, Leon and Eddie's; Feb. 8, Copacabana; Feb. 11, La Rue; Feb. 12, Waldorf-Astoria; Feb. 13, unnamed.



# ★ ★ ★ COAST-TO-COAST ★ ★ ★

## —TEXAS—

**A**MARILLO—Station KGNC announces two appointments, Raymond Hollingsworth, new general manager who replaces John Ballard, recently resigned, and Aubrey Jackson, as sales manager. Mr. Hollingsworth comes to the outlet with a varied background of 13 years in radio. Mr. Jackson goes into the new post after seven years on the outlet. Miss Era Lewis, office manager, has been transferred to KFMB at San Diego, where she will assume identical duties.

## —OHIO—

**CINCINNATI**—WSAI has a Victor recording schedule for 1944 totaling 525 minutes a week, which comprises program periods supplemented with spot announcements. All programs are built and produced by the program department. WSAI's "Hour of Faith" is now presenting the Rev. Richard Ginder, instructor at St. Charles College, Catonsville, Md., who is heard Sunday mornings at 10:30. Father Ginder is scheduled for a series of nine addresses to the radio audience. New additions to the sales staff of the station are George Jensen and Andy Neidenthal, who are far from new to Cincinnati. Mr. Jensen was formerly sales manager at the Gibson Hotel and Mr. Neidenthal operated several theaters in the suburbs.

## —NEW YORK—

**NEW YORK**—WHN will offer a dramatization of the heroic story of Lt. Wallace "Gunga" Dinn who lost his life in the South Pacific, on its "Army Air Forces" show today at 8 p.m. After the dramatization, listeners will be taken to Burbank, Cal. where from the Lockheed plant, Capt. Tony Lumpkin will tell about the P-38. New program from WBYN is "Table on the Floor," presented Tuesday, Wednesday and Thursday, at 9:45 p.m. Hosted by Carl Goodwin, listeners visit a different nite club at each broadcast, hear the headlines and chit-chat about the Great White Way. Also a WHN feature on the same nights are the well-known Duncan Sisters (Topsy and Eva), from the Hotel Sheraton, in a 15-minute community sing and funfest.

## —CONNECTICUT—

**HARTFORD**—For the effort put forth by radio station WDRC to inspire blood donations, V. V. H. Vosburgh, chairman of

Hartford's Blood Donor Service Committee, has awarded them a certificate of appreciation. Following donations by five of the outlet's employees, award was made on the "What Is It?" program. WDRC now has two staffers in overseas units. They are Lieutenants Ray Barrett and Bob Provan, both Army men. WNBC announces one-year contract with Howard Cleaners who will sponsor Milt Berkowitz on the Sports and Racing Roundup. New sponsor replaces Piel's Beer.

## —NEW YORK—

**ALBANY**—WOKO's entire staff, headed by General Manager Harold E. Smith, attended an unusual anniversary last week. Occasion was the 2,500th hour for Forrest Willis and his alter ego, "Frank," on the 8 to 9 a.m. show. Local traction company's bus-driver shortage was solved through the purchase of spot help-wanted advertising over WOKO. Gren Rand, educational director for WABY, is now back in harness after attack of flu, during which Jimmy Collins, baseball manager, doubled up on their sports show for Shell Oil over WOKO.

## —LOUISIANA—

**NEW ORLEANS**—Station WWL presented two well-known personalities recently, when Lt. (j.g.) Robert Taylor, of film fame, interviewed Captain "Dixie" Kiefer, Executive Officer of the carrier Yorktown.

## —MASSACHUSETTS—

**BOSTON**—The Fourth War Loan will be aided by public relations head of WMEX, Lawrence Flynn, and David H. Harris, program manager of WTAG, Worcester, both of whom have been loaned to the publicity staff of the Mass. War Finance Committee. Staffers of WNAC had a pleasant surprise the other day when Lt. Commander Paul A. DeMars, former engineering head for the Yankee net, dropped in at the studio with his son Lt. George DeMars, who has just been given his wings in the Army Air Corps.

## —CANADA—

**MONTREAL**—A rally at the Canadian Marconi Company's plant which was held in connection with the presentation of war-service buttons to workers, was participated in by top ranking Canadian service officers as well as executives of the company. Air Marshal W. A. Bishop and R. M. Brophy, Marconi general manager, addressed the assemblage. Presentation of buttons was made by the Air Marshal.

## —MASSACHUSETTS—

**LAWRENCE**—Station WLAW has been chosen by the U. S. Army as the first radio station to send an outstanding program outside of the United States. "Service Salute" and its cast headed by Devy Edwards have left Boston for far distant parts, to bring entertainment to our troops. Entire series of performances on the itinerary will be produced and directed by Devy.

## —COLORADO—

**DENVER**—Station KOA will air the ceremonies, former governor Ralph Carr will act as emcee, Commander Howard of Mare Island Shipyards will make the award and music will be provided by the Buckley Field band, when, on Jan. 23, the Mid-West Iron & Steel Works receive the Navy "E". New business for KOA includes schedule of one-minute live station breaks for University of Denver Dept. of the Glider Flight and Construction Co.; 13-week contract for a.m. Sunday spots with the Neusteter department store. The New York Furniture Co. has renewed its 52-week schedule of announcements, for the fourth time.

## —PENNSYLVANIA—

**PHILADELPHIA**—"Easy Does It," a WIP show featuring Howard Jones as "helpful Henry" has been sold to the Philadelphia Daily News, for 52 weeks. Program is heard on Mondays, Wednesday and Fridays.

## —OHIO—

**CLEVELAND**—Recently welcomed to the staff of WGAR was Thomas E. O'Connell, well known as a free lance writer. While in the candidate school of the Air Corps, from which he has a medical discharge, O'Connell wrote a play for radio titled "Mr. Lincoln's Grave." WGAR will broadcast the play as a special feature of Feb. 12.

## —PENNSYLVANIA—

**PITTSBURGH**—Business on KDKA: One-minute spot schedule has been extended to Nov. '44 by Sat. Post; breaks are being used by Fulton Theater to publicize current films; break schedule is promoting sale of lamps for Westinghouse. "KDKapers," station's publication, was represented by Editor Harry Burnett, at the one-day convention of Westinghouse editorial heads.

## —CALIFORNIA—

**LOS ANGELES**—Now in its third issue is the "Long Beach Letter From Home" put out by station KGER. It is letter size, four pages, mailed every two weeks to Long Beach residents who are now in the service. It carries no advertising, purpose being to send the news of home, so longed for by those who are in distant parts. Many letters of appreciation have been received in the short space of its existence and mailing list has almost reached the 2000th mark already. Sports was the order of the day Jan. 7 for KMPC, with its broadcasts of the Los Angeles open golf tournament, UCLA-Santa Anita basketball game, and the main boxing event at the Hollywood Legion arena.

## —TEXAS—

**DALLAS**—Have you heard that KGKO's "Cousin" Harold Goodman is on a tour with his Saddle Mountain Roundup program? Cross Roads Party is being godfathered for third year by Conro Mfg. Co.; Newcomer to the announcing staff is Pat Halverson; Transcriptions for WFAA-KGKO are now being handled by Richard Crisp.

## —MISSISSIPPI—

**GULFPORT**—WGCM has a new department at the studio that specializes in local news only. Its director is Jack St. Gulpport boy, who previously was on announcing staff.

## Publishers To View Tele At G.E. Demonstrations

Schenectady—A special television show will be staged at General Electric's WRGB Wednesday afternoon, January 19, for the benefit of 10 or more New York state publishers and editors, who are extending the annual convention so that they may come here for the demonstration.

The newspapermen will hear talks by two G-E men, both well versed in television. They are Robert Pears, manager of broadcasting and publicity and Dr. E. F. W. Alexander, who has contributed greatly to the development and advancement of radios. After the talks a one-motion picture describing television and how it operates will be shown.

Following the talks, the guests will adjourn to the WRGB studios, where for the next one and one-half hours they will witness a variety program arranged by Program Manager Robert B. Stone. The publishers themselves will participate in several of the features, such as the news quiz between teams of three from morning papers and three from afternoon papers. Frank Tripp, general manager of the Gannett newspapers, as master ceremonies; a checker match on huge alnico magnet checker board and an interview of Frank Gannett, Rochester publisher, on his recent trip to Europe to review the situation, to be conducted by Col. Noel Macy, of the bureau of public relations of the U. S. Army.

## Dancing, Singing Act Set

A special attraction of the afternoon program will be a 15-minute dancing and singing act by tall, black-haired Sylvia Opert, famed international entertainer and now appearing regularly with Dick Liebert, Radio City Music Hall organist, over the NBC network. Sylvia has been a dancer since she was five years of age, when she appeared in Jan. Gaynor's movie, "Sunny Side Up."

Another highlight of the television program will be a new war film, just released by the war department and not yet shown in the theaters. It is known as "War Communique No. 3." Lieut. Gov. Joe Hanley also plans to attend and take part in the program, perhaps showing how the politician of the future may do his campaigning from his front porch once television becomes established about the country.

At the conclusion of the program the guests will be shown about the studio and its technical operation explained. A cocktail hour will follow until six o'clock and busses will return the publishers to Albany.

**HAPPY BIRTHDAY TO YOU**

January 17

Jacob Jacobson Edward Weiss  
Morris Steuerman Ethyl O. Engisch





# Radio Joins Bond Drive

## State Department Names New Division

The reorganization of the State Department announced over the week includes the raising of the telecommunications section to the status of a full division. Chief of the new division is Francis Colt DeWolfe, who has handled telecommunications for many years under the old division of international communications. The reorganization was announced last month by Thomas C. Blanton, chief of the latter division, as part of its dissolution; with the three principal sections telecommunications, shipping and aviation—now being merged as full divisions. DeWolfe's work, as regards radio, will be confined to the commercial (Continued on Page 5)

— Buy A Bond Today —

## Hotel Situation Affects NAB Convention Plans

Washington Bureau, RADIO DAILY  
Washington—No decision has yet been reached by the NAB convention committee on the site for the Spring meeting of the association. Last week's meeting in Chicago failed to reach any final decision pending negotiations for hotel accommodations. C. E. Arney, Jr., NAB secretary, is still engaged in these negotiations with settlement due perhaps this week. (Continued on Page 5)

— Buy A Bond Today —

## Government Agency Changes In 'Frisco

San Francisco—Two changes in the government propaganda program in this area have just been announced. Claude Buss, who returned from the SS Gripsholm after two years (Continued on Page 3)

**Right Number**  
"Chickering 4-7110," WOR's special program to be heard during the duration of the Fourth War Loan drive, will make its debut today from 6:15 to 6:25 p.m. Special telephone number will handle calls from persons wishing to buy bonds and the program will be heard nightly, Monday through Friday at the same time.

## Gene Rouse Elected To Chi. Blue Post

Chicago—Gene Rouse, now in his twenty-third year in radio, has been appointed director of the Blue Network's central division news and special events department, according to an announcement by E. R. Borroff, vice-president of the central division. The appointment, effective immediately, is in line with an announcement last week by Borroff that the Blue would establish its own department in this field.

The Blue and NBC heretofore have (Continued on Page 5)  
— Buy A Bond Today —

## Westinghouse Planning New Radio Shows On Blue

Reservation of three 15-minute spots per week on the Blue Network from 10:15 to 10:30 p.m., by Westinghouse Electric and Manufacturing Company indicates the company is planning to increase its radio activities. McCann- (Continued on Page 2)

## All Webs Carry Fourth War Loan Show; Many Special Programs Scheduled By Nets And Independent Stations

### New Television Assn. Mulls By-Law Setup

Chicago—Discussion and adoption of by-laws occupied the attention of members of the newly formed Television Broadcasters Association at the first annual meeting of the association yesterday at the Palmer House. Other items of the agenda for the two-day meeting include the election of officers and directors and decisions on future plans and policies of the (Continued on Page 2)  
— Buy A Bond Today —

### Ogilvie Heads Radio Dept. Of Inter-American Group

John G. W. Ogilvie, formerly temporary director of the radio division of the Office of Coordinator of Inter-American Affairs, has been named director of that division. At the same time Wilfred S. Roberts was named (Continued on Page 5)  
— Buy A Bond Today —

### Peabody Awards Comm. Announced By Caldwell

Athens, Ga.—Appointment of a committee to examine this year's entries and listening-post committee reports of the George Foster Peabody (Continued on Page 3)

Radio enters the Fourth War Loan drive today with even greater enthusiasm than that which motivated the successful campaign consummated last September.

Highlights of the first day's bond drive activities on the networks follows:

Mutual "Radio Bond Day" today includes some kind of an announcement or tie-up with the bond drive on every show between the hours of 10 a.m. until 2 a.m.

Blue Net starts off the campaign (Continued on Page 6)  
— Buy A Bond Today —

## Newspaper Likes FCC Press Decision

Washington Bureau, RADIO DAILY  
Washington—The FCC's decision regarding newspaper ownership, announced last week, is "a skillful marriage of sound principle to flexible operation," the Washington "Post" declared editorially Sunday. The newspaper lauded the Commission's decision, interpreting it to mean that (Continued on Page 3)  
— Buy A Bond Today —

## KFWB, West Coast Indie Takes Lombardo For Blue

KFWB, independent Hollywood outlet owned by Warner Bros., is taking the new Guy Lombardo program sponsored by Larus Bros. for Chelsea (Continued on Page 5)

## Washington Front

By ANDREW H. OLDER

WHATEVER else you want to say about them, you can't accuse the FCC of being inconsistent in its handling of the newspaper matter. It did just what it was expected to do—tossed it square in the lap of the Senate committee. Fly had virtually promised that this would be done when he testified there during the recent hearings. . . . At the same time, the FCC did not yield much ground in its stand against newspaper holdings. There never was very much question about acting against present newspaper licensees. The status here will not be altered. But Thursday night's pronouncement does not mean carte blanche to newspapers to go ahead and bank on getting all the licenses they want. The commission recognizes, said its announcement, "the serious problem involved in the broader field of the control of the media of mass communications and the importance of avoiding monopoly (Continued on Page 7)

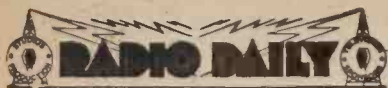
## Tales From School

Scripting lines for Dick Van Paten, energetic 12-year-old supporting player in the NBC-Alcoa show, "Lighted Windows," is no problem for Charles Robinson, writer of the program. He gets detailed—and sometimes exasperated—reports on the day-by-day activities of fun-loving prank-playing Dickie from his daughter. Dickie sits right in the back of her at school.

## Dinah's 5-Year Plan

Dinah Shore, Nashville, Tenn., girl, who started out five years ago on a professional radio career with stardom as her goal, will celebrate the 5th anniversary on her CBS Dinah Shore Program, Thursday, 9:30 to 10 p.m. Dinah ranked first among girl singers heard over the radio in practically all of the major polls held during the past year.





Vol. 26, No. 12 Tues., Jan. 18, 1944 Price 10 Cts.

JOHN W. ALICOATE : : : Publisher

FRANK BURKE : : : : Editor

MARVIN KIRSCH : : : Business Manager

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FINANCIAL

(Monday, January 17)

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. Includes High, Low, Close, Net Chg. columns.

NEW YORK CURB EXCHANGE

Table with columns: Nat. Union Radio, WCAO (Baltimore), WJR (Detroit). Includes Bid, Asked columns.

Jack C. Smith

Hollywood—Jack C. Smith, song writer and singer who, with his wife, was heard over the air for two years from Boston and one year from New York, is dead here at the age of 48.

20 YEARS AGO TODAY

(January 18, 1924)

Radio station KYW, Philadelphia, has made the astonishing announcement that it will broadcast the news every half hour on a 24-hour schedule.

Coming and Going

NILES TRAMMELL, president of NBC, and WILLIAM S. HEDGES, vice-president of the network in charge of stations, have returned from Washington, D. C., where they spent the latter part of last week.

HARRY MAIZLISH, general manager of KFWB, Warner Bros. station in Hollywood, is in New York on business.

RAY E. BRIGHT, commercial manager and sales promotion director of KTRH, CBS affiliate in Houston, Tex., is in town on a brief visit.

GEORGE H. JASPERT, manager of WLAW, Lawrence, has arrived from Massachusetts for conferences with the New York representatives of the station.

DICK MARVIN, radio director of Ward-Wheelock, returns today from a two-week business trip to Hollywood.

H. E. FAST, sales manager of WKRC, is here from Cincinnati on station and network business. Looked in yesterday on the station's local reps.

FRANK V. WEBB, sales manager of KDKA, Pittsburgh, and JOHN McMAHON, sales promotion director of the station, arrived yesterday for confabs at NBC Spot Sales.

WILLIAM S. CHERRY, Jr., president of WPRO, Columbia outlet in Providence, R. I., visiting yesterday at the local headquarters of the network.

GEORGE LASKER, general manager of WORL, Boston, was in New York yesterday accompanied by his son, LT. GAIL LASKER, of the U. S. Army Air Forces.

FRANK S. LANE, station director and commercial manager of WDEF, Chattanooga, has returned to Tennessee after having spent the major portion of last week in New York.

J. R. POPPELE, secretary and chief engineer of WOR, is in Chicago attending the meeting of the Television Broadcasters Assn.

HAROLD ESSEX, station director of WSJS, Winston-Salem, N. C., is in New York. Paid a call yesterday at the offices of the station's local reps.

ALFRED E. LOWE, accompanied by his wife, MRS. JUDY LOWE, is here this week on a short business trip. He has conferences scheduled at Mutual and the Blue Network.

THAD HOLT, president and general manager of WAPI, Birmingham, Ala., outlet of the Columbia network, is spending several days in town.

JAMES M. GAINES, NBC's assistant director of advertising and promotion, is back at his desk following a short period of hospitalization.

JOHN J. KAROL, assistant sales manager and market research counsel of CBS, off to Boston, where he will deliver a speech tonight before the New England Chapter of the American Marketing Assn.

Westinghouse Planning New Radio Shows On Blue

(Continued from Page 1) Erickson, Inc., agency handling the account, confirmed the time buy but declined to comment on talent plans. Company currently features John Charles Thomas on NBC Sundays from 2:30 to 3 p.m.

Marjorie Lawrence Heard On CBS "Dimes" Show

Marjorie Lawrence, Australian soprano of the Metropolitan Opera, was heard on a special 15-minute program last Saturday night, Jan. 15, at 11:15 over the coast-to-coast Columbia network. The broadcast, on which Miss Lawrence was starred, had been dedicated to the National Foundation of Infantile Paralysis Fund.

The prima donna included on the show one popular tune, "O What a Beautiful Morning" from "Oklahoma," and "Waltzing Mathilda," the famous Australian Marching Song. The occasion marked the 200th time Miss Lawrence has sung the latter number.

Air "Figaro" Jan. 29

"Le Nozze di Figaro," 160-year-old opera of Wolfgang Amadeus Mozart, will be broadcast over the Blue Network from the stage of the opera house on the afternoon of Saturday, Jan. 29. Eleanor Steber will have the role of Countess Almaviva; Bidu Sayao that of Suzanna, while Cerubino will be portrayed by the Czech soprano, Jarmila Novotna. The part of Figaro will be sung by the Italian-American basso, Ezio Pinza. It is one of his outstanding roles.

Bi-Annual Meeting Jan. 26 Of Overseas Press Club

Active and associate members of the Overseas Press Club (no guests) are invited and strongly urged to attend the bi-annual general business meeting of the club, which will be held at headquarters in The Lotos Club Building, 110 West 57th Street, New York, N. Y., on Wednesday, January 26, at 8:30 p.m. On the agenda for the meeting are:

- (1) Report of the nominations committee (Thomas M. Johnson, chairman), including names of tentative candidates for president, vice-presidents, secretary, treasurer and board of governors.
(2) Report of constitutional committee, with proposed changes in by-laws (Edward Hunter, chairman.)
(3) Lotos Club relations with the Overseas Press Club—luncheon arrangements, club quarters, etc.
(4) Discussion of proposed increase in dues.

KOA Signs Renewals For 52 And 13 Weeks

Denver, Colo.—The Kuner-Empson Company, Colorado, has renewed for a third time, their Thursday 9:15-9:30 p.m. program, "War Correspondent" for another 13 weeks. Contract, secured through the Ed M. Hunter Advertising Agency, Denver, is effective January 20, 1944; The Morey Mercantile Company, Denver, has renewed for a fourth time their schedule of time signal station breaks. Contract, effective January 1, 1944, is for another 52 weeks and was secured through the Ball & Davidson Advertising Agency, Denver.

New Television Assn Mulls By-Law Set

(Continued from Page 1)

organization. Television authorities attending at the meeting are B. Bingley, chief engineer and P. Knight program manager of Ph Richard W. Hubbell and G. Lewander, N. W. Ayer & Sons; R. Daugherty and John F. Gibbs, International Detrola, Detroit; Walter Damm, WTMJ; E. A. Hayes, How Hughes Productions, Hollywood; A. B. Du Mont, Du Mont Labs, Inc., saic, N. J.; J. R. Poppele, WOR, New York; Worthington Miner, CBS, New York; Harry R. Lubcke, Don Lee work, Hollywood; Paul Raibow Television Productions Inc., New York; O. B. Hanson, vice-president and chief engineer NBC, New York; Howard C. Luttgens, chief engineer NBC Central Division, Chicago; R. Peare and J. D. McLean, General Electric, Schenectady.

Also C. W. Mason, Earle C. Anthony, Los Angeles; A. H. Broly, Los Angeles; C. L. Fox, KMBG, Kansas City; P. R. Bar, KFRE, Fresno, Calif.; J. M. Baldy, KYDL, Salt Lake City; R. J. Hood, RCA, Chicago; and P. G. Caldwell, General Electric, Los Angeles, representing the Society of Television Engineers which initiated the formation of the association.

Melchior At "Duffy's"

Lauritz Melchior, leading Wagner tenor of the Metropolitan Opera Company, will make a guest appearance tonight at "Duffy's," broadcast of the Blue Network at 8:30 p.m. Ruth has it that he will sing "Arch Leave Us Face It."

At 3 o'clock In the Morning

There are a lot of Baltimore folks looking for good radio entertainment. But real entertainment. They get it in the new W-I-T-H "Night Owl Club" show. There are contests, prize news, music and fast, live entertainment. These topsy-turvy-time workers seem to like it. They're sending in for membership cards by the hundreds every day. New spots are available. \$125 a week buys them across the board.





# Peabody Committee Listed By Caldwell

(Continued from Page 1)  
 Awards was announced yesterday by President Harmon W. Caldwell of the University of Georgia. The committee follows:  
 John C. Geston, chairman, chief assistant is journalism; Louis Edmondson, acting assistant professor of journalism; Miss Lila Wenig, instructor in radio journalism and speech; Miss Florence Young, assistant professor of psychology; Byron Warren, assistant professor of music; George Blair, acting head of the Department of Drama; and E. Claybrook Smith, associate professor of economics.  
 Working with Dean John E. Drewry of the Henry W. Grady School of Journalism, which with the assistance of the National Association of Broadcasters administers these awards, this committee will make recommendations to the Advisory Board, the membership of which is:  
 John H. Benson, president, American Association of Advertising Agencies; Dr. Ralph D. Casey, director, School of Journalism, University of Minnesota; Jonathan Daniels, editor, "The Atlanta Journal-Constitution" (N. C.) "News and Observer"; Mark F. Ethridge, publisher, Louisville "Courier-Journal and Times"; Earl J. Glade, vice-president, KSL; Joseph Henry Jackson, literary editor, San Francisco (Calif.) "Chronicle"; Waldemar Kaempffert, science editor, New York "Times"; Fred A. Knopf, publisher, New York "Daily Mirror"; Dr. S. V. Sanford, chancellor, University System of Georgia; Dr. I. M. Tyler, director of Evaluation of School Broadcasts, Ohio State University; Mrs. Marjorie Peabody Waite, daughter of George Foster Peabody, whose name the awards bear; and Edward Weeks, editor, Atlantic Monthly.

## Stork News

Second son was born to Mr. and Mrs. Ted Herbert, Sunday night, name of the newcomer still being determined. Herbert is on the Blue Network sales staff; better-half was former member of the dance team known as the Peabody Sisters.

WTAG's Hostess  
**MILDRED BAILEY**  
 makes your  
 brand name a household word in  
 Central N. E.



**WTAG**  
 WORCESTER

# ★ AGENCY NEWSCAST ★

REAR ADMIRAL H. G. BOWEN, special assistant to the Under-Secretary of the Navy, will be guest of honor and principal speaker at the regular Wednesday Celebrity-Forum luncheon of the Advertising Club of New York which will be held tomorrow.

ALLAN H. SCHROEDER has joined the Paul H. Raymer organization in Chicago. He has been associated with the advertising field in the Windy City for several years.

UNITED STATES RUBBER COMPANY, through Campbell-Ewald Company, will stress the theme "Serving Through Science" in its advertising copy, including radio, during the coming year.

STANLEY H. MANSON, of Stromberg-Carlson Company, has been named program chairman of the advertising committee of the Radio Manufacturing Assn.

## Government Agency Changes In 'Frisco

(Continued from Page 1)  
 Internment in Japan, has succeeded Owen Lattimore as director of the West Coast bureau of the OWI here, with Lattimore going to the Washington office as director of Pacific operations there. E. T. "Buck" Harris, chief of the local office of the Coordinator of Inter-American Affairs, and former manager of KGEI, resigned to become a partner in the statewide public relations firm of Lee & Losh, in charge of the Los Angeles-Hollywood office.

## Para. Guest Stars Set To Promote Two Films

Radio exploitation for two Paramount pictures has been set for this week in connection with the guest appearances of Paramount stars.

Paulette Goddard will be starred on the Jack Carson-Campbell Soup radio program of Wednesday, Jan. 19, over the coast-to-coast CBS network, with publicity resulting for "Standing Room Only." This program is heard from 9:30 to 10 p.m., EWT, and from 6:30 to 7 p.m., PWT.

Betty Hutton, who recently received Look's Achievement Award, will be guest star on the Groucho Marx-"Blue Ribbon Town" program on Saturday, Jan. 22, over the coast-to-coast CBS network, with exploitation on the broadcast for "The Miracle of Morgan's Creek." This program is heard from 8 to 8:30 p.m., EWT, and from 7:15 to 7:45 p.m., PWT.

## Visitors In San Jose

San Jose—John Brunton, KQW sales department, and Sherwood Brunton, associated with station KJBS, brothers of Ralph R. Brunton, president of station KQW, San Francisco CBS affiliate, were in town for a few days visit.

BERNE WILKINS, formerly assistant sales manager of WNEW and until recently top salesman with Hearst Radio, opens his own agency... specializing in Radio, at 28 West 44th Street, New York. Agency to be known as Berne W. Wilkins, Sound Advertising. Wilkins' radio background includes WMCA, WOV, WEVD and he was also commercial manager of radio station WBYN.

ASSOCIATION OF NATIONAL ADVERTISERS announces the formation of an advisory committee which will be composed of past presidents and chairmen of the board. The new group will work with the A.N.A. directorate on organizations problems.

D. P. ROSELLE has joined the staff of J. Walter Thompson Co. He formerly was connected with R. E. Lovekin Corp., Philadelphia.

# Newspaper Likes FCC Press Decision

(Continued from Page 1)

"newspapers may hereafter be granted broadcasting licenses if that appears to coincide with the public interest, that each case will be considered on its merits, and that the Commission will be ever mindful of the democratic principle that sources of public information should be widely diffused."

The "Post" declared that as a result of its decision the FCC will bear a heavy administrative burden, "because intelligent pursuit of the public interest is always more difficult than adherence to an arbitrary rule of thumb. But the fact that this bipartisan body is able to adopt a sensible policy by unanimous action after long controversy will enhance its prestige and strengthen public confidence in its judgment on individual press-radio combinations."



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



## LOS ANGELES

By RALPH WILK

**G**INNY SIMMS, NBC singing star, leaves next week for San Francisco where she will act as mistress of ceremonies and guest artist with the San Francisco Symphony orchestra when they present their annual benefit show at the Civic Auditorium on the 19th. While there she will visit hospitals in the bay region and sing for the servicemen.

Gracie Fields, KHJ-Mutual Don Lee singing star, wound up her 13-week broadcast series, Friday (14th), with her perennial favorite, "The Biggest Aspidochelone in the World," and for a final number, "Wish Me Luck."

Newscaster Upton Close has contributed more than 1,000 articles for magazines and newspapers on three continents.

Cabbages and Kings, a quarter-hour program which deals with unusual people and things, returned to the air, January 14th, over KFI. David Robinson is author of the KFI feature.

Don Ameche, who was too busy in pictures to follow the "What's New" show to New York, was seen at the Hollywood Brown Derby acting as master of ceremonies at a feast for his three young sons, Ronny, Tommy and Lonny.

Charlie McCarthy thinks its about time somebody whittled out an Oak Leaf Cluster for him... considering the number of benefits he's been on! Charlie and his friend, Edgar Bergen, topped the list of entertainers who performed at a recent Army and Navy benefit show at the Los Angeles Coliseum.

New associate producer of "I Love a Mystery" series (written and produced by Carlton E. Morse) is Clinton D. ("Buddy") Twiss, former chief of announcers and special events for NBC's West Coast division.

Bill Forman joins Kay Kyser's "College of Musical Knowledge" program as announcer. Verne Smith, former spieler on the Kyser show, has been inducted into the Army.

A gorgeous pin-up photo of Dinah Shore, radio's Number 1 songstress, this week was included in each of 250 radio kits which the Army Morale service sent to service camps overseas.

Art Linkletter, emcee on "People Are Funny" program, last week asked for a volunteer from his audience of women to take a ride on a roller-coaster for his next broadcast. A young lady working for Douglas volunteered and she will be taken to Ocean Park, Calif., this Friday, and with Ted Meyers, staff announcer of KFI at her side, the entire broadcast will be heard from a mike attached to the roller coaster.

Like to be

## CONTINUITY CHIEF

of 1,000 watt regional station? Exceptional opportunity for capable, experienced writer. Send complete information on experience and samples of work to WPIC, Sharon, Penna.

## MAIN STREET



## Radio Vitamins For Tuesday !!

● ● ● Noel Coward's transcription of his "Don't Let's Be Beastly to the Germans," including a medley of some of his other compositions..... has been released to some 900 stations for use in the Fourth War Loan Drive, which opens today..... Ensign Jane Barton, former radio publicist, has been transferred to the office of the Commandant as assistant to the Public Relations Officer of the Potomac River Naval Command..... She is the only WAVE in the Commandant's office..... her boss is Rear Admiral F. L. Reichmeith..... and incidentally, one of her former bosses in radio life was George F. Putnam, whose account she handled for the press..... Jack Bundy (Heinie of Heinie's Grenadiers) is leaving WTMJ, Milwaukee, after an association of many years with the station..... Bundy gave his first show over the outlet in 1932..... all the members of the band became fathers in the interim..... he is leaving for what he believes is more fertile field..... he is a valuable man with a wealth of background in show business..... and many a listener will miss him in his territory..... Sgt. Sid Weiss' new APO is 9190 c/o Postmaster, N. Y., which is the address for the Ht. Sq. 87th Fighter Wing.....

★ ★ ★

● ● ● "War Department Report," the documentary film continues to get a good play at the hands of stations and ad clubs etc..... among the new ones are the showing by WSM, Nashville and KMO, Tacoma which is showing the picture before ad clubs, Chambers of Commerce and other organizations..... Dallas, Denver and Detroit ad clubs are also setting skeeds for the picture..... Clinton D. ("Buddy") Twiss, former chief of announcers and special events for NBC's West Coast division..... is the new associate producer of "I Love A Mystery," written and produced by Carleton E. Morse..... of "One Man's Family," fame..... United States Army Field Ambulance being contributed to the Armed Forces by the Catholic Actors Guild..... will be officially presented Friday at the Hotel Astor at 3 p.m..... many notables from radio and allied fields will attend the ceremony..... "Quiz Kids," struck a blow at infantile paralysis last night via a special "March of Dimes" show on the Blue..... Margaret Merrick, 15, who has never fully recovered from her attack of the dread disease, appeared on the program..... a "Quiz Kid" regular who until two years ago was a star athlete, is an example of what the "March of Dimes" can do for many less fortunate children..... and even grownups..... others on the show were Kupperman, seven, Ruthie Duskin, nine, Joan Shepherd, 11, and Harve Fishman, 13.

★ ★ ★

● ● ● Jackson Hines, all-round actor of the old school..... is now program director of United Seamen's Service, Inc..... he has appeared on many radio programs, most recently when "Death Valley Days" did the Yukon scripts with Jack doing authentic songs and story..... with the loss of Madeleine Carroll who is joining the Red Cross..... the Andrew Furuseth Canteen for Merchant Marine Seamen is seeking to make up its talent "backers" and Hines has secured the services of Cornelia Otis Skinner and Ham Fisher (Joe Palooka) for the St. Valentine Day show..... others who are lending a hand from time to time are James Melton, Lawrence Tibbett, John Charles Thomas, Gladys Swarthout and others..... Vinton Freedley, producer of the comedy on radio-army life "Jack Pot," has promised to contribute the services of members of his cast..... Paul Whiteman ailing with the gripe..... probably back in the Philco show this Sunday..... what's this about Rip Van Ronkel, producer and co-writer of "Able's Irish Rose" eyeing the Navy?

★ ★ ★

— Remember Pearl Harbor —

## CHICAGO

By BILL IRVIN

**W**ILLIAM BENTON, vice-president of the University of Chicago, was a visitor recently in England, in company with Eric Johnston, president of the United States Chamber of Commerce. He is vice-chairman of the committee on economic development.

Baritone Bruce Foote of NBC's Hymns of All Churches and Carnation Contests programs, makes his second appearance as guest soloist with the Cleveland symphony today.

## NEW BUSINESS

**W**EAF, New York: Bernhard L. Ullman Co-participation in 260 broadcasts of the Mary Margaret McBride program, Monday through Friday, three Grey Advertising Agency; R. Williams Co., transcribed one-minute announcements on "Two Minute Man" with Ralph Dumke, Monday through Saturday, and "Rhyme and Rhythm" with Bob Stanton, Monday through Friday, through Alley & Richardson, Inc.; Colgate-Palmolive Peet Co., sponsored announcements for Super Suds "Two Minute Man," Monday, Tuesday, Wednesday and Saturday, through Wm. Esty & Co., Inc. The same for through Ted Bates, Inc., signed a contract for one-minute announcements on the same programs for Palmolive Soap; New York Telephone Co., renewal of one-minute announcements on "Morning in Manhattan" with P. Barnes, Monday through Saturday through BBD&O; Penick & Ford, renewal of one-minute announcements on "Morning in Manhattan," Monday through Friday, through BBD&O; Curtis Publishing Co., renewal of one-minute announcements for the Saturday Evening Post on "Morning in Manhattan," Wednesday and Friday and "Two Minute Man," Wednesday, Thursday and Friday, through MacFarland Aveyard & Co.; Taylor-Russell Corp., renewal of participations in the Adelaide Hawley programs, Tuesday, Thursday and Saturday, for Turnbull Pudding, through Tracy, Kent & Co. Inc.

**K**PO, San Francisco: Continent Baking Co., New York, (Wonder Bread), announcements, eight a week through Ted Bates, Inc., New York; Folies Bergere, San Francisco, (Folies), announcements, five a week through Allied Advertising Agency, Inc., San Francisco; Calavo Growers of California, Los Angeles, (avocadoes) "Woman's Magazine of the Air," condensed participation, 8:15-8:45 a.m. Monday, Wednesday, and Friday, through J. Walter Thompson Co., Hollywood; Langendorf United Bakeries, Inc., San Francisco, (Langendorf Bread), announcements, six live an ET weekly, through Pacific Coast Advertising Agency, San Francisco.



## Radio Department Names New Division

(Continued from Page 1)  
 facilities aspects. For broadcast-  
 is division will provide aid in  
 ling properties abroad and in  
 ging for program transmission to  
 country for broadcast here.  
 Programs and their relationship to  
 international policy will lie with  
 new motion picture and radio  
 yon of the new office of public  
 mation. John Begg, who has been

### Radio-Press Co-Op

Something of a precedent was  
 established past week-end with  
 dio-press co-operation on the  
 porting of the Department of  
 ate's broadcast over the NBC  
 t. Newspapers were given the  
 ll text of the broadcast script  
 fore Saturday evening's broad-  
 cast from Washington. As a sequel,  
 e New York "Times" carried the  
 ll text of the broadcast Sunday  
 d the Washinton "Post" saw fit  
 put an eight column banner  
 ie on the story. In New York  
 dio circles the press re-action is  
 rpereted as significant. Here-  
 fore only full text of radio pre-  
 ntations carried by the press  
 ve been the addresses of the  
 resident.

similar work for five years as  
 t of the now defunct division of  
 ral relations, is permanent as-  
 nt chief of this section, but is—  
 rorarily, at least—designated as  
 g chief. This new office of public  
 mation groups within it the de-  
 nent's various functions con-  
 d with public information at  
 and abroad, and is expected to  
 closely with OWI. DeWolfe's  
 on the other hand, will main-  
 its closest contacts with the FCC  
 the department of commerce.  
 e week-end announcement as-  
 d to Begg liaison duties with  
 government agencies regarding  
 and radio shows for foreign con-  
 tion, and "the development and  
 tion of cultural programs  
 gh these media."

### Albany Signs MBS Pact

Albany, N. Y., has signed a  
 affiliate contract with Mutual,  
 gh Harold Smith, general man-  
 Station operates on 1,400 kc  
 250 watts power.

### Helen Hayes Guest

Helen Hayes heads the "Radio Hall  
 ame" bill for next Sunday. The  
 of the Broadway stage hit, "Har-  
 will be heard in scenes from the

### UNUSUAL OPPORTUNITY

For good experienced, man or woman  
 nouncer at 1,000 watt regional sta-  
 on. Send complete information on ex-  
 erience and audition record to WPIC,  
 aron, Penna.

## WHO'S WHO IN RADIO EMILIO AZCARRAGA

AS MEXICAN representative of the Victor Talking Machine Co. in the  
 early Twenties, Emilio Azcarraga was momentarily stumped in his  
 sales of radio sets since there was nothing to listen to—and nobody wanted  
 to buy them. Don Emilio, as 'most everyone calls the present head of Radio  
 Programas de Mexico, S. A., largest broadcast chain in Latin America, realized  
 something had to be done about it. So, in 1930 he  
 started XEW, Mexico City, with 5,000 watts. To-  
 day, its 100,000-watt signal beams "The Voice of  
 Latin America From Mexico" and is the NBC outlet  
 in our good neighbor to the South.



"Don Emilio"

About five years ago, Emilio Azcarraga  
 founded XEQ, 50,000-watt CBS affiliate in Mexico  
 City. Radio Programas de Mexico appeared early  
 in 1941, incorporating the two high-powered trans-  
 mitters as key outlets of a twin commercial web  
 with 78 affiliated stations. Don Emilio also finds  
 time to operate Mexico City's two major film  
 houses and a resort hotel in Acapulco. Until this  
 year he was also president of the National Cham-  
 ber of the Radio Industry and is currently presi-  
 dent of the National Association of Movie Ex-  
 hibitors.

Pioneer of social security in Mexico, he was recently named a director  
 of the Institute of Social Security. Perhaps his interest in public welfare may  
 be traced to his modest beginning as the sixth child in the family of nine  
 of a customs collector. Young Azcarraga spent his adolescence on the  
 Mexican border, where at 14 he began his business career buying goods in  
 Texas and selling them in Mexico.

Six-foot-two in his stocking feet, Don Emilio shows a trace of his  
 Basque ancestors in his heavy-set features. He lives with his wife and  
 three children in a modernistic home on Chapultepec Heights. A sports  
 fan, soccer and bull fights share his favor with baseball. He likes to  
 reminisce about the days when parental disapproval prevented him from  
 accepting a big-league offer to become a professional baseball player.

### Ogilvie Heads Radio Dept. Of Inter-American Group

(Continued from Page 1)  
 associate director in charge of New  
 York activities. Directorship of the  
 radio division was formerly held by  
 Don Francisco who organized it  
 originally. Several weeks ago he was  
 named assistant coordinator in charge  
 of the information department of the  
 C.I.A.A.

Before joining CIAA, Ogilvie was  
 representative for the International  
 Telephone and Telegraph Co. in Puer-  
 to Rico, Chile and Argentina. Roberts  
 formerly was eastern division produc-  
 tion manager for the National Broad-  
 casting Co.

### KFWB, West Coast Indie Takes Lombardo For Blue

(Continued from Page 1)  
 cigarettes and Edgeworth tobacco, in-  
 stead of KECA, regular Blue affiliate  
 which had previous commitments.  
 Show is heard Sunday 10:30-11 p.m.,  
 EWT and started last Sunday night.  
 Inability of KECA to take the pro-  
 gram and the market considered too  
 important by the client to overlook,  
 prompted the deal with KFWB which  
 moved two shows and spots to make  
 room. According to Harry Maizlish,  
 general manager of the station,  
 KFWB is sold out. Maizlish is cur-  
 rently in town.

KFWB recently took the one-time  
 shot of Bethlehem Steel Co. also  
 heard on the Blue recently.

## Gene Rouse Named To Chi. Blue Post

(Continued from Page 1)  
 shared news and special events facili-  
 ties. Rouse first entered radio back  
 in 1921 when he went on the air over  
 WNAL, Omaha. He is credited with  
 being one of the first seven announc-  
 ers ever heard on th eair. Prior to  
 entering radio Rouse had worked on  
 several newspapers including the  
 Kansas City "Star," Denver "Post,"  
 Rocky Mountain "News" and the Chi-  
 cago "Herald Examiner." It was his  
 connection with the "Herald Examiner  
 that led him into Chicago radio.  
 While on the sports desk of that paper  
 he described several sports events  
 over WEBH, WJJD and KYW. He  
 remained with the paper until 1931  
 when he joined the NBC central divi-  
 sion as a staff announcer. He was  
 shortly promoted to night announcer  
 supervisor and in January, 1942, when  
 the Blue and NBC split, Rouse was  
 made supervisor of the Blue Net-  
 work's announcing staff.

The newly-created Blue news and  
 special events department has not  
 been completely staffed nor has a  
 successor to Rouse been appointed.

### Stork News

Denver—Proud parents of a 7½  
 pound baby girl, born January 10th  
 are Mrs. and Don McCaig, KLZ  
 Traffic Manager.

★ AUDIENCE BUILDING PROMOTION ★

WSAI's Audience-Building Promotion is GREATER, in actual VOLUME of advertising promotion used, than that of all other local Cincinnati stations combined.

5000 WATTS-DAY AND NIGHT  
 BASIC BLUE NETWORK STATION  
 National Representatives: SPOT SALES, INC.  
 New York • Chicago • San Francisco



★



## • TELE TOPICS •

### Spectral Static

Which major film company with no tele affiliations is considering a tie-up with an equipment manufacturer? ... Something is stirring at CBS Television. From the rumblings, it's possible that the network may soon use a mobile unit for televising special events. Incidental intelligence at Columbia reveals that Ben Talbot, seasoned member of the press staff, is now holding down the publicity desk at the web's tele studios in the Grand Central Terminal Building in Gotham.

Du Mont expects to have its Washington, D. C., transmitter on the air by Spring. ... Lt. McDonald S. McIlwain, U. S. Signal Corps, former shading man on the technical staff of WRGB, Schenectady, is now somewhere in the South Pacific. ... "Made-moiselle" will have a tele story in its March issue by Dick Hubbell of N. W. Ayer & Son. ... Elsa Maxwell will enceed a new series of eye-and-ear airings for the Fourth War Loan drive over W2XWV, beginning Sunday evening. ... Bernie Estes is working out a tele show with one of the Nation's top magicians.

Paul Raibourn, Paramount exec in charge of tele, will make one of his rare public appearances when he addresses the American Television Society's open meeting next Tuesday evening at the Capitol Hotel, New York; he shares the speakers' stand with Norman D. Waters, ATS prexy. ... Organizational luncheon meeting of the Television Press Club is set for next Tuesday at the Blue Ribbon Restaurant in Gotham. ... NBC's telecast of boxing from Madison Square Garden Friday night reflected almost perfect transmission, a decided improvement over the limited definition in the previous week's basketball card from the Garden.

Result of the Television Broadcasters Association Chicago meeting, now in its second and closing day, may be a three-cornered working plan among telecasters, ad agencies and equipment companies. ... Detroit tele "ham" picked up New York on a freak telecast the other day. Item reminded one of your tele topicker's correspondents about a pre-war incident when a Chicago televisor tuned in England. ... Tele has been getting a few pretty good films lately because of the war effort. British and Canadian war documentaries exceed the few American pix. In this way tele joins hands with other media in bolstering morale.

The revolutionary developments in the use of television movies, and so-called "wired television," by the motion picture industry for use in the post-war world will be revealed by Arthur Hale on his "Confidentially Yours" broadcast over Mutual, Saturday 7:30 to 7:45 p.m. in the East, and 8 to 8:15 p.m., EWT elsewhere.

# Radio Starts Enthusiastically In 4th War Loan Drive Today

(Continued from Page 1)  
with participation in Esquire's "All American Jazz Band Concert" from the Metropolitan Opera House, New York, where all seats were sold to bond buyers.

NBC announces a nation-wide bond sale solicitation program in co-operation with the Boy Scouts of America and plans a special war bond day for Feb. 8.

CBS in co-operation with WABC and New York newspapers starts nightly "Nite Clubs for Victory" feature on next Thursday which is scheduled to stimulate bond sales nationally and among New York night club devotees.

Independent stations of New York City and throughout the country plan to devote more time than ever before to the bond drive with special events, announcements and other features.

In addition the Treasury department, radio division, has serviced the stations of the nation with special transcribed programs and NAB, from the Washington headquarters, have lent their organizational strength to the bond drive planning.

### Tele Being Used

Television will also play a part in the bond drive sales this year. Special programs have been arranged by New York and Schenectady stations designed to sell bonds and motion picture films related to the bond drive will be televised.

NBC literally figures to push every doorbell in the Nation with the help of a million and a half Boy Scouts to uncover any potential bond and stamp buyer during the Fourth War Loan. Campaign will be concentrated from Feb. 8 to 15, the thirty-

### CBS Show To Describe Berlin Bomb-Destruction

The inside story of havoc wreaked on Berlin by American and British air raids, as related by Germans who fled to Switzerland, is dramatized on Columbia's "Dateline" program Friday, January 21, (WABC-CBS, 7:15 to 7:30 p.m., EWT). Subtitle of the broadcast is "Dateline: Berlin." Narrator is Bob Trout.

The authentic material was gathered by Howard K. Smith, CBS correspondent in Berne, Switzerland, who interviewed fleeing Berliners. The status of German morale is disclosed in the broadcast.

"Dateline" is produced by Paul White, CBS director of news broadcasts, and directed by Marx Loeb. Charles Paul conducts the orchestral backgrounds.

### Kathryn Cravens Renewed

Rogers Department Store, which has sponsored Kathryn Cravens over WNEW for the past year, has renewed sponsorship of the program for another year. Callo-McNamara-Schoenich, Inc., is the agency.

### Opening Gun

Kickoff for the Fourth War Loan drive was a special one-hour broadcast titled "Let's All Back the Attack" over all the major outlets. Participants included Secretary of the Treasury Henry Morgenthau, Jr., Gen. Dwight D. Eisenhower, Adm. Chester W. Nimitz, the Governors of Washington, Georgia, Texas and Massachusetts, Capt. Ronald Reagan, Bing Crosby, John Charles Thomas, Ginny Simms, Capt. Glenn Miller and his Air Force band and David Broekman's Treasury orchestra and chorus.

Novel center of action was an exchange between Morgenthau in his real-life role as Secretary of the Treasury and Capt. Reagan as Pvt. Jim Jones, a soldier in a fox hole, with dramatic cut-ins and flashbacks to point the bond-buying moral. Narrator Martin Gabel was a last-minute substitution for Conrad Nagel who, upon inquiry, was reported ill.

fourth anniversary week of the Boy Scouts of America.

Scout-participation week will tee off on Feb. 8, designated as NBC Network Day, with a late-evening show lasting for several hours in which top names from radio, theater and other walks of life will take part. Second airing, set for the afternoon of Feb. 12, will be an hour-long tribute to the Boy Scouts and their work in the drive. Tabulation of sales made in the joint Scout-NBC effort will be handled by the Scouts, who have been organized to work directly from web outlets as messengers and to follow up phone orders resulting from War Bond pleas on the air.

### 'Report on Enemy Nations' Skeds Schultz, Reynolds

"Report on the Enemy Nations" will be the subject of a forum at Town Hall Sunday evening, January 23, at 8:30 o'clock, under the sponsorship of The New York Newspaper Women's Club. The first speakers announced include Joseph C. Grew, our last ambassador to Japan; Anne O'Hare McCormick, New York "Times" columnist; Sigrid Schultz, for many years correspondent and bureau head for the Chicago "Tribune" in Germany; and Quentin Reynolds, Collier's war correspondent. Other speakers will be announced.

Mrs. Ogden Reid of the New York "Herald Tribune" will be presiding chairman of the meeting.

Virginia Pope, fashion editor of the New York "Times," is president of the club.

### Gertrude Lawrence On MBS

Gertrude Lawrence will appear tonight on "Battle of the Boroughs," aired over Mutual at 8:30 p.m. It is a Red Cross show in aid of the current R. C. drive.

## GUEST-ING

KURT BAUM, tenor, on "Great Moments in Music," Wednesday (WABC-CBS, 10 p.m.).

JOAN BENNETT, on the Frank Sinatra program, Wednesday (WABC-CBS, 9 p.m.).

JOHN GARFIELD, on Eddie Cantor's "Time to Smile," Wednesday (WEAF-NBC, 9 p.m.).

BETTY WINKLER, ALICE REEVE, HEART, LUCILLE WALL, BARRY LETT ROBINSON, JOHN HOBBS, BROOK and RICHARD WIDMARK on Jay C. Flippen's "Battle of the Sexes," Wednesday (WJZ-Blue Network, 8:30 p.m.).

BRIG. GEN. H. N. GILBERT, director of the War Department's Office of Dependency Benefits, Newark, N. J., on Alma Kitchell's "Meet Your Neighbor" program, Wednesday (WJZ-Blue Network, 12:15 p.m.).

WILLIAM E. HALL, Coast Guard man who served at Guadalcanal, the Monty Woolley-Sammy Kay show, Wednesday (WABC-CBS, 8 p.m.).

PAUL LUKAS, on the "Suspense" program, Thursday (WABC-CBS, 8 p.m.).

ANN SHERIDAN and DAVID EVANS, on Bing Crosby's "Katharine" program, Thursday (WEAF-NBC, 9 p.m.).

FELIX KNIGHT, tenor, on "Radio City Music Hall on the Air," Friday (WEAF-NBC, 11:30 p.m.).

HUBIE HENDRIE, baritone, and JOSEPH FUCHS, violinist, on L. Murray's "To Your Good Health" program, Friday (WABC-CBS, 6:15 p.m.).

MARLENE DIETRICH, on "Philip Morris Playhouse," Friday (WABC-CBS, 9 p.m.).

AMY ARNELL, vocalist of Tom Tucker's orchestra, on "Broadway Matinee," Friday (WABC-CBS, 8 p.m.).

RALPH BELLAMY, on the Keith Smith program, Friday (WABC-CBS, 8 p.m.).

J. FRANK DOVIE, professor of American History at Cambridge University in England, on "Report from London," Saturday (WABC-CBS, 8 p.m.).

MERLE THORPE, editor and publisher of "Nation's Business," on "Victory, F.O.B.," Saturday (WABC-CBS, 3:30 p.m.).

IRVING FIELDS, pianist, in second appearance with "On Stage, Everybody," Saturday (WJZ-Blue Network, 11:30 a.m.).



PROGRAM REVIEWS

"HOUR OF CHARM"

General Electric Mazda Lamps  
 WAF-NBC, Sun., 10-10:30 p.m., EWT  
 Foster & Davies—BBD&O

SPITALNY'S ALL-GIRL COMBO SUSTAINS ORIGINAL POWER IN CLICK PERFORMANCE.

After more than seven years in big radio, "Uncle" Phil Spitalny's 35-combination of instrumentalists and vocalists has sustained the original power of its captivating charm. Caught the past Sunday night, the staff-side aggregation acquitted itself pleasingly in a well-rounded program of classical and semi-classical favorites.

A modic melange of orchestra, choir and soloists, the Spitalny-directed group was topped by the stirring tonality of Evelyn "and her magic voice" and the rich coloratura timbre of Vivian's soprano. Agreeable contrast on the individual numbers was provided by the deep contralto register of Francine and the resonant mezzo-soprano quality of Kathleen. Occasional choral backgrounds furnished a fine accompaniment to the finest orchestral harmonics. Credit to Spitalny with an unusual job of musicianship and showmanship.

A contest was announced for the "uncovered voice of America." Applicants were invited from any woman 18 to be heard in audition centers throughout the Nation. Girls of the orchestra will pick the winner from a dozen finalists for an engagement with the talented Spitalny aggregation.

Commercials for General Electric's Mazda lamps were direct but inoffensive. Aim of manufacturer was to "make those lamps stay longer."

Join Mutual Net

Three additional outlets have joined the Mutual network. They are: WLS, Port Huron, Mich.; KICD, Peacer, Ia., and WKNY, Kingston-

With the Colors!

Alvin Brodhead, a high school boy who has been working in the Blue work's mail room on alternate weeks, has been inducted into the Army.

Cleveland—Frederick Moore Hinshaw, WTAM announcer, has been inducted into the armed service, adding the 16th star to the station's service flag. He reported for army service November 18. Hinshaw, who specializes in news announcing, came to WTAM three months ago from WWO, Fort Wayne, Indiana. He is married and the father of an eight months old daughter.

Washington Front

(Continued from Page 1)

of the avenues of communicating fact and opinion to the public. All the commissioners agree to the general principle that diversification of control of such media is desirable." Where there is a choice between two well-qualified applicants for a license, the chances are better than good that the license will not be awarded a newspaper. Of course, it's difficult, and perhaps not wise, to talk in specific terms, but it's our guess that commission decisions within a short time after new licenses are once again granted freely will prove us out.... The commission declared that the "public interest" is the paramount consideration. The public interest, its members feel, is best served by widest possible use of radio and development of the new fields within the medium. At the same time, the commissioners continue to feel that the public interest is served by preventing insofar as possible concentration of control over media of public information.... One radio man Friday termed the commission announcement "legislation by indecision," and it may prove to be just that.

Senators White and Wheeler have not yet completed their draft of the radio bill they will present the Interstate Commerce Committee. They have discussed it several times, but it is still far from completed, and the chances are that it will not be out of committee for several weeks.

We fail to see how confirmation of E. K. Jett to the FCC can be blocked. Jett has never claimed to be anything but an independent, and any attempt to withhold confirmation because he is not registered as a Republican would certainly let the blockers in for a terrific ride. What they would be doing, in effect, is saying that federal appointments must be held for good party members and that a man who has exercised his right to remain independent is not fit to fulfill the oath of his office. That office, of course, calls for impartiality and political independence.... If the Republicans do elect to make an issue of Jett's appointment, on the grounds that the president is packing the commission or any other grounds, it'll certainly put their Senate leader in a tough spot. Wally White is serving as minority leader in the absence of Sen. McNary, and the record of the Interstate Commerce Committee hearings on S. 814 shows White remarking—unsolicited—on December 6 that "I don't know where either the commission or the industry could find a better chief engineer than the present chief engineer of the commission." Jett, said White, "has knowledge and ability and character".... We don't know how Jett could have a better stamp of approval from the minority leader in the senate.... Jett will be called before the Interstate Commerce Committee, Chairman Wheeler told us Friday, either late this week or next week. Our guess is, however, that opposition to his appointment will have died out in embarrassment by the time he appears. It's not impossible, in fact, that he never will appear.

There are some interesting questions raised by the nomination of Jett. Although the chief engineer is considered an excellent choice for the job, it is pointed out that there were two or three other men who could well have been appointed. They did not, however, have the engineering background Jett boasts. They did have, perhaps, stronger political backing.... A fair deduction from these facts is that Jett's appointment is a warning to Tam Craven that if he has any last hopes of reappointment in June, he might well disabuse himself of them. The Commission must have an engineer among its members. Craven has been that engineer—Jett will be that engineer.... President Roosevelt is reported to have remarked to Chairman Fly last June, when he withdrew the renomination of George Henry Payne, that the only thing to do with a leaky pipe is to remove it. Craven's recent appearances before both the Senate and the House committees have certainly seen him disclosing far more than Payne did several years back when he drew from Gene Cox and Lindsay Warren their ringing defenses of the FCC.... And aside from public appearances, Craven has long been known as a source of disclosure for what the Commission had hoped to keep confidential.... The theory that Jett's nomination is a tip-off that Craven is through stands up from another angle. Jett, a retired Navy man, is at least as highly thought of by Navy radio people as Craven, and throughout all the unpleasantness between Fly and Admiral Hooper he has remained on excellent terms with the Admiral. Jett worked with Hooper for a long period, and his naming obviously shows that Fly is anxious not to widen the split between the Commission and the Navy. It may be a move to close the breach.

Bob Horton, former OEM press chief and now press man for Honest Harold Ickes, had a busy day last Friday when it was announced that Ickes had broken his coldbarbone. All sorts of wags kept calling all day. The best call we know of was that from Fred Perkins of the Scripps-Howard staff, who got through to Bob and made this inquiry: "This is the Deutscher Boebachter. We want to know if it is true that Herr Secretary Ickes has broken his jawbone?"

PROMOTION

"Gen." Little vs "Gen." Loffler

With half of the KRNT and KSO personnel making up the "East" army, and the other half the "West" army, the march on Berlin from Des Moines begins simultaneously with the opening of the Fourth War Loan Drive today.

Each mile advance costs one thousand dollars in War Bond sales, and the team nearest Berlin at the close of the four-weeks drive, is declared victoridus. A station dinner is scheduled to follow the campaign, with the losing team responsible for furnishing the entertainment.

"General" Mary Little, Radio Editor of the Register and Tribune commands the "East" army; while Gene Loffler, veteran of the announcing staff, directs the "West" army offensive. Both generals appear daily on KRNT's "Victory Varieties" broadcast, to announce the progress of their respective campaigns; and to seek the aid of the listening audience for their sides.

Promotion Manager John Drake serves as Chairman of the KRNT and KSO Fourth War Loan Drive; with Ed Linehan, program director; Lyle Flanagan, war program manager; Chuck Logan, news director; and Karl Haase, auditor as other members of the committee.

New Contest Twist

KGFJ, Los Angeles, is believed to be the first station in the country airing a program utilizing zoning as its theme. The new telephone quiz show, "Calling All Zones," is heard Mondays, Wednesdays and Fridays, 1:15-1:30 p.m., with Quizmaster Harry Koplan giving \$1.50 war stamps for correct answers. Answers are limited to zones called along with the question. All prizes not won are placed in a charity jackpot and split between the Hollywood Guild Canteen and the Crippled Children's Society.

Nathan Straus' Book

"The Seven Myths of Housing," written by Nathan Straus, president of WMCA, and former administrator of the United States Housing Authority, will be published by Alfred A. Knopf this week.

Based on the third of the Four Freedoms—"freedom from want"—Straus offers a comprehensive plan for housing through public subsidy and explores the public's misapprehensions on the housing picture.

"Manpower, Music and Morale"

Designed as a sales promotion piece to focus attention on their plant broadcasting system, Radio Corporation of America, Camden, last week sent a smartly designed booklet titled "Manpower, Music and Morale." Booklet is done in two colors, well illustrated, and effectively sells industrial sound equipment.

Drake Back Jan. 24

Alfred Drake, emcee of "Broadway Matinee" heard over CBS, returns to the program on Monday, Jan. 24, after a vacation of one week.



# ★ ★ ★ COAST-TO-COAST ★ ★ ★

## —MISSOURI—

**ST. LOUIS**—Heard about KMOX: Outlet and the St. Louis "Globe Democrat" are for the fourth consecutive year jointly sponsoring the "Mile O' Dimes" campaign, and again Jerry Hoekstra, public eventer of the station, will be in charge. "St. Louis Speaks," new series of public discussion programs inaugurated by KMOX, now under way Sundays, 6:30 p.m. A good time was had by all the other night when "Pappy" Cheshire of KMOX guested all hands at a private preview in the Fox Theater of his latest movie for Republic, "Oh, My Darling Clementine". . . 47th employee of the station to enter the service is Blaine Cornwell, program director. Blaine has been wearing the uniform since Jan. 3.

## —COLORADO—

**GRAND JUNCTION**—KFXJ had an important part in what was voted by UP editors the top story of 1943 for the Inter-mountain region. When a munitions train exploded last June and city was shelled for three hours, station, dangerously situated in line of fire, went on the air to explain to frightened populace what was happening. Recordings made of the bombardment were played at meetings of NAB news and public relations committees last September in New York, which Rex Howell, station manager and member of the News Committee, attended.

## —NEW YORK—

**NEW YORK**—Station WNYC will honor a well-beloved Scottish poet Jan. 20 at 8 p.m. when it presents St. Andrew's Glee Club of N. J. in a special concert of the works of Robert Burns set to music. . . Launching of Queen's Fourth War Loan drive will be aired at 8 p.m. tonight over WNYC. . . Station WHN will commence its participation in the Fourth War Loan today at 4:45 p.m. by featuring broadcast of the opening of the seamen's art exhibit from Grand Central Art gallery. . . Dick Gilbert, WHN's singing disc jockey, is musing on the wonders of the age—recordings. A cold has robbed him of his voice; still he hears himself singing.

## —PENNSYLVANIA—

**PHILADELPHIA**—WIP will take its troupe down to the Air Training Base in Atlantic City, N. J., for this week's broadcast of the quiz show "Dollars to DoNuts."

which will be fourth visit to Army camps and service centers for the show. . . Birthdays come and go in rapid succession this month at WIP. Cheered through the ordeal by fellow staffers are Frederick Powell, Bobette Ryan, Herman Schmid and Roy Roller. . . Waiting for the (Army) doctors' diagnoses is John Lala, saxer in the WIP orchestra. . . "Chick" Jensen, trumpeter, has gone in for farming and cattle raising; Howard Jones, mikeman, and Finley Shugard, on bass, selling eggs from their farms. With all due respect to soothsayers, here are "new tricks". . . A "get well quick" to Leo Doria. Laryngitis and trumpets don't get along.

## —FLORIDA—

**MIAMI**—Leslie Balloch Bain, WIOD commentator, is in New Orleans, to guest on WSMB.

## —MASSACHUSETTS—

**BOSTON**—Vaughn Monroe, popular bandleader, now playing at the RKO-Boston Theater, was interviewed by Louise Morgan, Monday, January 17, over WNAC at 8:30 a.m. Monroe, a Boston boy, began his rise to fame right here in New England.

## —MASSACHUSETTS—

**BOSTON**—New England listeners will hear the voice of a well known Bostonian, now at sea, when Lt. "Chick" Morris, former WBZ news and special eventer, describes his experiences as radio officer of the U.S.S. Helena, over the station's facilities tomorrow. While on a recent visit home, Morris prepared the broadcast, release of which is timed with the appearance in the "Saturday Evening Post" of an article he has written. . . This and that from WNAC: From the Solomons comes word of a reunion between Marine Sergeant "Red" Marston, former publicity head of the outlet, and Lt. "Pete" Tully, U.S.N.R., former correspondent for the Yankee Network. It's a small world after all. . . Dana Fitzgerald also heard from—in person. Fitzgerald is in the Coast Guard. . . Barbara Sprague is on the job again, after siege of flu. . . Now announcing for WNAC is Bill Hahn, who got his radio start on WROK, Rockford, Ill., after winning fourth place in oratory contest.

## —OHIO—

**CINCINNATI**—Although lost to station WCKY, Private Bill Robbins is still on radio. As commentator at the Aberdeen Proving Grounds in Maryland, he reviews the war news weekly, using material sent by Rex Davis, KCWY's news chief. . . "TNTea Party" is now being heard from 2:30 to 3 p.m. . . New program, "Reading is Fun," debuted over WCKY recently under sponsorship of the Junior League of Cincy. Cast made up of girl leaguers and students is directed by William Dawes, station announcer. . . After addressing boys of the Hughes High School on "Radio Opportunities," John Dickerson, studio engineer of WCKY, was happy to receive a letter of commendation from Principal Ottermann for "expert service."

## —CANADA—

**MONTREAL**—The recently established CBC News Roundup, with news and information gathered by CBC correspondents on war fronts and across Canada has proven to be a popular feature with Canadian listeners. It is heard at 7:45 p.m. EDT Monday through Friday, over the Trans-Canada Network. A five-minute commentary on the war is included in each broadcast. At 11:15 p.m. over the Mideastern Network every week night, except Friday, J. B. McGeachy, BBC commentator, gives an analysis of the news from London. J. P. Priestley, well known British author, is the Friday night commentator. This feature is heard daily over the Western Network at 12:15 a.m. EDT.

## —LOUISIANA—

**NEW ORLEANS**—WWL was the source not only of a new job just two months ago for Frank Allen, announcer, but also of romance. Allen and Jennie Orlesh, secretary to Paul Beville, sales representative of the station, have announced the engagement.

## —MISSISSIPPI—

**COLUMBUS**—General Manager Bob McRaney of WCBI is a busy person these days acting as publicity head of the Fourth War Loan drive in which the outfit will have an active part. After a trip to radio stations in the state in connection with Miss Broadcasters Assn. matters, he is back at his desk and ready to let fly on the drive. . . Station was visited recently by two former employees now in uniform. They are Sgt. Frank Everett and Pvt. Bert Craig, both of the Air Corps. Bill McHan, now with WJPR, Greenville, also dropped in.

## —GEORGIA—

**MACON**—Wilburn McKay ("Wibby") has returned to the welcoming arms of WBML, after a year's absence on a Tennessee station, and will resume his old post as announcer.

## —CANADA—

**MONTREAL**—On January 22, in London, England, Captain Prince Paul Lieven of Latvia will marry Mrs. Margot Calvert, eldest daughter of Lieut. Colonel and Mrs. F. Homer-Dixon of Victoria, B. C. Captain Lieven was the well known radio announcer and manager of Tudor Hall, Montreal, now seeing active service overseas. . . Station CFCF closed its presentation of "Lest We Forget" when Thomas Archer signed off Jan. 14 after one of the longest runs for any local program. Series of stories about World War I have been aired five days a week since October 22, 1940.

## —TENNESSEE—

**NASHVILLE**—WLAC is now starting its radio day at 5 a.m. thanks to its upped power of 50,000 watts. Charlie Roberts, veteran mikeman, has taken over the program which presents music, news, and farm talk of special appeal to the large rural audience which has already signified its appreciation of the program.

## —NEW JERSEY—

**PATERSON**—Station WAAT's Ho Town Boy, Dave Miller, felt bad enough at having to miss a broadcast recently, due to business. But when two of his public artfully insinuated on a card that he had been playing hooky, he felt twice as bad.

## —CALIFORNIA—

**RIVERSIDE**—Newcomer to the KP sales staff is E. A. Barrymore with a background of radio advertising for KJBS of KYA of Frisco. Also newly arrived to assume the duties of announcer is Do Adamson. Adamson has been with KGG Albuquerque and KTSM of El Paso.

## —NEW JERSEY—

**PATERSON**—Formal opening of the Fourth War Loan drive for northern New Jersey, celebrated by a ceremony, will be aired over WPAT today at 2:15 p.m. . . WPAT's "Lunch With Helen" program, emceed by Helen Leighton, was the means of reuniting two young women who had been separated by circumstance for many years. One was a WAVE recruiter being interviewed by Helen Leighton; the other, her childhood friend, who telephoned the station upon hearing the broadcast. A happy reunion ensued. . . WAAP, Newark, adds the name of Jimmy Cook, singing star, to list of its performers who have gone places.

## —WASHINGTON—

**YAKIMA**—Station KIT announces the addition of Cal Barlow to its announcer staff. Barlow comes by way of KOL Portland, KIDO, Boise, and Casablanca. He was a Seabee when the Navy landed there. . . Pomona Products have renewed the "Songs You Love to Hear" for more weeks over KIT. New West App Juice is the product plugged.

## —DISTRICT OF COLUMBIA—

**WASHINGTON**—Complementing its Midnight Newsreel which has been a feature of WINX for more than three years, the station now has Sunrise Newsreel from 6 to 7 a.m. week-days and from 7 to 8 a.m. Saturdays, during which latest news items are given three times.

## —CONNECTICUT—

**BRIDGEPORT**—One of the busiest men in radio is Johnny Gart, organist at WICC, who is on thirty-odd shows a week.

## WOV Will Sell War Bonds Both In Italian And English

Using both English and Italian programs to create interest in the 4th War Loan bond drive, WOV has set up an ambitious schedule for the next few weeks. War bond messages will be included in the Italian broadcast periods from 8 a.m. to 6 p.m. and English broadcasting time, 6 a.m. to 8 a.m. and 6 p.m. to midnight. Station executives hope to make the campaign as effective, if not more effective, than last year's.

**HAPPY BIRTHDAY TO YOU**

January 18

Maris Bowers	Art Kassell
Ruth Lyon	Donna Munson
Trent Patterson	Lucille Wall
Bradley Barker	



# Allocate Bond Programs

## Allocation Pacts Public; 'Times' Seeks FM

Washington Bureau, RADIO DAILY  
 Washington—The FCC yesterday announced that network reports of allocation contracts, and various other matters filed with the Commission, will be thrown open to the public hereafter. Financial reports of licensees will be kept private. Provision is made in the order for oral argument, a request is filed, along with a brief, on Feb. 16. It is proposed that such a meeting be held on March 1. Application for an FM station was filed with the FCC yesterday by the New York "Times." Coming right  
*(Continued on Page 2)*

## Hubbell Robinson V.P. Young & Rubicam, Inc.

Hubbell Robinson, Jr. has been appointed vice-president of Young & Rubicam, Inc. according to announcement by Raymond Rubicam, chairman of the board. Robinson will continue his duties as associate director in charge of the agency. Robinson joined Y. & R. in 1928 and following year became assistant manager and head of the agency's radio department.  
*(Continued on Page 2)*

## Wille Miller To Talk Radio Exec Luncheon

Wille Miller, president of the National Association of Broadcasters, will head the contingent hold forth tomorrow at the luncheon of the Radio Executives Club, Hotel Shelton, 12:30 p.m. Meetings have been designated as NAB Day. Miller will speak on legislative matters as they concern the broadcast industry.

## "Buy War Bonds"

What is believed to be the first network signature of its kind was recently tried out by NBC yesterday and found successful. Instead of the familiar chimes, a sonovox with a female voice behind it sings out "Buy War Bonds" with the same musical intonation as the chimes. The shows will use it today; Vic Sade, Ma Perkins, World News, and Kay Kyser.

### Forgiven

Most New Yorkers know Lt. Jack Watson, Army Air Force overseas hero who, last year, aroused Mayor La Guardia's ire by flying over the crowded Polo Grounds. Last night on CBS' "Report to the Nation" Lt. Smith was contacted from London, interviewed by Larry Lesueur and then hooked up in two-way conversation with Chicago, where the Mayor, himself, assured him of deepest friendship and admiration.

## Blue Web Affiliates Elect Committeemen

Election of seven district committeemen from the ranks of Blue Network affiliates to serve as representatives on the Blue Stations Planning and Advisory Committee were announced yesterday. The committeemen and the districts they will represent are as follows:  
 William A. Riple, station WTRY, Troy, N. Y., re-elected from District No. 1.  
 Allen Campbell, station WXYZ, Detroit.  
*(Continued on Page 2)*

## Radio Veterans Leave NBC's Hollywood Staff

Hollywood—Ken Carpenter, announcer, and Clinton (Buddy) Twiss, announcer-producer, both veterans of NBC's Hollywood staff have resigned. Carpenter, who joined NBC in 1934;  
*(Continued on Page 3)*

# Icelandic Broadcasting Service Aid To Americans And British

## Philadelphia Orchestra To Be Heard On CBS

The Philadelphia Orchestra, originally set to start on CBS last October when musician union trouble developed, has now been scheduled over the network for a series of weekly concerts starting Saturday Jan. 29, to April 22, at 3:30-4:30 p.m. All but  
*(Continued on Page 2)*

## 300 Leading Radio Shows Will Promote Fourth War Loan Drive; Schedule Covers All Major Networks

### Karol Tells Marketers Of Radio Measurement

Boston—Speaking before the New England Chapter of the American Marketing Assn. John J. Karol, assistant sales manager and marketing research counsel of CBS, told his audience last night that the great strides made by radio in research and measurement of its listeners, has forced other media to adopt similar means of informing the advertiser just what he is getting for his expenditure. Using "Measurement in Radio" as  
*(Continued on Page 3)*

## WHBQ Signs With Mutual; Becomes Affiliate Mar. 6

WHBQ, Memphis, becomes a full time Mutual affiliate on March 6 with the signing of a network affiliate contract, Miller McClintock, president of MBS, announced yesterday. Station  
*(Continued on Page 2)*

## Butcher Named Director For National War Fund

Jesse Butcher has been appointed Radio Director of the National War Fund for the 1944 campaign. Butcher, who is also radio director for USO,  
*(Continued on Page 2)*

Radio's all-out participation in the Fourth War Loan Drive got off to an accelerated start yesterday with the announcement that every commercial network show with a Crossley rating of 10 or more will devote one entire program to War Bonds. Information is based on the latest OWI allocation, according to Emerson Waldman national chief of the radio section of the Treasury's War Finance Division. It is expected that about 300 big-name shows will contribute one airing to the campaign. Broadcast bond promotion was  
*(Continued on Page 6)*

## Set Tele Association Organization Group

Chicago—Newly formed Television Broadcasters, Inc. at its organizational meeting here yesterday, concerned itself with drafting of principles and a code under which it plans to operate; also the appointment of an organization committee. Meetings are being held at the Palmer House with a representation of television officials  
*(Continued on Page 5)*

## Advertising Campaign Set By Blue Network

Announcing a continuous year-round advertising campaign for 1944, using newspapers, magazines and the radio, Edgar Kobak, executive vice-  
*(Continued on Page 2)*

## Night Hawk

Bob Hawk returned to New York from Columbus, Ohio last night on an aptly named plane—the "Night Hawk!" The quipmaster of the popular "Thanks to the Yanks" program entrained to Columbus at the request of the U. S. Treasury to tee off the Fourth War Loan Drive in that city, and flew back on the "Night Hawk" a few hours after the close of the celebrations.

*(Continued on Page 5)*





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JOHN W. ALICOATE : : : : : Publisher

FRANK BURKE : : : : : Editor

MARVIN KIRSCH : : : : : Business Manager

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FINANCIAL

(Tuesday, January 18)

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. Rows include Stromberg-Carlson, WCAO (Baltimore), WJR (Detroit).

OVER THE COUNTER

20 YEARS AGO TODAY

(Jan. 19, 1924)

The suit brought by the American Telegraph and Telephone Company against radio station WHN for broadcasting without a license has been settled out of court. Ruling permits the outlet to keep on broadcasting, but they may not use the airwaves for advertising... C. Frances Jenkins, of Washington, D. C., recently demonstrated his "radio movies" before an interested group.

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

WSAY ROCHESTER N. Y.

Blue Web's Affiliates Elect Committeemen

(Continued from Page 1) troit, re-elected from District No. 2. C. T. Hagman, station WTCN, Minneapolis-St. Paul, elected from District No. 3, replacing Earl May, station KMA, Shenandoah, Ia.

Henry P. Johnston, station WSGN, Birmingham, Ala., re-elected from District No. 4. Harold Hough, station KGKO, Fort Worth-Dallas, re-elected from District No. 5.

Frank C. Carman, station KUTA, Salt Lake City, Utah, elected from District No. 6, replacing Duncan Pyle, station KVOD, Denver.

W. B. Stunt, station KJR, Seattle, re-elected from District No. 7.

In accordance with a resolution adopted by the committee last year, representatives from Districts 1, 3, 5 and 7 were elected for a term of two years, while those from Districts 2, 4 and 6 were elected for a one-year term. This action was taken to stagger the terms of the committeemen, with the result that at no time in the future will the entire committee be up for election at the same time.

Advertising Campaign Set By Blue Network

(Continued from Page 1) president of the Blue, yesterday disclosed copy has been scheduled in New York, Chicago, San Francisco newspapers, national magazines and trade publications. First advertisement of the series is captioned: "What is this thing called Radio?" Blue affiliates will be asked to cooperate by running the same copy in local newspapers using their own call letters.

Hubbell Robinson V.-P. Of Young & Rubicam, Inc.

(Continued from Page 1) dept. Successfully he was in charge of radio station relations, and production and talent. Last year he assumed his present duties.

Butcher Named Director For National War Fund

(Continued from Page 1) directed the National War Fund campaign last year. Miss Joan MacDonald has been named as his assistant at USO.

Station Pacts Public; N. Y. 'Times' Seeks FM

(Continued from Page 1) after the Commission's newspaper decision, this application was apparently under consideration for some time. The "Times" seeks authority for a station to operate of 45,500 kilocycles, with coverage of 8,250 square miles.

An FM license was asked also by Hildreth and Rogers, licensee of WLAW, Lawrence, Mass., who applied for a permit to construct a station on 44,900 kilocycles, with coverage of 2,970 square miles.

The Industrial Tool and Die Works, Minneapolis, applied for an experimental television station to operate of 78,000-84,000 kilocycles and special emission with power of five kilowatts on visual and three kilowatts for aural.

Philadelphia Orchestra To Be Heard On CBS

(Continued from Page 1) four of the concerts will be under the baton of Eugene Ormandy; other conductors will be Bruno Walter, on Feb. 12 and 19; Saul Caston, Feb. 5 and April 15.

Soloists set so far include the pianists, Pierre Luboshutz, Genia Neminoff and William Kappel; also William Primrose, violinist. Music annotator will be Harl McDonald, composer and manager of the orchestra. Shows will be produced by Norris West, assistant program director of WCAU, Philadelphia and formerly assistant manager of the orchestra. Programs will originate from the Academy of Music in Philadelphia. There will be no studio audience.

WHBQ Signs With Mutual; Becomes Affiliate Mar. 6

(Continued from Page 1) operates on 1,400 kilocycles, 250 watts full time, with E. A. Alburty, as general manager. Acquisition of this new station makes a total of 219 Mutual outlets including 32 stations in Mexico.

"Breakfast Club" Bidders

Chicago—Early consummation of a picture deal which will take Don McNeill and the Blue Network "Breakfast Club" to the West Coast for six weeks was reported yesterday. Two studios are reported angling for the comedy.

COMING and GOING

MARK ETHRIDGE, publisher, and L. B. JR., vice-president and treasurer, of the Co. Journal and Louisville Times Company, of WHAS, CBS outlet in the Kentucky, visiting here yesterday at network headquarters. They were accompanied by W. LEE COLU executive manager of the station, and EATON, commercial manager.

J. WOODRUFF, owner of WATL, Ma outlet in Atlanta, has arrived from Co. for conferences with executives of the net.

EDWARD WALLERSTEIN, president of O bia Recording Corp., and MANNIE S. director of Columbia's popular recording vision, are now on the West Coast, participating in a conference regarding plans.

EDGAR L. BILL, president and manager WMBD, Columbia's affiliate in Peoria, a caller yesterday at the offices of the work.

BENNY GOODMAN and the members band arrived on the West Coast, where are scheduled for a part in a forthcoming film of 20th Century-Fox.

RICHARD MOSES, publicist for Lionel H. ton, Herbie Fields and Lawrence Welk chstras, expected from Chicago today to publicity for Hampton's "What's Your Job" program on the Blue Network.

E. E. HILL, managing director of W Worcester, is in Washington this week on tion business. He plans to come to New for the FBI meetings next week.

MILTON BACON, narrator on the CBS gram "Trans-Atlantic Call; People to Pa is in Baltimore, where he will address American Institute of Electrical Engineers.

PHIL SPITALNY and the members of all-girl orchestra are in Boston, where are filling an engagement at the RKO Thea

PHILIP KEENAN, general manager of Hillman periodicals, has left for Atlanta on publication business.

LEE L. WHITING, commercial manager WDBG, Minneapolis-St. Paul, is spending days in New York.

The All Night Program That's Different!

It's big time programming for a midnight to 6 A.M. show. W-I-T-H in Baltimore more calls it the "Night Owl Club." And it's got everything. Contests, prize music, news and fast-moving, live entertainment. Thwartime, swing-shift audience with money to spend loves it. News spots across the board costs only \$12 per week.



W-I-T-H IN BALTIMORE TOM TINSLEY, President REPRESENTED BY HEADLEY-RE

Advertisement for WHOM radio station. 1480 Kilocycles Full Time Operation. FOR BETTER THAN AVERAGE RESULTS. Joseph Lang, Gen. Mgr. New York Studios: 29 West 57th Street, New York City.



**AGENCIES**

ROGER DOULENS, public relations officer at Camp Davis, N. C., and formerly with New York agencies publicity houses, in town for a few days, lining up space and entertainment for the Anti-Aircraft Artillery Training Center. He is also consulting technical arrangements for a new half-hour radio program which he is at Camp Davis will produce and present from the post.

WALTER J. WEIR, vice-president, Johnson & Eckhardt, Inc., will speak tomorrow before the Advertising and Publicity Course, conducted by the Advertising Club of New York, on "How to Make Advertising Interesting." The program will be held at the club house.

BLADE COMPANY, through the Mutual Lefton Company, is including in an extensive advertising campaign which will plug its razor blades throughout the country during the coming year.

CHARLES D. "CHUCK" ADAMS, recently with Visual Training Corporation, has joined the creative staff of the Detroit office of Ruthrauff & Ryan, Inc. Prior to his motion picture and film work, Adams was a radio writer.

ANTON AND BOWLES, INC., has been selected for sponsor audition G-S Productions' "The Mastersons," a new 15-minute dramatic daytime program written by Charles Gussman and produced by Richard Stark.

WIS & BEAVEN, Los Angeles, have been appointed by Dina-Mite Radio Company to prepare and place advertising for both newspapers and radio.

**Radio Veterans Leave NBC's Hollywood Staff**

(Continued from Page 1)  
 free lance but will continue as announcer on "Kraft Music Hall," "The Great Gildersleeve" and "One of the Family," Twiss, who started with NBC in San Francisco in 1933, will leave the staff to assist Carleton in the production of "I Love My Mystery."

**DENVER DELIVERS STEEL**  
**DENVER DELIVERS**  
*Sales*  
**KLZ Delivers the Denver Market**  
**KLZ-DENVER**

**Karol Says Radio Research Sets Pace For Other Media**

(Continued from Page 1)

his topic, Karol stated that the 31,000-000 radio families were divided into economic classes, population groups and geographical sections, including urban and rural, all closely and constantly studied for the benefit of the client. However, Karol pointed out that the client alone was not the sole consideration, but rather research had been helpful in improving entertainment quality and equally helpful in formulating program policies.

Thus, through research, there came about the ban on offensive advertising, and in the near future the banning of cow-catcher and hitch-hike advertising, which CBS affiliates agreed to discard shortly. Through research, full responsibility of the comparatively new medium was brought home.

**Radios in Working Order**

Karol said that 95 per cent of all radios were in good working order and over 85 per cent were in use daily at one time or another for an average of 4½ hrs. daily Radio's gross circulation, he stated, was so great, any show at any time was assured of many listeners. How many, however, depended upon the program itself, he frankly admitted; the hour, station etc. Advertisers of course are interested, naturally in actual audiences and not over-all figures pertaining to available receiving sets, which is still another reason, Karol said, for pinning down respective reaction to programs. In this respect, Karol thought radio has lent itself particularly well to measurement of net advertising circulation. And because of this, measurement has stimulated use of similar research techniques in other fields of advertising.

**Methods of Measuring**

Methods now in use for measurement were outlined by Karol, who briefly explained among other items the Crossley and Hooper means of arriving at statistics and how these were used by radio to further im-

prove the client's audience. Sometimes, Karol remarked, analyzing a program is like asking, "What makes a girl pretty?"

Technical precision as against 10 or 12 years ago was a tribute to American engineering; improvement in receiving sets, was equally a tribute and important Karol stated.

**Television vs. Standard Radio**

Television, Karol believed, would be the great event that would reorient much of our thinking in radio broadcasting during the next decade. Tele was costly, he said, and what service should be telecast in order to make people rush for a \$300 set, must make tele so useful that it will pay for itself. CBS he said had been experimenting for several years before the war, with a modern station and engineering staff.

Many problems were in the offing, he indicated, not yet ironed out and many others were overcome. Sparsely settled districts nevertheless would be without television for the time being because of the prohibitive cost in such coverage.

**Audience "Discriminating"**

Early tele would of necessity be witnessed by a discriminating people because the cost of the sets would determine that factor. Hence tele programs themselves will have to withstand sophisticated criticism from the start. Such shows, Karol opined, will need fine subtlety, be swiftly paced and since the eye is quicker than the ear, the obvious move or gag will be out. All these things will be of concern to the tele advertiser.

Karol saw television as an addition but not as a replacement of radio for many years to come. Particularly in the rural sections of the country. He also saw FM developing in pretty much the same manner and as in the case of radio, all these accomplishments should give the advertiser a good share of the credit for the development.

**New Lopez Commercial Confirmed By Mutual**

Confirming a story RADIO DAILY carried last week, it was announced yesterday that Vincent Lopez and his orchestra will be heard on a new "Luncheon With Lopez" series on a 133-station Mutual network starting Monday, Jan. 31, under sponsorship of Van Camp, Inc. Program will be heard Mondays, Wednesdays and Fridays from 1.30 to 1:45 p.m., EWT, according to Calkins and Holden, agency servicing the account. This marks the second commercial for radio veteran, Lopez, signed within past few weeks. He is also heard on Mutual's "Pick and Pat Time."

**Mundorff Commissioned**

Arthur Mundorff, a CBS assistant director in network operations, has resigned to accept a lieutenant's commission in the U. S. Navy.

**Cohan Leaves CBS Post; Lodge Will Succeed Him**

Edwin King Cohan, director of general engineering of CBS has resigned and will be succeeded by William B. Lodge, who supervised the engineering department during Cohan's recent leave of absence. Lodge returns to CBS after serving 18 months as associate director of the Airborne Instruments laboratory of Columbia University, division of war research.

**Ruddell Heads New Dept.**

Lawrence Ruddell has been appointed recording supervisor of the Blue Network, Charles E. Rynd, treasurer, announce yesterday. With the appointment of Ruddell, the Blue has set up a department whose function it will be to concentrate on administrative details. Ruddell comes to the Blue from NBC where he was traffic manager, international div.

**GUEST-ING**

LT. ETHEL J. ALLEN of the WAC, assistant commanding officer of the detachment of patients at Halloran Hospital, delivering a Fourth War Loan drive appeal on the "Bright Horizon" program, Thursday (WABC-CBS, 11:30 a.m.).

BARBARA BRITTON, on "Stars Over Hollywood," Saturday (WABC-CBS, 12:30 p.m.).

TALLULAH BANKHEAD, GIOVANNI MARTINELLI and PATSY KELLY, at the "Stage Door Canteen," Friday (WABC-CBS, 10:30 p.m.).

LIONEL BARRYMORE, on Groucho Marx's "Blue Ribbon Town," Saturday (WABC-CBS, 8 p.m.).

JOSEPH CURRAN, president of the National Maritime Union; DONALD RICHBERG, columnist for the Scripps-Howard newspapers, and DR. LEWIS HANEY, financial writer for the New York "Journal-American," discussing "Do We Need a National Service Act," on the "People's Platform" show, Saturday (WABC-CBS, 6:15 p.m.).

PATRICIA COLLINGE, on "The Saturday Night Bond Wagon," Saturday (WOR-Mutual, 10:15 p.m.).

ELIZABETH HAWES, author of "Why Women Cry," on "Of Men and Books," Saturday (WABC-CBS, 2 p.m.).

DOROTHY KIRSTEN and JANE DARWELL, on "What's New," Saturday (WJZ-Blue Network, 7 p.m.).

BASIL RATHBONE, on the "Silver Theater" program, Sunday (WABC-CBS, 6 p.m.).

DR. ALBERT BUCKNER COE, pastor of the First Congregational Church, Oak Park, Ill., on the "National Radio Pulpit," Sunday (WEAF-NBC, 10 a.m.).

**CHATTANOOGA**

**IN THE HEART OF TVA**  
 POWER EMPIRE  
**WDOD**  
**CBS**  
**5,000 WATTS**  
 DAY AND NIGHT  
 PAUL H. RAYMER CO.



# LOS ANGELES

By RALPH WILK

**T**OBE REED, one-time driver of NBC's Sunday Bandwagon, is the new announcer for the Thursday Bob Burns show. Reed has been heard most recently on NBC's Hollywood Open House which he left to join the Army. He has subsequently been given a medical discharge and has resumed his radio activities.

Martha Mears, singing star of the Al Pearce show, (Blue-Sundays) has recovered from her recent appendectomy and will return to the microphones within the next two weeks.

Lurene Tuttle, one of the most widely known character actresses in radio, will make her 5,000th mike appearance next week on "Blondie" (CBS-Mondays) when she portrays the role of Mr. Dithers' secretary.

Jimmy Cash, featured vocalist on the Burns-Allen show has just written his first song, "You're A Swell Gal." Cash will sing his tune on a forthcoming broadcast.

Bert Wheeler, featured comedian on the Frank Sinatra program on CBS, is writing one-act plays, gags and parodies which will be sent to his number one fan, Cpl. Leonard Marino, who is in Africa putting on shows for servicemen. Marino wrote Wheeler that original jokes for the shows were needed, so besides his own, the comedian will send material from Bob Hope, Jack Haley and Eddie Cantor.

"Your Income Tax," a new KNX service feature designed to aid KNX listeners with their income tax problems, made its initial broadcast the 15th. W. M. Schwab, Deputy Chief Field Collector of the Treasury Department, Internal Revenue Service, and Charles D. Ryder, Jr., auditor of KNX and Columbia Pacific network provide the weekly information during the program airings from January 15 through March 11, Saturdays.

Cass Daley was honored this week as the first woman ever to lead the North Hollywood High School Boys Band. Cass is a favorite of the fellows and she has been asked to maestro the outfit on a tour of Southern California army camps this Spring.

Groucho Marx and Jack Benny will guest star each other on their respective programs in February. Groucho visits Benny's air show February 20 and Jack will return the visit on "Blue Ribbon Town" February 26th.

## Heatter In Florida

Mutual commentator Gabriel Heatter will be heard from Ponta Vedra Inn, Ponta Vedra, Florida, through the facilities of WPDQ, Jacksonville, beginning today, for the next several weeks.

## WANTED

Another experienced announcer needed by Connecticut Pioneer Broadcasters operating WDRC-FM, Hartford. Send transcription and details to Mr. Haase, WDRC.

# MAIN STREET



## Notes From a Ringside Seat. . . !

● ● ● Guy Lombardo has accepted an invitation to furnish dance rhythms for guests attending the March of Dimes party which will be held Jan. 29 at the Executive Mansion in Washington, D. C. . . . sotto voce to "Uncle Nick" Kenny . . . . Blue Networker, Phil Brito, currently featured at the Hotel Bradford, Boston, signed a contract to make records for Musicraft Records with an all-string ensemble background conducted by Paul Lavalle . . . . and incidentally one of the sides recorded was a tune titled, "Little Did I Know" . . . . Tobe Reed, who was given a medical discharge from the Army and former announcer on the "Fitch Bandwagon" program, is the new announcer for the NBCorn-fled comic, "Bob (Arkansas Traveler) Burns. . . . Dorothy Kirsten, soprano heard on the "Keepsakes" show Sundays, will guestrill Saturday on the "What's New" program . . . . Their fine performances as stooges last Sunday on the "Basin Street broadcast, has rewarded Lulu (It Pays to be Ignorant) McConnell and Richard Dubonet Montgomery, featured in the Billy Rose musical, "Carmen Jones," with jobs as regulars on that Blue Net program . . . . The MBSHOW, "The Black Castle," in which Don Douglas portrays all the characters in this chiller-diller, will be heard seven times a week, starting on January 31 . . . . Cy Howard, former gag-writer for Jack Benny, who scored as the double-talking doughboy in Maxwell Anderson's "Storm Operations," has just signed to co-write and co-star in the Blue Net's "What's New?" Saturdayniter.



● ● ● "Senator" Ed Ford, of the "Can You Top This?" gang, has completed a book called, "Laugh Etiquette" . . . . Comic Jackie Gleason, has been signed as the new emcee of Charlie Furey's "Keep Ahead"liner, starting Friday . . . . this Ray Bloch-Mary Small-Dick Brown program is as sparkling a show as the amber liquid it sells . . . . James H. Gould, father and manager of Morton (Cresta-Blancapades) Gould, has returned from Hollywood where he set a deal which may well make filmusical history . . . . Georgia (Camel-lowntoned songstress) Gibbs, makes a p.a. at the Gotham Strand, starting February 4 . . . . (just musing out loud) is Stuart Buchanan's Blue Net program, "Out of the Shadows" series being co-authored by Mrs. Paul (CBS) White? . . . . Gene Hamilton, announcer, has passed his physical and reports to Uncle Sam, Feb. 7 . . . . Paul Whiteman and Deems Taylor have made reservations for a table at "Duffy's Tavern" next week . . . . "Archie" no doubt will serve them some "erstern" and a chorus or two of "Leave us Face It" . . . . Why doesn't Fred Allen try to do a "One Long Pan" bit at least every other program? . . . . it's that droll . . . . Perry Como, CBSongster, heard on that network Sunday nites, opens an engagement, Feb. 2, at the Versailles . . . . Russ Johns CBSshort-waver, nominates us "Eagle Scout Scoops" for having been instrumental in bringing him into a "family reunion" with Jack Rubin and Jessie Fordyce.



● ● ● Fredric March re-visits for the third time Gertrude Lawrence's "Revlon Revue" Sunday, Feb. 6 . . . . Vera Barton, songstress, returns to Gotham tomorrow and opens a stay at the Glass Hat Room of the Belmont-Plaza Hotel . . . . Stan Keller's orchestra follows Enoch Light's band into Jack Harris' La Conga . . . . Laird Cregar, 20th Century-Fox star, makes a return appearance January 28 on Kate CBSmith's ace-high program . . . . We had occasion last night, to have dinner with Jappie (Lewis Music Co.) Judd at the Cocanut Grove atop the Park Central Hotel and not only "went" for the brand of music presented by Denny Beckner's aggregation of rhythm-makers, but were delighted with the freshness and spontaneity of Denny's "home-spun" announcements . . . . for instance, he'd drawl at the end of the dance set, "that's all folks—time to change your partners."



— Remember Pearl Harbor —

# CHICAGO

By BILL IRVIN

**W**LS has added an official weather forecast for the entire midwest to its Monday through Saturday schedule, 5:55 a.m. The weather reports are broadcast by direct wire from the U. S. Weather Bureau Forecast Center at the Municipal Airport. The report includes future weather outlook for shippers and such other data as the high and low temperature spots at that particular hour throughout the country.

George Lang, WGN chief engineer will leave for New York on Monday Jan. 24 to participate in several radio meetings including the FM Broadcasters Convention Jan. 26-27, and Institute of Radio Engineers, Jan. 29. While in New York he will also take part in a session of the Mutual System Engineering Group and a clear channel engineers meeting.

George Herro, formerly with WTMJ, Milwaukee, and Jean Traveiler are new additions to the Blue Network central division press department.

WLS-Prairie Farmer employees have been awarded a plaque by the National Victory Garden Institute for their "outstanding contribution to the victory garden program in 1943." The five and one-third acre victory garden planted by the WLS-Prairie Farmer employees yielded enough produce for 5,257 cans of food, which were canned at the WLS-Prairie Farmer canteen kitchen and then distributed on the basis of hours each member worked. The garden is 20 miles from Chicago on "Burr Ridge Farm," owned by Burridge Butler, president of WLS-Prairie Farmer.

## Negro Comic Joins Show

Richard D. Montgomery, chief comedian of the Broadway hit "Carmen Jones," has joined the cast of the Blue Network's "Chamber Music Society at Lower Basin Street."

## GENNETT • SPEEDY-O

Sound Effect Records  
LARGEST LIBRARY IN  
THE WORLD

All \$2.00 Each

INCLUDING LATEST  
ACTUAL WARFARE  
EFFECTS

IMMEDIATE DELIVERIES  
Order From Nearest Office

CHARLES MICHELSON  
New York, N. Y.  
67 W. 44th St.

STARR PIANO CO. STARR PIANO CO.  
Richmond, Ind. Los Angeles, Cal.  
So. 1st and B Sts. 1344 So. Flower St.



## Tele Association Organization Group

(Continued from Page 1)  
representatives from all parts of the country.  
Ben B. Du Mont of the tele labora-  
that bear his name, has been  
nted chairman of the organiza-  
committee, which it is expected,  
old a meeting of its own to com-  
legal details, sometime next  
This meeting will probably be  
in New York.  
st official meeting of the direc-

### Verbal Bouquet

Norman D. Waters, president  
of the American Television Soci-  
ety, New York, sent the follow-  
ing telegram to Klaus Landsberg  
at the meeting of the Television  
Broadcasters Association in Chi-  
cago, yesterday:

"The American Television Soci-  
ety has long been emphasizing  
the dire need for an industry or-  
ganization in the television field,  
and it is gratifying to learn that  
such a group is now in the course  
of formation.

"We believe that Television  
Broadcasters Association can play  
a great part in the development of  
this vital new medium. If the  
American Television Society can  
offer assistance in any way, as an  
independent, non-profit organiza-  
tion of individuals who believe in  
the future of television, do not  
hesitate to call upon us."

will be held as soon thereafter  
as possible. In addition to Du Mont,  
members of the organizational  
committee are: F. J. Bingley, Philco;  
L. Gibson, General Electric;  
Hanson, NBC; C. W. Mason of  
C. Anthony, Inc.; E. A. Hayes  
Howard Hughes Productions;  
Wilmington Miner, CBS; Paul Rai-  
nion Television Productions, Inc.  
Lewis Allen Weiss, Don Lee net-

work classes of membership were  
suggested for: namely, active voting  
members, a group to which all organ-  
izations operating a commercial or  
experimental television broadcasting  
station, those who have a construc-  
tion permit therefor, or who have  
a tentative application therefor with  
a "CC," are eligible. Non-voting  
memberships, for all others interested  
in television.

"The necessity for the organization," ac-  
cording to a statement issued after  
the meeting, was found in the im-  
mediate development of large scale  
television activity after the war. The  
purpose of the organization is to foster  
and promote the development of the  
television broadcasting.

Experienced radio time salesman for  
New York station. Excellent salary,  
liberal bonus arrangement, ex-  
cellent account. Write stating experi-  
ence in detail, age, draft classifica-  
tion. Send picture. Box 789, Radio  
City, 1501 Broadway, New York, 18,

# PROGRAM REVIEWS

## "THE LIFE OF RILEY"

American Meat Institute  
WJZ-Blue Network, Sunday,  
3-3:30, p.m., EWT  
Leo Burnett Co. Inc.

WILLIAM BENDIX, HOLLYWOOD'S  
TRIPLE-THREAT ACTOR IN A SWELL  
SCRIPT.

Many thousands of movie fans will  
no doubt welcome to the air William  
Bendix who has revealed himself an  
actor of tremendous power, doing  
comedy with ease exceeded by none  
on the ether and yet, within the half-  
second turn into a "heavy" ready to  
tear down the walls with dramatic  
force. As Riley, he is a sort of Duffy  
type of guy but also a hard working  
gent who comes home from the de-  
fense plant to have a quiet time with  
the wife and kid, only to run afoul  
of his uncle (on his wife's side). Uncle  
is ever willing to hang up his hat and  
stay for tea, or a few months longer.

One minute Riley is ready to take  
the trailer and hit the road for parts  
unknown and the next he has plans  
to build a \$5,000 house. With the wife  
as the balancing power in the house,  
Riley is off with the plans made for  
him by an architect friend. Although  
the lot he has in mind has been con-  
demned by the city, the architect  
fixed him up with plans for a house  
whose windows face Catalina Island.  
The uncle pops in and soon has a  
friend of his on the job working the  
five grand house into a Hollywood  
estate with swimming pool etc. and  
a kickback to the uncle. Actually the  
whole group haven't a dime between  
them, but it goes merrily on its way  
with Riley finally kicking the new  
architect-builder out of the front  
door.

Bendix can handle situation comedy  
in a style that breezes past such ex-  
cellent masters as Gildersleeve and  
many of the others packed into one.  
Probably for the first time the Sunday  
afternoon audience has a first class  
comedy show on its hands, more than  
comparable to that of the night  
events. Eventually he'll move up  
into the evening, but he's good in  
any spot.

Meat Institute sings the praises of  
that high protein nourishment and  
undoubtedly nearly all the listeners  
readily agree. Of course there is a  
temptation at this point to inject some

## Horace Heidt's New Show Premieres On Blue, Jan. 24

Horace Heidt's new show which  
has been titled, "It's Heidt Time For  
Hires" makes its debut on the Blue  
from California on next Monday at  
7 p.m., EWT, with a re-broadcast at  
10:30 p.m., EWT, for the central,  
Mountain and Pacific states. Max  
Wylie of N. W. Ayer is in California  
setting the details of the broadcast.  
Heidt signed off his Tums associa-  
tion last week. His new show is spon-  
sored by the Charles E. Hires Com-  
pany.

## "MUSICAL AUTOGRAPH"

Larus Bros. Co.  
WJZ-Blue, Sunday, 10:30-11 p.m., EWT  
Warwick & Legler, Inc.  
LOMBARDO AS USUAL, HAS GOOD  
SHOW PLUS A TWIST.

For its comparatively new cigarette,  
Chelsea, which leaped into promi-  
nence when a large shipment went  
overseas and found favor with the  
soldiers, and for its standby, Edge-  
worth tobacco, Larus Bros. has hired  
Lombardo who premiered Sunday  
with a pleasing routine of tunes.  
Show's tieup with the title is that  
favorite tunes "autographed" by well  
known people are played as part of  
the program. Thus Gertrude Law-  
rence, Walt Disney, Lauritz Melchior,  
Mary Martin, etc. had their prefer-  
ences played. Also that of Bob Magi-  
doff, network correspondent en route  
back to Russia. Later Lombardo of-  
fered a tune of "tomorrow" which he  
picked as a comer, and sung by his  
sister Marie, who, incidentally shows  
considerable improvement in her  
delivery as compared to the past. Five  
favorite songs of soldiers overseas as  
relayed by Fredric March got a play.

Tieup with Magidoff led into a word  
of praise for Joseph Stalin and the  
announcer stated Edgeworth was  
Stalin's favorite tobacco. Other plugs  
for the two products were numerous  
but not to excess. Listeners also are  
requested to "autograph" their favor-  
ite song and the orchestra would try  
to play some of them. Naturally Lom-  
bardo isn't going to arrange a poor  
program of songs, autograph, request,  
or what have you. Consequently the  
show was good and the various names  
mentioned helped to break up the  
straight musical renditions. Sponsor  
of course is radio minded and should  
know a pleasing program—they own  
WRVA in Richmond and have long  
been users of radio network time as  
the occasion prompted.

obvious remarks, but it isn't the Meat  
Institute that's holding out nor its  
fault because roast beef and porter-  
house steak isn't delivered with the  
milk every morning. The Institute  
put Bendix on the air and many lis-  
teners will enjoy him immensely.

## Iceland Radio Service In Co-Op With Allies

(Continued from Page 1)

long wave station operating on 208  
kcs, 1,442 meters with 100,000 watts  
power. Shortwave transmitters (TFJ)  
here is on 12,235 kcs, 24.52 meters and  
7,000 watts power. A relay trans-  
mitter at Eidar has 1,000 watts power.  
Long wave transmitter is located nine  
kilometers from here and like the  
other stations is modern equipped.

Jonas Thorbergsson, general direc-  
tor, reveals that there are approxi-  
mately 25,000 registered radio-owners  
in the country, roughly one set to  
every five of the population. There is  
an annual license fee recently boosted  
from 30 to 50 kronur. Considerable  
revenue is also derived from broad-  
casting of spot and spot announce-  
ment business. Since the law provides  
that all revenues be used to improve  
facilities and programs, much of the  
revenue goes for repairs and educa-  
tional tours through the country and  
on radio technical courses for those  
who wish to repair their own sets for  
instance. Funds are also used to pro-  
mote erection of small electrical units  
to charge batteries in rural districts.

Breakdown of the program hours of  
station Reykjavik, shows music tak-  
ing up 42.6 per cent and over 46.7  
devoted to miscellaneous; of the lat-  
ter much music still is used. Thus the  
programming apart from commercials  
has such categories as children's pro-  
grams, drama, divine services, teach-  
ing, talks and reading and a large  
percentage of news. In the miscel-  
laneous category is also found a large  
portion of dance music, opera, choirs  
and instrumental and vocal soloists.  
Of this a considerable portion is re-  
corded. Live talent is maintained in-  
cluding a small orchestra, ensembles  
and mixed chorus.

Full consideration is given to all  
political developments as they con-  
cern the Icelanders; foreign language  
teaching once a regular schedule has  
now been discontinued. Special  
service is continued to the many fisher-  
men in outlying districts who are ad-  
vised on weather and other condi-  
tions. Also maintained is the sta-  
tion's own news service. Station, es-  
tablished in 1930 is housed in a mod-  
ern office and studio building.

## LOOKING FOR A PROGRAM?

### WHY NOT FEATURE

### THE

## "VOICE of EXPERIENCE"

One of the biggest names in radio unsurpassed in  
popularity for 10 years, with millions of fans from  
coast to coast

Recorded or Live Shows

Write or wire for low rates

Voice of Experience Program, 140 W. 42nd St., N. Y. C.



## 300 Big Name Shows Will Plug Bond Drive

(Continued from Page 1)  
stimulated by the request of 765 outlets for the recorded 15-minute "Treasury Salute" programs. Transcribed five-minute shows, "Treasury Song for Today," have been asked for by 743 stations. All of NBC's "Truth or Consequences" programs through Feb. 12 have been planned around the sale of bonds. Itinerary for the Ralph Edwards show is routed for Dallas, Jan. 22; Memphis, Jan. 29; Atlanta, Feb. 5, Richmond, Feb. 12.

Bond days, set for all the webs, teed off yesterday over Mutual with an elaborate program headed by Archbishop Francis J. Spellman of New York, and marked up a total of 67 spot announcements for the opening

### Set To Music

Theme song for the Fourth War Loan Drive, "Let's All Back the Attack," will be recorded Friday by Barry Wood and Mary Small with David Broekman's orchestra and chorus. Disk will be distributed to all outlets for use in the bond campaign. Words for the tune were written by John McGee; music, by Oliver Haynes.

day over that network. Special "Radio Bond Days" over the other nets are scheduled for CBS, Feb. 1; NBC, Feb. 8, a change from the previously announced date, and the Blue, Feb. 13. Independent outlets have all planned extensive airings for the drive.

### Govt. Spokesman On Nets

Government leaders have been penciled in as guests on top network broadcasts. Appearances will be made by: Elmer Davis on "Amos and Andy" over NBC Friday; Donald Nelson, Kay Kyser show, NBC next Wednesday; Rear Adm. Emory S. Land, "Report to the Nation," CBS Tuesday, Feb. 1; Lt. Gen. A. A. Vandegriff, Wrigley's "First Line" program, CBS Thursday, Feb. 3, and Secretary of the Treasury Henry Morgenthau, Jr., and Adm. Ernest J. King, "We the People," CBS Sunday Feb. 6.

Radio stars will share bond billing with name talent from the rest of show business in the million-dollar War Bond show to be held Friday, Feb. 11, at midnight from the stage of the Roxy Theater in New York. Reserved seats, open to purchasers of \$25 and \$50 War Bonds, will go on sale Friday at major Broadway theaters.

### Blue Starts Series Tomorrow

Series of weekly dramatic shows will bow in over the Blue tomorrow at 1:45 p.m., EWT. Opener, "Congress Shall Make No Law," will star Katharine Cornell and Raymond Massey in a morale presentation showing how the liberties enjoyed by Americans would be forfeited if the Bill of Rights were abolished. Total of 75 spot announcements has been concentrated by the Blue Network for the three-day period ending today.

WABC, key outlet in New York for CBS, will inaugurate its ambitious series from nightclubs, which proved

## New Reservations for FM Meeting

Additional reservations for the fifth annual meeting of the FM Broadcasters on Wednesday and Thursday, Jan. 26th and 27th at the Hotel Commodore were announced last night. They are as follows:

Station WABF, New York, New York, Anita DeMars.

Journal-Gazette Co., 701-703 Clinton St., Fort Wayne 2, Ind., M. M. Ellingham, F. B. Ritchey.

Associated Music Publishers, Inc., 25 West 45th St., New York, N. Y., K. R. Smith, Wm. J. Herdman, Ben Selvin, Loren Watson, Clint Finney.

WEBB, Inc., 23 North St., Buffalo, N. Y., Paul E. Fitzpatrick, Cy King.

Pawtucket Broadcasting Co., 450 Main St., Pawtucket, R. I., Howard W. Thornley, Gilbert W. Johnson.

Radio Station WMUR, 1819 Elm St., Manchester, N. H., Hervey Carter, Vincent H. Chandler.

Plaza Court Broadcasting Co. (KOCY), Plaza Court, Oklahoma City, Okla., M. H. Bonnebrake.

Ohio Broadcasting Co. (WHBC), 550 Market Ave. South, Canton 2, Ohio, Kenneth Sliker, William H. Vodrey, Jr.

WJR, Detroit, Mich., P. M. Thomas, R. Fitzpatrick.

The News, 220 East 42nd St., New York, N. Y., C. E. Denton.

Transcript Publishing Association, North Adams, Mass., James A. Hardman, James A. Hardman, Jr.

Durham Radio Corp., (WDNC), Durham, N. C., J. F. Jarman.

Metropolitan Television, Inc., 654 Madison Ave., New York 21, N. Y., L. L. Thompson, Theodore B. Grenier, William Blacksher.

Doolittle Radio, Inc., 7421 S. Loomis Blvd., Chicago, Ill., E. M. Doolittle, Dudley Gray, C. M. Rodman.

Earle C. Anthony, Inc., 141 N. Vermont Ave., Los Angeles 4, Cal., Curtis W. Mason.

Oshkosh Broadcasting Co., Box 526, Oshkosh, Wisc., Myles H. Johns.

WSRR, Stamford, Conn., Harold H. Meyer, Edward Markman.

Alamance Broadcasting Co. (WBBB) Burlington, N. C., E. Z. Jones, Wilton Lane.

Iowa Broadcasting Co. (WMT), Paramount Bldg., Cedar Rapids, Iowa, Charles F. Quentin.

United Broadcasting Co., 1311 Terminal Tower, Cleveland, Ohio, Ralph H. DeLany.

WGN, Inc., 435 N. Michigan Ave., Chicago, Ill., G. W. Lang.

so successful in the Third War Loan Drive, at 12:30 a.m. Friday (Thursday night) from the 21 Club in Gotham. Personalities scheduled to be heard include: Bugs Baer, Bill Corum, sports writers; Paul Schoenstein, city editor of the New York "Journal-American"; Mary Martin; Ted Husing; Morton Downey; Milton Berle; Captain Earle Wilson, USMC.

From the Roney-Plaza Hotel in Miami Beach, CBS will carry Louis Sobol, columnist; Leo Durocher, and Al Jolson, plus Clay Bryson's orchestra.

Dave Elman will preside as auc-

The Blue Network, New York, N. Y., G. O. Milne, Frank Marx.

The Valley Broadcasting Co., stations WSTV-WJPA, Steubenville, Ohio, John J. Laux, Joseph M. Troesch.

Radio Station KFUD, 801 DuMun Ave., St. Louis 5, Mo., Carl H. Meyer.

KFAB Broadcasting Co., Lincoln, Neb., Mark W. Bullock.

Radio Station WRAL, Raleigh, N. C., Stanley H. Brown.

Muzak Radio Broadcasting Station, Inc. (WGYN), 400 Madison Ave., New York, N. Y., Carl J. Schaefer.

Zenith Radio Corporation, 6001 Dickens Ave., Chicago, Ill., Ed Brown.

RADIO DAILY, 1501 Broadway, New York N. Y., Marvin Kirsch, Frank Burke, M. H. Shapiro.

Belmont Radio Corporation, 5921 W. Dickens Ave., Chicago, Ill., P. S. Billings, H. C. Mattes, W. L. Dunn.

Globe Democrat Publishing Co., St. Louis, Mo., Charles W. Nax.

General Electric Co., Electronics Dept., Schenectady, N. Y., W. R. David, W. G. Broughton.

Central Broadcasting Co., Des Moines, Iowa, P. A. Loyet, Wm. M. Brandon J. O. Maland, Beryl Lottridge.

Canadian Broadcasting Corp., 1440 St. Catherine St., Montreal, P.Q., Canada, J. E. Hayes.

British Broadcasting Corp., 630 Fifth Ave., New York, N. Y., John Salt.

Radio Station KUSA, Kansas City, Mo., John Helquist.

Radio Station WCJB, Elkhart, Ind., Clarence C. Moore.

Radio Station WGAN, Portland Broadcasting System, Inc., Portland 3, Maine, Fred R. Lord, C. E. Gatchell.

The Hartford Times, Inc., Hartford, Conn., C. G. DeLaney, R. K. Blackburn.

Scranton Broadcasters, Inc., 1000 Wyoming Ave., Scranton, Pa., K. R. Cooke, George D. Coleman.

Schenley Distillers Corp., New York, N. Y., S. D. Gregory.

Richmond Radio Corp., Richmond, Va., J. B. Wise, E. S. Whitlock, R. W. Raabe.

May Broadcasting Company, Shendoah, Iowa, J. C. Rapp, Ray Schroeder.

Lancaster Electronic Laboratory, Lancaster, Pa., R. P. Nick, F. H. Aitdoerffer.

ioneer at the first of four weekly "Victory Auctions" for War Bond bidders to be broadcast from the WOR-Mutual Theater Saturday at 8 p.m., EWT. Among the items to be put on the block by Elman are a pair of ducats for the Broadway stage hit, "Oklahoma," a war correspondent's hat and collar markings and a Jap gas mask found on Guadalcanal. Highlight of Mutual's "Sentimental Music" airing Friday afternoon will be Raymond Massey's reading of an original monologue, "Spend, Sucker, Spend!" an indictment of needless spending in

wartime.

## College Radio Group Meets NAB Friday

In an effort to establish standard for radio newscasting and news writing for schools and colleges throughout the country, representatives of the National Association of State Universities and the NAB will meet at the Waldorf-Astoria Hotel in New York on Friday.

Representing the special news committee of the NASU will be: Ralph L. Casey, director, school of journalism, University of Minnesota; Wilbur I. Schramm, director, school of journalism, Iowa State University, and Keith Tyler, director of radio, Ohio State University.

### Sub-Committee Personnel

The NAB news committee sub-committee consists of: Paul White, director of public affairs, CBS; Bill Brooks, director of news and special events, NBC, and Walt Dennis, director of public relations and special events, WHN.

First official business of the NAB news committee, the establishing of standards in radio newscasting and news writing in schools and colleges was considered a "must" in any program of training competent radio news personnel, hence the appointment of the sub-committee at White's suggestion.

Tyler later recommended that the NAB group meet with the NASU members, specially appointed for the work by Howard L. Pevis, president, Ohio State, and chairman of the NASU committee on radio broadcasting. Representatives of the educational departments of CBS and NBC have been invited to meet with the other Friday.

## Bulova Station Deal Is Still Pending

Deal reported for the sale of several Bulova stations, in New York and New England, was yesterday characterized as merely "an offer" which they had no power to prevent, but were not at all considering officially by Harold Lafount, general manager of the Bulova radio interests.

Lafount further stated that absolutely nothing had been done about the said offer, no action taken as yet and none contemplated. He said they had no thought of selling WNEW in New York and that the price mentioned for all of the stations would not buy WNEW alone, much less a few others thrown in.

"Nobody can really prevent proposals being made by others," was his concluding remark.

## Reports Eisenhower Conference

A radio description of the first press conference held in London by General Dwight D. Eisenhower was broadcast over the Blue Network Monday. Arthur Feldman, assistant manager of the Blue Network news offices in London, was picked up from London following the press conference.



# HELP

## the MARCH OF DIMES!

Our heartfelt thanks to the many name personalities who are giving their time and talent to the 1944 March of Dimes!

And thanks to *you* too for the grand job we know you'll do in spotting our transcriptions and live spots to the best possible advantage during the current campaign—January 14 to 31.

Time is of the essence—and it's *your* time that'll do the trick! Celebrate President Roosevelt's birthday by helping the fight against infantile paralysis!



### BELIEVE IT OR NOT—

We're able to offer you FRANK SINATRA singing six current favorites with Axel Stordahl's Orchestra!

A 15-minute platter of HARRY JAMES AND HIS MUSIC MAKERS With DINAH SHORE and "yours truly," DON WILSON!

On reverse side—INGRID BERGMAN and BASIL O'CONNOR!

Also minute spots by top-flight names in the fields of radio, stage and sports.

BASIL O'CONNOR  
*President*

HOWARD LONDON  
*Radio Director*

THE NATIONAL FOUNDATION FOR INFANTILE PARALYSIS  
ANNUAL FUND-RAISING APPEAL

120 BROADWAY

NEW YORK CITY



# ★ ★ ★ COAST-TO-COAST ★ ★ ★

## — OHIO —

**CINCINNATI**—Station WLW will air today's luncheon meeting of the Advertisers' Club at which James D. Shouse, vice-president of the Crosley Corp. will speak on this country's participation in the field of international radio. Shouse has recently returned from England where he spent a month as guest of the BBC. "Chick" Allison, promotion director of WLW, will preside at the meeting of the Ad Club of which he is president. Specially intended for families of our fighting boys is "Milton Chase and the Far East," a new series of Sunday news over WLW. After many years in the East, Chase joined station's news staff soon after Pearl Harbor.

## — OREGON —

**PORTLAND**—KWJ Broadcasting Company, Inc., announces that it has purchased a one-story building which houses six studios, one of which is already prepared for television installations. Station has been in operation 17 years. After 16 years in one spot, it occupied this building on lease, doing extensive remodeling upon taking possession.

## — NEW YORK —

**NEW YORK**—Concerning WBYN: Manhattan lost and Brooklyn gained when outlet recently moved to the Fox Theater Building in the latter borough. Recommended for restful sleep is the music and poetry rendered by Carl Goodwing on the "Things We Love" program, every Monday through Friday at 11:15 p.m. Pleasant little quarter-hour, aired three times weekly at 10:15 over the station, is emceed by the Duncan Sisters, famed as "Topsy and Eva," from the Sheraton Hotel.

## — PENNSYLVANIA —

**PHILADELPHIA**—"What am I Bid" could be the password around WFIL these days with 6 used car accounts on the roster, newest of which is David T. Robinson who has taken 10 spots weekly for 13 weeks. "Women Today" is the title of a new 5-minute a.m. commentary by John Scheuer, producer of "Men Who Make The News" on WFIL, sponsored by Air-Wick. Recently Mr. Scheuer spoke at a luncheon of the Penn Athletic Club on the topic "Men of 1943." Running the gamut, he touched on Eisenhower, Baruch,

Hull, Bowles and Sinatra. New business for WFIL includes 6 p.m. "Sunday dessert spot" throughout 1944 for Breyers Ice Cream; series of spot announcements by Bell Tel. Co.; Chiclets' jingles seven times daily during 1944. Martin Langweiler, of promotion dept., and Shirlee Heims, engaged. Secretarial newcomers are June Carroll and Francis Blake.

## — NEW YORK —

**NEW YORK**—Charlotte Adams of station WQXR's popular program "The Run of the House" has been appointed food editor of the AP Feature Service as of Feb. 1. Her column which will take in food, menus and rationing, will be syndicated in more than 1,400 newspapers. Addresses by Quentin Reynolds and Lt. Com. William M. McGovern, USNR, will be given an exclusive airing over WQXR Jan. 23 at 10 p.m. from Town Hall, in connection with the public forum of the N. Y. Newspaper Women's Club.

## — CALIFORNIA —

**LOS ANGELES**—Nelson McIninch, KFI's Noon Farm Reporter, recently released a somewhat different kind of news about the advent of Doreen Alta McIninch (7 pounds, 5 ounces) at the Good Samaritan Hospital, Jan. 8.

## — NEW YORK —

**ITHACA**—Newcomer on the staff of WHCU is Mrs. L. A. Viviano, Jr., formerly with Harper's Bazaar. Mrs. Viviano is doing sales promotion. Also an addition is Miss Helen George, directing continuity. Miss George comes from an administrative post in Cornell University.

## — INDIANA —

**FORT WAYNE**—Tom Carnegie, at the WGL mike, is again describing local high school and professional basketball games to the rabid fans of the vicinity, which is known as the hot bed of the hardwood sport.

## — MASSACHUSETTS —

**SPRINGFIELD**—About WSPR staffers: Program chief Wayne Latham, rehearsing the lead in "The Man Who Came To Dinner"; ole wheel chair's got him. Bob Jones, chief announcer, supporting Latham. Hubert Kregeloh, on the faculty of Springfield College and giving out at an ever-increasing number of personal appearances. Mildred F. Jones, secretary, giving her all in spare time to the Civilian Defense. Bill Burleigh attending weekly luncheon meetings of the Ad Club.

## — OHIO —

**CLEVELAND**—WGAR bid farewell again to R. Morris Pierce, chief engineer on leave with OWI. Pierce left recently for a new assignment overseas, and took with him a recorded half-hour show of sports, music and greetings from home that will aired over the Army network to camps in England and North Africa.

## — CALIFORNIA —

**SAN FRANCISCO**—"Fiesta Time" is the title of a new variety show to originate at KQW, featuring the famous Hurtado Bros. Marimba Band,

bought by Acme Breweries to run 52 weeks. Program will be relayed to KROY, KGDM and KARM. Pede Worth will be at the mike. Watson Humphrey of KGO will script and produce Connee Boswell's coast-to-coast show while it is originating during the next three weeks at the outlet. Local celebrities and service men back from the battlefields have been chosen to make guest appearances. Phil Bovero will conduct the orchestra. Holiday visitors to KFRC were Lt. William B. Pabst of the Navy, formerly station manager, and Fair Taylor, Don Lee publicity chief. "Faces and Places" is once again being featured by Russ Thorsen, now permanently in mufti.

## — ARIZONA —

**PHOENIX**—About KTAR: "Truth or Consequences" had its origination from this outlet on Jan. 15 when Ralph Edwards brought his troupe to Phoenix to take part in launching the city's Fourth War Loan drive. Account executive Bill Harvey has been elected president of the Phoenix Exchange Club. While Dick Lewis, station manager, has just completed his term as president of the local Kiwanis.

## — ILLINOIS —

**CHICAGO**—Station WAAF has issued a new rate card together with new policy on mail-pull accounts. All classes of time, except Sunday which is subject to a larger increase, now carry a 15 per cent raise in rate. Only 15-minute programs will be permitted mail-pull status.

## — COLORADO —

**DENVER**—Daily broadcasts from KLZ will air the highlights of the National Western Stock Show under sponsorship of the Denver, Rio Grande R. R. Transcriptions of important events will be made for replaying on the a.m. KLZ Farm Service program. New public service which gives news, travel information feature of outlet is 10-minute sign off and weather report. Staffers enjoyed a recent visit from special eventer Charles Inglis, now in uniform. KLZ is getting a kick out of its new 14-year-old producer, Bobby Fouse, whose show, "Junior Davis," with a cast of teen agers, is a weekly presentation.

## — OHIO —

**YOUNGSTOWN**—Phil Wood has succeeded Leonard E. Nassman, as sales promotion manager, for the duration at WKBN, CBS outlet. Nassman recently entered the Navy.

## — MASSACHUSETTS —

**WORCESTER**—Isabel Whitaker, the "Community Hostess" of WTAG, guested on his solo appearance in the city, Dr. Eihan T. Colton, executive director of the Y.M.C.A. Services to Prisoners-of-War in the U. S. Her interview revealed much of interest concerning treatment of military prisoners. Station played host for several days last week to Dorothy Laffler, of CBS press information.

## — LOUISIANA —

**NEW ORLEANS**—Station WWL and Jackson Brewing Company, whose programs he handled, are both missing Lewis since he left Jan. 10 to enter the Navy.

## — CONNECTICUT —

**HARTFORD**—Bill Hart of WDX has a Saturday night show so secret ball that he couldn't name it. He gave the job of titling to his listener. Now he's wondering, not what, but which he'll choose—but hopes to make an announcement by end of the month.

## — NEW JERSEY —

**JERSEY CITY**—Through the efforts of Joseph Lang, general manager of station WHOM, in co-operation with the Jersey City Chamber of Commerce, an official documentary film "War Department Report" will be shown Jan. 25, 10 a.m. in the Stanley Theater to an audience of civic and industrial leaders, plant superintendents, defense workers and radio listeners.

## — TENNESSEE —

**MEMPHIS**—Promise of things to come is the theme of station break on WMPS and has proved to be a very satisfactory form of promotion. Listeners are keeping the dial steady through programs of not too much interest so as to be ready for what has been plugged briefly at the break. Lost to WMPS through his induction into the Army recently is Larry Trexler, former news chief and mike man. Station WHBQ is backing the Fourth War Loan drive by airing daily interviews and reports direct from headquarters in the Hotel Peabody.

## Rocket Engineer To Be Interviewed

Wiley Ley, international authority on rocket engineering and propulsion will be interviewed on WHN, New York, Friday 7:30 to 7:45 p.m. Ley, a former member of leading rocket societies in Germany before the Nazis took over, is now a special writer for the newspaper "PM" and other publications.

## O'Connell Leaving Victor Continues As Consultant

Resignation of Charles O'Connell, director of red seal artists and repertoire was announced yesterday by W. Murray, general manager of the RCA Victor record activities. O'Connell, whose resignation takes effect March 31, will be retained by the company as consultant on recording matters. He plans to devote more of his time to writing and conducting.

## Edison Anniversary

Nets are planning to commemorate the 97th anniversary of the birth of Thomas Alva Edison on February 11.

**HAPPY BIRTHDAY TO YOU**

January 19

Norman Barry	Charles Berry
Dick Granville	Charles Henderson
Lew Preston	Lanny Ross
Paul Small	Alvin Weisfeld
Roger Williams	Fair Taylor



# RADIO DAILY

The National Daily Newspaper of Commercial Radio and Television



26, NO. 14

NEW YORK, N. Y., THURSDAY, JANUARY 20, 1944

TEN CENTS

## J. S. Censor Warns Radio

### Sets Hearing On Arizona Case

Washington Bureau, RADIO DAILY  
Washington—The FCC yesterday announced that it has set for hearing involving control of several stations in the State of Arizona, a decision which the decision may well reflect the policy intentions of the commission. The application is for control of the Southwest Broadcasting Co., Prescott, Ariz., licensee of KYCA, Prescott, from Al Robbins, president and director, of KTAR Broadcasting Co., Phoenix.

(Continued on Page 4)

### Show Renewals Announced By WABC

The clients renewed current contracts and two are increasing their advertising schedules over WABC, New York outlet for CBS. Savings of New York State, E. F. Feltz Co. and Taylor-Reed Corp. are renewals. With its renewals, WABC is increasing its schedule. National Salt Co. also announces

(Continued on Page 2)

### Former Sets Replacement For Blue Network Program

Mer Products Co. is replacing "The Sexes" on the Blue Network effective Feb. 9, with a new program entitled, "My Best Girl." Same program will be used, Wed. 8:30-9 p.m. Young & Rubicam is the agency. "My Best Girl," tells the story of a group, in a series of separate episodes. Author is Lillian Day.

### Wanted

Reward of a \$25 War Bond has been offered by platter jockey Maurice Hart of WNEW, New York. The first listener identifying the melody on a little red music box, which has been played on his program several times. The music box was a holiday gift to Colt, program director of the radio outlet, who is still baffled by the cryptic tune.

### Blue Greeting

Philadelphia—WFIL has adopted traditional chainbreak wordage for its daily business telephone reply. Phone callers now are greeted: "Blue Network station WFIL", instead of the former bare call letter network association theme and plug it throughout area.

### Bond Drive Plugs Gain Momentum

Airwave contribution to the Fourth War Loan Drive gained momentum yesterday as the bond campaign ended its second day with spots and special programs on the networks and independent outlets. Lineup of a star-studded sports broadcast on Mutual's "Bond Wagon" for Saturday, Jan. 29, was revealed by William S. Rainey, of the radio department of the Treasury's War Finance Division.

Sports luminaries set for the MBS broadcast to date are: Red Barber,

(Continued on Page 5)

### Scott's Music For OWI Short Wave Entertainment

Raymond Scott and orchestra have been designated by OWI to inaugurate a series of daily dance programs to be shortwaved to all sections of the world, James H. Fassett, CBS's director of music, announced yesterday. Scott's programs will be produced as special transcriptions and

(Continued on Page 2)

## NAB Legislation Suggestions Now In Hands Of Senate ICC

### Radio Set Manufacturer Sees Delay In Output

Chicago—Speaking before a joint meeting of appliance manufacturers and retailers yesterday, Paul V. Gavin, president of the Radio Manufacturers Association, predicted that the trade should not expect to receive any new radios for civilian use

(Continued on Page 2)

## Price Asks Broadcasters' Co-operation In Curbing 'Invasion' Speculation; Newspapers Also Notified

### Public Session On Jett Before ICC Next Week

Washington Bureau, RADIO DAILY  
Washington—E. K. Jett, FCC chief engineer and nominee for the vacant post of commissioner, will probably appear next week before the Senate Interstate Commerce Committee, Burton K. Wheeler said yesterday. Wheeler told RADIO DAILY that there has been no formal protest lodged with him against Jett, and that he

(Continued on Page 6)

### Spot Business Increased At WJZ During This Week

Spot business continues to hold up strongly on WJZ, key outlet in New York for the Blue Network. George W. Luft Co. returns to radio Jan. 24, after a absence of a few years, with a daily five-minute show over the

(Continued on Page 2)

### McGraw Heads NBC Dept.; Will Co-Ordinate Classes

Walter McGraw, former production manager of WKAR, East Lansing, Mich., has been appointed co-ordinator for Employee Program Group

(Continued on Page 2)

Washington Bureau, RADIO DAILY  
Washington—In a statement designed to curb speculative acts of radio commentators and newspaper editors who might be guessing on the United Nations invasion plans, Byron Price, censorship director, issued a note which calls for "a complete moratorium on backstairs gossip and hairline authenticity."

"The coming invasion of Europe confronts voluntary censorship with its greatest single responsibility," the statement reads, and adds:

"There is no way to conceal from

(Continued on Page 5)

## FBI Head To Testify At Lea Probe Today

Washington Bureau, RADIO DAILY  
Washington—FBI Director J. Edgar Hoover is scheduled to appear this morning before the Lea committee of the House, investigating the FCC, to discuss the FCC-FBI controversy of 1942 regarding a quarter of a million fingerprints of radio operators which the FCC was reluctant to turn over

(Continued on Page 5)

## Will Discuss Television At N. Y. IRE Convention

Hollywood—Harry R. Lubcke, director of the Thomas S. Lee television station W6XAO, will address the Institute of Radio Engineers January

(Continued on Page 2)

### Kenny To Kenny

Nick Kenny, Daily Mirror columnist, signed off his WMCA "Uncle Nick" show Saturday and left for a three-weeks vacation in Hollywood. In leaving the show he turned over the emcee job to brother, Charlie, after a lot of radio well wishing. The show is one of the best-known child programs. Auditions for Saturday's youngster-participants will be held today.

(Continued on Page 6)





Vol. 26, No. 14 Thurs., Jan. 20, 1944 Price 10 Cts.

JOHN W. ALICOATE : : : Publisher
FRANK BURKE : : : : : Editor
MARVIN KIRSCH : : : Business Manager

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FINANCIAL

(Wednesday, January 19)

NEW YORK STOCK EXCHANGE

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

NEW YORK CURB EXCHANGE

Table with columns: Nat. Union Radio, 4, 3 1/2, + 1/8

OVER THE COUNTER

Table with columns: WCAO (Baltimore), 21, 23; WJR (Detroit), 31

20 YEARS AGO TODAY

(January 20, 1924)

Eddie Rickenbacker who has recently returned to this country from the war area, will talk on a subject of considerable interest to the layman as well as to those in the business. His topic will be the "future relation of aircraft to the automobile industry"...

Experienced radio time salesman for a New York station. Excellent salary, plus liberal bonus arrangement, expense account. Write stating experience in detail, age, draft classification. Send picture. Box 789, Radio Daily, 1501 Broadway, New York, 18, N. Y.

Three Show Renewals Announced By WABC

(Continued from Page 1)

expansion of its current campaign over the station.

Savings Banks of New York, through Ruthrauff & Ryan, primarily advertising War Bond services is renewing participation on Arthur Godfrey program, Mon. through Sat. Fougere is also on the same program, for Ramdell's Sulphur Cream. Business placed by Spot Broadcasting. International Salt for Sterling Salt is boosting participations in the Godfrey show from three to six times weekly. J. M. Mathes handles this account. Taylor-Reed for Tumbo Puddings, is renewing "Quincy Howe and the News," Sat. 6-6:15 p.m., EWT effective Feb. 26. Tracy, Kent & Co. handles the account.

Scott's Music For OWI Short Wave Entertainment

(Continued from Page 1)

will be shortwaved from New York and London on regular schedules and rebroadcast from OWI medium-wave relay stations in Algiers, Tunis, Palermo, Bari and Naples. Beginning with Scott in this new undertaking, OWI will invite other top-ranking radio name bands and singers to participate in daily programs of their own for international use.

Radio Set Manufacturer Sees Delay In Output

(Continued from Page 1)

until after 1944. Gavin predicated the resumption of manufacturing of civilian sets upon the end of the European war.

Set Three Vehicles For Coleman Series

Hollywood — Announcement was made here yesterday of next three productions already scheduled for new Ronald Colman dramatic series "Everything for the Boys," via NBC, Tuesdays at 7:30 p.m., EWT.

Order follows: Irene Dunne in Jack London's "Little Lady of the Big House"; Claudette Colbert in another London story, "Bunches of Knuckles," and Bob Burns in Mark Twain's "A Connecticut Yankee."

Local Show For OWI DX

OWI has selected the past week's airing of "United Nations Compare Notes" over WMCA, New York, for part of the shortwave rebroadcast, titled "Off the Local Air," to be DX'd to Johannesburg, South Africa, Saturday. Incidental music by Joseph Marias of South Africa will be added.

Murphy To Speak

Robert D. Murphy, United States Ambassador at Large and chairman of the Mediterranean commission, who gave an eloquent account of his mission to North Africa on last Sunday's Department of State broadcast, will be heard again next Sunday on NBC's "Lands of the Free," 4:30 p.m., EWT.

Spot Business Increased At WJZ During This Week

(Continued from Page 1)

station. Product is the new Tangee Petal-Finish face powder. Program will be a transcribed musical show entitled, "Band of the Week," heard Monday through Friday, 6:40-6:45 p.m. Agency is Warwick & Legler.

Other business signed by WJZ includes Drydock Savings Institution, on "Breakfast in Bedlam," five-minute and one-minute spots, through Anderson, Davis & Platte. Marlin Firearms Co. for its razor blades has bought participating time on the "Bedlam" show three times weekly. Craven & Hedrick, is the agency controlling the account.

Colgate-Palmolive-Peet has renewed a transcribed schedule of one-minute announcements for Supersuds and Palmolive soap. Ted Bates handles the soap account and William Esty the Supersuds.

McGraw Heads NBC Dept.; Will Co-Ordinate Classes

(Continued from Page 1)

classes, C. L. Menser, NBC vice-pres. in charge of programs, announced yesterday. McGraw received his master's degree in speech at Wayne University, Detroit, where he majored in radio courses while acting professionally at WWJ and WXYZ. Recently McGraw has been teaching Army speech and radio broadcasting classes at Michigan State College.

Will Discuss Television At N. Y. IRE Convention

(Continued from Page 1)

28 in New York City, when it holds its annual winter meeting.

Lubcke will present a paper called "Orthon Cameras in Television Studio Work" and will explain how the first such cameras commercially manufactured were used for studio work at the Don Lee Broadcasting System's television station. Slides of W6XAO's live talent productions during the past year will be shown by Lubcke during his talk.

NAB Playing Host To New OWI Official

Washington Bureau, RADIO DAILY

Washington—NAB will be host at the Hotel Statler Monday at a luncheon honoring George W. Healy, Jr., new domestic director of the OWI. Healy took office last week, succeeding E. Palmer Hoyt, publisher of the Portland "Oregonian," which newspaper is licensee of KEX and KGW, Portland.

Joins CBS Press Staff

Charles F. Pekar, Jr., formerly of the NBC press department, has joined the Press Information staff of the Columbia Broadcasting System, George Crandall, announced yesterday. Pekar will handle special assignments in various sections of the country.

COMING and GOING

LESTER GOTTLIEB, publicity director of Mutual network, is expected back today on a six-day trip to Chicago and St. Louis.

MERRITT R. SCHOENFELD, sales manager of the Blue Network's central division, New York. He plans to remain the rest of the week.

ARTHUR PERLES, assistant director of press information, and ROCCO PADULO, work photographer, have returned to New York from a trip to Chicago and Cleveland.

KEN CHURCH, general manager of WJZ Cincinnati, is here for confabs with the York representatives of the station.

JOSEPHINE ANTOINE, coloratura soprano featured on the "Carnation Contented Program" heard over NBC, was in Columbus early week to sing at the opening of Ohio's War Bond Drive.

BEN LUDY, general manager of WIBW, puka, is here from Kansas on station work business.

GARRY CARTER, of the Frontenac Broadcasting Co., has arrived from Toronto for a day on business.

MERT EMMERT, farm director of WEAF, turns today from Harrisburg, Pa., where made recordings at the annual Pennsylvania Farm Show.

CRAIG LAWRENCE, vice-president of Cowles Group, is expected this morning at conferences with the New York station representatives.

JOE B. CARRIGAN, president of KWFT, affiliate in Wichita Falls, Tex., is spending several days in town.

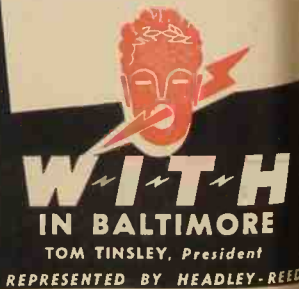
EDWARD D. CLERY, general manager of WJZ in New York yesterday and left for Philadelphia headquarters later in the morning.

LES BROWN and the members of his band are at Camp Adair, Corvallis, Ore., the starting point of tonight's "Spotlight Band" broadcast over the Blue Network.

HENRY V. SEAY, sales manager of WJZ Washington, D. C., is spending this week in New York.

This All Night Show is Different!

We call it the "Night Owl Club"! And Baltimore's people who play while you sleep call it tops. It's a fast-moving, all night radio show that's not just a disc job. There are contests, prizes, news, music, club memberships... everything from midnight on, that day shows offer. Time is available. News spots across the board only cost \$125. Get the facts for lower cost results.







and to more and more of Mutual!

the  
move  
is to  
mutual

	STARTING MUTUAL HOOKUP	PRESENT NO. OF STATIONS
Sinclair Refining Co.	25	133
R. B. Semler, Inc.	7	178
Employers' Group Insurance	15	180
Kellogg Company	39	200
Pharmaco, Inc.	109	200
Gillette Razor	110	344*



\*Even the world's largest network isn't large enough for Gillette so we round up additional, non-Mutual Stations for these broadcasts.



# FCC Sets Hearing On Arizona Case

(Continued from Page 1)

already owns 49.7 per cent of KYCA, seeks to purchase 65 additional shares from Prescott, for \$6,500. If it is permitted to do it will have 75 per cent control of the corporation.

In addition to KTAR, Phoenix, the KTAR Broadcasting Co., owns 96 per cent of KVOA, Tucson, and 48.6 per cent of KYUM, Yuma—thus having control or near-control of four of the state's 11 stations. Primary service areas of these four stations are separate, so that there is no question of ownership of two or more stations serving the same area, but the four stations jointly service more than 90 per cent of the population of Arizona.

Further complicating the matter is the fact that the KTAR Broadcasting Co., is controlled by the Arizona Publishing Co., publisher of two dailies in Phoenix and several other newspapers.

### Craven Dissents

Commissioner T. A. M. Craven dissented in the vote setting the matter for hearing.

The Commission announced that it has approved the transfer of control of KNET, Palestine, Texas, from Bert Horswell, Beverly Gordon Horswell and the Pauline Mayer Gordon estate to Ben A., Billa and Leita Moy Laurie. Transfer of 100 per cent of the capital stock is involved, with the price \$7,800.

Corpus Christi, Tex.—Authority to transfer a construction permit for radio station KWBU from Baylor University and Carr P. Collins to the Century Broadcasting Co., is being asked for from the Federal Communications Commission. KWBU is to operate on 1,010 kilocycles with a power of 50,000 watts, daytime only. According to reports \$150,000 would be involved in the transfer of the construction permit.

Incorporators of the Century Broadcasting Co., were Collins, his attorney, Sam Pondron and John L. Horan.

Directors of the company include Pat M. Neff, president of Baylor University and E. R. Nash, both of Waco, Texas, home of the University; Collins, who is president of the Crazy Water Crystal Co., of Mineral Wells, Texas; is also listed as president of the corporation; James M. Collins and H. L. Kokernot.

The total of 1,500 shares of stock were divided among the following: Crazy Water Co., 250 shares; Fidelity Union Life Insurance Co., of Dallas, 140 shares; Pat and Mike O'Daniels, sons of Senator W. Lee O'Daniels, 130 shares each; J. M. Collins, 100 shares and Baylor University, 750 shares.

## WTBO

Full Time  
NBC Affiliated  
Cumberland, Md.

# MAIN STREET

WITH *Ol' Scoops Daily*

### Unscrambled Notes !!

● ● ● Deems Taylor, has resigned as Consultant on Music for CBS. Deems who is president of Ascap was associated with CBS in this capacity since November 1936. . . . also had various shows on the CBS web including intermission speaker on the Philharmonic-Symphony and the "Family Hour" . . . . currently he is the Philco emcee on the Blue. . . . the AP is profiling Hal Block, chief script writer for the USO recently returned from overseas . . . . among other items he made the complete tour with Bob Hope in the European-North Africa theater and did many great shows. . . . "Bob White's Deadline Dramas," heard Sunday evening over WJZ and on the West Coast stations at midnight. . . . will soon turn the program into a parlor game. . . . and libbing 10-minute dramas from 20-word plots. . . . Merritt R. Schoenfeld, Blue Net sales manager in Chicago. . . . putting on the feed bag at Toots Shor's. . . . Jackson Beck, has been signed by Pathe to appear in a series of shorts and newsreels. . . . Harold Burke of WBAL, Baltimore. . . . says he at least starts the day off with a silver spoon in his mouth. . . . has a silver coffee perculator. . . . and same shiny cups . . . . goes through a complete silver service. . . . and then . . . the office looms large. . . . where prosaic brass ash trays and sales problems move in on him.



● ● ● War Advertising Council in cooperation with the OWI . . . . has prepared a new series of pamphlets in connection with current war effort activity. . . . one of them tells how industry can work with the government campaign on security of war information . . . . another is titled "They are taking the sandbags away" . . . . which is a restatement of policy to advertisers, media and agencies . . . . also one about inflation titled. . . . 37 Billion Dangerous. . . . dollars lying around and how advertising can stop inflation. . . . all worth while looking over. . . . and worth while hearing at least is the Ted Collins-Kate Smith narration, transcribed and free to all stations. . . . called Report on Radio. . . . WABC is scheduling it for next Monday at 10:45 p.m. . . . non-commercial, it is good listening for both station officials and the public alike. . . . Bill Voss has been assigned by Ray Knight, Blue production head to do "The House on Q Street". . . . and Winifred Lenihan, will do two shows weekly of the "True Story" . . . . give-a-week series. . . . as a result of her appearance on "Blind Date" . . . . an M-G-M talent scout in the house arranged for meeting between Patsy Campbell and Bill Grady, the movie firm's talent signer.



● ● ● Looks like Mutual has two new Sunday shows coming up. . . . one to be sponsored by Emerson Radio Company. . . . starting on Feb. 13 . . . . the other is one to be headed by Eddie Dowling, for a war industry client of Cecil & Presbrey. . . . not much else settled on either. . . . don't overlook the stuff prepared and sent out by the Treasury Dept. in co-op with the OWI. . . . three very attractive promotion booklets for selling War Bonds. . . . one of them has a special message addressed to Radio Stations of America by Secretary Morgenthau. . . . Neville Miller holds forth today at the Radio Executives Luncheon meeting. . . . (just a reminder) . . . . Len Traube, billboard editor, will probably become a member of the U. S. Navy within the next week. . . . bedside report: Paul Whiteman recovering nicely from the gripe. . . . Wally Brown, on the Coast, must be confused when off the air. . . . Thursday evenings he spiels on the Dinah Shore program and the rest of the week he is on the movie set with Frank Sinatra. . . . WOR, New York, reports that it will now be able to add the authentic rustle of skirts to its sound-effects repertoire, since two women have been added to the sound-engineering staff—first in the outlet's history. . . . They are Sara Jane Troy, who come from the sound-effects and announcing staffs of WOV, and Dorothy Langley, from WGY, Schenectady.



— Remember Pearl Harbor —

# LOS ANGELES

By RALPH WILK

**W**ALTER WANGER and Walt W. Wanger, two of the most famous names in the film industry, appear on the Columbia Pacific Network "In Time To Come," Sunday, representing the Academy of Motion Picture Arts and Sciences, Wanger Disney drafted a "blue-print of future" for motion pictures.

Nancy Morrison, radio song writer has written "Sing On the March Victory" and "My Heart Marks Time" which will be sung by Jean B. "Miss America" on her tour in behalf of the Fourth War Bond Drive.

Cowboy singer Eddie Dean, assists Judy Canova during Columbia's "Judy Canova Show," spending any rehearsal breaks "doodling" the back of his script. And the doodles, which are generally sketches of desert scenes, look good enough to frame and hang on anyone's wall.

Jack Carson, funnyman star of "The Jack Carson Show" on CBS, something new to add to his collection. It's a length of rope twisted so as to spell out his name, given him by a sailor who swears he came all the way back from Australia just to see the show.

Frank Barton is the new supervisor of announcers at NBC, Hollywood having been promoted to that position succeeding Clinton Twiss. Val Prosser, formerly with the Blue Network, succeeds Barton on the announcer staff.

Two Casses—Daley and Alvin—at NBC tother day. When Cass Alvin, who is a sergeant in the Signal Corps and a brother of Joe Alvin, assistant publicity director of NBC Western Division, was ill at Camp Crowder, Mo., Cass Daley wrote him a cheering letter, but they did not meet until last week.

"Bazooka," a word made famous by Bob Burns, now rates a noun in good standing with language experts. According to information received by radio's "Arkansas Traveler," this week, "bazooka" will be included in the newest edition of the Dictionary of World Literature and Encyclopedia Britannica for the year.

Billy Mills, maestro of the Fred McGee orchestra, is a pneumonia victim, missing his first broadcast in six years. Mills will be out of show for at least two weeks. Pat Bodkin, guitarist, subbed for him in the last program.

## WANTED

**\$10,000 PER YEAR  
RADIO TIME SALESMEN**

Owners and producers of Radio Program featured for 10 years on a coast to coast net work, seek men who have experience and entree for selling local advertisers. Liberal commission setup. Write Box 790, Radio Daily, 1501 Broadway, New York, 18, N. Y.



## Bond Drive Plugs Gain Momentum

(Continued from Page 1)

Louis, Bill Stern, Clem McCarthy, Husing, Sonja Henie, Stan Max, Jack Dempsey, Barney Ross, Sande, Benny Leonard, Bing Crosby, Alice Marble, Alonzo A. G. Bob Zupke, Mrs. Knute Rockne, Grange, Marty Glickman, Bert Les Patrick, a quartet from the New York Rangers' hockey team, Frank Frisch and, from England, Bob Jones.

Columbia's "Night Clubs for Victory" series swings into its second leg Saturday, 12:30 to 1 a.m. (Friday night), from the Monte Carlo in Miami. Guests from the East Side spot include Georgia Gibbs, Jerry Wine, Pvt. 1/c Edmond O'Brien, Edwy Barrie, Doug Edwards and Edie Dunn. The next morning (Saturday morning) CBS moves its special club mike to New York's swank El Pierre, with guests Garry Moore, Kenny Baker, Judith Evelyn, and Jory, Jimmy Wallington and Jimmy Small.

Information breaks on WOR, New York, is being used to sell War Bonds. The announcer spouts that the outlet is selling War Bonds and asks that listeners call a special bond phone number. First phone order is reported to have come in shortly after the Tuesday night premiere of "Chickering 10," the Bamberger subsidiary's bond program, following an interview by Raymond Massey with Emma Van Coutren, mother of children all in the service. Pledge from Mrs. T. M. Flanagan of Reading, Pa., who bought \$13,000 worth of bonds—\$1,000 in honor of Mrs. Van Coutren's children and one for the servicemen's mother and self.

## Clarifies Regulations on Percentage-Payments

Washington Bureau, RADIO DAILY Washington—In a move which would include in its provisions sales of radio time, Commissioner of Internal Revenue Robert E. Hannen yesterday clarified the new salary utilization policy governing payment of commission, bonuses and other percentage-type deals. The policy covers last year as well as this year, and is to apply indefinitely. It involves a blending of last year's regulations with the current policy, in order to prevent discrimination and hardship. Formal rules are being worked up, but the policy is effective at once.

Employers are permitted to pay, without obtaining approval, any percentage-type compensation provided a change has been made in the percentage, method of computation or the salary since the beginning of the utilization program in October, 1943 (Oct. 3, in case of salaries over \$600; Oct. 27 for salaries under \$600). The dollar amount of these payments is immaterial, thus removing former provisions limiting the dollar total to the 1941-42 level.

## J. Edgar Hoover Will Testify Before Lea Committee Today

(Continued from Page 1)

to Hoover's agency. Hoover has been subpoenaed, although his office was unwilling to make any comment whatsoever as to whether he will appear or will answer questions on the matter.

It is reported here that Hoover has had orders from above—either from Attorney General Biddle or the White House—that he not discuss the fingerprint matter.

### Garey Comments

Committee Counsel Eugene L. Garey said yesterday that Hoover will definitely appear. "He's been subpoenaed and he's got to appear," said Garey. The only question is as to whether the chief of the G-Men will answer "certain questions," Garey ex-

plained, "and it's up to me to try to confine myself to proper questions. If any of the questions put to him are not proper and not answerable, that will be by accident rather than by design."

Garey promised that he will in no way attempt to embarrass Hoover. He said he will discuss the fingerprint matter "primarily."

### Hopes for One-Day Session

Garey added that after the Hoover session—he hopes to clear up that phase today—he will proceed at once with additional hearings in which he will try to wind up the committee case having reference to the Commission's Foreign Broadcast Intelligence Service.

## Latin-American Programs Being Well Received

Las Vegas, N. M.—Latin-Americans are alive to the importance of Highlands University's Institute of the Air programs as a means of establishing better relations between the peoples north and south of the Rio Grande.

Evidence of this awareness is contained in an editorial published in El Cronista, daily newspaper of Tegucigalpa, capital of Honduras.

In the course of a discussion of projects in the United States aimed at promoting hemispheric solidarity, inter-American economic security and post-war planning in the Americas, the editor of El Cronista, Manuel M. Calderon, wrote:

"At New Mexico Highlands University, in the heart of the great Spanish-speaking region of the southwestern United States, Antonio Rebolledo, head of the Spanish faculty of that university and director of Spanish research in New Mexico, speaks each Sunday on the radio. Rebolledo studied principally in Chile and Peru, has traveled widely in the Americas.

"The theme of Professor Rebolledo's radio addresses is 'Problems of Public Health and Instruction of the Hispanic People of the Southwest.' He also talks on the Inca civilization, Bolivar, Juarez and the culture of Spanish-America."

Dr. Rebolledo, as director of the Institute of the Air, is now engaged in a series of 30 weekly broadcasts to groups of Spanish-speaking adults assembled at 20 listening centers in northeastern New Mexico. The talks, which are in Spanish and are accompanied by selections from the music of Spain and Latin America, are broadcast each Sunday at 3 p.m. over station KFUN, 250-watt transmitter in Las Vegas.

## Norman Thomas On CBS

Norman Thomas, head of the Socialist Party in the United States, speaks on "What Is Right and What Is Wrong About the President's Policy for Peace" on CBS, Sunday, Feb. 6, from 1:45-2 p.m.

## Universal Pictures Lines Up Radio 'Plugs'

Los Angeles—An intensive radio campaign of Universal top budget pictures is scheduled within the next few weeks when seven of the company's players take to the ether waves.

Marlene Dietrich, who recently appeared in "Three Cheers for the Boys," made a guest appearance on the "Take It Or Leave It" show and will appear on the "Philip Morris Playhouse."

Walter Wanger's "Gung Ho!" comes in for a double plug when Captain W. S. Le Francois, U.S.M.C., who was technical advisor on the picture, was guest of Quentin Reynolds on the "Report to the Nation" show. Ralph Bellamy will also be presented in an original dramatization suggested by the picture on the "Kate Smith Hour" on January 21.

Then on February 7 Deanna Durbin, Franchot Tone and Pat O'Brien have been set to present their latest comedy drama, "His Butler's Sister" on the Lux Radio Theater.

## Stockholders Of G. E. Totalled 229,058 Dec. 28

Schenectady — General Electric stockholders totalled 229,058 on December 28, record date for the January 25 dividend, it was announced here today by W. W. Trench, secretary. Forty-five per cent of this number are women. Their geographical locations cover every state in the Union. A year ago, on December 18, 1942, the total was 221,501, so that the present all time high is an increase of approximately 7,500 in the past year.

## Gets Navy Commission

Charleston—Worth Kramer, president and general manager of WGKV, Charleston, W. Va., has received a commission as lieutenant (j.g.) in the naval reserve and is now stationed at Princeton, N. J. He will be on leave of absence for the duration, retaining his interest in the station.

## Price Asks Reticence Re Invasion 'Guesses'

(Continued from Page 1)

the enemy that an invasion is in prospect or that the British Isles will be used as a base. What we must protect at all hazards is information of the time and place of attack, the strength of the attacking force and its technical makeup and equipment.

### Cites Value to Enemy

"This is not a field for the customary competitive news-gathering. No real American, newspaperman or broadcaster, will want the distinction of being first to disclose where, when and how our troops will strike. But no one should forget for a moment that inadvertent disclosures are exactly as valuable to the enemy as deliberate disclosures.

"The test should be, 'does the enemy know this?'"

"In case of the slightest doubt, consult the Office of Censorship. Let us have no black market to information so dangerous to American life."

## Steel Joins Faculty

Johannes Steel, commentator for WMCA, New York, has been named a faculty member of the New School for Social Research.



## MATÉRIEL

FROM A PRODUCTION LINE

IN A BOOM TOWN

REACH THESE MARKETS WITH RADIO

# WEED AND COMPANY

RADIO STATION REPRESENTATIVES

NEW YORK • BOSTON • CHICAGO  
DETROIT • SAN FRANCISCO • HOLLYWOOD



## Public Session On Jett Before ICC Next Week

(Continued from Page 1)

has no reason to believe anyone will appear against him.

Caucus of Republican members of the Senate is believed due this week, with the Jett nomination to receive attention at that time. Thus far Senators H. Styles Bridges and Ed. H. Moore, New Hampshire and Oklahoma Republicans, have spoken out against the Jett appointment, and Senator Arthur Vandenberg, R. Mich., reported to have been talking in the cloakrooms against the Jett nomination.

### Moore Protests

Moore came out last week-end in a protest against the Jett nomination, in response to questioning by a reporter for the Washington "Times Herald" who has been close to Eugene L. Garey, counsel for the Lea committee. Moore told RADIO DAILY Saturday that he has nothing against Jett, but would like to see the man before he will vote to confirm him. He said he could not recall Jett's appearance last month before the Senate Interstate Commerce Committee, of which Moore is a member.

The hearing transcript for December 10, however, includes the following remarks at the conclusion of Jett's testimony:

Senator Tunnel: You have the ability to tell us things without leaving too much of an inferiority complex.

Senator White: Didn't I tell you that he was a good man?

Senator Moore: He is a good man, and we have lots of hope with men like Jett, I believe.

### No Opposition Expected

Next week's session is expected to go off quietly, with no opposition to Jett being voted. The session will be public, Wheeler said, with anyone desiring to speak against the nomination being offered the opportunity, and committee members permitted to cross-examine Jett.

Garey told RADIO DAILY yesterday that he will not appear before the Senate committee against Jett, that he has high regard for Jett and bears him no ill-will. He said he has in no way opposed confirmation of Jett, but he simply provided information concerning Jett to several members or Congress who have called to ask him about the new Commission nominee.

## "Pennygrams" Series On Texas Station

San Antonio—New innovation in spot announcements have been introduced here by KOMO. Announcements bear the title of "Pennygrams" and cost the sponsor one cent per word per broadcast. There are at present two sessions of the "Pennygrams" broadcasts, one in the morning and the other in the evening. Announcements range from help wanted to places to dance and places to have various types of repairs done.

## ★ WORDS AND MUSIC ★

By BEN KAUFMAN

### The Met Jumped

**H**OT licks invaded the Metropolitan Opera House in Gotham with flying colors the past Tuesday night when the All-American Jazz Band beat out a gross of \$650,000 in War Bond admissions from more than 3,000 swing devotees. Out of this world was the rhythm that rocked the Met's famed diamond horseshoe. Proceedings were broadcast in part by the Blue Network, and WNEW and WHN, New York. Standout was easily Lionel Hampton, who, after a session on the vibraharp, jammed a sensational drum duo with "Big Sid" Catlett that made the austere portals jump.

★ ★ ★

Other top jazz artists, chosen by the board of experts of "Esquire" magazine, who were heard from the tremendous Met stage, were: Louie "Satchmo" Armstrong, trumpet and vocals; Barney Bigard, clarinet; Al Casey, guitar; Coleman Hawkins, tenor sax; Red Norvo, xylophone and vibraharp; Oscar Pettiford, bass; Art Tatum, piano; Jack Teagarden, trombone and vocals, and singers Mildred Bailey and Billie Holliday. Added attractions were Roy Eldridge on the trumpet and Teddy Wilson at the keyboard.

★ ★ ★

Dr. Robert Goffin, chairman of the mag's judges, awarded gold statuettes, or "Eskies," and \$500 War Bonds to the contest winners. The mike was in the middle of the stage and the table with the awards away off on the right, which made Goffin hustle back and forth with each prize. In the excitement he called Jack Teagarden back for a second "Esky," prompting one wag to quip, "Two for Teagarden and Tea for Twogarden."

★ ★ ★

Choices of the winning musicians were excellent, but the question is on what authority were they picked. Though the boards 16-man composition was predominantly American, the leadership in selecting major exponents of U. S. jazz was international in flavor. Moving spirits of the affair were Goffin, a former Belgian lawyer and swing critic, and board member Leonard Feather, English-born jazz consultant to "Esquire," who emceed the program in routine fashion. Among the other experts, Roger Kay is a native of Egypt; Harry Lim, Java, and Baron Timmie Rosenkrantz, Denmark.

★ ★ ★

**HEP CHAT:** Duke Ellington's combo is set for three shots on the new Orson Welles show, beginning late this month over the CBS Pacific Network for Mobile gas. The Duke is now at the new Boulevard Room in the Stevens, Chi. . . . Louis Untermeyer, distinguished American poet, has written English lyrics to the new Russian national anthem, "Hymn to the Soviet Union," which will be published by Broadcast Music, Inc. The Untermeyer lyrics may be used publicly and privately without any compensation for performing rights, according to BMI. . . . Publisher Edward B. Marks has just taken over the Piedmont catalog of hill-billy items.

★ ★ ★

Decca has issued a three-platter album of Victor Young's score for Paramount's "For Whom the Bell Tolls" . . . . "Paper Doll" is being published for the second time in the Army Hit Kit, popular-song collection distributed to soldiers by the Army's Special Service music division, which is headed by Capt. Harry Salter. . . . Gladys Shelley's new song, "Powder Blue," is worth watching. She's also written the words for Ernesto Lecuona's songs in "Vincent Youmans' Revue," which has switched from Newark to Baltimore for a pre-Broadway opening next Thursday.

★ ★ ★

Music War Committee of the American Theater Wing has contributed two tunes to the Fourth War Loan Drive. They are: "Get Aboard the Bond Wagon" by Bob Russell and Charlie Hathaway and "Swing the Quota" by Buck Ram. . . . Count Basie, now on the road, has been booked back into the Lincoln Hotel, New York, opening in either March or April. . . . Band-leader Jack Edwards has been singing as a soloist on the Blue Network whenever engagements permit.

## NAB Gives Senate ICC Legislation Suggestion

(Continued from Page 1)

bill, but that he is unwilling to set date. As yet, he said, nothing is settled, although he is certain that when the bill is presented it will include the substance of the FCC's network rule. He has been conferring with co-author Wallace H. White, Jr., and several industry representatives, but thus far the bill is not in concrete form.

Wheeler lunched yesterday with former Senator Clarence Dill, author of the original radio act. Senator Dill is anxious that the bill include a provision for rotation of the FCC chairmanship, feeling that this would rule out the possibility of the Commission being dominated by a single individual.

### Wheeler Sticks to Guns

Wheeler made it plain that he will not back down in any way in his insistence that new radio legislation contain safeguards to guarantee equal time and treatment for speakers of both sides of controversial issues. He feels that this is a "must," and it is likely that if this were not included, he would lose the incentive to push for any bill.

Recommendations of the FCC Bar Association regarding Commission procedure were tentatively accepted for the bill, it was learned, but since that time the Bar Association has altered its recommendations and there is, thus, no finality in the procedural sections.

## Speakers To Explain NBC's Opportunities

Helen M. Korday, placement supervisor for the National Broadcasting Company, will speak on "Opportunities at NBC," at a luncheon to be held today at the Hotel Dorsch for all vocational advisors of New York City high schools. Other representatives of NBC attending the luncheon will be Helen J. Moore, in charge of Stenographic and Duplicating; Dwight Herrick, manager of Guest Relations, and Anita Barnard, manager of the Correspondence Division of the Department of Information. Following Miss Korday's address, guests will return to Radio City for a tour of the offices and studios.

## Chamber Of Commerce Cites Richard Tregaskis

War correspondent Richard Tregaskis, author of "Guadalcanal Diary," will be honored by the U. S. Junior Chamber of Commerce as young-man-of-the-week on the "Freedom of Opportunity" program over WOR-Mutual, Friday evening. Dale Carnegie will present a gold scroll and key of achievement to a member of the wounded correspondent's family. The reporter's life will be dramatized on the broadcast, which also marks the twenty-fifth anniversary of the Junior Chamber's founding.



GUEST-ING

MASIL O'CONNOR, former law... President Roosevelt and... National Foundation of Infantile Paralysis, Inc., on the... Queen program, Saturday (WABC-CBS, 7:30 p.m.).

R. FREDERICK M. SMITH, president of the Reorganized Church of Jesus Christ of Latter Day Saints, discussing "The Church and Change," on Columbia's "Church of the Air," Sunday (WABC-CBS, 10 p.m.).

BRONISLAW HUBERMAN, violinist in the program of the New York Philharmonic - Symphony, Sunday (WABC-CBS, 3 p.m.).

ROTHY BERNFELD, soprano, in "New Voices in Song," Sunday (WABC-CBS, 9:45 p.m.).

EV. GLENN T. SETTLE, on "Wags Over Jordan," Sunday (WABC-CBS, 10:30 a.m.).

JAMES MELTON, tenor, and MARY ADLER, harmonica virtuoso, on the Coca-Cola program, Sunday (WABC-CBS, 4:30 p.m.).

GREER GARSON, on the Bergen-McCarthy program, Sunday (WEAF-NBC, 8 p.m.).

A. V. ALEXANDER, First Lord of the British Admiralty, on Larry Lesueur's "World News Today," Sunday (WABC-CBS, 2:30 p.m.).

JIMMY DURANTE, on Fred Allen's "Texaco Star Theater," Sunday (WABC-CBS, 9:30 p.m.).

PAT HYATT, musical leader of the Music Maids on Bing Crosby's program, in a guest appearance on the Bob Crosby show, Sunday (WEAF-NBC, 10:30 p.m.).

JOHN FOGARTY, tenor just back from a USO Camp Show tour, and Mrs. Helen Connor, was worker who lost son, brother, husband and father in the war, on "We, the People," Sunday (WABC-CBS, 7:30 p.m.).

LINA ROMAY, vocalist with Xavier Cugat's orchestra in films and at Waldorf-Astoria, on Alfred Drake's "Broadway Matinee," Monday (WABC-CBS, 4 p.m.).

... a pattern of radio service

Every Monday evening at 7:30, listeners in WHN's nine-state, 84-county primary area tune to the Congressional Record... wherein Senators and Congressmen give their views on important topics of the day.

Recently, Hon. Karl E. Mundt, representative from South Dakota, used the Congressional Record (the book) to pay tribute to the Congressional Record (the program) in the following words:

"Mr. Speaker, I believe that both the country and the Congress owe a debt of gratitude to Radio Station WHN for its enterprise in arranging these weekly programs.

"So far as I know, WHN is the only independent radio station in America which affords its listeners this type of regular weekly discussion by Members of Congress... It is a pattern of radio service which may very well some day be extended to the network field."

WHN is grateful to Representative Mundt for his meed of praise for this outstanding program. Yet the Congressional Record is just one of the many news and public service programs broadcast over WHN. In all, more than 130 broadcasts a week are devoted to news and public affairs.

It is this regard for the public interest that forms "a pattern of radio service" that WHN will humbly continue to maintain.

WHN NEW YORK

0 5 0 in your dial

1,000 WATTS IN THE NATION'S #1 MARKET

Represented by RAMBEAU

TODAY

RADIO EXECUTIVES CLUB

N.A.B. DAY

PRINCIPAL SPEAKER:

NEVILLE MILLER

President National Association of Broadcasters

LUNCHEON 12:30 SHARP GOTHIC LOUNGE



HOTEL SHELTON

Lexington Avenue at 49th Street



## COAST-TO-COAST

### —OHIO—

**CINCINNATI**—WKRC's Cornhusker's jamboree opened the Fourth War Loan drive in Norwood, Ohio, last nite raising a total of \$87,750 in war bonds. A pair of nylon hose brought only \$50 where a yodel song brought \$500. Little Joe, WKRC's yodeling star held a note for 53 seconds for the first person to purchase a \$500 bond. The offer brought seven purchasers. Entertainers included Judie and Julie, girls duo; Little Joe; Fiddlin' Red, National Champion Fiddler; Glenn Hughes, Banjo Wizard, and Ezron Aggart master of ceremonies.

### —NEW YORK—

**ITHACA**—"Journeys Behind the News," the educational series for classroom use which interprets day-to-day world events to the younger student, has been renewed by WHCU. Scheduled Tuesdays at 10:10 to 10:30 a.m., it is an excellent example of formal education by radio and serves to make the younger person radio-minded.

### —NORTH CAROLINA—

**CHARLOTTE**—Personnel of WAYS greeted Archie Grinalds of the Blue station relations department when he visited the station last week as the guest of G. O. Shepherd, general manager... Happily renewing his old announcing duties at WAYS the 26th of this month is Tom Knight who has seen active naval service in the meantime.

### —SOUTH CAROLINA—

**COLUMBIA**—Director Ray Furr, announcer Bill Simmons, engineer Scott Helt and operator Clyde McLean are collaborating in the pleasant job of telling WIS' story of how in S. C. "Higher Education Enrolls for Victory." Sixteen institutions of higher education in the state provide material for the sixteen chapters which make up the broadcast.

### —GEORGIA—

**ATLANTA**—Making news at WSB is the appointment of Frank Cason to succeed Mary Caldwell, resigned, as publicity director... Pauline Mozley stepping into the post of Music Librarian vacated by Cason... J. Leonard Reinsch returning from two weeks in Miami to his job of directing WSB, WHIO and WIOD.

### —CONNECTICUT—

**HARTFORD**—In addition to his program managership of WDRC, Walter B. Haase will direct the publicity campaign of Hart-

ford's Fourth War Bond show on Jan. 29... WDRC has received the official commendation of the State Motor Vehicle Department for its promotion of mail-order registration.

### —COLORADO—

**GRAND JUNCTION**—High praise has been accorded KFXJ by Army officials for its recruiting efforts on behalf of the Air Corps Reserves, which have been conducted by Lt. Rex Howell... Tom Page who is producing and directing new farm program "Intermountain Roundup" is the latest addition to station's mike staff... Femme trafficker, Helen Rose, has inaugurated a new program called "The Woman's World" which has been sold to regional drug outfit... Also femme-directed is program head Mildred Fuller's "Women in the News" which has been renewed for a year by local department store.

### —INDIANA—

**VINCENNES**—Facilities of WAOV were the source of the official announcement by Homer E. Capehart, president of the Packard Mig. Co., of his candidacy for U. S. Senator from Indiana... After nine months as staff announcer on WAOV, Neal Van Ells is moving, by way of promotion, over to the parent station, WIRE... Following through on its policy for the past three years at War Loan time, all commercial and sustaining copy of WIRE is being converted to bond-selling material.

### —NEW JERSEY—

**PATERSON**—Station WPAT was visited by former announcer Hal Kosut, now serving as radio operator with the field artillery. On leave from his Mojave Desert station, and determined not to fade out of the home town scene, Kosut took over several newscasts while at the studio.

### —ARIZONA—

**PHOENIX**—New series based upon early history of the small communities surrounding the city has been announced by the program department of KOY-Phoenix. Format will include narration and dramatic interludes done by professional actors. Staffer Daisy Johnson is writing the initial continuity.

### —MISSOURI—

**ST. LOUIS**—Station KXOK announces the appointment of Dr. Bertram L. Hughes as news editor. According to "Chet" Thomas, station manager, Dr. Hughes brings valuable knowledge to his new post, gained from a career of many successful endeavors, which had its start in 1929 on the Cornell station WEAL, now WHCU... Graduating class of the U. S. Navy Electrical School was addressed by news analyst W. R. Wills of KMOX, during the ceremonies held in Kiel Auditorium.

### —TENNESSEE—

**MEMPHIS**—When WHBQ sheds its state of single blessedness, maintained for many years, to become a Mutual affiliate Mar. 6, city loses its last independent station. According to Bob Albury, manager, Mutual shows not previously available to Memphis will now be heard... Dixie Margarine and Scott-Kelly Furniture business has been renewed by the Merrill Kremer Ad Agency.

## Plaudits and Pictures

Radio Daily's

Pictorial Innovation

### "PICTURE OF THE MONTH"

Introduced last week, made a great hit with the broadcasting industry

Scores of picture submissions, telegrams, letters and telephone calls attested to the popularity of this new feature

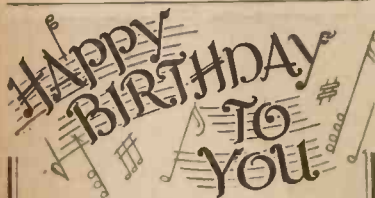
## NOW RADIO DAILY

Announces a New

### "PICTURE OF THE WEEK"

Feature

Every Friday the best photograph selected will be published. Entries will be received until noon each Wednesday. All photographs must be 8 x 10 glossies, with cutlines and credits



January 20

George Burns	Dinty Doyle
Mischa Elman	Vic Erwin
Ed Fitzgerald	Connie Haines
George V. Kelly	Al Rice



# FBI's Director Testifies

## J. Edgar Hoover, By Order From FDR, Refuses Lea Comm. Information On Nat'l Defense, Internal Security

Washington Bureau, RADIO DAILY  
 Washington—J. Edgar Hoover, FBI director, appeared yesterday before the Lea committee investigating the FCC, but he told them almost nothing. Hoover was bound by a directive from the White House to Attorney General Biddle ordering that Hoover not testify on matters relating to the national defense or the internal security. In the absence of authority from Biddle, Hoover refused to produce the text of the President's in-

(Continued on Page 3)  
 — Buy A Bond Today —

## Chicago Stations Report Big Gains

Chicago—Key outlets of the NBC and Blue Networks reported unprecedented business for the year 1943 in figures released yesterday. The reports covered sales of WMAQ and WENR.

For the first time in its twenty-one-year history, station WMAQ, NBC Chicago key outlet, topped the million dollar mark in local and spot

(Continued on Page 6)  
 — Buy A Bond Today —

## Albuquerque Stations Perform Public Service

Albuquerque—When a local emergency with the gas company necessitated curtailing service the Southern Union Gas Company called on

(Continued on Page 6)

## Interview Sec. Hull

Leaders of Congress will visit Secretary of State Cordell Hull for a discussion of foreign policy during the broadcast of "The Department of State Speaks" Saturday, Jan. 29 (NBC, 7:00 p.m., EWT). This is the last of a four-week series in which high officials of the State Department have undertaken to explain to the people the functioning and policies of the department.

## Road Agents

Pistol packin' thugs held up an OWI station wagon early Wednesday morning while the Government car was en route to NBC with short-wave scripts. Vehicle had previously made a delivery at CBS. Urban road agents demanded naval papers from the chauffeur, who reported the matter to the police, after the frustrated highwaymen had driven off without loot.

## Miller Reviews Legislative Needs

Declaring that it is 17 years since the present laws governing FCC were first enacted and that defects have since come to light, Neville Miller, president of the NAB, as guest speaker at the Radio Executives Club, yesterday made a plea for enactment of new legislation, particularly the pending White-Wheeler bill. New legislation was needed, Miller said,

(Continued on Page 6)  
 — Buy A Bond Today —

## NBC Sets Tele Course For Staff Engineers

Post-war development of television is being anticipated by NBC, which has inaugurated a 50-week tele course for its staff engineers, according to O. B. Hanson, vice-president and chief

(Continued on Page 2)  
 — Buy A Bond Today —

## IRE Convention List Announced By Poppele

Attendance at the annual technical meeting of the Institute of Radio Engineers to be held next Friday and Saturday at the Commodore Hotel, New York, is expected to reach the

(Continued on Page 6)

## Stars Volunteering For Bond Campaign

Broadcast participation in the Fourth War Loan Drive continued strong yesterday as NBC reported that Eddie Cantor was set to put on a non-stop 24-hour bond-selling stint on KPO, San Francisco, Saturday, Jan. 29. Plugs and special shows pushed along at a steady clip over the webs and local outlets after three days of War Bond promotion.

Quarter of a million dollars' worth of bonds was sold by the cast of

(Continued on Page 6)  
 — Buy A Bond Today —

## Special "March of Dimes" Broadcast On All Webs

A full hour program titled "America Salutes the President's Birthday" will be carried by the four major networks as the climax of the current "March of Dimes" campaign on Saturday, Jan. 29. CBS has scheduled

(Continued on Page 4)

## Portable Recording Equipment With CBC Radio Men In Italy

## Deems Taylor Resigns As CBS Consultant

Deems Taylor, author-composer and commentator on the Blue's Hall of Fame show, has resigned as consultant on music for CBS. For seven seasons Taylor was intermission speaker on the New York Philharmonic-Symphony Sunday afternoon broadcasts on CBS and also host on Columbia's "Family Hour" programs.

Montreal—Sholto Watt, Montreal Star's war correspondent with the Canadians in Italy cabled the following to his paper: "to be second to a couple of boxes is the experience of two of the senior war correspondents here—Matthew Halton of Toronto, and Marcel Oumet of Montreal, commentators of the Canadian Broadcasting Corporation.

"The boxes, of 70 and 100 pounds, are their portable recording equip-

(Continued on Page 2)

## War Effort Time Up 64 Per cent

Showing a 64 per cent increase in number of hours contributed to war effort during 1943 as compared with 1942, the Blue Network yesterday announced that a total of 1,106 hours and 52 minutes were devoted to war messages the past year. In 1942 the total time was 857 hours and eight minutes.

Stationing time contributed by the Blue Network jumped from 720 hours and 41 minutes, in 1942, to 1,106 hours and 52 minutes, in 1943, an increase of

(Continued on Page 4)

— Buy A Bond Today —

## Public Relations Committee Holds Meet

Public Relations Committee of the Blue Network is holding a two-day session in New York, yesterday lined up material which it will submit to stations during course of the forthcoming District Meetings. Station procedure and other items pertaining to public relation setup will be discussed at the meetings for station

Monday's session will hear Dorothy

(Continued on Page 6)

— Buy A Bond Today —

## Cowles Group Eliminates Hitch-Hike Commercials

Des Moines—In the interest of good programming and uniformity in network, national spot and local service, four Cowles stations will follow CBS lead in eliminating cow-tail and hitch-hike announce-

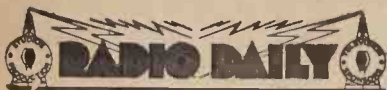
ments. The new policy of KSO and KRNT,

(Continued on Page 2)

## Didn't Discuss Jett

Washington—Although some discussion of the nomination of E. K. Jett to the FCC was expected in yesterday's Republican Senatorial caucus, the subject was not touched. Sen. Wallace H. White of Maine told RADIO DAILY that, although he has heard considerable rumbling among his colleagues, there is no personal feeling against Jett's nomination.





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

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FINANCIAL

(Thursday, January 20)

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.

NEW YORK CURB EXCHANGE

Table with columns: Nat. Union Radio. Columns include Bid and Asked.

OVER THE COUNTER

Table with columns: WCAO (Baltimore), WJR (Detroit). Columns include Bid and Asked.

Quartet's Third Birthday

The "First Piano Quartet," heard Saturdays at 3 p.m. over NBC, begin their third year of broadcasting on Saturday, Jan. 29.

20 YEARS AGO TODAY

(January 21, 1924)

Wendell Hall, the popular radio performer better known as the "Red Headed Music Maker," has made a trip all the way from the West Coast to headline on station WEAF, New York... On a forthcoming program over WJZ, Lyman Beecher Stowe will give his "personal impressions" of Emil Coue.

Experienced radio time salesman for a New York station. Excellent salary, plus liberal bonus arrangement, expense account. Write stating experience in detail, age, draft classification. Send picture. Box 789, Radio Daily, 1501 Broadway, New York, 18, N. Y.

Coming and Going

O. B. HANSON, vice-president and chief engineer of NBC, has returned from Chicago, where he attended the meeting of the Television Broadcasters Assn.

JACK ROURKE, has left for Hollywood, where he will direct the new Horace Heidt program which makes its debut on the Blue Network Jan. 24.

J. W. WOODRUFF, JR., executive manager of the Georgia Broadcasting System, is spending a few days in New York.

CPL. GUIDO SALMAGGI, tenor, son of Alfredo Salmaggi, popular-priced opera impresario, leaves for the West Coast tomorrow. Young Salmaggi formerly was heard from a Hawaiian base over KCMB.

MILTON BACON, narrator on CBS' "Trans-Atlantic Call: People to People," is in Lancaster setting the stage for the forthcoming stanza of the program which will originate in the Pennsylvania city.

JOHN F. PATT, vice-president and general manager of WCAR, has arrived from Cleveland, to attend the industry meetings which will be held next week.

"DUNNINGER," mentalist, off today for Toronto, the first stop on a five-week tour.

CECIL BEAVER in town this week from KARK, Little Rock, Ark., for conferences with the New York representatives of the station.

FRANK WEBB, sales manager of KDKA, Pittsburgh, a visitor yesterday at the headquarters of NBC.

"D" DIRKS, general manager of KTRI, Sioux City, is here from Iowa on a short business trip.

ELAINE CARRINGTON, writer of "Pepper Young's Family" and "When a Girl Marries," leaves today for Fort Lauderdale, Fla.

LEWIS ALLEN WEISS, vice-president and general manager of the Don Lee network, leaves Los Angeles Monday for Santa Barbara, where he will address a joint meeting of the Chamber of Commerce and Rotary Club.

EDGAR L. BILL, president and manager of WMBD, Peoria, Ill., has joined the executive contingent currently in town.

ENSIGN DAVID E. PARTRIDGE, formerly assistant to M. F. Allison, promotion director of WLW, Cincinnati, visiting friends this week at Crosley Square.

HAL SEVILLE, national sales manager of WJE, Hagerstown, up from Maryland on another of his short business trips.

RICHARD STARK leaves for Boston after the "Abie's Irish Rose" repeat on Saturday night. He will appear on Sunday with the "Hour of Charm" group broadcasting from the RKO Theater.

OLGA CUELHO, soprano, is in Newark today to open in the new Vincent Youmans show.

BOB HAWK, KENDALL FOSTER, Wm. Esty agency producer, and MEL SPIEGEL, of CBS Press Information, returned yesterday from Columbus, Ohio, where the "Thanks to the Yanks" folk opened the local Fourth War Loan Drive.

RALPH EDWARDS and his "Truth or Consequences" program entourage are in Dallas, from which point they will air tomorrow's program over NBC as a part of the current Bond-selling tour.

HENRY J. TAYLOR, commentator on the Blue Network, has returned from Europe.

WALTER JOHNSON, sales manager of WTIC, Hartford, Conn., is visiting briefly in New York.

HERBERT MASSE, sales manager of WBZ, Boston outlet of NBC, paid a call yesterday at the Rockefeller Center offices.

Cowles Group Eliminates Hitch-Hike Commercials

(Continued from Page 1)

Des Moines; WMT, Cedar Rapids and WNAX, Yankton, goes into effect immediately. However, in cases in which production and operational problems make the immediate change impossible, accounts are given until Oct. 1 of this year to comply.

While no restrictions will be placed on the number of products any client may advertise within his program time limit, all "simulated" spot announcements, which pretend to be divorced from the program ("such as commercials which precede the introductions of the program itself or which follow its apparent sign-off") are no longer permitted.

NBC Sets Tele Course For Staff Engineers

(Continued from Page 1)

engineer of the network. The course, he said, would be conducted by RCA Institutes, with George Maedel, chief instructor of the Institute, in charge.

Portion of each weekly session will be devoted to a forum period when seasoned members of the NBC tele staff will collaborate with the instructor. Course will emphasize the over-all functioning of television systems, circuits and equipment. As far as possible, lectures will be devoted to the practical engineering problems of television as they apply to operations rather than the intricacies of design.

CBC Analysts In Italy Carry ET Equipment

(Continued from Page 1)

ment, which they have taken continually to the front lines, but they must guard with care, because they realize that while comments can be replaced, the equipment cannot be duplicated.

"The equipment nevertheless, been under shell and mortar fire, has been out with reconnaissance troops, even ahead of the line. the only portable recording unit the sort in this theater. It can be carried in a jeep up to the front two or three weeks. Halton Quimet, during the recent Canadian offensive, never made a record that did not have some unprejudiced background of battle sound. Several such programs have been heard over the BBC, including commentaries, barrages and recording microphone wireless call in tank and mand vehicles during action."

Turn-Tables Included

CBC also has a truck with turn-tables capable of producing finished programs in the field, and no other radio organization can accomplish at present. The portable equipment is in charge of two engineers, Art Holmes of Toronto, chief CBC overseas engineer, who is responsible for its development, Lloyd Moore of Richmond, Quebec and Montreal.

Straus On WOR

Nathan Straus, president of WM New York, will be interviewed on air for the first time since he bought the independent outlet on Beatty's program over WOR morning.

O'Connor, "Dimes" Head, On CBS Show Tomorrow

Basil O'Connor, former law partner of President Roosevelt and president of the National Foundation for Infantile Paralysis, Inc., will publicize the annual March of Dimes fund, when he appears as an armchair detective on "The Adventure of the Scarecrow and the Snow Man" during the Ellery Queen show, Saturday, January 22, at 7:30 p.m., over NBC.

Look at THIS All Night Show

Here's one all night show that isn't designed to kill time. It offers big time, daytime entertainment from midnight to six A.M. W-I-T-H in Baltimore calls it the "Night Owl Club." Wartime swing-shifters are joining in droves. They like the contests, prizes, club memberships and fast-moving, live entertainment. There is news on the hour and news spots are available. \$12.50 a week buys them right across the board.

CKLW BEST RADIO BUY in the DETROIT AREA 5,000 WATTS DAY and NIGHT 800 Kc. MUTUAL SYSTEM

WITH TOM TINSLE President Represented by HEADLEY BALTIMORE



PROGRAM REVIEWS

J. Edgar Hoover's Testimony Limited By Directive Of FDR

(Continued from Page 1)

REPORT TO THE NATION

ponsored by some 140 electric...ies throughout the country, rt to the Nation," heard on CBS...ays 9:30-10 p.m., EWT now has...n Reynolds as the general...in the New York studios, also...narration and interviews as...news. With the multiple pick-...ound the world, many two-way...Continental broadcasts as well...se in this country, the program...y pulls the unexpected from...t, all making for an up to-the-...mixture of news in entertain-...shion.

oday night held a surprise in...Lesueur, network correspond-...England bringing to the mike...ck W. Watson famed as the...r pilot who "buzzed" the Yan-...adium during the World Series...the interview which told of Lt...n's safe return of a shattered...er after he had ordered the crew...l out, a two-way conversation...ard between Watson and Mayor...ardia of New York. LaGuardia...Chicago attending a convent-...or mayors and he "forgave" Wat-...or scaring the daylights out of...seball fans.

ther appearance, at the mike...ne from New York studios was...e Sgt. Marion Hargrove, author...e Here, Private Hargrove" and...returned from duty in China...ove sounded somewhat like his...and Reynolds did a nice job on...nterview. Lt. W. S. LeFrancois...er of the original raiding party...rived at Makin Island in a...submarine in the summer of...nd wiped out the entire garriso...was another "Report to the Na-...guest. The Jap held island has...been captured by a large force...the time of Col. Carlson's Gung...aiders, it was one of the most...g episodes of the war. Con-...e Bennett was also on hand and...of the trials and tribulations of...ag the war effort, one incident...ifornia being particularly good...art from the guests, the news...is a strong one and gives a pic-...of the highlights of the day...estra in the background serves...relief from the straight talk. As...the show is well directed and...to hit all its overseas pickups...on the nose. Which is a credit...aul White who directly super-...the job; Earl McGill directs.

New Assistant Directors Named By CBS Network

pointment of Stephen S. Price...Edward K. Oates as assistant...tors of CBS, was announced by...e Guillotte, manager of net-...operations. Price, before enter-...the Army, was with the inter-...nal press and radio division of...and Oates was formerly affiliated...WINS, New York, producing...directing programs.

structions, although he admitted he...had them with him.

The major portion of the session...dealt with the protracted negotiations...between the Department of Justice and...the FCC over disposition of 214,000...fingerprints of licensed radio opera-...tors and employees of communications...companies. These had been procured...by the FCC in the course of its in-...vestigation to establish the citizenship...of these people, with the understand-...ing that they were to be used for that...purpose only. After attempting to...limit the use of these prints by the...FBI, the Commission finally turned...over the whole batch unconditionally...in June of 1942.

Although he had promised he...would not ask Hoover questions he...could not answer because of con-...siderations of national defense and...internal security, and that if such...questions were asked they would be...inadvertent, Committee Counsel...Eugene L. Garey went out of his way...to embarrass Hoover on every pos-...sible occasion. He pressed just those...questions which he knew Hoover was...unable to answer, then insisted that...Hoover report he could answer them...but for the President's directive.

Hoover Refusals Constant

Garey, following his usual tactics...of presenting the evidence and using...the witness merely to corroborate...evidence presented by Garey, appeared...to be pleased by the White House...order and cleverly contrived to make...his case against the Commission...stronger by virtue of what Hoover...could not say than if the FBI chief...had been able to speak freely.

The session was marked by con-...stant refusal of Hoover to answer...Garey's questions. Garey asked first...if Hoover was acquainted with the...case of Alfonso Lombiasi, dismissed...from WCOP, Boston, on suspicion of...Fascist leanings. Although Hoover...would not say whether the FBI was...responsible for ordering Lombiasi...off the air, Garey declared the FCC...did do so and that an attempt was...made to lay responsibility at the...door of the FBI. He said FBI had...investigated Lombiasi and not found...evidence of subversion, and that...Garey's own staff had investigated...Lombiasi and found nothing wrong...with him. Hoover refused to answer...questions concerning this case.

Lea to Ask Explanation

Chairman Clarence F. Lea declared...that the law regarding testimony...before Congressional committees is...vague, and that exemptions from...answering questions have been...granted the executive department...for 140 years in cases where the...national security is involved. Noneth-...less, he continued, the White House...cannot by a blanket order shut the...committee off entirely from infor-...mation. He later said he will demand...an explanation from the White House...or the Department of Justice.

Rep. Hart (D.) N. J., declared that...there is something nebulous" about

a witness coming before the commit-...tee with advance instructions that...what he will be asked should not be...answered. Only one question had...been put to him when Hoover spoke...of the Presidential directive, said...Hart, and he failed to see how Hoover...could make a general statement that...he could not answer certain ques-...tions.

Hoover will return to the stand...next Tuesday, and the Attorney Gen-...eral is now trying to decide whether...the Presidential directive may be...made public. Hugh Cox, assistant...solicitor general who was at Hoover's...elbow to advise him yesterday which...questions he could not answer, told...RADIO DAILY that he does not know...whether the directive will be made...public, but it is likely that insis-...tence by the committee will result...in its being released.

First Sought in 1940

The FBI first sought the finger-...prints in question from FCC in June...of 1940 when a Commission employ-...ee said he thought they could be...turned over and would take the mat-...ter up with the Commission. Garey...produced correspondence beginning...a year later to the effect that the...FCC could not turn the prints over...to the FBI without committing a...serious breach of faith. Here Hoover...admitted under questioning that...he thought radio operators were in...positions where it is essential that...their loyalty be undoubted, and that...he was anxious to obtain the prints.

Hoover refused to discuss the FCC's...agreement with the labor unions that...these prints were for FCC use only...which was the basis of the refusal...by FCC to turn them over.

Garey then read more than a dozen...letters between Hoover and Biddle...on the one hand, and Fly on the...other. Included also was a letter...from T. J. Slowie, FCC secretary, dated...October, 1941, in which Slowie...enclosed one fingerprint card. He...explained that the Commission had...found a duplicate card on this in-...dividual and assumed that the in-...dividual had voluntarily provided...two cards in order that one might...go to the FCC.

Biddle Letter to Fly

Early in January, 1942, Biddle...wrote Fly inquiring about the delay...in agreeing to send the prints. Fly...had earlier agreed to go over the...matter with the labor leaders, and...Biddle was worried by the delay. "The...situation," wrote Biddle, "has ma-...terially changed," referring to Pearl...Harbor, and the Attorney General...said there was evidence that infor-...mation had gone to the enemy from...this country via radio. Hoover...affirmed this. Biddle closed his...letter with a plea to Fly to "please...think this over. I should hate to...have something serious happen which...might so easily have been avoided."...Fly informed him three days later...that two union leaders opposed...handing over the prints.

A week later Fly wrote Biddle,

AGENCIES

MIFFLIN CHEMICAL CORPORATION...of Philadelphia, manufacturers...of Miffin Rubbing Alcohol, announces...the appointment of the New York...office of The Joseph Katz Company...to handle its advertising. J. A...Richards, sales promotion manager...of Executone, Inc., manufacturers...of inter-communication equipment...announce the appointment of the...New York office of the same agency...to handle its advertising.

IRVING LEVY, formerly with...Ruthrauff & Ryan, has joined the...creative staff of Franklin Bruck...Advertising Corp., New York.

NORMAN D. WATERS AND AS-...SOCIATES have been named as...advertising counsel to Alice Stuart...Inc., manufacturers of blouses.

WELCH GRAPE JUICE COM-...PANY, which through H. W. Kastor...& Sons, is a leading radio advertiser...is celebrating its 75th anniversary...this year.

making plain the point that although...the union officials were sincere in...their patriotism, they felt that hand-...ing over of prints obtained under...their agreement with FCC would be...discrimination against labor. He...said they have agreed to turn the...prints over provided they are used...only in the interest of national...security. The FCC, he said, insists...that the results of the investigation...be furnished the FCC, that after...the prints are checked they be...returned, rather than placed in...the FBI's permanent criminal files...and that the investigation be con-...fined to national defense and security...activities. The Commission insisted...that discovery of past misdemeanors...not be made available to employers...or other government agencies unless...the national security were involved.

Garey Sarcastic

In the midst of reading this letter...Garey remarked acidly, "this sounds...more like a political speech than...like a letter," to which Chairman...Lea shot back, "Mr. Garey, don't...you think it would be well to cut...out your comments?"

Garey, with his usual lack of...respect for the committee members...answered, "I don't think it very...important if the Commission needs...protection, it'll doubtless issue...a press release during the day."

Garey clashed several times with...Hart also, regarding questions he...had put. Biddle offered to meet...the first of the three conditions...put by Fly in the letter mentioned...above, but not the second and third...He pointed out, among other things...that as filed by the Commission...alphabetically by name, the prints...were virtually useless for FBI...purposes and would have to be...reclassified by type.

Eventually the FCC gave way...and the prints were turned over...It was brought out by Garey that...about 50,000 of them had been im-...properly taken and were useless...The Commission yielded however...under protest.



LOS ANGELES

By RALPH WILK

**O**UR Passing Show: Don E. Gilman, Sid Strotz, Phil Carlin, Tracy Moore, Murray Grabhorn, Leo Tyson, Raymond R. Morgan, John Masterson, R. E. Messer, Lucille Hobson, Louis Quinn, Norman Blackburn, John Swallow, Kevin Sweeney, Milt Samuel, Noel Corbett, John Reddy, Joe Donahue, James McCleery, Myron Elges, Whila Wilson, Nort Mogge, George Wessels, Cy Nigg, Ed Barker, Carl Pierce, Eric Campbell, Lloyd Hoffman, Leo Solomon, Allan Woods and Fred Becker at cocktail party given by Tom Breneman to celebrate fourth anniversary of "Breakfast At Sardi's."

Royce L. Martin, president of the Electric Auto-Lite Company of Toledo, arrived in town for meetings with Ronald Colman, star of company's new "Everything for the Boys" show, and Arch Oboler, writer-producer of the series, via NBC.

Dave Street, featured vocalist on the Joan Davis program with Jack Haley, Thursdays-NBC, has been signed to a long term contract to make recordings exclusively for Victor.

Don Otis, who recently joined KMPC in the capacity of program director, has started a new program over that station. It's called the "Swing Shift" and features the music of the nation's top dance bands. The show is on the air every day, Monday through Friday from 4:05 to 5:00 p.m.

Dennis Day's new series of recordings for Capitol Records has just been completed, and an album featuring popular ballads of the past will shortly be released.

Special "March of Dimes" Broadcast On All Webs

(Continued from Page 1)

the show from 11:15 p.m., to 12:15 a.m., EWT.

The program, originating in four cities, will feature such stars as Lily Pons, Frank Sinatra, Paul Whiteman, Dinah Shore, Bob Hope, Frances Langford, the United States Marine band and the Air Forces Flying Training Command band under Major Eddie Dunstedter.

From New York will come Lily Pons singing "The Star Spangled Banner"; Paul Whiteman's orchestra playing the President's birthday ball at the Waldorf-Astoria and a brief talk by Basil O'Connor, president of the National Foundation for Infantile Paralysis.

No Replacement For Lynch

No replacement has been made for Tom Lynch, former time buyer for William Esty & Co., who recently switched to Grant Advertising as media director along with a number of other Esty staffers, it was learned yesterday. Lynch's duties have been taken over by Jack Esty, head of space and time buying for the ad agency.

MAIN STREET

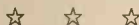


Reporter At Large . . . !

● ● ● Something new not only has been added to Radio, but a 'something' that can apply only to the broadcasting industry . . . we're referring to the birth of a new procedure in the field of survey . . . and there's but one name for this novelty . . . Kitchen Krossley . . . let's explain . . . Private Dick Pack, stationed in the Public Relations Office at Mitchel Field Army Base and scripiter for that outfit's G.I. show, "Wings Over New York," heard every week over WNEW, exhausted by many hours of hard labor in order that the initial program be successfully launched, tumbled into his bunk: no sooner had he fallen asleep, (at least that's the way it seemed, avers Pack) then he was not so gently awakened by the top kick with the most unmusical of all G.I. words, "Get up, soldier, you're on K.P." . . . during his session with pots and pans, Dick's co-spuds peelers, unaware that the program was authored and directed by Pack, offered suggestions, criticisms, etc. which, coming from about 40 or 50 lads, who had occasion to enter la salle des gendarmes de cuisine (look he speaks French) . . . turned out to be nothing else but a Kitchen Krossley . . . but here's the pay-off . . . when Lt. Fred Pederson, Dick's boss in the PRO and supervisor of the program, heard of the first-hand suggestions and criticisms offered Dick while on K.P., he offered to phone Capt. Jack Elgart, the Squadron Commander and fix it so that Pack might be given K.P. duty every morning after the broadcast in order 'to take advantage of this unique opportunity of sampling audience reaction so quickly and completely' . . . but Pvt. Dick Pack politely nixed the idea . . . he felt that he could do without the weekly opinions of his buddies, as regards the show, "Wings Over New York" . . . "besides," adds, Pack, former WOR Publicity head, "K.P. twice a month is plenty."



● ● ● Fred Bethel, producer-director for Foote, Cone & Belding, leaves for Hollywood Sunday to take charge of the Dick Haymes "Bourjois" CBSongfests which will emanate from there during the filming of Dick's next flicker . . . Don Phillips, WMCannouncer and newscaster, en route home last Sunday, was attacked by four hoodlums on Roosevelt Ave., Jackson Heights . . . when a right cross by Phillips connected with the glass chin of the ringleader, the others took to their cowardly heels . . . the heels . . . Cliff Carpenter goes into the Army within two weeks and so director Cyril Armbrister will hold auditions to find his successor as "Terry" in the Blue Net's "Terry and the Pirates" . . . Athena Lorde, born and bred in Gotham, has never lost a competitive audition for a Greek, Italian or Chinese part . . . A low bow to CBSongstress Joan Brooks who makes personal appearances every Sunday at successive hospitals for wounded vets . . . this week she goes to the English General Hospital, Atlantic City . . . Basil O'Connor, former law partner of President Roosevelt and head of the National Foundation for Infantile Paralysis, Inc., will "double in brass" when he appears tomorrow on the "Ellery Queen" whodunit . . . before trying to solve the mystery, as guest arm-chair sleuth, Mr. O'Connor will make a plea for listeners' support of the current "March of Dimes" campaign . . . Johnny Long's Orchestra, following a month's stay at the local Paramount goes into the Hotel Sherman, Chicago, next August . . . Lon (Miller Music) Mooney's "Mairzy Doats" will make the Hit Parade within the next three weeks . . . in 10 days, without recordings etc., the Hoffman-Livingston-Drake novelty sold over 120,000 copies.



— Remember Pearl Harbor —

CHICAGO

By BILL IRVIN

**C**HARLES IRVING has been signed as quiz master for the "Corona Quick Quiz," which will make a bow over the Blue Network Saturday, January 29, from 9:55 to 10:00 p.m. EWT. Irving replaces Charles Lyon who was originally slated for the emcee spot. Listeners will have chance to test their wits on eight questions during the five-minute spot. Listeners submitting sets of questions which are used will receive a \$10 war bond. Esquire, Inc., sponsor of the show, also has announced a change of title in its Monday through Friday program. It is to be called "Corona Story Teller" with Marvin Mueller in the story-teller role. The program will occupy the same five-minute spot 9:55 to 10:00 p.m. as the Saturday quiz. Schwimmer and Scott is the agency.

Christy Flynn, WBBM engineer, has replaced Holly Pearce as the station's traffic manager. Pearce was inducted into the Army last week. Flynn has been with WBBM for 10 years handling field and studio broadcasts.

Nelson Olmsted, NBC story-teller, is under consideration for a Sunday afternoon show, along with commentator Upton Close and Dr. Roy Shiel and his orchestra.

Jack Fascinato, arranger for the Dinning Sisters, this week reported for duty with Uncle Sam's Navy.

Fred Reed, WIND-WJJD publicity director for the past year, leaves that post the end of this week to return to the Cary Ainsworth Advertising Agency in De Moines.

Lulu Belle, National Barn Dance star, has been in Cincinnati this week as guest of WLW where she and her partner, Scotty, teamed up and broadcast for two years early in their career.

Blue Web War Effort Time Up 64 Per Cent

(Continued from Page 1)

54 per cent. Time contributed by sponsors on the Blue in 1943 was 296 hours and 43 minutes, compared with 136 hours and 27 minutes in 1942.

Figures for the war effort report were compiled bi-monthly by the program analysis division, headed by Doris Hastings, under the supervision of research manager Edward Evans.

ANNOUNCER WANTED

50,000 Watt, MIDWEST STATION has place for experienced announcer. Give name, address, age, draft status, complete history of radio experience including stations and types of programs handled. Send photograph and state salary expected. Box 791, RADIO DAILY, 1501 Broadway, New York, 18, N. Y.



# **NEWS WHILE IT'S NEWS**

## **DAILY F M COVERAGE**



Two days of on-the-spot news coverage will be reported by RADIO DAILY's staff at the FM convention. A complete record of the activities at the various meetings will appear in RADIO DAILY, each day of the convention for readers in attendance as well as those who are unable to attend.

## **TODAY'S NEWS TODAY**



### **JANUARY 26th—27th**

### **Commodore Hotel—New York City**



## Chicago Stations Report Big Gains

(Continued from Page 1)  
sales billing during 1943, it was announced this week by Oliver Morton, local and spot sales manager of the NBC central division.

That 1943 would be a championship sales year was evident early in the season when the first quarter's report indicated a 45 per cent bounce over the same period in 1942. At the half-way mark, sales were still maintaining a pace of 45.9 per cent better than the previous year, and the nine month record reflected a cumulative average of 45.4 above 1942. The final quarter report for 1943 did not reflect such a wide gain over the last three months of 1942, since that particular period was the best quarter for local and spot billing up to that time in WMAQ history. The station ended the year, however, with a 38.9 per cent increase over 1942, its best previous year.

The revenue of WENR, during 1943 was the highest in the history of the station, it was reported by Gil Berry, WENR sales manager.

In reviewing the year just ended, Berry disclosed that substantial increases in revenue were noted each month and that for the 12-month period, WENR showed a gain of 166.1 per cent over the total 1942 sales.

Berry reported that during the first quarter of 1943, sales figures showed a gain of 185.2 per cent over the first three months of 1942 and an increase of 149.2 per cent was noted in the second operating quarter as compared to second three months in 1942.

"The third quarter brought out a 167.7 per cent increase over the corresponding 1942 period and the final three months of 1943 was marked by a 165.4 per cent gain over the last three months of 1942," explained the WENR sales manager.

In explaining the reasons for the station's fine showing during 1943, Berry pointed to 10 new period advertisers, an added amount of spot announcement revenue and the renewal by several clients of 1942 pacts.

## NAB Public Relations Committee Holds Meet

(Continued from Page 1)

Lewis, of the NAB report on five phases of her work for the association, including Women's Activity, Children's Programs, Radio Councils, Education, etc.

The transcription, "Report on Radio," will be heard; the NAB Program Managers Committee has already endorsed it. This 15-minute disk is a narration by Kate Smith and Ted Collins, based on an advertisement written by Raymond Rubicam and through CBS was developed as an institutional promotion item for radio.

Westinghouse's film, "On the Air," will be viewed by the P. R. Committee. All members of the committee are in attendance with the exception of Frank Russell and Lawrence McDowell. Sheldon Hickox, Jr., of NBC attended for Russell.

## Miller Asks New Legislation; Calls Present Laws Outmoded

(Continued from Page 1)

to more clearly define the actual duties, limitations and procedure of the FCC. Only one amendment has been made to the Communications Act, which was in 1934, but nothing since to care for developments fitting present needs, Miller pointed out.

Miller explained that the need for new procedure was especially great in the method of licensing and brought out testimony that originated during course of the hearings in the Cox committee investigation of the FCC. This was in connection with alleged intimidation of foreign language outlets which had employees not desired by the OWI. Miller cited other cases where he believed the FCC acted arbitrarily and in discriminating manner.

Relative to the White-Wheeler measure, Miller said there were some 16 clauses, many dealing with new method of procedure for the FCC. He also pointed out the necessity for redress or hearing in the courts when an FCC decision adversely affected a licensee or a proposed licensee. In this connection he mentioned the KOA-WHDH case and the Mount Wilson site application.

Status of newspaper ownership of stations was also mentioned as an instance of selectivity in deciding who shall and who shall not own stations, all of which he said should not lie arbitrarily with the FCC, especially if

pioneer broadcasters were to be kicked out and newcomers installed. Other specific cases and instances were cited by Miller to show the need for legislation and take the broadcaster out of the shadow of constant fear regarding his license renewal.

Beth Black, vice-president of the REC, presided due to the absence of Murray Grabhorn, out of town on a business trip. On the dais were Lew Avery, head of the NAB's retail promotion and advertising bureau; Dietrich Dirks, of the NAB Public Relations committee; also Edgar Bill of the same committee; Willard D. Egoft, assistant to the president of NAB; Beth Black, Miller and Brad Reynolds, CBS singer who sang the National Anthem.

### Out of Town Guests

Out of town guests included: John F. Patt, of WGAR, Cleveland; John Outler, WSB, Atlanta; Harold Essex, WJSJ, Winston-Salem, N. C.; Walter Johnson, WTIC, Hartford; H. S. Jacobson, KXL, Portland, Ore.; James Woodruff, WRBL, Columbus, Ga.; Ben Ludy, WIBW, Topeka; George D. Coleman, WGBI, Scranton; Hal Seville, WJEJ, Hagerstown, Md.; Craig Lawrence, KSO-KRNT, Des Moines; John T. Carey, WIND, Gary, Ind.; Henry V. Seay, of WOL, Washington, D. C.; Ed Twamley, of WBNB, Buffalo and Cecil Beaver, KARK, Little Rock, Ark.

## IRE Convention List Announced By Poppele

(Continued from Page 1)

2,000 mark, according to J. R. Poppele, organization spokesman and chief engineer of WOR, New York. About half of those attending the convention of Frequency Modulation Broadcasters, Inc., Wednesday and Thursday at the Commodore, are anticipated to stay over for the IRE meet. A partial list of advance registrations at the hotel at the present time for the IRE meet follows:

### Registration Roster

Benjamin Adler, manager, eastern district apparatus sales, RCA Manufacturing Co., New York; E. E. Alden, engineer, WIRE, Indianapolis; Raymond G. Anthes, electrical engineering department, University of Toronto, Canada; Richard K. Blackburn, chief engineer and assistant manager, WTHT, Hartford, Conn.; Arthur B. Bromwell, assistant professor of engineering, Northwestern Technology Institute, Evanston, Ill.; A. N. Curtiss, division engineer, electrical design, RCA Manufacturing Co., Indianapolis; T. B. Dally, special problems engineer, sound department, Paramount Pictures, Hollywood, Calif.; Carl F. Daugherty, chief engineer, WSB, Atlanta Journal Co., Atlanta; representative of Electronic Mechanics, Inc., Clifton, N. J.; Lt. Benjamin A. Fisher, USNR, electrical engineering department, U. S. Naval Academy, Annapolis; Capt. Lawrence J. Giacometto, Sig-

## Albuquerque Stations Perform Public Service

(Continued from Page 1)

radio stations to notify the public. Both KOB and KGGM co-operated. As a sequel the gas company carried a newspaper ad of gratitude. The text read: "Within a few minutes after the local radio broadcast Monday, gas consumption in Albuquerque was voluntarily curtailed approximately 70 per cent, permitting repairs to a main line valve and preventing a prolonged shortage."

nal Corps Lab., Red Bank, N. J.

Also C. E. Gustafson, vice-president, Zenith Radio Corp., Chicago; Oscar C. Hirsch, president, KFVS, Cape Girardeau, Mo.; Louis Holzman, president, Louis Holzman, Ltd., Montreal; Roger W. Hodgkins, chief engineer, WGAN, Portland Broadcasting System, Inc., Portland, Me.; Clyde M. Hunt, chief engineer, WJSV, Washington, D. C.; Hartley Hunter, Canadian Westinghouse Co., Ltd., Hamilton, Ont.; E. K. Jett, chief engineer, FCC, Washington, D. C.; Walter R. Jones, commercial engineer, Sylvania Electric Products, Inc., radio division, Emporium, Pa.; Mr. and Mrs. J. F. Jordan and Mrs. A. F. Knoblauch, The Baldwin Co., Cincinnati; A. Josephson, RCA, New York; Frank A. Kieringer, chief engineer, WFMJ, Youngstown, O.; John D. Kraus, Radio Research Laboratory, Harvard University, Cambridge, Mass.

## Stars Volunteering For Bond Campaign

(Continued from Page 1)

"Mirth and Madness," NBC daily morning program, in a one-night stand at the Cove Theater in Glen Cove, N. Y., this week. The new sonovox articulation of "Buy War Bonds" has been stepped up to a dozen times a day.

Carole Landis will emcee two CBS bond shows, titled "Recreation Hall from Hollywood Sunday, Jan. 23 at 8:30, from 8 to 8:30 p.m., EWT. Opened with Minerva Pious and Lud Gluskin's orchestra, will be heard from Camp Haan, Riverside, Calif., where three servicemen, each a former entertainer, will complete for War Bond prizes and a dinner date with Carole.

Columbia's "Night Clubs for Victory" series from New York goes to the Stork Club Monday morning 12:30 to 1 a.m., EWT (Sunday night). Guests for the bond-promotion visit to Walter Winchell's favorite spot include Jimmy Durante, Dudley Digges, Martha Scott, Morton Downey, Harry Hershfield, sportswriter Ben Considine, columnist Lee Mortimer and Celeste Holm, singing star of the Broadway hit, "Oklahoma."

Three regular Blue Network shows have already been set for the week "Radio Bond Day" on Sunday, Feb. 13, when every program will be dedicated to the sale of War Bonds. Overseas and domestic reporters will make direct appeals for bond purchases on "Blue Network Correspondents at Home and Abroad" and the "Weekly War Journal." Children's show, "Coast-to-Coast on a Bus," will feature kids making a plea to the parents to invest in War Bonds as future safeguard. Plans are underway for a special bond airing of Philco's "Radio Hall of Fame," originating in Philadelphia on the same day.

John L. Sullivan, assistant secretary of the Treasury, has been scheduled to speak in behalf of the Fourth War Loan over CBS Sunday, Jan. 30, at 1:45 p.m., EWT. Mutual will carry an appeal by Eric Johnston, president of the U. S. Chamber of Commerce Monday, Feb. 14, from 6:15 to 6:45 p.m. Mrs. Henry Morgenthau, Jr. will be interviewed by Mrs. James Doolittle, wife of the flying general Friday, Feb. 4, on "Broadway Melodrama" over CBS.

## Finlay Named Manager Of Canadian Station

Montreal—James R. Finlay, former senior producer at CBC's Toronto studios, has recently been appointed to the newly-created post of manager of CBL. Finlay, who has been responsible for many of the corporation's most notable broadcasts, began his radio career in the technical field with Canadian Marconi in Montreal, and joined the program department of CBC at Vancouver, 1937. He was born in England where he received his early education before coming to Canada in 1927.



# ★ ★ ★ COAST-TO-COAST ★ ★ ★

### — CALIFORNIA —

**FRANCISCO**—From KPO's hike, to Coast Guard-ing, to operating a Market Street trolley, is the routine of Russell Snow, out of which he has nothing to do commute to his home and family Berkeley... Also making news as an actor is Art Linkletter. Programming three major programs for KPO, WNBC, handling a couple of local jobs, and acting as moderator for the season on the weekly Town meetings, completes the cycle.

### — TEXAS —

**SAN ANTONIO**—"People and Places" is the title of a new quarter-hour program Monday through Friday, presided over by Phil Hopkins, station news chief, sponsored by the San Antonio Express and San Antonio "Evening News." Highlights of Hopkins broadcasts are "seen" in sponsor papers' picture sections... The station's facilities are in heavy use by the Star Brewing Company which is daily godfathering four quarter-hour programs, together with spot schedule.

### — PENNSYLVANIA —

**PITTSBURGH**—Fans of Bill Hinds, star KDKA mikeman, had a chance to see the voice the other day when Bill did his stuff in a window display at the Gimbel department store in connection with the Westinghouse Christmas exhibit. Bill does a Gimbel-sponsored newscast week-day mornings... Fanny Farmer Candies has increased participation on station's "The Forum" for nine months... The station's one-minute spots have been taken by International Salt.

### — CONNECTICUT —

**HARTFORD**—WICC reports a scoop of second broadcast by May Bradshaw on her 11:15 broadcast recently. Call of a local matron resulted in sale of a diamond... Bit of glamour will depart the station when Shirley Burr leaves reception desk to return to her home of Norwalk. Jean Bromley will come to WYAB's transmitter to take Shirley's place... After tussle with la grippe, Ken is back at his morning stint... Engineer Floyd Jones home on fur wearing a major's gold leaf.

## PICTURE OF THE WEEK



Sells Photo—Topeka

*When Ben Ludy, general manager of WIBW, Topeka, tested the patriotic spirit of listeners by asking them to re-mail empty shipping boxes used in a direct mail campaign, the result was an avalanche of boxes in the interest of paper conservation. So to WIBW goes RADIO DAILY's first "Picture of the Week" award for providing us with the best topical picture of the week. Each Friday, RADIO DAILY, will present the "Picture of the Week" chosen from the week's photograph submissions.*

### — INDIANA —

**FORT WAYNE**—Harold Clark of the WOWO-WGL continuity staff is dipping the pen again and "Happy Herb Hayworth" back at emceeing the "Famous Hoosier Hop." Both have been on the sick list... The Parent-Teachers Association is currently presenting a program over WOWO for local mothers on child care and child problems... After three years of newscasting for WOWO-WGL, Bob Sherman decided to make a change. He is now with the Radio Division of the UP in Chicago.

### — NEBRASKA —

**OMAHA**—The Department of Labor's national committee for manpower conservation is sponsor to new weekly series over KOIL titled "War Production and Workers' Safety"... Extended from 6 to 6:15 p.m. is the broadcast time of station KOWH. Further lengthening is looked for next month... Breakfast broadcast series has been reopened on KOWH by Jean Sullivan. Sponsor, the Nebraska Clothing Co., plays host to guests appearing on program at a Blackstone Hotel breakfast prior to the broadcast which emanates from there.

### — TENNESSEE —

**MEMPHIS**—Variety in sponsorship as well as program content is to be noted in connection with "Battle of the Bands," a WMPS afternoon feature. Recorded show is heard for Malco Theater and Memphis Military Tailors... Outlet is using an unusual kind of service in connection with the Mulford Jewelry Company account. With only a short mention of the sponsor, from 40 to 60 or more bulletins are broadcast during the week. Newsworthy material determines number, but 40 are guaranteed.

### — NEW YORK —

**NEW YORK**—Wedding bells rang out at WNEW recently when Rita McDermott of the continuity department became the bride of Ensign Edward Souweine, home from Australia... Spreading his radio wings is WNEW's singing discovery, Dick Brown, with new program over WOR sponsored by Edelbrew Beer. Program titled "Keep Ahead" is in addition to his regular WNEW periods... News head of the outlet, Sidney Walton, will take over the role of Moderator on the Friday night Round Table which Algernon Black has given up.

### — PENNSYLVANIA —

**PHILADELPHIA**—WIBG is airing five nights a week a first-of-its-kind program in the vicinity, on which Dr. Franklin, radio personality and social worker, answers selective service and allied questions sent in by listeners. Sponsor is Morris Plan Bank and participating as source of answers is the Red Cross Home Service Bureau... According to Douglas Arthur who conducts the poll in connection with his Danceland program on WIBG, Captain Glenn Miller's orchestra is Philadelphia's choice.

### — OHIO —

**DAYTON**—"The Crusade for New World Order" is the title of a new program to premiere over WHIO, Jan. 22 at 1:30 p.m. Interesting personalities of national and international note will be featured... Also new on the station's air waves is "Unity Viewpoints," narrated by Priscilla Page daily except Sunday at 3:30 p.m... Arranged for by WHIO's special eventers, the Fairmont High Girls' Glee Club will be heard in a half-hour of chorals and solos, Jan. 22 at 1 p.m.

### — MASSACHUSETTS —

**BOSTON**—WCOP announces inauguration of a new series intended for service men of the vicinity. Programs will include talks by notables, the music of Ruby Newman's band, and radio visits to city's nite spots... When movie star interviews interviewer, that's news—according to listener-opinion on WCOP. So the "Girls About Town" (Sal and Trudy) found, when a femme movie star and femme cartoonist reversed the order recently, and questioned them... Making farewell rounds is Charles Francis Hawkins, control man at the outlet, prior to putting on the khaki.

### — MINNESOTA —

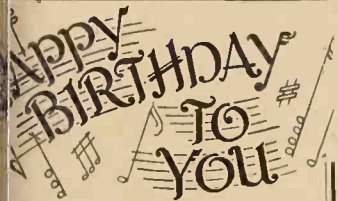
**MINNEAPOLIS**—WCCO's production department is now counting one head less. Doug McNamee (Lieutenant, j.g.) has left for Tucson after receiving his commission in the U. S. Naval Reserve... And the technical staff was increased by the addition of Charles Kunze, apprentice, whom the Naval Air Corps honorably discharged a short while ago.

### — MISSOURI —

**ST. LOUIS**—Station Manager Merle S. Jones of KMOX, gave all hands an enviable treat when he arranged for a private showing in the station's auditorium of "War Department Report," official documentary film... Al Bland's "Mose" has named the twins Lot and Ditto. 5,000 suggestions coming out of 36 states made selecting names a tremendous undertaking at KMOX.

### — NEW JERSEY —

**NEWARK**—As a feature of its participation in the Fourth War Loan drive, station WAAT will air its world and local news from a display window of the Bamberger department store. Shoppers and employees in the store will also hear the newscasts by way of a public address system at the store. Newark papers are telling about the event.



January 21

- |                  |                |
|------------------|----------------|
| Smith Bollen     | Sam Faust      |
| Harding          | Elizabeth Hart |
| Charlotte Manson | Murel Pollock  |
| Eileen Barry     |                |
| Ellen Prescott   | George Putnam  |
| Eileen Reis      | Carveth Wells  |





History of Communications Number Three of a Series

## PRIMITIVE COMMUNICATIONS



MODEL T-30-S  
THROAT MICROPHONE

An early communications instrument was the Tom-Tom—to prove its efficiency, it is still used by the natives of Africa. Tom-Tom signals are “Beat out” along jungle lined rivers, but even then distance is a handicap, and “repeater” stations are many.

Like all means of communications, other than voice communication, translation of coded signals must take place in which additional skill is required, and another chance of error is presented. As in the case of the Tom-Tom beater: knowledge of the Tom-Tom code was restricted to a special family within the tribe, and was handed down from generation to generation.

Today, Universal Microphones in the hands of the fighting men of the Allied Armed Forces are performing a simple but vital need in electronic voice communications where their quality and efficiency are bringing us one step closer to victory.

< Model T-30-S, illustrated at left, is but one of several military type microphones now available to priority users through local radio jobbers.

**UNIVERSAL MICROPHONE CO., LTD**  
INGLEWOOD, CALIFORNIA







# RADIO DAILY

The National Daily Newspaper of Commercial Radio and Television



26, NO. 16

NEW YORK, N. Y., MONDAY, JANUARY, 24, 1944

TEN CENTS

## Wheeler Seeks Opinions

### Issues Statement On the FM Situation

Official statement of policy on FM radio was issued by NBC through the medium of a statement which seeks to clarify the situation from the viewpoint of standard broadcasting and television as well. Statement is interpreted as an assurance to the affiliates at the network and its engineering corps has not overlooked any development standing by ready to ride any new development as soon as considered feasible.

It is explained that FM has been

(Continued on Page 4)

— Buy A Bond Today —

### Broadcasters, Inc. Consider New Members

When more applications for membership in FM Broadcasters, Inc., have been received, according to President Walter J. Damm. Incoming group will total the total of FMBI enrollment about twice the number that existed at the outbreak of war. New members, whose applications will be passed upon by the FMBI directors during the annual convention on Wednesday and Thursday at the Commodore Hotel.

(Continued on Page 6)

— Buy A Bond Today —

### Codyear Signs Pidgeon For New Show On CBS

Walter Pidgeon, plus guest stars, has been selected for "The Star and the Story," a new show by Codyear Tire and Rubber Co. to be broadcast on a CBS network Sunday, January 29, 8-8:30 p.m., EWT. Dramas will be presented, in the form of adapted plays, and stage successes in which the

(Continued on Page 2)

— Buy A Bond Today —

### Easter Preview

Don Reid and Harry Tobias have written a new song "Easter With a Promise" which holds promise of popularity in popularity "Easter Parade," a perennial favorite. Tune was originally written for an Air Force show and recently was accepted for publication by Harry Link of Leo Feist. "Easter Parade" is one of the most popular songs written since the first World War.

### Another Try

On the eve of the date being set for the annual NAB convention, which will probably be held in New York the week of April 9, another move is reported to unseat President Neville Miller. Understood the same group of directors which called the last special board meeting has called one to be held in Chicago Feb. 2. J. Harold Ryan heads the list of presidential prospects, according to reliable sources.

### Drugs And Cosmetics Lead CBS Accounts

In a general advance in virtually all industry classifications as to expenditures over CBS network in 1943, Drugs and Toilet Goods topped the list with gross billings of \$15,130,604, passing Food and Food Beverages which stood at \$12,863,131. Cigars, Cigarettes and Tobacco, was a strong third, with \$7,479,342. Thus three in-

(Continued on Page 6)

— Buy A Bond Today —

### RCA-Victor Officials Get New Assignments

Personnel shift at RCA Victor Division has transferred J. M. William, record advertising director, to a war-work post with the company. Until Williams completes his assignment, J. L. Hallstrom, merchandise manager, will pinch-hit for him in addition to retaining his other duties.

Another change brings James

(Continued on Page 2)

### Chairman Of Senate ICC Holds Meeting On New Radio Law; Morris L. Ernst And Norman Thomas Consulted

Washington Bureau, RADIO DAILY

Washington—Chairman Burton K. Wheeler of the Senate Interstate Commerce Committee has been conferring with a number of people from beyond the radio industry in regard to the new radio legislation his committee is scheduled to bring forth soon. Recently he spent the better part of a full day with Morris L. Ernst, prominent New York attorney and an official of the American Civil Liberties Union, and he has conferred also with Socialist Leader Norman Thomas, among

(Continued on Page 7)

— Buy A Bond Today —

### Detroit Station Upheld By Court

Detroit—The right of a radio station to cancel a sponsor's program when the program tends to promote discord among listeners was upheld by Circuit Judge Joseph A. Moynihan of the Wayne County Circuit Court in the case of WJBK and the Polish Unionists Radio Hour Association.

WJBK had maintained the right to

(Continued on Page 7)

— Buy A Bond Today —

### Radio Still In High Gear In 4th War Loan Campaign

Radio's high-powered contribution to the Fourth War Loan Drive moves into a second busy week of bond-production activity with spots and special airings on the nets and local outlets.

From New York CBS, in co-operation

(Continued on Page 5)

— Buy A Bond Today —

### Stage And Film Shows Buy More WABC Time

Increasing use of radio by motion picture companies and stage show producers as a medium to advertise their productions is evinced in cur-

(Continued on Page 6)

### NAB's P. R. Committee Sets Course For 1944

Public Relations Committee of the NAB concluded a two-day series of meetings in New York at the Hotel Roosevelt Friday, outlining and approving the services which will be presented at the forthcoming series of NAB District Meetings. Also approved was the printed material prepared prior to the meetings and others which

(Continued on Page 7)

— Buy A Bond Today —

### UP Appoints Dickinson Australian Gen. Manager

William B. Dickinson, has been appointed general manager for United Press in Australia, according to Hugh Baillie, president of UP. Dickinson

(Continued on Page 2)

## ★ THE WEEK IN RADIO ★

### Censor Curbs Invasion Talk

By BEN KAUFMAN

CURB on invasion speculation by commentators was requested during the past week by Byron Price, censorship director. Moratorium on backstairs gossip regarding United Nations plans was called for by Price to prevent inadvertent disclosures from reaching the enemy.

J. Edgar Hoover, FBI director, appeared before the Lea committee investigating the FCC but refused to testify on matters relating to national defense or internal security. His

silence was due to a directive from FDR to Attorney General Biddle. Hoover declined to produce the text of the Chief Executive's instructions, though he admitted he had them. The FBI chief is scheduled to return to the stand tomorrow, and the Attorney General is presently mulling whether the Presidential directive may be made public.

Radio ended its first week's participation in the Fourth War Loan Drive

(Continued on Page 2)

### Technician Confab

First meeting of the newly organized Technical Advisory Committee, composed of engineers of the key stations of the Mutual network, will meet on Thursday, January 27, for an all day session at New York's Ambassador Hotel. Miller McClinck, president of Mutual and organizer of the Committee, will address the 18 engineering representatives of Mutual's key stations.





Vol. 26, No. 16 Mon., Jan. 24, 1944 Price 10 Cts.

JOHN W. ALICOATE : : : Publisher

FRANK BURKE : : : : : Editor

MARVIN KIRSCH : : : Business Manager

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# FINANCIAL

(January 21)

## NEW YORK STOCK EXCHANGE

	High	Low	Close	Net Chg.
Am. Tel. & Tel.	156 3/4	156 5/8	156 3/4	+ 1/8
CBS A	27 1/2	27	27	- 1/2
CBS B	27	27	27	0
Crosley Corp.	18 1/2	18 1/2	18 1/2	0
Farnsworth T. & R.	13 1/2	13 3/4	13 1/2	+ 1/4
Gen. Electric	37 3/8	37	37 3/8	+ 1/2
Philco	28	27 3/4	28	+ 1/4
RCA Common	10	9 3/4	9 7/8	- 1/8
RCA First Pfd	70 7/8	70 3/4	70 7/8	+ 5/8
Stewart-Warner	13 3/8	13 1/2	13 1/4	- 1/4
Westinghouse	95 1/2	94 3/4	95	- 1
Zenith Radio	35 3/8	35 1/4	35 1/4	- 1/4

### OVER THE COUNTER

	Bid	Asked
WCAO (Baltimore)	21	23
WJR (Detroit)	31	

# 20 YEARS AGO TODAY

(January 24, 1924)

The forthcoming concert of the New York Philharmonic Symphony Orchestra will be aired over WEA, New York. Willem Von Hoogstraten will wield the baton. . . . Announcement has been made that Eddie Cantor, well known star, is to introduce a newcomer to radio. Her name is Fannie Brice, a young comedienne.

## ANNOUNCER WANTED

50,000 Watt, MIDWEST STATION has place for experienced announcer. Give name, address, age, draft status, complete history of radio experience including stations and types of programs handled. Send photograph and state salary expected. Box 791, RADIO DAILY, 1501 Broadway, New York, 18, N. Y.

# THE WEEK IN RADIO

## Censor Curbs Invasion Talk

(Continued from Page 1)

with special programs and spot announcements on the webs and independent outlets. Every commercial network show with a Crossley rating of 10 or more will devote one entire program to War-Bond promotion, according to the latest OWI allocation. About 300 big-name shows are expected to contribute one airing to the campaign.

**News Shorts:** Scheduled summoning of FCC Chief Engineer Ewell K. Jett, nominee for Commission membership, before the Senate Interstate Commerce Committee is not anticipated to uncover opposition to his confirmation. . . . Newly formed Television Broadcasters Association held its first meeting in Chicago, set two classes of membership—active voting participation for present and prospective telecasters and non-voting memberships for others interested in tele, such as ad agencies and equipment companies. . . . FCC announced that network reports of affiliation contracts, and other matters filed with the Commission, will be open to the public hereafter. . . . New York "Times" applied to the Commission for an FM license, indicating a prompt reaction to the FCC's recent newspaper ruling.

NAB sent its legislative recommendations to the Senate Interstate Commerce Committee, which is considering the pending White-Wheeler bill. . . . Sequel was the plea by Neville Miller, Association prexy, for enactment of the White-Wheeler legislation in an address before the Radio Executives Club of New York. . . . Reorganization of the State Department included the raising of the tele-communications section to the status of a full division headed by Francis Colt DeWolfe. . . . NBC set plans to cover the GOP Chicago convention. . . . Blue Network reported that its war-effort

time for 1943 had increased 64 per cent over the previous year.

**Personalities:** Hubbell Robinson, associate director of radio for Young & Rubicam, was appointed to the additional post of vice-president. . . . Deems Taylor, Ascap president, resigned as CBS music consultant. . . . Edwin King Cohan withdrew as Columbia's director of general engineering and was succeeded by William B. Lodge, who returned to the net after 18 months of war research at Columbia University. . . . John G. W. Ogilvie, formerly temporary director of the radio division of the Inter-American Coordinator's Office, was named head of the division.

Gene Rouse, veteran radio and newspaper man, was moved up to the directorship of the Blue Network's central division news and special events department. . . . Jesse Butcher, radio director for USO, added the duties of broadcast chief of the National War Fund campaign for 1944, a post he held last year. . . . R. Morris Pierce, currently on leave as chief engineer of the radio branch of the Army's Psychological Warfare Department, was elected vice-president in charge of engineering of WJR, Detroit; WGAR, Cleveland, and KMPC, Beverly Hills. . . . Lawrence Ruddell was appointed recording supervisor of the Blue Network.

Harold Thomas, general manager of WATR, Waterbury, Conn., was named to the NAB first-district engineering committee. . . . Walter McGraw, former production manager of WKAR, East Lansing, Mich., was made co-ordinator of NBC's employee-program group classes. . . . Ken Carpenter, announcer, and Clinton "Buddy" Twiss, announcer-producer, veterans of the NBC Hollywood staff, left the network for independent radio assignments.

## UP Appoints Dickinson Australian Gen. Manager

(Continued from Page 1)

succeeds Brydon Taves, who was killed in a plane crash as he was taking off to observe landing operations at Cape Gloucester, New Britain. Dickinson arrived in Australia a few days ago. He started his career with UP in 1930 and since has been assigned to various UP bureaus at home and abroad.

## Goodyear Signs Pidgeon For New Show On CBS

(Continued from Page 1)

guests won stardom or unusual acclaim.

Young & Rubicam is the agency on the account.

## St. John's Program Renewed

Southern Spring Bed Company, Atlanta, through Tucker Wayne & Co., has renewed Robert St. John on 19 NBC stations in the southern and south central area.

## RCA-Victor Officials Get New Assignments

(Continued from Page 1)

Tuttle, former manager of RCA Victor Distributing Corp. of Chicago, to the general purchasing department of the RCA Victor Division. Tuttle becomes a field procurement specialist operating out of Chicago headquarters.

## Military Hospital Show

"This is Halloran," is the title of a new show starting Sat. 3-3:30 p.m., EWT over WOR, with Stan Lomax, conducting the interviews. Lomax, well known as a sportscaster, will emphasize the care and attention received by wounded soldiers at the Halloran General Hospital. Music will be by the hospital Military Band.

## Joins NBC Legal Staff

S. R. Olliphant has joined the legal staff of NBC. Olliphant, a graduate of Columbia University, until recently has been associated with his brother-in-law, Major Alexander P. de Seversky.

# COMING and GOING

**PHILLIPS CARLIN**, vice-president of Blue Network in charge of programs, is expected back today from an extended which took him to Chicago and the West Coast with an additional stopover in the NBC City on the way back.

**NEVILLE MILLER**, president of the NAB, **WILLARD D. EGOLF**, his executive assistant, have returned to Washington, D. C., following a brief stay in New York during which NAB head addressed the Radio Executives Club.

**PARKS JOHNSON** and **WARREN HULL** in New Haven today for the broadcasting tonight's "Vox Pop" program over CBS is the plant of the Winchester Repeating Arms Company.

**HALLETT E. ABEND**, China correspondent of the New York "Times" from 1927 to 1931 and now with the Washington Bureau of same paper, spent the week-end in Cincinnati where he did three broadcasts over WLW.

**MERT EMMERT**, farm director of WJLW leaves town today for a recording session of the annual New Jersey Agricultural Week to be held at the Stacy-Trent Hotel in Trenton.

**GEORGE WEIST**, Blue Network producer, on a six-week tour with "Duninger," will fallist heard over the network on Wednesday programs, which will originate at out-of-town points during the tour.

**CLIFF PETERSON**, **FLOYD HOLM**, **TED CLAY** and **LILLIAN LANE**, better known, perhaps as "The Escorts and Betty" heard over NBC and on the Kate Smith show on CBS, spending this week in Buffalo to participate in the War Bond Drive conducted in the state city.

**PERRY COMO**, CBS singing star, is in Hollywood being screen-tested by 20th Century-Fox for a role in "Something for the Boys."

**DAVE STANLEY**, of Stanley-Zittel Publicity is in Washington, D. C., conferring on special promotion for Tommy Taylor, whose voice heard over NBC.

**CARL BRISSON** is filling a singing engagement at the Hotel Statler in Buffalo.

**EDGAR L. BILL**, president and manager of WMBD, Peoria, has returned to his Illinois headquarters following a few days in New York.

## All Night Show Catches On!

It's an all night show with a twist. A change of pace that is winning a big section of Baltimore's boom market. It's called the "Night Owl Club." It's not just a disc jockey show. There are prizes, contests, membership cards, news and brisk entertainment. Programming like this produces lowest-cost-per-dollar spent!



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



**ANOTHER GREAT  
PERSONALITY SCOOP FOR KWK**

**THEY'RE IN \*FIRST PLACE...**

**WITH A 7.0 RATING...**

**AFTER ONE WEEK.**

**NOW AVAILABLE**



# The SMOOTHIES

**JOIN  
THE KWK STAFF  
OF PERSONALITIES**

**MONDAY THRU FRIDAY  
6:00 P.M. to 6:15 P.M. CWT**

*You're an old Smoothie*

The SMOOTHIES have been network stars for a number of years. They were featured with Fred Waring, Burns and Allen, Kate Smith and many others.

\* Bee Angell & Associates completed 451 coincidental telephone calls which showed the SMOOTHIES in first place with a 7.0 rating. This survey was conducted Friday, January 5, 1944 during their fifth broadcast.



Survey details  
on request



HOTEL CHASE  
ST. LOUIS

**IN ST. LOUIS THE TREND IS TO KWK**

**PAUL H. RAYMER, REPRESENTATIVE**



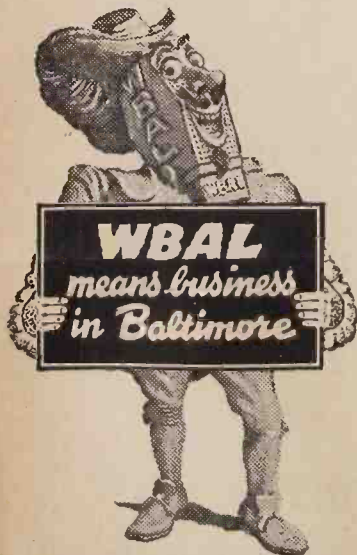
## NBC Issues Statement On the FM Situation

(Continued from Page 1)

studied closely as a means of enhancing radio service to the public and it was the desire of the network to assist the affiliate in its post-war planning. "As soon as the war comes to an end," statement reads, "we can anticipate a rapid conversion of radio manufacturing plants from war production to receiving sets and transmitters." This conversion, NBC declares, will be accompanied by considerable advertising which is expected to produce rapid sales of instruments, especially since for the past two years there has been but little replacement in receivers. Since FM is something new to talk about, it will undoubtedly be the means of further stimulating demands, since all set makers will probably include an FM band.

How well FM will be received, the statement points out, is something that will best be known to individual FM broadcasting in various communities. Eleven affiliates of NBC to date have FM stations in operation and 10 more have applications on file. Many affiliates have held their plans in abeyance until they learned whether NBC would make programs available. NBC states that both FM and standard broadcasting can be integrated as "to provide a great stimulus, not only to increased listening, but otherwise toward the development of a new technical method which in many instances will be an improvement on present service."

Toward this end, NBC says it will make available to all affiliates which have FM stations its full commercial program service, but in order that all advertisers are treated alike, each station will have to carry the full complement of commercials as fed by the network.



Edward Petry & Co., National Representative

## MAIN STREET

WITH

*Ol' Scoops Daily*

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

● ● ● Recently, during rehearsals for "Cavalcade of the Blue Network" based on the growth of that chain that was born in 1920, a recording of Gaski, Opera Star of the day, was found to be unsuitable for the "1920" spot in the program. . . . up spoke Lon Clark (who portrays Nick Carter on another network) "If you gentlemen (he's always clownin') will allow me, it would give me great pleasure to loan you one of Gaski's recordings of a Wagnerian aria, which I have in my personal collection of 'early records' ". . . . Joe Stopak said, "Fine, fine, get it" . . . . Wylie Adams said, "Fine, fine, get it" . . . . Maurice Joachim said, "Fine, fine get it. . . . Nick Carter, you've saved the day" . . . . Lon taxied home, hurried post haste back to the studio with the waxed treasure. . . . so what happens? . . . . right the very first time, Abercrombie, stout fella, that spot on the program was CUT. . . . Maestro Vincent Lopez' tome titled, "What's Ahead?", published by David McKay, will be placed on sale next week. . . . Fred Weihe, director of "Right To Happiness," succeeds Chick Vincent as director of P & G's "Brave Tomorrow" . . . . Hi, Lo, Jack & the Dame, featured quartette on the Fred Allen CBS show, will open a personal appearance tour, Jan. 31. . . . first date at the Plymouth Theater in Worcester. . . . One afternoon last week, he entered a friend's office. . . . the radio was tuned in and we heard a warm friendly voice that sounded most familiar. . . . and "familiar" is the right word, for the station we had been listening to was WMCA and the voice was that of Smiling Jerry Baker, whose vocalisthenics has been that station's most outstanding feature for 18 years.

★ ★ ★

● ● ● A blessed event expected to take place early this summer will make Duke Ellington, a Grandpappy. . . . proud pop-to-be is Mercer Ellington, PFC, stationed at Camp Shanks, N. Y. . . . Arnold Michaelis, Blue Network director of "Mary Small Revue" and writer of "Don Winslow of the Navy," resigns from that post, Feb. 15. . . . One of the country's outstanding trumpeters, Lee Castle, has organized his own band and succeeds Henry Jerome at the Pelham Heath Inn, Feb. 1 with MBSessions. . . . After three months' struggle to regain his health, Jerry Sears, musical director of WMCA, has succeeded and returns to his bandstand next Monday. . . . Bill Wirges, who stepped in as substitute, rates a bow as does Louis Wachs. . . . Lt. Donald Briggs and Corp. Paul Dubov, former radiolites, are now heard co-announcing the Glenn Miller NBC concert "We Sustain the Wings" every Saturday. . . . The Eddie Dowling show, which MBStarts Feb. 27, will be sponsored by the Boots Aircraft Co. . . . Bill Livingston, product of Tin Pan Alley, who only 10 months ago, joined the Blue Network directorial staff as junior director, has been promoted to "Senior" director.

★ ★ ★

● ● ● Jack Rubin's keen sense of timing, acquired as both writer and actor for the past 20 years, was responsible for the MBSwell debut of "Pick & Pat," last Tuesday. . . . A Dick Brown fan, who listens to the WNEW ballad singer every morning, encloses 35 cents in the weekly letters she mails from her home in Metuchen, N. J. . . . the money to be used to "purchase hot chocolates which is good for the voice" . . . . Mary Rolfe who portrays "Henry's sister," on the NBC program, "The Aldrich Family," will be seen in the lead when the new stage production, "Wall-flower," produced by Maestro Meyer Davis, opens on Broadway late this month. . . . Dave Murphy, WHN staff announcer, has been signed by Young & Rubicam to announce the CBSerial, "We Live and Learn" . . . . Bob "Believe it or not" Ripley, passes out giant cartoons, he draws during his program, to studio visitors.

★ ★ ★

— Remember Pearl Harbor —

## DIRECT Male



A real go-getter, our KSTPetel . . . nothing "John Aldenish" about him. He's wooed — and won — rural Minnesota listeners with direct action — specialized programming backed by an unusual, state-wide audience promoting campaign. By now, KSTPete doesn't have to "speak for himself," but he's continuing to court their favor and their listenership with regular promotion like this:

1. Lively ads every month in The Farmer, which goes into 147,000 Minnesota farm homes.
2. Full-page ads monthly in Land O'Lakes News, reaching 65,000 prosperous Minnesota dairy farmers.
3. Listener-winning ads week after week in 344 country newspapers.
4. Personal appearances of KSTP's Barn Dance group in Minnesota towns.
5. "On the Minnesota Farm Front," eagerly-read column by Harry Aspleaf, KSTP's Farm Service Director, published weekly by 81 country papers.
6. "Around Radio Row," radio news-and-gossip column, published weekly by 70 country papers.

↓ This well-planned, aggressive audience promotion campaign is still continuing to build a larger and more lucrative plus for KSTP advertisers. Some buy, when you can use one station to sell the vital Twin City Market and get *resultful plus coverage* of a great and growing rural audience in the nation's fifth richest farm state!

**50,000 WATTS . . .**

Clear Channel

Exclusive NBC Affiliate for the Twin Cities

# KSTP

MINNEAPOLIS . . . ST. PAUL

Represented  
Nationally by Edward Petry and Co.



**Radio Still In High Gear  
With War Loan Campaign**

*(Continued from Page 1)*  
with the American Hotel Association and the Treasury, will broadcast an elaborate program tomorrow, 7:30 to 1 a.m., EWT (tonight) originating at the Commodore Hotel. Program, under the direction of William N. Robson, includes: Lt. Eddie Egan, USNR, ex-film star just back from Tarawa in the Gilberts; Larry Green, harmonica virtuoso; Jan Foy, tenor; Joan Edwards, chanteuse; and Van Cleave leading a 23-piece orchestra. The following day at the same time, Victor Mature, now with the Coast Guard, and Mrs. Mark Clark, wife of the lieutenant general commanding our troops in the Pacific Theater of Operations, will broadcast another Columbia War-Bond program from the Adolphus Hotel in New York.

**"Night Club" Gross Large**  
Proceeds from the opening broadcast of the CBS "Night Clubs for Victory" series early Friday morning at the 21 Club in New York and the Roney-Plaza Hotel in Miami Beach grossed a grand total of \$4,180,000 in bond sales. Of this sum, \$680,000 was sold at the Gotham night spot during the half-hour broadcast and the rest was sold in Miami Beach. Even million dollars was pledged by 10,000 bond buyers in the recent "Your Navy" airing over the

**New York Stations  
Enter Red Cross Drive**

Representatives of the Greater New York radio stations meeting with the Red Cross 1944 War Fund committee at the Roosevelt Hotel last Friday volunteered 100 per cent co-operation in publicizing the 1944 membership drive.

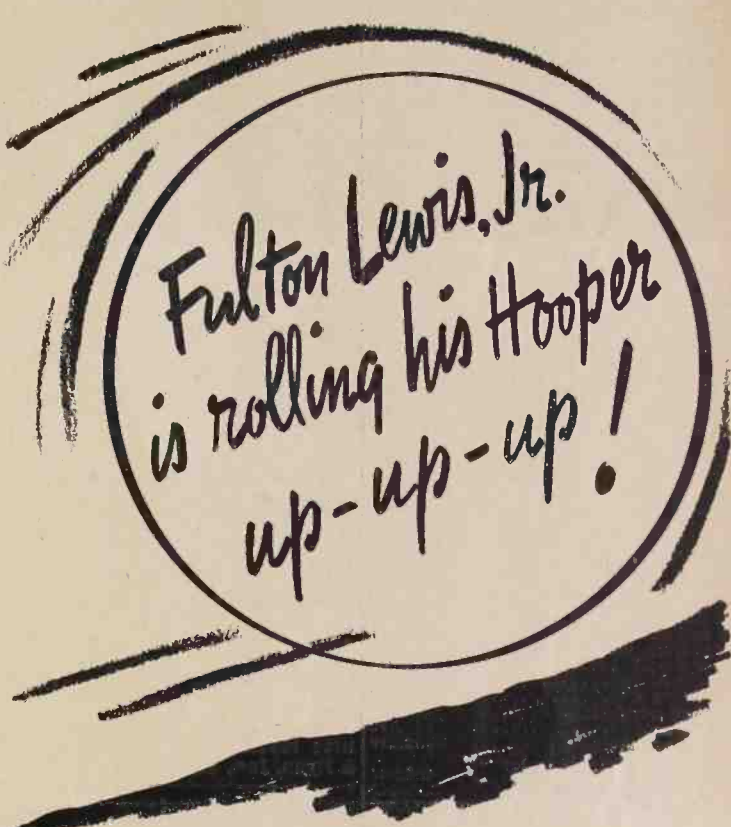
The radio station reps were welcomed by James M. Cecil of Cecil & Presbrey, Inc., chairman of the committee on public information and John P. Stevens, Jr., president of J. P. Stevens & Co., who is general chairman of the 1944 campaign of Greater New York.

**Sauter Delivers Address**

James E. Sauter, speaking in behalf of the entertainment industry volunteered the services of artists from radio, stage and screen, and paid tribute to them for the brilliant war work they are now doing.

It was announced that plans are under way for a National Red Cross day observance on Feb. 29 and a gigantic rally on the same date at Madison Square Gardens. The pre-campaign radio plans cover the period from Feb. 16 to 29 with the campaign of solicitation being conducted March 1st to 31st.

Blue Network from the Kansas City Auditorium. WOR, New York, reports that its bond sale to date is in excess of half a million dollars.



**Fulton Lewis, Jr.'s  
DECEMBER HOOPER RATING  
IS HIGHEST YET!**



Hitch your advertising message to Mutual's ace news reporter . . . and really start moving with Lewis. The man who scoops the world is now sponsored on more stations by more satisfied sponsors than any other reporter or commentator. Sell him at your one time quarter hour rate per week. Call, wire or write WM. B. DOLPH, WOL, WASHINGTON, D. C.



*A Beautiful Trio . . .*

Nothing delights time buyers more than the beautiful combination of 1) coverage, 2) programs, 3) rate! Especially when it's available in the rich Hartford Market! You get all 3—on WDR!



**WDR**

CONNECTICUT'S PIONEER BROADCASTER

BASIC CBS  
Hartford 4  
Connecticut  
NATIONAL REP.  
Paul H. Raymer Co.

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



CBS Network Advertisers: Gross Billings 1943 Listed According to Total Client Time Expenditures

Table listing CBS Network Advertisers and their Gross Billings for 1943. Includes General Foods Corp., Lever Brothers Co., Procter & Gamble Co., American Home Products Corp., etc.

Drugs, Toilet Goods Leaders On CBS Network During '43

(Continued from Page 1) dustries contributed more than one half of the tremendous gross billings on CBS of \$5,951,744, which compares with the grand total of \$45,593,125 grossed by the network in 1942.

General Foods Corp. headed the individual client time expenditures with \$4,868,710, which is some \$600,000 more than was expended on the network in 1942.

Four additional clients spent more than \$2,000,000 each on CBS during the year while eight others spent in excess of \$1,000,000 each during 1943.

Y. & R. Heads Agencies FM Broadcasters Consider New Members

(Continued from Page 1) modore Hotel, in New York, follow: WFMJ Broadcasting Company, Youngstown, Ohio; McClatchy Broadcasting Company, Sacramento, Calif.; Fetzer Broadcasting Company (WKZO), Kalamazoo, Mich.; Press Publishing Company, Sheboygan, Wis.; WKBH, Inc., LaCrosse, Wis.; WBNY, Buffalo, N. Y.; Iowa Broadcasting Company, Des Moines, Iowa; Josh Higgins Broadcasting Company (KXEL), Waterloo, Iowa; Capital Broadcasting Company, Inc.; Montgomery, Ala.; Racine Broadcasting Corp., Racine, Wis.; Commodore Broadcasting, Inc., Decatur, Ill.

Table listing FM Broadcasters and their Gross Billings for 1943. Includes Signal Oil Co., Hudson Coal Co., Grove Laboratories, Inc., Graysons Shops, Inc., Smith Brothers, etc.

vertising Co. billed \$3,009,680 on the network.

Four agencies had billings in excess of \$2,000,000 and 10 agencies billed more than \$1,000,000 each, over CBS during the year.

In the Young & Rubicam billings, General Foods and the agency's part of the Lever Bros. account were naturally its two largest clients on CBS. The Lever Bros. portion of the J. Walter Thompson billings were the largest. American Home Products led the CBS billings of Blackett-Sample-Hummert.

CBS network billings by each month of 1943, list of agencies and their billings and industry expenditures, etc. are listed in other columns in this RADIO DAILY issue.

CBS Gross Billings 1943

Table showing CBS Gross Billings for 1943 by month: January \$4,194,882, February 3,790,165, March 4,457,068, April 4,591,992, May 4,880,037, June 4,870,744, July 4,901,974, August 1,863,104, September 4,932,711, October 5,481,098, November 5,356,690, December 5,631,373, Total \$57,951,744

Stage And Film Shows Buy More WABC Time

(Continued from Page 1) rent campaigns on WABC, CBS' key outlet in New York City. The following companies are presently using WABC to promote their productions: Paramount Pictures Inc., for its forthcoming film, "Lady In The Dark," will participate in the "Margaret Arlen" program, 8:45 to 9:00 a.m., EWT, on Mondays, Wednesdays and Fridays, beginning Feb. 7. The client has also purchased time on the "Arthur Godfrey" program, 6:30 to 7:45 a.m., EWT, on Feb. 5, 12 and 19. This is Paramount's seventh campaign over WABC. The account is handled by Buchanan & Company, Inc.

M-G-M, advertising its fourth film over WABC, is participating in the "Margaret Arlen" program, for "Madame Curie." The dates still scheduled to run are Jan. 27, 28 and 29. The station's 4:25 to 4:30 p.m., EWT news broadcast is also being used for the same picture and will run on January 24, 25, 26 and 27. Donahue and Coe, Inc. is the agency. Twentieth Century-Fox will participate in the "Margaret Arlen" program January 24, 25 and 26, for "Song of Bernadette." This is the company's seventh picture to be advertised over WABC. Donahue & Co. Inc. handles the account.

Two clients have recently completed short campaign over WABC. Warner Brothers participated in "Personally, It's Off the Record" for "The Desert Song." Gas Light, Inc., for its stage production, "Angel Street," participated in "Margaret Arlen" show.

Advertising Agencies: CBS Gross Billings Listed According to Total CBS Time Expenditures

Table listing Advertising Agencies and their CBS Gross Billings for 1943. Includes Young & Rubicam, Inc., J. Walter Thompson Co., Blackett-Sample-Hummert, Ruthrauff & Ryan, Inc., Compton Advertising Co., etc.

Total \$57,951,744

Industry Classification CBS Billings 1943

Table showing Industry Classification of CBS Billings for 1943. Includes Automotive \$2,729, Building Materials \$2,117, Cigars, Cigarettes, Tobacco \$7,418, etc.



## Wheeler Asks Advice On New Radio Laws

(Continued from Page 1)

The Senator is also weighing new regulation regarding the financial reports. The subject under discussion was a provision to insure an amount of equal time on the air to opponents on both sides of controversial issues. This is a "must" on Wheeler's list, but stories have circulated that he is about ready to drop it because of the apparent impossibility of writing a satisfactory statute on the matter. It is reported that network lawyers have also attempted to draft a statute which would work and not be unfair, but Wheeler has apparently given up hope, however. It was learned that he has definitely decided to try to relieve affiliates of responsibility for libel or slander on network programs over which they have no control. Hart and Thomas are believed to have several other ideas on radio legislation to present the Montanan, but all details of the conversation cannot be learned.

### "Monopoly" Discussed

Matters currently under discussion in the bill include the lifting of the monopoly section of the present law, which bans from broadcasting—any licensee—anyone convicted of any past violations in other fields of business.

Senator Wheeler is seemingly sold on the idea that the FCC must have substantial rights in the matter of broadcasters' business practices, but is anxious to keep the Commission out of program matters. Here again he faces an exceedingly difficult problem. Another matter under consideration is that there appears to be a good chance it will be included—is a provision that networks must file with the FCC full reports annually on their financials. This would mean full disclosure of all income and expenses.

## NAB's Public Relations Unit Approves Activities For 1944

(Continued from Page 1)

will serve as a basis for discussion at the district meets.

It was decided to invite a nationally known publicist to address the station managers and staff on the topic of Public Relations, at the Annual NAB Convention. Also to hold discussions on this activity during the Convention.

The transcribed narration by Ted Collins and Kate Smith, based on an advertisement by Raymond Rubicam, was heard and recommended to the industry for the widest possible use. Further recommendations were made for the undertaking of similar productions to tell radio's story over the air. (See RADIO DAILY Jan. 17).

Willard D. Egoft, assistant to president Neville Miller of the NAB reviewed the public relations activity of the organization the past year and the Committee discussed and outlined such work for the coming season, as a basis for the industry to consider. Comprehensive outline of public relations procedure, a 15-page mimeographed setup was also approved.

### Use of Emblem Recommended

As further move in the direction of promotion for radio, it was recommended that wider use of the emblem adopted at the Cleveland Convention, which was then used as a button and engraved, "Radio in Service of Home and Nation." It was proposed that this emblem be used on stationery, promotion displays and wherever considered feasible. Number of specific recommendations were marked for action, including some received from stations.

War Service Activities discussion included the film, "War Department Report," which many stations have requested and are showing locally. Another film "On the Air," produced by Paramount for Westinghouse was witnessed and it was proposed that stations everywhere aid local Westinghouse men and dealers in giving

the film wide showings wherever possible.

Dorothy Lewis, Coordinator of Listener Activity, for the NAB reviewed her many activities of the past year, the committee devoting most of the day to hearing her and outlining her work for 1944. A bulletin will be prepared listing the various services of her department for the benefit of local stations. Her activities include, Children's Programs, Radio Education, Radio Councils, National Organizations and Association of NAB Women's Directors.

Committee on P. R. for the NAB is: Dr. Frank Stanton, vice-president of CBS; Edgar L. Bill, WMBD; Craig Lawrence, KSO-KRNT; John F. Patt, WGAR; Edgar H. Twamley, WBEN; Kern Tips, KPRC, Houston; Leslie Joy, KYW; Sheldon Hickox, of NBC attended for Frank Russell of the same network. Lawrence McDowell of KFOX, was unable to attend.

## NAB To Have Follow-Up Of Retail Promotion Plan

Washington Bureau, RADIO DAILY

Washington—General reaction of the NAB retail promotion plan among radio stations is good, and the NAB department of broadcast advertising plans to follow it up with an immediate survey and analysis of the advertising programs of department stores, current NAB bulletin reports. Follow-up decision was taken in New York last Tuesday and Wednesday at a meeting of the NAB sales managers executive committee. Other highlights of the sessions were:

1. Recommendation of an assistant for the NAB director of broadcast advertising, in connection with the increased attention being given to broadcast advertising by retailers.

2. Decision to make available the two films "America Takes to the Air" and "Why Radio Works" on a rental basis of \$20 for the first showing in any community and \$10 for subsequent showings. These films were used to boost the retail promotion plan and NAB has had a number of requests for repeat showings.

3. Condemnation of the practice "of national, spot and local advertisers in referring to programs on other stations or networks, competing in service with the station making the announcement." The Committee passed a resolution to go to the network advisory councils and NAB member stations urging that advertisers be discouraged from referring to programs on competing stations.

4. Session also opposed use of two or more announcements on unrelated products in a single commercial, and urged stations to refuse such copy. The practice of some stations in scheduling too many announcements within a participating program was condemned as "distasteful to the listener and harmful to the advertiser."

## Detroit Station Upheld By Court

(Continued from Page 1)

cancel the program on the ground that in the management's opinion, it "tended to promote discord among the local Polish speaking people, at a period when united effort is needed to win the war."

### Directed by State Senator

The program was the "Ray of Truth," a Sunday evening Polish hour sponsored by the Polish Unionists Radio Hour Association, a non-profit corporation, and directed by State Senator Stanley Nowak of Detroit. The program usually included music and commercials, and featured a commentary by Nowak. WJBK served notice of immediate cancellation under the terms of its contract on January 7. A few hours before the scheduled broadcast on Sunday, Jan. 9, the sponsor obtained a restraining order pending hearing of its petition for an injunction.

WJBK carried the program on that and the succeeding Sunday, introducing it with an announcement that it was doing so under court order. After arguments on the petition, Judge Moynihan today dissolved the restraining order and denied the injunction.

### Stork News

Everett Sloane, he of the "Open Door" program on CBS, is being felicitated on the birth of a daughter Friday morning. Father, mother and daughter are doing well.

## Where can we find this girl?

She's probably running a woman's show right now . . . and looking for broader fields for her undoubted talent. She's got a voice with "come-and-buy-it" in it . . . a voice that can sell a specialty shop, its services and its merchandise. She may be tall or short . . . stout or slim . . . blonde or brunette—it doesn't matter. What does matter is a voice with sell in it, and ability to write consistently good radio copy. If you're that girl, and if you're interested in grabbing a once-in-a-lifetime opportunity with future prospects extending to television as well, maybe this is it! A 4A agency will counsel you, and you'll be given every help in doing a big job in a big market not far from New York. Rush details about yourself today, and get your transcription ready to send along when we ask for it.

Our employees know of this ad.

Box 792, RADIO DAILY  
1501 Broadway, New York, 18, N. Y.

## Train for a better job in Radio!

The Radio Workshop offers professional training courses in evening classes for those already in radio and others who qualify. Spring term classes beginning February 2, include:

### TELEVISION PROGRAMMING:

Thomas H. Hutchinson, Ruthrauff & Ryan, and guest lecturers

### RADIO PRODUCTION:

Earle L. McGill, Producer-Director, CBS

### RADIO WRITING:

Albert R. Perkins, Manager, Program Writing Staff, CBS

### RADIO NEWS WRITING:

Leon Goldstein, Director of News and Special Features, WMCA

### BUSINESS SIDE OF RADIO:

John J. Karol, Market Research Counsel, CBS

### RADIO ACTING: Wallace House

For Bulletin, D giving full information concerning hours, fees, etc., address

Division of **NEW YORK UNIVERSITY**  
General Education

100 WASHINGTON SQUARE EAST  
211 MAIN BUILDING

NEW YORK 3, N. Y.  
SPRING 7-2000, Ext. 291, 293



# ★ ★ ★ COAST-TO-COAST ★ ★ ★

—NEW JERSEY—

**NEWARK**—WAAT is airing a series of broadcasts which will feature recruits to be sworn into the U. S. Coast Guard Women's Reserve. Initial program which emanated from the outlet's studios in the Sheraton Hotel last Saturday presented a mass induction ceremony of SPARS, renditions by a Coast Guard Quartet and Coast Guardsman Harry Blumenthal, formerly one of the popular Harmonica Rascals.

—TEXAS—

**PARIS**—Here and there at KRDL: Staffers are managing somehow to keep out of paint buckets and to go around ladders while entire area is being redecorated. The Rev. W. E. Hawkins of Dallas has brought his Radio Revival to the outlet which he uses a quarter-hour on weekdays and half-hour Sundays at 5:30 p.m. Smith's Best Flour now sponsoring quarter-hour newscast Monday through Friday at 11 a.m.

—SOUTH CAROLINA—

**SPARTANBURG**—Tribute broadcasts to the oppressed countries of Europe by Jane Dalton in conjunction with her sponsor, the Aug. W. Smith Co., spurred bond sales to over a quarter of a million dollars last week as a prelude to the Fourth War Loan drive. Broadcasts emanated from the bond booth of the company and featured interviews of foreign born service men.

—COLORADO—

**DENVER**—KLZ is in possession of an award by the Denver Chamber of Commerce in recognition of the outlet's cooperation during 1943.

—NEW YORK—

**ROCHESTER**—WHAM announces an important "first" in radio when on Jan. 26 it starts a broadcast of the Gallup Poll, heretofore always a newspaper feature. Programs of 15-minutes duration will give the news and present Gallup reporters who will answer vital questions of the day. Airing takes place Wednesday and Friday nights at 7:45.

—MISSOURI—

**ST. LOUIS**—News chief Francis P. Douglas of KMOX made the New Year a happy one for the parents of Pvt. Louis Strassburger when he reversed the order of broadcasting the usual greetings this year through arrangements made with BBC. Shortwave brought the soldier's voice to his family in St. Louis during Douglas' regular nightly news program sponsored by Marvels Cigarettes.

—MASSACHUSETTS—

**BOSTON**—Question in the minds of at least part of a nation will be the basis of four WAAB Sunday programs at 3:30 p.m. Sponsor, the Worcester School of Business Science, will start the ball rolling on "Sinatra vs. Crosby." Advance reports give odds to Bing.

—CALIFORNIA—

**RIVERSIDE**—New musical director of KPRO is the well known organist, Leon F. Drews, who is heard Mondays through Fridays at 4:00 p.m. in a quarter-hour program titled "Always Yours." Many old time "silents" were interpreted musically by Mr. Drews, which gives an idea of his background at the organ.

—ARIZONA—

**TUCSON**—When executive order made it necessary to put clocks back one hour on Jan. 1, station KTUC made known schedule changes by way of frequent station announcements and extensive advertising in local papers, latter giving mention of broadcast sponsors.

—PENNSYLVANIA—

**PHILADELPHIA**—Another outlet to give a private showing of "War Department Report" is WIP. Presentation takes place in the Gimbel store tonight before an audience of invited guests. . . . Stoney McLinn will take his WIP "Sport Shots" broadcast to the Benjamin Franklin Hotel next Thursday night on the occasion of the Philadelphia Sportswriters Assn. annual banquet. McLinn was recently appointed president of the association.

—CONNECTICUT—

**HARTFORD**—WNBC will air the convening ceremonies of the General Assembly direct from the Capitol, as well as an address by State Senator John L. Sullivan, preceding the opening of the legislature's special session today. . . . Assisted by Ev Jess and Greg Brown of the announcing staff, Dick Bronson, chief announcer for WNBC, will take his variety show to the Bradley Field airbase at Windsor Locks, Jan. 27.

—RHODE ISLAND—

**PROVIDENCE**—Effective Jan. 10 is the 52-week renewal contract that Ben Kaplan has signed with Swiss Cleaners for his twice weekly broadcasts over WPRO at 6:30 p.m. Kaplan does a radio version of his Bell syndicated national column titled "For the Love of Mike." Frank Weston acted as negotiator.

—ONTARIO—

**HAMILTON**—In connection with the annual Stork Derby sponsored by merchants of the city, CKOC reports a scoop interview of 1944's first fathers. Laugh-provoking episode of the interview revealed that the awarded layette was missing the all-important item—safety pins. Kind hearted listeners rallied to the appeal and hospital received an unexpected supply forthwith.

—TENNESSEE—

**NASHVILLE**—New addition to the disside of WLAC is Doris Bales who write copy. When Oscar Griffin assumed the duties of engineer at the station transmitter, his place was filled by ex-serviceman Joe Hoffman. Charles Dorris, a serving as transmitter engineer for several years, departed for Philadelphia to join the Philco outfit. Bell's Booteries believes in promotion through quantity; three weekly shows running simultaneously. Mr. and Mrs. Charles Nagy now vacationing in Miami; identified respectively—WLAC's musical director and staff organist.

—NEW YORK—

**NEW YORK**—Dave Murphy WHN has the announcing job on a sudsy "We Love and Learn" for CBS. So now they're calling him "Soap" Murphy. . . . Eventful track and field games at Madison Square Garden will be aired over WHN with Marty Gliman and Bert Lee in their element, respectively, stride-by-stride a color. Schedule starts with the Rose Games on Feb. 5. The Garden each year houses some of the most important track meets in sports. Probably more indoor world records have been set there than at any other arena in the country.

*Buying Time*  
IS ONLY  
*Half the Picture*

The other, and most important half, is buying time on the RIGHT STATION . . . the station that will do the biggest job for you!

In Baltimore, it's

## WCBM

BALTIMORE'S Blue Network Outlet

JOHN ELMER      GEORGE ROEDER  
President      Gen. Mgr.

FREE & PETERS, Inc. Nat'l Representatives

**HAPPY BIRTHDAY TO YOU**

January 22	Felix B. Dyck Hoff	Jack Nadeau
	Sam Raskyn	Vivien Ruth
January 23	Vernon Crane	Madeline Ensign
	Edward Harris	Edward Phillip Lyon
	Rosa Ponselle	Maxwell Smith
	Earl Waldo	Florence Halop
January 24	Alwyn Bach	Oscar Bradley
	J. S. Davidson	Leo Fitzpatrick
	Dean Fossler	Anne Jamison
	Gladys Jones	Milton Kaye
	Frank La Marr	Jack McMonagle
	Ken Sisson	Jay Wesley
	George Marshall	Durante

**PROGRAM THE HEADLINERS!**

NBC RECORDED PROGRAMS

For example:  
**THROUGH THE SPORT GLASS**  
with SAM HAYES

A new series of 26 quarter-hour programs. Thrilling moments in sports-history . . . famous figures in the sports-world . . . made vivid and exciting by Sam Hayes, ace sportcaster. Little known facts . . . dramatic re-enactments . . . covering the whole field of sports. Successfully sponsored by beverages, sports equipment, clothing firms and makers of other products of interest to men. Ask for presentation, audition records, availability data, today.

★ ★ ★  
Many other NBC Recorded Programs—  
5 minutes to half-hour.

National Broadcasting Co.  
NBC  
A Service of Radio Corporation of America

**NBC RADIO-RECORDING DIVISION**  
AMERICA'S NUMBER ONE SOURCE OF RECORDED PROGRAMS

RCA Bldg., Radio City, N. Y. . . Merchandise Mart, Chicago, Ill.  
Trans-Lux Bldg., Washington, D. C. . . Sunset and Vine, Hollywood, Cal.



# RADIO DAILY

The National Daily Newspaper of Commercial Radio and Television

6, NO. 17

NEW YORK, N. Y., TUESDAY, JANUARY 25, 1944

TEN CENTS

## OWI Exec. Praises Radio

### Force Guard Here at Two Conventions

Force guard of broadcasters and news coming to New York for OWI and IRE conventions at the Commodore began arriving yesterday and it is expected that approximately 1,000 will be attracted to two meetings.

The IRE convention will be held on Friday and Thursday with sessions set for Friday and Saturday. Walter J. Damm of Milwaukee, president of the FM Broadcasters, is expected to arrive today.

Some sources are of the opinion that the IRE convention is moving too fast to suit.

(Continued on Page 4)

— Buy A Bond Today —

### Special "Invasion" Show Scheduled By CBS Jan. 27

A special broadcast which may be entitled "Springboard for Invasion," will be heard over CBS network on Jan. 27, at 5:30-5:45 p.m. When Larry Lesueur, web correspondent in England holds forth on the English coast which has been the scene of the population to make it possible for American and other troops. A correspondent will interview a

(Continued on Page 2)

— Buy A Bond Today —

### War Bond Sales Climb; Radio On "Info. Please"

War bond sales took an active part in the second annual smash, "Oklahoma," would have cost \$8.80—if you can get it without being scalped by a hoard of the ticket agencies. When the block in Dave Elman's "Every Auction" bond show over W.C. Gotham, the past Saturday, bidding has already reached \$2000 in War Bonds, with offers expected until Friday midnight.

(Continued on Page 2)

### Two On Aisle

A pair of ducats to the Broadway musical smash, "Oklahoma," would have cost \$8.80—if you can get it without being scalped by a hoard of the ticket agencies. When the block in Dave Elman's "Every Auction" bond show over W.C. Gotham, the past Saturday, bidding has already reached \$2000 in War Bonds, with offers expected until Friday midnight.

### "Miss Inspiration-1944"



Here's the spirit, theme and inspiration of 1944's "March of Dimes" drive against Infantile Paralysis embodied in a heart warming picture of a cheerful little girl. Let's celebrate President Roosevelt's birthday by contributing to this worthy cause.

## AFRS Radio, ET Operations Described By Army Officers

An insight into the growing radio services of the Army and Navy as directed by the Armed Forces Radio Service was presented yesterday at the RCA building by Lt. Col. Thomas H. A. Lewis, commanding officer, and associate officer of the AFRS organi-

zation. In ET field alone the AFRS used 215,770 16-inch pressings during 1943 and this figure does not include 82,500 12-inch pressings also utilized. Their transcription requirements for a month, it was pointed out, exceeds

(Continued on Page 2)

### Cites Vital Service In Dissemination Of War News

Washington Bureau, RADIO DAILY  
Washington — No industries in America have responded better to the call for aid to the government in the war than radio, advertising and motion pictures, George W. Healy, Jr., OWI domestic director, said yesterday. The OWI exists, he said, to keep America informed about the war, and in order to do that it must rely upon the established media of information. These media have come through beautifully, said Healy.

Appearing at a luncheon in his

(Continued on Page 5)

— Buy A Bond Today —

### Announcer-Pay Ruling Clarifies 'Talent Fees'

Washington Bureau, RADIO DAILY  
Washington—A clarification of the "talent fees" issue in relation to "regular rate of pay" for radio announcers has been obtained by the NAB from L. Metcalf Walling, administrator of the wage and hour public contracts division of the Labor Department. The matter, which affects overtime pay for announcers, is not fully settled by Walling, who explained in a letter to the NAB that

(Continued on Page 6)

— Buy A Bond Today —

### CBS Station Officials Here For Net Meeting

Members of the CBS affiliates advisory board gathered in New York yesterday for a two-day session during which they will discuss current network problems with Columbia officials.

Those attending the meeting are:

(Continued on Page 2)

### No Barber Shop

Blue Network's "On Stage Everybody." Is designed to develop talent. Saturday morning there came to the studio a quartet, which did a terrific job on "Pistol Packin' Mama." Turned out to be Charles Kullman, Frederick Jagel, George Raisley and Lorenzo Alvary, all Metropolitan Opera stars. Later they did a spiel for the Metropolitan Opera Fund.





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JOHN W. ALICATE : : : Publisher

FRANK BURKE : : : : : Editor

MARVIN KIRSCH : : : Business Manager

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# FINANCIAL

(Monday January 24)

## NEW YORK STOCK EXCHANGE

	High	Low	Close	Net Chg.
Am. Tel. & Tel.	156 7/8	156 3/4	156 7/8	+ 1/8
CBS A	27	26 3/4	26 3/4	- 1/4
CBS B	26 3/8	26 1/4	26 3/8	- 5/8
Crosley Corp.	18 3/8	18 3/8	18 3/8	- 1/8
Farnsworth T. & R.	13 1/2	13 1/4	13 1/4	- 1/8
Gen. Electric	37 3/4	36 3/8	37	+ 3/8
Philco	28	27 3/8	27 3/8	- 1/8
RCA Common	10	9 3/4	9 7/8	+ 1/4
RCA First Pfd.	70 7/8	70 1/2	70 1/2	- 1/8
Stewart-Warner	13 1/4	13	13 1/4	+ 1/2
Westinghouse	96 1/2	95 7/8	96 1/2	+ 1/2
Zenith Radio	35 1/2	35 1/4	35 1/4	- 1/2
NEW YORK CURB EXCHANGE				
Nat. Union Radio	4 7/8	4 5/8	4 5/8	- 1/8
OVER THE COUNTER				
			Bid	Asked
Stromberg-Carlson			12 1/8	13 1/8
WJR (Detroit)			31	

### 'Info. Please' Renews

"Information Please," has been renewed for a year over NBC by the H. J. Heinz Co. effective Feb. 14. Heinz took over the sponsorship of the program Feb. 15, 1943.

## 20 YEARS AGO TODAY

(January 25, 1924)

Harrison Brown of the Boston and Maine Railroad used the facilities of a local radio station recently to enlighten the public on what New England has to offer in the way of winter sports. . . WGY, Schenectady, is offering an award of \$500 for the best radio drama sent in by listeners.

### NEWCASTER

Seeks Station  
SIX YEARS  
with  
50,000 WATT STATION  
Editing and Broadcasting  
Service Exempt  
Address P. O. Box 1204  
Detroit 31, Michigan

## Radio Bond Sales Climb; Willkie On "Info. Please"

(Continued from Page 1)

Drive. Producer Dan Golenpaul has lined up George S. Kaufman and Fred Allen as guests for future bond-promotion programs.

Bond sales from Columbia's first four night club broadcasts from New York have rolled up a total of \$5,334,900 to date, with a dozen more to go. Next late-spot airing is set for Friday, 12:30 to 1 a. m., EWT Thursday night, from the Casbah; guests include Nanette Fabray, Benny Baker, Allan Jones and Alan Reed. The preceding day at the same time over CBS, Walter Pidgeon will star in a bond broadcast from the Book-Cadillac, Detroit. Ann Sheridan will guest on the "Frank Sinatra Show" tomorrow night in another Columbia bond-selling project from the 6,700-seat Shrine Auditorium, Los Angeles, which will be open to War-Bond purchasers only.

Speaking in behalf of the Fourth War Loan over NBC tomorrow at 7:30 p. m., EWT, will be Herbert Hedges, president of the National Life Underwriters Association. Emil Schramm, head of the New York Stock Exchange, will make a similar address over the same network Saturday at 3:30 p. m.

Mutual has scheduled a special dramatic-musical presentation, titled "Ballad in V," from WGR, Buffalo, Friday, Feb. 11. Production will have a 30-piece orchestra under the direction of David Cheskin and a 25-voice choir headed by Robert Smith.

WINS, New York, has been selected by the Treasury and the sportswriters of Gotham as the exclusive metropolitan outlet for special sports matches arranged in conjunction with the Fourth War Loan Drive. Series will begin tomorrow night with a match between collegiate players from Brooklyn and New York. Pledges will be solicited throughout the broadcast, and a battery of AWVS volunteers will be at the station's phones to take orders.

## CBS Station Officials Here For Net Meeting

(Continued from Page 1)

C. T. Lucy, WRVA, Richmond, Va.; Arthur B. Church, KMBC, Kansas City, Mo.; Franklin M. Doolittle, WDRC, Hartford, Conn.; Leo Fitzpatrick, WJR, Detroit, Mich.; I. R. Lounsberry, WKBW, Buffalo, N. Y.; C. W. Myers, KOIN, Portland, Ore.; Clyde W. Rembert, KRLD, Dallas, Tex.; John M. Rivers, WCSC, Charleston, S. C., and Hoyt B. Wooten, WREC, Memphis, Tenn.

## Engineers Plan Meeting

Technical meeting of the American Institute of Electrical Engineers Thursday at the Engineering Societies Building, New York, dovetails into the big week of Gotham confabs relating to radio and electronics. FM Broadcasters, Inc., convenes tomorrow and Thursday at the Commodore Hotel, and the Institute of Radio Engineers gets together Friday and Saturday at the same place.

## Rapid Growth Of AFRS Outlined By Col. Lewis

(Continued from Page 1)

the entire commercial output of the ET industry for a year.

Discussing the program preferences of service men, it was revealed that popular music leads in favor among the servicemen with a rating of 44.4. Comedy-variety shows are next with a 14.8 rating, drama and hill-billy shows third with 11.1 and sacred music is next with 7.5.

Each and every month approximately 30,000 30-minute programs are being produced. Right now the AFRS has in operation 126 portable 50-watt transmitters with our expeditionary forces.

Assisting Lt. Col. Lewis in presenting the work of AFRS was Major Irving Fogel, chief of the production division; Capt. Carter Hermann and Capt. Martin Work.

## Special "Invasion" Show Scheduled By CBS Jan. 27

(Continued from Page 1)

member of Parliament, not identified, who will talk on the manner in which the Allies have prepared a take-off spot for the assault on the Continent.

According to Ed Murrow, head of CBS's news bureau abroad, the area involved is a large part of England where civilians have been moved out after they and their forebears lived there for centuries. Country is now virtually American and nine towns and several thousand farmers, storekeepers and residents have been evicted. All will eventually be compensated for any damages, etc.

## Blue Scoop On 'Landing'

WJZ, Blue Network outlet in New York, aired the flash of the new U. S. Fifth Army landings near Rome Saturday just before 3 p. m., EWT. Blue immediately flashed the press associations, which released the story with credit to Blue Network. Blue got the news when it tuned into an Allied Headquarters communique from Algiers.

## Kadderly On CBS

Wallace Kadderly, of the U. S. Dept. of Agriculture, will discuss food production in Victory Gardens for the past and coming year this Saturday over "Country Journal," on CBS.

What about WOL?  
...It originates more Network Programs than any other Washington Station

Get the facts from WOL—WASHINGTON, D. C.  
Affiliated with MUTUAL BROADCASTING SYSTEM  
National Representatives:  
SPOT SALES, Inc.

## COMING and GOING

C. L. MENSER, vice-president of charge of programs, has returned from week vacation at Palm Beach.

M. C. WATTERS, vice-president of Howard Radio, Inc., owner of WNO affiliate in Knoxville, Tenn., is in New York this week.

CHARLES P. MANSHIP, JR., president of WJBO, Baton Rouge, in town from Louisiana and conferring with the local representative of the station.

REV. JAMES A. WAGNER, managing director of WTAC, Columbia affiliate in Greenville, S. C., is spending a few days in New York.

C. J. WRIGHT, president of WFOA station in Hattiesburg, Miss., has arrived few days on station and network business.

GEORGE D. COLEMAN, commercial manager and sales director of WGBI, Scranton, Pa., visited yesterday at the headquarters of the station.

J. A. HARDY, sales manager of CHRC, has returned to Canada, following a short stay in New York.

W. H. SUMMERVILLE, general manager of WWL, New Orleans, and LARRY BAIER, station's commercial manager, were in New York yesterday with the local reps.

RAY P. JORDAN, station manager of an outlet of CBS, has arrived from New York, Va., for a short stay in New York.

L. S. MITCHELL, station manager of WTVT, Tampa, Fla., spending a few days in New York.

GLENN MARSHALL, JR., is in town with the commercial manager and sales director of WMBR, Jacksonville, Fla., on a visit to CBS.

H. E. WESTMORELAND, general manager of WLOR, Minneapolis-St. Paul, is visiting in New York. Paid a call yesterday at the station's local reps.

HARRY BETTERIDGE, sales manager of WJZ, has arrived from Detroit on a short stay in New York.

WALTER KOESSLER, general manager of WROK, Rockford, Ill., has joined the staff of the station's executive contingent currently in New York.

# SEE THE BACK COVER



## WITH IN BALTIMORE

TOM TINSLEY, President  
REPRESENTED BY HEADLINE



# THE ONLY 50,000 WATT STATION ALONG THE ATLANTIC COAST, SOUTH OF NEW YORK ON THE AIR--ALL NIGHT--EVERY NIGHT

## ALL NIGHT



BOB JONES



JACK HALLORAN



HAPPY JOHNNY

- • News every hour on the hour! Just the right type of music! A variety of features including "Rhythm Unlimited", "Dizzy Quiz", "Reflections in the Night", "Battle in them thar Hills", "The Zero Hour Club"!
- • And you'll find Bob Jones, Jack Halloran and Happy Johnny perfect hosts as "the programs most people listen to most" continue throughout the wee small hours.



On The Air 24 Hours Daily—7 Days a Week With  
The Programs Most People Listen to Most!

Powerfully  
programmed!  
Extensive  
promotion!  
Excellent  
coverage!  
Low  
rates!

REPRESENTED NATIONALLY BY EDWARD PETRY & CO., INC.



LOS ANGELES

By RALPH WILK

MARY ANNE STEWART, of the CBS-KNX sound effects department, is busy, to say the least. She is the soloist with the Larry Conn band at the Hollywood Palladium Monday nights and is also singing on the "G. I. Journal" program, which is recorded and short-waved to servicemen.

Jack Benny will complete his current picture for Warner Bros., titled, "The Horn Blows at Midnight," by the end of January and is planning to take his radio show to the Northwest for a few weeks to entertain the men in the Service Camps in Washington and Oregon.

Charles Boyer featured the guest spot of the Amos 'n' Andy show of last week.

D. W. Thornburgh, vice-president in charge of Pacific Coast Division of CBS, was elected to the board of directors of the Citizens National Trust and Savings Bank at the annual meeting of stockholders this week. Thornburgh and four others were named as directors to represent the Trans-American Corporation interest in the bank.

Our Passing Show: Don Gilman, James L. Saphier, Everett Crosby, Ralph Wonders, Jack Donahue, Milt Samuel, Bob Hussey, Marty Lewis, Rubey Cowan, John Maschio, Mel Schauer, Helen Ainsworth, Norma Reinhardt, Edward Grey at the dinner given radio talent agents by Phil Carlin and Leo Tyson of the Blue.

Jim Bannon, NBC announcer, has been selected as announcer for the new series "Everything for the Boys," starring Ronald Colman and written and produced by Arch Oboler. The new program marks a reunion for Oboler and Bannon, for the two worked together in 1941 when Jim announced Oboler's "Everyman's Theater." The new dramatic series is sponsored by Electric Auto-Lite.

Andrew Friedenthal, Jr., Chief Engineer in charge of studio operations at WJR, Detroit, is in Los Angeles in a counselling and supervisory capacity in connection with moving the studios and offices of KMPC to its new location at 5939 Sunset Blvd. He will work with James LaShaum, Chief Engineer of KMPC, in the work of changing over.

ANNOUNCER WANTED

50,000 Watt, MIDWEST STATION has place for experienced announcer. Give name, address, age, draft status, complete history of radio experience including stations and types of programs handled. Send photograph and state salary expected. Box 791, RADIO DAILY, 1501 Broadway, New York, 18, N. Y.

MAIN STREET



Radio Vitamins for Tuesday ! !

● ● ● Captain Andre Baruch, one of the old line network announcers, has been promoted to Major. Major Baruch (husband of Bea Wain) is on duty with the Signal Corps in North Africa. Martha Percilla, has resigned the post of Women's Editor with the Radio Division of AP and leaves for Hollywood this week, to do free lance writing. Frank Parker, radio tenor, has been signed to do the romantic lead in a forthcoming B'way musical, entitled "Follow The Girls". Original radio story, "Two Tickets To Peoria," heard the other day on "The First Nighter" program. will be done into a musical comedy with score by Ernie Breuer and Billy Hueston. writer of the playlet is Joel Murcott. stage title will be "Two Tickets To Heaven". Ted Cott at WNEW is reported seeking a couple of production men. Ed Murrow's famed slant on British humor told of the man complaining following a blitz. he had a door knob in his hand and bemoaned the fact that a "pub" had been blown out of his hand. now comes Dick Hottelet, London radio correspondent with the story of the Londoner being fined for throwing lard, pickles, bread, margarine etc., at his wife. defendant was told "food rations must not be used as weapons of war."



● ● ● As to the correspondent situation, CBS' Bill Downs just back from Moscow, will be dined today at the Ambassador Hotel. original room has been switched for a larger one to accommodate the many guests that will be on hand, many important in radio and the newspaper field. Downs brought back with him the score of Shostakovitch's "Eight Symphony" which will have a premiere shortly by the New York Philharmonic Symphony Orchestra. that is, the Western Hemisphere premiere, which will be heard some fine Sunday over the air. Lulu Bates, Blue net warbler gets the "All-Time Hit Parade" vocal assignment starting Feb. 11, Friday nights over NBC. Paul Whiteman back on the job at the Blue following a tussle with the flu. John Fogarty, Irish tenor, used to be heard on an NBC network nearly a decade ago, finally got a small commercial for Sweetheart Soap, lost that and even his sustaining. finally took to vaudeville. when he did a late evening sustainer with Dick Liebert at the organ, a gal that used to follow him, also a sustainer, used to do a fairly good job but nobody cared much at the time. her name, by the way is, Frances Langford. Frances was very thin, pretty, and nervous mebbe in those days. the auxiliary studio, if we remember rightly was over the Roxy Theater somewhere. where there was a practice organ for broadcasting. Frances of course got to the top. Fogarty, after 10 years, had to make a USO trip through the entire Pacific Theater of war. before he got back on a network for a onetime shot. durned if we didn't hear the former "Cowboy Singer From Montana," Sunday night on "We, The People," where he told of his experiences during many months of entertaining the boys at the front. Fogarty incidentally, is a veteran of World War I.



● ● ● Confidentially, the reason why Arthur Hale is no longer heard over WOR, Monday, Wednesday and Friday in his "Confidentially Yours" program. is because his Tuesday, Thursday and Saturday oil sponsor has signed him to an exclusive contract. "Redbook" for January has an interesting article on Kate Smith, which is a pretty comprehensive story of the Ted Collins-Smith combination. current issue of "Good Housekeeping," has a good little yarn on Paul Whiteman from the home angle, with a little art work showing the family on the porch of the Whiteman farm in New Jersey. How 'bout that extra War Bond? us radio folks must practice what we preach.

Remember Pearl Harbor

CHICAGO

By BILL IRVIN

DON DOOLITTLE, billed as the of 101 voices, is the new of ceremonies on WJJD's after show, "1600 Club."

Baritone Dan Ryan, WBBM's est singing discovery, has joined regular cast of WBBM's "Matinee," heard Saturdays from 4:00 p.m.

Five NBC affiliate stations, been added to the network on the Sunday edition of the News of World, making a total of 93 on. The additions are WSB, WOAI, WBRC and WBAP. Sponsors: Miles Laboratories, Inc. (Alka Seltzer and one a day vitamins), thru Wade Advertising Agency, the gram is aired from 10:15 to 10:30 CWT and features John W. Van cook and pickups from London Washington. Miles also sponsors "News of the World" Monday through Fridays, 6:15 to 6:30 CWT.

Pillsbury Flour Mills Co. thru McCann, Erickson, Inc., has renewed its sponsorship of the WBBM "the Missus" program, heard Monday Wednesdays and Fridays, 2:15 to 3:00 p.m., CWT.

Development of a national television network shortly after the with Chicago as one of its most important links, was predicted this by O. B. Hanson, vice-president chief engineer of the National Broadcasting Company. Hanson will Chicago to attend the initial meeting of Television Broadcasters, Inc. the Palmer House. "Chicago has always been a vital radio production center and we expect it to fulfill kindred role in television," he said.

Gil Jones, one of the Blue work's original "Three Romeos" returned as baritone of the trio following his medical discharge from the Army after 15 months in the vice. He replaces Curley Bradley will devote his time to his new as emcee of the National Farm Home Hour.

Danny O'Neil, WBBM's star left Sunday night for Hollywood where he will make his movie debut. He will return to WBBM after fulfilling his film commitments.

Advance Guard Here For Two Conventions

(Continued from Page 1)

the war-hampered television industry. Others believe they will eventually have to reconcile themselves to being in the same boat. Television for the most part wants to keep channels now used, but FM seen differently.

There is some apprehension also the part of the standard broadcast stations as to where they will stand when FM is under full swing. It is expected that some of these questions will be answered in course of roundtable discussions which are the FMBI agenda.



# Healy, OWI Domestic Head, Lauds War-Service Of Radio

(Continued from Page 1)

...or tendered by the NAB president, Wille Miller, Healy said "you of eo have done everything we've ead you to." OWI's job in respect radio, he continued, is to serve the industry on news just as well as is sible. Relationship between OWI the industry is excellent, he de- ed, and added that much of the it properly belongs to Philip en, OWI radio chief.

**Miller Confers With Wheeler**  
Miller was unable to attend the theon himself, having been asked ey yesterday to lunch with Sen. Eton K. Wheeler, chairman of the State Interstate Commerce Commit- th who is engaged in drafting new io legislation. Miller has been

anxious to see Wheeler for sometime, C. E. Arney, Jr., NAB secretary-treasurer pointed out, and was thus forced to cancel his appearance at the Statler luncheon for Healy.

**Army, Navy Officers Attend**  
On hand besides Healy and Arney, were Philip Cohen, Frank M. Russell, NBC vice-president; J. Harold Ryan, of the Office of Censorship; Lt. Comdr. Jack Hartley, USN; Col. Ed Kirby, Thomas H. Lane, director of Advertising, press and radio for the Treasury's war finance division; John Hymes, of the OWI radio bureau, and Willard Egolf, Howard Frazier, Paul Peter, Arthur D. Stringer, Robert Bartley and Lew Avery, all representing the NAB.

## N.Y. Tele Station Re-organizes Staff

Reorganization at W2XWV's New York tele studio places technical director Walter Swenson in charge of central clearing and planning for all programs, marking a distinct change in usual radio procedure. Reason for the move is that programming details have to be worked out in line with technical requirements, so that cameras, lights and microphone can follow the action of the show in coordinated style, it has been stated by commercial manager Sam Cuff.

Under the new set-up, the outlet's program and production departments handle only sustaining shows, with agency representatives managing programming details of their own experimental commercials. Both sustaining and commercials are placed in technical director's hands for airing. Operating under Swenson are studio managers with separate crews, who are assigned to specific programs.

## B & K Tele Plans

Chicago—Balaban & Katz tele outlet, W9XBX and WBKB went on a new schedule yesterday, with afternoon broadcasts from 3 to 4 on Monday and Wednesday, and evening broadcasts over the stations set from 7:30 to 8:30 on Tuesday, Thursday and Friday.

## CONTINUITY WRITER

Southeast regional station has opening for young woman with experience handling copy for local accounts. Can also prepare and air daily woman's program if she qualifies. Pleasant, reasonable living accommodations available. \$30 for 40-hour week. Permanent to right individual. Send photo, state all details first letter. Box 793, RADIO DAILY, 1501 Broadway, New York 18, N. Y.

## Collegiate Radio Group Meet NAB News Committee

Refresher courses for broadcast news personnel and long-range principles for training radio journalism students were recommended by the sub-committee of the NAB News Committee, which met in joint session Friday with representatives of the National Association of State Universities at the Waldorf-Astoria Hotel, New York.

Sub-committee advised that universities co-operate by giving freshening courses for newsroom staffers of outlets in their areas. Training for airwave journalism undergraduates was recommended to include social studies, science, foreign languages, shorthand and typing. Any plan, the group decided, should also involve practical broadcasting experience for both faculty and students.

Attending the conference were sub-committee members: William Brooks, director of news and special events for NBC; Paul White, director of public affairs for CBS, and Walt Dennis, director of public relations and special events for WHN, New York. William Burke Miller, manager of the NBC public service department, sat in as special educational adviser. University representatives consisted of: Wilbur Schramm, director of the State University of Iowa's Journalism School; Mitchell Charnley, head of the School of Journalism of the University of Minnesota, and I. Keith Tyler, acting director of radio education at Ohio State University.

## WTOL Gets New Show

Toledo—The Hickok Oil Corporation, radio's oldest consistent advertiser, inaugurated a new program on WTOL yesterday, 6:45-7:00 CWT. Program features Benny Kyte's augmented orchestra, vocalists and brief word picture of outstanding persons and places or events. Selection of WTOL marks first change in station list in 15 years, according to sponsor's advertising manager Floyd Tracey Company operates 1,800 hi-speed service stations in Ohio-Michigan area.

# In Kansas City



## the Swing is to WHB

SKI YOUR EYE to the Hooper Index below. Observe WHB in strong second place all day... only 4.3 below Station "C" in the morning; only 5.4 below Station "D" in the afternoon. At WHB's low rates, and with some highly desirable availabilities open, "Your Mutual Friend" is certainly the best buy in Kansas City! Available February 7, 1944: "The World's Front Page", five quarter-hours weekly at 6:15 p.m., following Fulton Lewis, Jr. Ask Don Davis for details.

**KEY STATION for the KANSAS STATE NETWORK**  
Kansas City • Wichita • Salina • Great Bend • Emporia  
Missouri Kansas Kansas Kansas Kansas

MONTHS: OCTOBER-NOVEMBER, 1943						
HOOPER STATION LISTENING INDEX						
TOTAL COINCIDENTAL CALLS — THIS PERIOD 14,643						
<b>MORNING INDEX MONDAY THRU FRI. 6-12 A.M.</b>	Station A <b>10.2</b>	Station B <b>9.3</b>	Station C <b>31.0</b>	Station D <b>15.6</b>	WHB <b>26.7</b>	Station E <b>6.0</b>
<b>AFTERNOON INDEX MONDAY THRU FRI. 12-6 P.M.</b>	Station A <b>13.0</b>	Station B <b>7.0</b>	Station C <b>22.8</b>	Station D <b>30.2</b>	WHB <b>24.8</b>	Station E <b>1.6</b>

NOTE: No interviewing conducted during the World Series broadcasts is included in this report.



## Washington Front

WASHINGTON paid tribute last week to a guy who was, to us, Washington itself a few years back. We can recall visiting friends in this town five and six years ago, seeing all the public buildings, etc., and, of course, listening to the radio. At that time, there was little that we heard on the air to distinguish Washington programs from those of any other city of like size—at least, little that was superior. One memory did stay with us, however. That was this man Art Godfrey... The first of the "musical clock" men—or so we're informed—celebrated his tenth anniversary on WTOP recently. For ten years he's had one of the best liked morning shows in radio history, and it's more popular today than ever before... Art's been getting up at 4:30 each morning since January, 1934, and taking the long drive from his Virginia farm, "Godfrey Gates" before dawn in order to be at the studio at 6:30. Before Western Union starting getting him up, WTOP Sales Manager tells of the bell system between the station and Godfrey's room, with a studio-controlled gong barbarously clanging out the hour each morning. This didn't always work, and frequently someone had to drive out from the station to get the city's waker-upper out of bed.

Most distinctive thing about Art Godfrey's show, we suppose, is the terrific riding he gives his sponsors. Woe to the man who puts copy before Godfrey which appears in any way stilted, smug or pretentious. He just won't handle it straight, preferring instead to rip it apart with his very devastating satire. Well, not only does the audience like, but the sponsors love it. In Washington it's "Get up with Godfrey," and we know plenty of people who get up only for Godfrey.

Joe Miller, erstwhile NAB labor relations man, will be doing the same job for the Navy. He'll stay in town as a labor relations expert for the Navy, going into an ensign's uniform, we're told. Joe got into that work quite some time ago, covering labor for the Associated Press. And garnering himself a reputation for fairness in his handling of the subject that is the envy of plenty of reporters here today.

Because theater is such an important part of radio, we think we should repeat here the words of Senator Jim Mead, which we noted as he gave them on the floor of Congress. The occasion was the discussion of the admission tax, with Mead fighting against any increase in the rate at this time. The theater industry, said Mead, "has risen to unprecedented heights. In every essential activity, including the recruiting of personnel, the sale of war bonds, the success of the USO and similar drives, the theater has been close to the heart and center of all these worthy enterprises. The

## Ruling On Announcer Salaries Clarifies 'Talent Fee' Question

(Continued from Page 1)

there are cases which will best be decided upon their individual merits. Walling's explanation follows:

"This will reply to your letter of December 21, 1943, in which you state that one of your members has called your attention to Paragraph 24501.86, Volume 2, C.C.H. Labor Law Service (March 18, 1942), which has been cited by one of the attorneys of the department as the basis for a ruling that all 'talent fees' paid to radio announcers should be included with salaries in determining the 'regular rate of pay.' You state you are under the impression as the result of a conference with me and one of the attorneys in the solicitor's office, that the cited ruling was not to be applied in the case of all 'talent fees' and that each case involving such fees would have to be considered on the basis of the facts involved and that some announcers, for the purposes of the Fair Labor Standards Act, were not employees of radio stations when they were working for a 'talent fee' from an advertiser or an agency. You inquire as to whether or not the impression you gathered from the conference is correct.

"It is my understanding that most announcers receive a weekly salary

from the radio station in which they are employed. When, however, a sponsor of a program requests and obtains the services of a particular announcer thus employed, the sponsor is required to pay to the station a 'talent fee.' The station then pays the announcer his weekly salary plus the fee. Such an arrangement is provided for in contracts between stations and the American Federation of Radio Artists.

"It is the division's view that generally in such cases the announcer is the employee of the radio station and that the 'talent fee' paid the announcer is part of his regular compensation and the time spent by the announcer in performing such services constitutes hours worked for the radio station.

"However, this position is not an absolute one. In order to determine its applicability in a particular case, an examination of the facts in the case becomes necessary.

"If you desire me to review any opinion given by any specific regional office of the division, I would be pleased to request the file in any such case which you desire to call to my attention and re-examine all the facts pertinent thereto."

### Strunsky Joins CBS As Network Copywriter

Robert Strunsky has joined CBS as network copywriter, it was announced yesterday by Paul Hollister, vice-president in charge of advertising and promotion for the network.

Strunsky, a newspaper man and department store advertising manager, has served on the staffs of the Omaha "World-Herald," Denver "Post" and the New York "Sun." After a year in the advertising department of R. H. Macy & Co., he joined L. Bamberger & Co., Newark, N. J. where he became assistant advertising manager.

### Ascaph-Treasury Agreement

Terms under which outlets without blanket Ascaph licenses may use Treasury recordings were revealed last week by Emerson Waldman, chief of the radio section of the War Finance Division. Payment for a transcription used as a complete, sponsored program shall be on the regular program arrangement. No Ascaph license fee applies to recordings presented on a sustaining basis.

stars of both the moving pictures and the legitimate stage have been generous with their time and their talents in entertaining our military personnel, both here and on our distant battle fronts." Radio has been the medium by which many of these stars have done a major portion of the activity Mead referred to. He didn't mention radio only because it is not affected by the current admissions tax.

### Y. & R. Radio Department Promotes Moran, Ackerman

Joe Moran and Harry Ackerman have been appointed associate directors of radio of Young & Rubicam, Inc. Moran joined Young & Rubicam in 1934, after ten years of stage experience, doing leads in stock and on Broadway. Shortly after coming with the agency's radio department, he was placed in charge of creation of radio commercial announcements, a capacity in which he continues.

Ackerman had been engaged in writing and acting for the radio, and directing radio programs before his association with Young & Rubicam in 1936. His responsibilities will include radio policy planning, and creative planning on new radio productions. He will also continue to supervise all radio production.

### American Express on WOR

American Express Co. has inked a 52-week contract for a weekly recorded music show, titled "Cheque Your Music," in behalf of its travelers' cheques, beginning today over WOR, New York, from 7:15 to 7:30 p.m., EWT. Agency is the Caples Co.

### Plaque For Gunnison

Royal Arch Gunnison, Mutual commentator, will be presented with a bronze plaque by the United Nations Association at a luncheon today in the Commodore Hotel, New York. Award, first made by UNA, will be given to the MBS analyst "for his unceasing efforts and contribution to the cause of international co-operation."

## • TELE TOPICS •

### Image Flickers

Why was Klaus Landsberg, a moving spirit behind the preliminary organization of Television Broadcasters Association, absent from the first meeting of TBA in Chicago the past week? Look for Howard Hughes to begin telecasting in San Francisco and Hollywood soon after construction materials are available... International Detrola of Detroit is readying plans to apply for a license. General Television Corp. of Boston moving back into the tele broadcasting picture.

Battle of the megacycles may breed into open hostilities if FM broadcasters try to get tele's present channel one allocation (50-56 mc.). In fact, competent investigation has revealed that the best channel for tele broadcasting is around 45 mc., which frequency modulation obtained about two and one-half years ago when the old channel one (44-50 mc.) was assigned to it. Many informed observers believe that moving tele into still higher frequencies would delay its development for maybe three or four years. Issue, it is felt in authoritative circles, should be decided on scientific evidence and not on the convenient interests of a particular group. Dr. Walter R. G. Baker, chairman of the Radio Technical Planning Board, may throw some light on the ticklish matter in speeches tomorrow and Friday before the convention of FM Broadcasters, Inc., and the Institute of Radio Engineers, both at the Commodore Hotel in New York.

Lively upturn of television stock in the past week's market activity indicates that Wall Street interest may have the idea that tele electronics are on the threshold of something new. Trend is worth watching... Du Mont experiments status may be changed any day by the FCC to a straight commercial basis... Noran E. Kersta's story of NBC tele in a western publication ought to make a swell promotion piece for the network... Television Press Club has been turning away practitioners who have applied for membership, which is restricted to the working tele press.

Will Zenith be able to hold on to its Chicago tele channel without doing engineering and programming development?... What will happen to tele outlets, particularly in large cities, where there is a great demand for channels and present license holders are not contributing to sight-and-sound development?... Radio relay for a post-war tele network may justify installation expense by additional important uses in aviation and communications, according to Dr. E. F. W. Alexanderson, consulting radio engineer for General Electric, in a speech before visiting members of the New York State Publishers Association. Schenectady last week for a special tele demonstration by GE.



# ★ ★ ★ COAST-TO-COAST ★ ★ ★

### — INDIANA —

**PORT WAYNE**—Three of WOWO's staffers talked on their individual branches of radio recently before a joint meeting of the YMCA-YWCA. They were promotion manager Bill Stone, program head Eldon Campbell and Bruce Ratts, chief engineer. Tom Wheeler, WOWO farm director, looks forward to interviewing 15 of the county agents. Fourth War Loan will be the topic. Connie Stas has come from a local drug outfit to join the program department of WOWO-WGL.

### — OKLAHOMA —

**OKLAHOMA CITY**—Through the efforts of WTKY, the opening of the city's Fourth War Loan drive was celebrated in the Municipal Auditorium with a show headlined by such names as Red Skelton, Raymond Walburn and Lynn Merrick. Production credit goes to John Prosser, program director.

### — LOUISIANA —

**NEW ORLEANS**—WVL's popular program "Music From the Southland" recently included among "People Who Do Things" the crew of "The Dry Martini" and its gallant leader, Major Alan V. Martini. Program is sponsored by the Jackson Brewing Company.

### — NEW JERSEY —

**MATERSON**—As a feature of its participation in the Fourth War Loan drive, WJAT is airing a sustaining program titled "The Human Side of the Fourth War Loan Drive" on which bondholders will relate anecdotes of their canvassing. The tremendous popularity of WPAT's "Luncheon With Helen" feature has brought about an influx of clients seeking spots. Shey J. Flamm, vice-president and general manager, announces an increase in program's time to 45 minutes to accommodate the new business.

### — FLORIDA —

**T. AUGUSTINE**—WFOY announces that December sales hit an all-time high for the outlet. An increase of 58 per cent was written over the month of 1942. Royal welcome and a monopoly on youth was recorded CBS' Howard Lane and Julius Brauner recently, when, on the occasion of their visit to the city, John Brown, general manager, took them over to the Fountain of Youth.

### — WASHINGTON —

**YAKIMA**—The facilities of KIT, Mutual affiliate, were used by Governor Arthur B. Langlie to open the State's Fourth War Loan during a bond show which presented governors from the four corners of the country. KIT's publicity of the Barnes-Woodin department store "Saturday Evening Post" bond promotion titled "Tribute to the Unconquerables," helped to bring in just ten times more dollars than the goal set at \$100,000. Joy Altmeyer of KIT's continuity staff, has a dreamy look these days; especially when she inspects that diamond solitaire. He's an air cadet in Texas.

### — PENNSYLVANIA —

**PHILADELPHIA**—Robert Bloomfield, continuity director at WPEN, decided to "take stock" when his third anniversary with the station rolled around; and what he found he thinks to be a record for one man in a local station—that he had written 918 pieces of copy, which equalled the exact number of working days in the three years. WPEN has added kc. veteran Ed Browning to its announcing staff. A native of the city, he is also known as Ronald Thorpe, singer. WPEN is hoping that its senior announcer Don Frank doesn't make the hit with his draft board that he has done everywhere else.

### — CALIFORNIA —

**OAKLAND**—Adriel Fried, general manager at KLX, has thought up a way to eliminate confusion to listeners resulting from succession of plugs. Following hourly newscasts, patriotic recording, dedicated to a branch of the service, is played immediately after the commercial. This holds listener interest and breaks into "hitch-hike" announcements. Added to long list of announcing roles for James Bannon of KFWB, Hollywood, is "Everything for the Boys," new dramatic series sponsored by Electric Auto-Lite.

### — CONNECTICUT —

**HARTFORD**—WDRS recently aired a talk by Carl Gray, chairman of the Reemployment Commission, in which Gray outlined plan of the state for reemployment. New addition to the commercial department is Jean McCarthy, taking the place of Betty Kelly who moved into the business office.

### — ONTARIO —

**WINGHAM**—Jack Brent is back at CKNX after a holiday from radio—and that's an item, judging from listener and studio welcome extended him. Less permanent but none the less sincere welcome extended to former mickeman Ross Hamilton, now RCAF potential pilot. Hamilton is home on furlough.

### — COLORADO —

**DENVER**—KFEL celebrated its 22nd year of uninterrupted operation last Jan. 4. That date in the year 1923 was when its first license was granted. KFEL was among the Denver stations to be awarded certificates by the Junior Chamber of Commerce for outstanding cooperation. Welcome was a recent letter datelined "somewhere in England" from former news-

caster Bob Bugdanowitz, now a staff sergeant connected with bombardment group. With a like group is Sgt. Bill Foulis who dropped in while on furlough. Bill was night news editor.

### — ILLINOIS —

**CHICAGO**—On Feb. 7 a 15-min. show featuring War Bond activities of United Packing House Workers of America will be heard on WGN.

### — MASSACHUSETTS —

**BOSTON**—Word of reunions in far-away places comes often these days. Latest report is Robert Henderson and Richard Brock, both former WBZ staffers, meeting at Navy men at a Caribbean port. Nona Mae Lawlor, secretary and Caroline Butts of music clearance, WBZ, are now service wives. Peter Paul Mounds now sponsoring Nelson Bragg's newscasts, three times weekly at 7:30 a.m. Wilbur Shoes, Sheraton Hotel and Filenes each sponsoring special Treasury Salute program prior to Fourth War Loan campaign.

### — OHIO —

**CINCINNATI**—WLW is being represented at the 1944 War-Postwar Conference of Wholesale Grocers in Chicago at this time, by A. R. Griffes, J. A. Tappin and R. M. Fanning. Also in the Windy City for the same occasion are the "Boone

County Jamboree"ers and emcee Hank Penny. Their job is to entertain, as usual. James Cassidy, special events head, business tripping to Washington and New York. Back again and very happy about it is Dan Riss, popular emcee-announcer, who left WLW some time ago to go to Cleveland.

### — MISSOURI —

**COLUMBIA**—Making news is the appointment of Foster H. Brown as manager of KFUR, announcement of which was made by the Star-Times Publishing Co., owners and operators of the outlet. Brown assumes his new duties with a full knowledge of his connection, having been on KFUR since 1936 in a variety of jobs. He succeeds "Chet" Thomas, manager of KXOK, St. Louis, in the specific post, but Thomas will continue to generally supervise as member of the board of directors of KFUR, Inc.

### — NEW YORK —

**NEW YORK**—Heard from WMCA: Interesting bit of antiquity recently dug up by Jack Shaler to the effect that Xavier Cugat played first violin solo ever aired on an experimental broadcast back in 1916. "United Nations Compare Notes" has been selected by OWI for shortwaving to South Africa. That 1A form is playing havoc in the personnel office these days.



REACH THE WOMEN OF THE OHIO VALLEY WITH . . . .

Olive Kackley  
**WCKY**

50,000  
WATTS  
CBS

THE L. B. Wilson STATION

HAPPY BIRTHDAY TO YOU

January 25

Teddy Bly                      Portland Hoffa  
Robert Durham                Bob Keyworth  
C. A. Synder





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JOHN W. ALICOATE : : : Publisher

FRANK BURKE : : : : : Editor

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FINANCIAL

(Tuesday January 25)

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. Rows include Hazeltine Corp., Nat. Union Radio.

OVER THE COUNTER

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

20 YEARS AGO TODAY

(January 26, 1924)

James R. Angell, president of Yale University at New Haven, made a trip down to New York recently to give a talk over WEAJ on the subject of "Tendencies in Education" ... New sad in the realm of radio that has caught on tremendously is the mailing of private "applause cards" to artists indicating listener appreciation.

NEWSCASTER

Seeks Station SIX YEARS with 50,000 WATT STATION Editing and Broadcasting Service Exempt Address: P. O. Box 1204 Detroit 31, Michigan

APRS Canada Claims Heard By Copyright Appeal Board

(Continued from Page 1)

with less than 1,600 seats one cent per seat. The hearing is continuing.

In its application, the American Society entered competition with the Canadian Performing Rights Society and Broadcast Music Incorporation (Canada). Main objection to the A.R.P.S. application came from the Canadian Performing Rights Society which formerly had music controlled by the A.R.P.S. in its repertoire.

The Canadian Broadcasting Corporation, Canadian Association of Broadcasters and Musical Protective Society of Canada, representing theaters and hotel owners, told the board they had no objection to the American Performing Society sharing in the present fees but opposed an additional levy.

Last year the Canadian Performing Rights Society collected on a basis of eight cents for each licensed radio and BMI, on a one-cent basis.

Russel Smart, counsel for the Canadian Performing Society, maintained that the American Society did not carry on business in Canada and had not filed in sufficient time a catalogue of music it controls, thus failing to meet requirements of the Copyright Act. In a brief placed before the board, he said the works controlled by American Society formed a negligible proportion of the music used by Canadian radio stations.

Counsel for the American Society,

H. L. Mendelson and A. L. Fishbein, argued that their application had met the requirement of the Act and had been completed with the filing of the Copyright Office, immediately before the hearing, of an index of music controlled.

Mr. Fishbein, the society's New York attorney, said it controlled more than 4,000 compositions which included a "considerable proportion" of the music being played in Canada. Among the compositions were some 300 of South American origin.

Representations were heard on a proposal by the Canadian Performing Rights Society to impose a license on coin-operated music machines.

Samuel Rogers, appearing for the Ontario Music Operators' Association, asked that the license be deleted from the society's tariff pending a decision in a case now before the Privy Council, in London, England, dealing with music boxes in public places.

Mr. Smart said it was estimated there were 5,000 to 10,000 of these machines in use, making a profit of \$1,000 to \$1,500 a year each from which composers were getting no return. He asked that the board use its authority to impose a license.

The board reserved judgment on this point and also on applications by the society for permission to charge a fee to industries using music as a stimulus to production.

Seeds Agency Expanding Activities In New York

(Continued from Page 1)

account executive of Stirling-Getchell, New York, and later of the Blue Network station Relations Department, has been appointed manager of the N. Y. office. Snyder will be the Eastern account executive of the Mennen account, which will continue under the direct supervision of George Bayard, vice-president of the agency.

NBC Realigns Setup In Chicago Offices

(Continued from Page 1)

according to John F. Whalley, business manager for the central division. Grouped together on the 19th floor will be offices for announcers, communications, sound, program, traffic and the engineer's lounge. Presiding over the department will be H. D. Livezey, night manager. The changes were made possible in part when the Blue vacated space on the 19th floor.

Sheaffer Pen Co. Adds 15-Minutes To NBC Show

(Continued from Page 1)

artists for new 15-minute period will be announced later. Contract was placed through Russel M. Seeds Company, Inc.

Record Bond Sale

Ralph Edwards' "Truth or Consequences" show turned in sales of \$1,828,500 worth of Series E bonds in Dallas last Saturday. A total of 8,600 people attended the early and repeat broadcasts.

COMING and GOING

DON LERCH, regional radio director of War Food Administration, leaves tomorrow for Philadelphia, where he has a special broadcast scheduled for Friday morning over KYW.

E. E. HILL, managing director of WJZ CBS affiliate in Worcester, Mass., is in New York for the meeting of the FMBI.

H. E. WESTMORELAND, director of operations at WEBC, Duluth, Minn., also of Arrowhead Network, is here on station and work business.

KINGSLEY HORTON, assistant manager-director of programs and sales at WEEL, CBS-outlet in Boston, is visiting briefly in New York.

MRS. AURELIA S. BECKER, president and general manager of WTBO, Cumberland, arrived from Maryland on a short business trip.

J. F. JARMAN, JR., general manager of WDC Columbia's outlet in Durham, N. C., a visitor yesterday at the headquarters of the network.

L. C. JOHNSON, vice-president and general manager of WHBF, Rock Island, Ill., and ROBERT J. SINNITT, chief engineer of station, are in New York for the technical meetings.

EDWARD C. OBRIST, program director of WFIL, Philadelphia, was visiting this week in WLW and WSAI in Cincinnati.

FRANKLIN M. DOOLITTLE, president; J. MARTINO, chief engineer; WALTER B. HANCOCK, program manager, and WILLIAM F. MALO, commercial manager, all of WDRC, Hartford, in town for the FM convention.

DAVID CARPENTER, station manager of WKNE, is in town from New Hampshire for conferences with the New York representatives of the station.

C. P. HASBROOK, president and station manager of WCAX, Columbia's outlet in Burlington, Vt., is spending several days in New York.

CEDRIC FOSTER, commentator on the Mutual Network, is vacationing this week. John Stanley is substiting for him.

HERVEY CARTER, station manager of WMAZ, Manchester, N. H., is in New York for conferences with the local reps.

NEWS In the Night!

They're a buy... they're a bargain. News spots that are looked for by one of the biggest chunks of Baltimore's population! They're available on the "Night Owl Club" ... that midnight to dawn show that is packing in memberships right and left. It's big time, radio for the swing shift. Time is available.



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

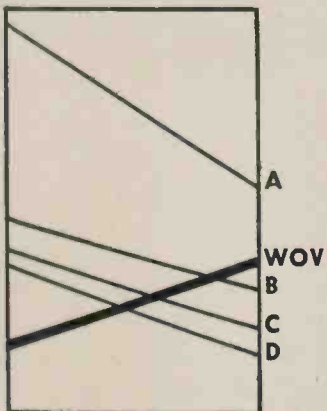
Advertisement for WHOM radio station. Text: 1480 Kilocycles Full Time Operation. WHO M FOR BETTER THAN AVERAGE RESULTS. Joseph Lang, Gen. Mgr. New York Studios: 29 West 57th Street, New York City.





# A PUNCH IN BOTH HANDS

**Evening Listening Trend**  
Five Independent  
New York Stations



The above chart is based on the Total New York Area Listening Index of Independent Stations, 6:00 to 10:30 p.m., for Dec. 1942 and Dec. 1943. Source: C. E. Hooper.

That's WOV, the station with a double selling sock! Two markets listen to WOV . . . both vast, rich and responsive.

During the daytime WOV dominates metropolitan New York's Italian-speaking audience. It reaches as many as 58% of the 520,000 Italian radio homes and never less than 23% during any particular hour.

In the evening, between the Hooper checking hours of 7:30 and 10:00 p.m., WOV reaches the most radio homes at the lowest cost per thousand listeners of any other New York Independent station . . . and at less than one-half the cost of the next ranking station.

RALPH N. WEIL, GENERAL MANAGER  
JOSEPH HERSHEY MCGILLVRA, NAT'L. REP.





## LOS ANGELES

By RALPH WILK

THE 3,000 seat Fox Theater, San Diego, is practically sold out for the engagement of "Breakfast At Sardi's" on the morning of Jan. 29. Tom Breneman will stage the program for the regular broadcast over the Pacific Blue, and admission to the theater will be by purchase of a bond in connection with the current Fourth War Loan drive. In addition to the broadcast, which runs 45 minutes on Saturdays, Breneman will do a special warm up and after broadcast show, giving the spectators a full two-hour program. Regularly broadcast from Hollywood "Breakfast" will be making its third out-of-town visit on this occasion. Portland and San Francisco are the other Coast cities visited by the show.

Bob Wesson, publicity and promotion director, San Francisco, and Mrs. Wesson have an "order" in with the Stork, and Bob is also awaiting "orders" from Uncle Sam, having passed his Army physical. He has been visiting relatives in Hollywood.

IT'S NEVER BEEN TOLD... That Dave Street, featured vocalist on the Joan Davis program with Jack Haley (NBC-Thursdays), is director of the widely known "Mitchell Boychoir" during his spare time, or that Verna Felton, who portrays "Blossom Blimp" started in the theatrical world at the age of eight playing "Little Lord Fauntleroy," or, that Sharon Douglas, the "Penny Cartwright" on the show, was a model and stenographer before entering radio three years ago.

## Will Award Bonds

Chicago—Coincident with the opening of the Fourth War Loan drive Standard Oil Company of Indiana announced today a series of farm radio broadcasts during which the company will award war bonds for outstanding agricultural accomplishments. Twenty-five-dollar war bonds will go to 143 farmers and 4-Y club members in 14 central west states. Winners will be announced on broadcast starting April 1 over approximately 100 radio stations and continuing six days a week for 26 weeks.

## Bob Hanner

Bob Hanner, director and credit manager of the Brown & Williamson Tobacco Corp., Louisville, died suddenly in Chicago last Friday. Hanner lived in Louisville and was well known in radio circles. He is survived by his wife and 15-year-old son.

## John Allan "Jack" Partington

John Allan "Jack" Partington, 54, one of the operating heads of the Roxy Theater, New York, and throughout his business life one of the nation's outstanding showmen, died suddenly yesterday following a heart attack at his apartment. Funeral arrangements will be announced today.

## MAIN STREET

WITH *Ol' Scoops Daily*

## Notes From a Ringside Seat...!

● ● ● In Making our daily rounds in and about Kilocycle Row, we've had numerous occasions to witness little kindnesses, eagerness to help studio visitors on the part of receptionists and page boys employed at the local network.....we are happy to commend Radio for its policy of giving youngsters training, which brings to the surface those qualities.....we remember back in the early thirties, two page boys at CBS.....for several years, these lads, in the course of their duties, never failed to give that "extra" little service, giving messages to singers, artists, orchestra leaders, executives etc., personally following thru on things that had to be done quickly, remembering to tell music contact men how best to service artists etc.....and then the break that both earned and deserved arrived simultaneously.....the late George Piantadosi, who at the time was General Manager of Fred Waring's Music Co., namely Words & Music, took one of the page boys, Nick Campbell into his firm, taught the energetic Nickie, the ins and outs of the music business.....today young Campbell is now a partner in the fast-growing firm of Campbell-Porgie, publishers of such hits as "When the Lights Go On Again All Over the World," "I Heard You Cried Last Night" and the current hit "In A Friendly Little Harbor".....the other page boy, Sam Schiff, was taken in tow by Ted Collins, producer of the Kate CBSmith programs, and has been busily assimilating from Collins, who is undoubtedly one of Radio's finest executives, training and experience which in the very near future should enable Schiff to, in turn, become a successful producer in his own right.....we merely point out these two cases because they emphasize the fact that opportunity abounds in Radio and merely awaits being embraced.

★ ★ ★

● ● ● Paul Whiteman journeys to Cleveland, next Tuesday, to conduct a mammoth War Bond Rally after which Pops will auction off the baton he used when he originally introduced the late George Gershwin's immortal "Rhapsody In Blue" at Carnegie Hall.....Morton Downey has been signed for another year by Coca-Cola.....millions of women-listeners to this mid-afternoon song session will continue their domestic labors measured to the cadence of the Irish Thrush's "Heart songs".....Now that former press agent Herb Kadison is an Ensign in the U. S. Navy, his sister Louise has taken over the dispatching of press releases for WBYN.....Maxine (WOR's Sophisticated Lady) Keith, has two agencies interested in a half-hour Kiddie program.....there's versatility.....Sid Lorraine of the American Academy of Music has purchased the score for the U. of Penn's new Mask & Wig show," Red Points and Blue," composed by Bickley Reichner, Moe Jaffe and Lt. Commander Clay Boland, which opens Feb. 10 at the Irvine Auditorium in Philly.....you'll hear the song, "As You Were" quite a bit on your loudspeakers.....What ciggie account did Jon Gart and a 45-piece orchestra audition for last week?.....The March issue of Real Story Magazine will carry articles by Adrienne Ames, Bill Stern and Gladys Swarthout.....Arthur Solomon, for many years assistant to Vick Knight, has fully recovered after 17 week's illness and can again be seen around Hollywood & Vine.

★ ★ ★

● ● ● Mac Perrin, tenor in Fred Waring's glee club, introduced his mother (a widow) to his father-in-law (a widower).....now Mac's father-in-law is also his step-father.....Ted Steele, of the NBC program, "Lora Lawton," bought himself a beauty shoppe.....says Steele, "My wife spends so much time there I find it is much cheaper to own it".....wonder what would happen if Mrs. Steele starts browsing in the public library?

★ ★ ★

—Remember Pearl Harbor—

## CHICAGO

By BILL IRVIN

"WHODUNIT?" is the title of a comedy-mystery serial which made its debut Monday night at over WCFL under the sponsorship of the Chicago Flat Janitors' Union Local No. 1. The program is designed purely as entertainment. "We attempt to sell our union in much the same manner that any other association or product is sold in a first class radio production," said William McFetridge, president of the union. Starring in the weekly show will be Nannette Sargent, Max Lincoln and Karl Kronke.

Groucho Marx will air his "Blue Ribbon Town" program from Milwaukee on Feb. 5 and from Peoria on Feb. 12. Groucho also will put a non-broadcast show for the Blue Jackets at Great Lakes on Feb. 10, before going to Milwaukee to do a broadcast.

Frances Bloem, secretary to WBBM analyst Harlan Eugene Read, has announced her engagement to Milton P. Clow. They will be married Jan. 29.

Arthur Kulosa, Jr. of the WIND engineering staff, has been inducted into the armed forces. He will be replaced by John A. Fethouse.

The Quiz Kids recently were asked for their favorite moron story. Mine, said Joel Kupperman, "Treasure Island" by Robert Louis Stevenson. "But Joel," said his questioner, "that's not a moron story." "It is a moron story," said Joel. "The people were all moroned on that island."

## Church Of England To Study Radio Benefits

(Continued from Page 1)

today to study the benefits and technique of radio broadcasting. Among those attending will be clergymen, selected from the graduates of Trinity and Wycliffe colleges, and a number from other colleges in theology. Rev. Canon J. E. Ward will be in charge of the conference. He is chairman of the National Religious Advisory Council of the CBC.

## Cott, Ranson At CCNY

Survey course in radio-station practice, production and continuity will be conducted by Ted Cott, program manager of WNEW, New York, and Jo Ranson, director of publicity and special events for the same outlet, at the City College School of Business and Civic Administration, it was announced by Dr. Robert A. Love, director of the school. Instruction begins Feb. 15.

## Secret With WHN

Cecil Secret, formerly of the New York office of the Treasury War Savings staff, has been named head of the production staff at WHN, New York. Herbert L. Pettey, station director, announced yesterday.



# Please take a Bow!

WE don't need to tell you that when *Reader's Digest* runs a piece about you, or prints an article of yours, or an excerpt from one of your broadcasts, or a quip of yours — it's a laurel wreath of which you may well be proud. These honors are yours, for you are all in the January, 1944, issue.

We, of course, are proud *for* you. And proud *of* you, because you are on our Network. So, gentlemen, will you please each take a bow — for these specific laurels? Thank you.

## THE DUMP TRUCK NOBODY COULD BUY

This feature in the January issue was excerpted from a broadcast by Henry J. Taylor, BLUE commentator, early in September, 1943. Taylor gave chapter and verse of an unusual incident . . . a dump-truck that nobody could buy. The sequel is reported by *Reader's Digest* in these words: "Two months after this broadcast, which attracted national attention, the truck was sold." Henry J. Taylor is at present overseas, but expects to be back on The BLUE sometime in January.



BABY MIRACLE

## BABY MIRACLE

who is none other than *Joel Kupperman*, mathematical genius of "QUIZ KIDS." The *Reader's Digest* article, from *The American Magazine*, is by Jerome Beatty — who calls Joel the "most entertaining son-of-a-gun, little or big, on the radio." Hear Joel and the Quiz Kids Sunday nights on The BLUE at 7:30 EWT. Sponsor: Alka-Seltzer.



DUNNINGER

## DUNNINGER

"Radio's Master Mind Reader" is the subject of an article condensed from the full-length story which ran in "Variety"—show-business authority. The story, written by Earl Sparling, explains why, after only a few weeks sustaining, Dunninger is now sponsored Wednesdays at 9:00 p.m. EWT by the makers of Kem-Tone.



JOHN GUNTHER

## ASCENSION ISLAND

an article about the "Mighty Midget" of the middle wastes of the South Atlantic and its strategic importance in this war. John Gunther, BLUE commentator, reveals in this article the inside story of one of the war's best-guarded secrets. John Gunther is heard on The BLUE, Friday and Saturday evenings at 10 EWT. Sponsor: General Mills.



LEON HENDERSON

## LEON HENDERSON

once OPA Administrator and now one of the most incisive and trenchant commentators of the American scene, is represented in the January *Reader's Digest* by a pointed anecdote about inflation. And what an anecdote! Listen to Leon Henderson over The BLUE every Saturday at 6:45 p.m. EWT. Sponsor: O'Sullivan Rubber Heels.



HENRY J. TAYLOR

THE *Blue* NETWORK





Words and Music by  
Carrie Jacobs Bond

I love you tru-ly.

*p* legato

dear, Life with us

dreams when I feel you are near,  
For I love you

hand,

Ah! yes, tis some-thing

tru-ly

rall.

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of public performance is prohibited.

The famous Earl Stradivari, from the Wurlitzer collection, featured over the air in the Prince Matchabelli Stradivari Orchestra.





# ...instrument of inspired music!

but only in the hands of a fine musician

Just a few inches of carved wood and four mute strings!  
But in the skilled hands of an artist, this rare Stradivari be-  
comes a mellow musical voice to sway thousands.

And in a similar way, Spot Radio Advertising *in skilled  
hands* becomes an effective instrument for swaying thou-  
sands of listeners to a product.

Many years of practical experience and intensive study  
have given us the ability to help you make Spot Radio a  
powerful builder of sales.



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



## Convention Of FMBI Opens In N. Y. Today

(Continued from Page 1)

Lawrence Fly at the luncheon session and Major Edwin H. Armstrong, will open the afternoon meeting. Major Armstrong will be followed by Dr. W. R. G. Baker of General Electric.

As stated by Walter Damm, president of FMBI, the main purpose of the meeting is not so much to take care of the association's business but, rather in view of the tremendous strides made by FM and the promise for its future development—the purpose is to make available to all those interested a forum and roundtable discussion.

A list of registrants for the convention appeared in RADIO DAILY on Wednesday, January 19 and an additional group is shown on page 11 of this issue. The roster as printed is still in complete since names continue to be received constantly.

### Wide Representation

Registrants for the FM meeting have come in from far and wide, with officials now worried as to whether there will be sufficient room for all those wishing to attend. That is, for those who left their registration for the last minute. Every possible care is being taken to accommodate all who arrive, but the Grand Ballroom of the Commodore has been divided into both a meeting room and dining room for the benefit of the attendees. Arrangements have been made for use of the cocktail lounge where refreshments will be served to those wishing it, and thus avoid having to depart to adjacent oases.

### CBS Makes Shows Available

CBS' policy on FM which was discussed by the network's Affiliates Advisory Board last September, is revealed to be one of making all commercial programs available to FM affiliates. This information was wired Monday to all affiliates by Paul Kesten, executive vice-president. The web's affiliate group which concluded a two-day meeting yesterday, again discussed the FM policy.

Network revealed through Kesten's wire that it plans to set up FM clinics in New York and Chicago at an early date. Also the matter of possible future adjustments in card rates to include FM was seen likely. (NBC has also made programs available to FM—see RADIO DAILY, Jan. 24).

### Kesten's Wire

Kesten's wire to the CBS affiliates follows in full:

"At September 15th and 16th meeting of Columbia Affiliates Advisory Board William S. Paley discussed confidentially with board members Columbia's plan to make available its full schedule of commercial and sus-

"Here's wishing you F. M. Broadcasters a successful meeting!"

Your Announcer,

**Bernard Dudley**

Radio Registry—L.A. 4-1200

## OFFICIAL FM PROGRAM

### Wednesday

- 9:00 A. M. Registration  
 9:00 A. M. Directors' Meeting (FMBI Suite)  
 10:00 A. M. President's Report  
 Legislative Review ..... Walter J. Damm  
 Engineering Review ..... Philip Loucks  
 Receiver and Transmitter Manufacturers' Future FM Plans—  
 General Electric Co., W. R. David, C. R. Barhydt; Crosley Corporation, R. C. Cosgrove; Radio Corporation of America, Dr. C. B. Jolliffe; Zenith Radio Corporation, G. E. Gustafson; Radio Engineering Laboratories, Charles Srebroff; Stromberg-Carlson Co., Lee McCanne; Freed Radio Corporation, Arthur Freed; Graybar Electric Co., F. R. Lack.  
 Committee Appointments  
 12:30 P. M. Luncheon ..... Speaker: James Lawrence Fly, Chairman  
 Federal Communications Commission  
 2:00 P. M. FM—What, How and Where? ..... Major Edwin H. Armstrong  
 FM and the RTPB ..... Dr. W. R. G. Baker  
 What an Advertising Agency Found Out About FM  
 P. H. Pumphrey, Maxon, Inc.  
 FM Plans of the Office of Education ..... William D. Boutwell  
 5:00 P. M. American Network Cocktail Party

### Thursday

- 10:00 A. M. Round Table Panel—Major Edwin H. Armstrong, C. M. Jansky, Jr., E. K. Jett, George Adair, Philip Loucks, John Shepard, 3rd, Walter J. Damm.  
 12:30 P. M. Luncheon (FMBI members only)  
 2:00 P. M. Annual Meeting (FMBI members only)  
 4:00 P. M. Directors' Meeting

taining programs to FM stations owned and operated by CBS affiliates. This was originally disclosed as a post-war plan to take effect approximately at time when manufacture and distribution of home receiving sets was sanctioned by Office of Civilian Requirements or other appropriate governmental agencies. It was not further disclosed at that time because of our recognition of the fact that many of our affiliates were not then prepared to make long-term plans for frequency modulation broadcasting and we desired to make no announcement which might prejudice their position or influence their decision.

"Columbia's point of view has consistently been that ultra-high frequency transmission such as FM offered in many areas a superior though limited method of transmitting radio programs and CBS has maintained from the outset that this new technical development could be fully recognized and advanced only by offering FM listeners and set buyers their favorite and familiar programs.

### Reviewed Entire Question

"This conviction was based on two points: first that the American radio listener who invests in an FM set is entitled to the hundred million dollar program service offered by the networks and their affiliated stations rather than a secondary program service which must start from scratch, and second that the creative artists, program producers and sponsors who have helped us build the largest and most loyal radio audiences in the world are entitled to the best transmission of their programs which the industry can provide whether it is AM or FM or both in any given area. Several of our stations have recently asked for an earlier announcement of our plans and have sought assur-

ance that they will not be forced to seek a wholly separate program service and thus compete with themselves at their own additional expense.

"We have accordingly reviewed the entire question with Advisory Board now meeting here.

"The Board joins us in conclusion that it is in best interests of all affiliates to disclose CBS FM plans at this time. We have therefore revised our timetable and are advising all affiliates that beginning February 1st without cost to themselves or charge to our advertisers all CBS commercial programs which they carry on AM and likewise sustaining programs will be made available to our affiliates' FM stations, it being understood that in fairness to your network clients all such commercial CBS programs receive equal treatment during your hours of FM operation.

"We realize that eventual rate adjustments may be necessary as coverage areas and circulation vary between AM and FM stations. This is a matter for future review after FM ownership and FM listening have shown measurable dimensions. In addition to offering this program service CBS is planning a series of FM engineering clinics to which groups of affiliates will be invited. Because Columbia's interest is solely that of a broadcaster this will make available to our stations impartial and expert information and advice based both on engineering data and on practical experience in FM operations of station WABC-FM New York and WBBM-FM, Chicago. Subjects will include various future possibilities for high fidelity transmission of network program service. The schedule for these clinics will be announced shortly."

## Radio's Bond Drive Gets Creative Start

(Continued from Page 1)

canvas for war bond sales. Program of their telephone drive will be announced over the NBC station.

Plans for a special showing of special service photos titled "Grand Sees the War" have been worked by WJZ in co-operation with the New York War Finance committee. The exhibit will be displayed on the floor of B. Altman & Co. for three weeks beginning Thursday, Jan. 27. WJZ will have a war bond sales booth at the exhibit.

### Using 100 Anns.

Setting its own pace for the Four War Loan Drive, WOR will use hundred spot announcements to sell its War Bonds. The station hopes through this method the public will be made more conscious of the campaign and will purchase more bonds either through the station or other sources.

The spot announcements, which transcribed, will be placed at the most advantageous times during the day and night. The announcement reads:

"WOR, New York, selling war bonds and buying them, too. With this announcement WOR pledges another thousand dollars to the Fourth War Loan. Will you join us to the limit of your ability? Call Chickens 4-7110."

### Rush Joins RCA-Victor

W. Arthur Rush has been named West Coast manager of the RCA-Victor artists relations, J. W. Murdoch head of RCA-Victor's record activities, announced yesterday. Harold Myerson will continue at disc recording arrangements at the company's Hollywood recording studios.

### Quartet Recording

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WTAG's  
Hostess  
**MILDRED  
BAILEY**

makes your  
brand name a household word  
Central N. E.



**WTAG  
WORCESTER**



# Analyst Talks On Russia War Aims

(Continued from Page 1)

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...ons said that the Russian At- ... Commission continued to ... investigate instances of ... atrocity in the many recap- ... areas and that from first hand ... information which came to his notice, ... not believe these were the ... of World War I. The ... correspondent was visibly moved ... admitted later that he probably ... led to bring out the point he had in ... mind seeking to show what the ... government and people had ... through and why they see the ... in a different light than we do.

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# Waters Announces Resignation At New York Meeting Of ATS

(Continued from Page 1)

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Attacking the FCC regulation limiting broadcasters to three tele outlets, the ATS president called the rule "unfair discrimination against television that has been instrumental in retarding its progress." He also took issue with those who wanted to change technical standards now, offering in contrast the present transitional change from AM to FM, with two types of transmission being maintained until the public had made the final decision.

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# KXL's Plea Rejected; Other FCC Activities

(Continued from Page 1)

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## FAMOUS FIRST WORDS



# RICHARD

## Get the Flemolyn!

That's the way Mrs. Jean Morone of 48-37 188th St., Flushing, L. I., greeted Joe Tobin when he called her on the HOUSEWIVES JACKPOT, on Monday, January 17th. Knowing the product of the day she won the \$1,000 Jackpot.

Flemolyn is one of four participants on the HOUSEWIVES JACKPOT, heard every Monday through Saturday—10:30-11:00 on WINS. There is still time for participation for your product.—Call or write

# WINS

NEW YORK

## 10,000 WATTS ... 1010 ON N. Y. DIAL

**HATTANOOGA**

High In  
Scenic Grandeur

**WINDOD**

HIGH IN FAVOR WITH  
TIME BUYERS

**CBS**  
**5,000 WATTS**  
DAY AND NIGHT  
PAUL H. RAYMER CO.

**OPPORTUNITY**  
for an  
ANNOUNCER and an  
OPERATOR

Send transcription and all details to:  
WDRC — WDRF-FM  
Connecticut's Pioneer Broadcasters



## Convention Of FMBI Opens In N. Y. Today

(Continued from Page 1)

Lawrence Fly at the luncheon session and Major Edwin H. Armstrong, will open the afternoon meeting. Major Armstrong will be followed by Dr. W. R. G. Baker of General Electric.

As stated by Walter Damm, president of FMBI, the main purpose of the meeting is not so much to take care of the association's business but, rather in view of the tremendous strides made by FM and the promise for its future development—the purpose is to make available to all those interested a forum and roundtable discussion.

A list of registrants for the convention appeared in RADIO DAILY on Wednesday, January 19 and an additional group is shown on page 11 of this issue. The roster as printed is still in complete since names continue to be received constantly.

### Wide Representation

Registrants for the FM meeting have come in from far and wide, with officials now worried as to whether there will be sufficient room for all those wishing to attend. That is, for those who left their registration for the last minute. Every possible care is being taken to accommodate all who arrive, but the Grand Ballroom of the Commodore has been divided into both a meeting room and dining room for the benefit of the attendees. Arrangements have been made for use of the cocktail lounge where refreshments will be served to those wishing it, and thus avoid having to depart to adjacent oases.

### CBS Makes Shows Available

CBS' policy on FM which was discussed by the network's Affiliates Advisory Board last September, is revealed to be one of making all commercial programs available to FM affiliates. This information was wired Monday to all affiliates by Paul Kesten, executive vice-president. The web's affiliate group which concluded a two-day meeting yesterday, again discussed the FM policy.

Network revealed through Kesten's wire that it plans to set up FM clinics in New York and Chicago at an early date. Also the matter of possible future adjustments in card rates to include FM was seen likely. (NBC has also made programs available to FM—see RADIO DAILY, Jan. 24).

### Kesten's Wire

Kesten's wire to the CBS affiliates follows in full:

"At September 15th and 16th meeting of Columbia Affiliates Advisory Board William S. Paley discussed confidentially with board members Columbia's plan to make available its full schedule of commercial and sus-

"Here's wishing you F. M. Broadcasters a successful meeting"!!

Your Announcer,

**Bernard Dudley**

Radio Registry—LA. 4-1200

## OFFICIAL FM PROGRAM

### Wednesday

- 9:00 A. M. Registration  
 9:00 A. M. Directors' Meeting (FMBI Suite)  
 10:00 A. M. President's Report  
 Legislative Review  
 Engineering Review  
 Receiver and Transmitter Manufacturers' Future FM Plans—  
 General Electric Co., W. R. David, C. R. Barhydt; Crosley Corporation, R. C. Cosgrove; Radio Corporation of America, Dr. C. B. Jolliffe; Zenith Radio Corporation, G. E. Gustafson; Radio Engineering Laboratories, Charles Srebroff; Stromberg-Carlson Co., Lee McCanne; Freed Radio Corporation, Arthur Freed; Graybar Electric Co., F. R. Lack.  
 Committee Appointments  
 12:30 P. M. Luncheon Speaker: James Lawrence Fly, Chairman  
 Federal Communications Commission  
 2:00 P. M. FM—What, How and Where? Major Edwin H. Armstrong  
 FM and the RTPB Dr. W. R. G. Baker  
 What an Advertising Agency Found Out About FM  
 P. H. Humphrey, Maxon, Inc.  
 FM Plans of the Office of Education William D. Boutwell  
 5:00 P. M. American Network Cocktail Party

### Thursday

- 10:00 A. M. Round Table Panel—Major Edwin H. Armstrong, C. M. Jansky, Jr., E. K. Jett, George Adair, Philip Loucks, John Shepard, 3rd, Walter J. Damm.  
 12:30 P. M. Luncheon (FMBI members only)  
 2:00 P. M. Annual Meeting (FMBI members only)  
 4:00 P. M. Directors' Meeting

taining programs to FM stations owned and operated by CBS affiliates. This was originally disclosed as a post-war plan to take effect approximately at time when manufacture and distribution of home receiving sets was sanctioned by Office of Civilian Requirements or other appropriate governmental agencies. It was not further disclosed at that time because of our recognition of the fact that many of our affiliates were not then prepared to make long-term plans for frequency modulation broadcasting and we desired to make no announcement which might prejudice their position or influence their decision.

"Columbia's point of view has consistently been that ultra-high frequency transmission such as FM offered in many areas a superior though limited method of transmitting radio programs and CBS has maintained from the outset that this new technical development could be fully recognized and advanced only by offering FM listeners and set buyers their favorite and familiar programs.

### Reviewed Entire Question

"This conviction was based on two points: first that the American radio listener who invests in an FM set is entitled to the hundred million dollar program service offered by the networks and their affiliated stations rather than a secondary program service which must start from scratch, and second that the creative artists, program producers and sponsors who have helped us build the largest and most loyal radio audiences in the world are entitled to the best transmission of their programs which the industry can provide whether it is AM or FM or both in any given area. Several of our stations have recently asked for an earlier announcement of our plans and have sought assur-

ance that they will not be forced to seek a wholly separate program service and thus compete with themselves at their own additional expense.

"We have accordingly reviewed the entire question with Advisory Board now meeting here.

"The Board joins us in conclusion that it is in best interests of all affiliates to disclose CBS FM plans at this time. We have therefore revised our timetable and are advising all affiliates that beginning February 1st without cost to themselves or charge to our advertisers all CBS commercial programs which they carry on AM and likewise sustaining programs will be made available to our affiliates' FM stations, it being understood that in fairness to your network clients all such commercial CBS programs receive equal treatment during your hours of FM operation.

"We realize that eventual rate adjustments may be necessary as coverage areas and circulation vary between AM and FM stations. This is a matter for future review after FM ownership and FM listening have shown measurable dimensions. In addition to offering this program service CBS is planning a series of FM engineering clinics to which groups of affiliates will be invited. Because Columbia's interest is solely that of a broadcaster this will make available to our stations impartial and expert information and advice based both on engineering data and on practical experience in FM operations of station WABC-FM New York and WBBM-FM, Chicago. Subjects will include various future possibilities for high fidelity transmission of network program service. The schedule for these clinics will be announced shortly."

## Radio's Bond Drive Gets Creative Start

(Continued from Page 1)

canvas for war bond sales. Plans of their telephone drive will be announced over the NBC station.

Plans for a special showing of official service photos titled "Ghosts Sees the War" have been worked out by WJZ in co-operation with the New York War Finance committee. The exhibit will be displayed on the first floor of B. Altman & Co. for two weeks beginning Thursday, Jan. 27. WJZ will have a war bond sales booth at the exhibit.

### Using 100 Anns.

Setting its own pace for the War Loan Drive, WOR will use one hundred spot announcements through its War Bonds. The station hopes through this method the public will be made more conscious of the campaign and will purchase more either through the station or other sources.

The spot announcements, which are transcribed, will be placed at the most advantageous times during the day and night. The announcement will be:

"WOR, New York, selling war bonds and buying them, too. With that announcement WOR pledges another thousand dollars to the Fourth War Loan. Will you join us to the test of your ability? Call Chicago 4-7110."

### Rush Joins RCA-Victor

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Russian radio was active 24 hours a day, he said, but most of the hours were given to international broadcasts of Russian news, communiques and diversion as plays and music. The program for the plays however were difficult to assemble, due naturally to all bloodied people being employed in the any or other war effort.

### Guest List Impressive

Considerable turnout of radio, newspapermen, music critics from both American and foreign language groups as well as foreign correspondents were on hand for the luncheon, given by CBS. Downs was introduced by Paul White, network news head.

Close to two hundred guests were present at the Ambassador for the Downs luncheon. Among those present were: Murray Reynolds, Eric Sevareid, John Hutchens, A. C. Humphreys, Jr., Norman Doren, F. D. Richards, Elmer Roberts, Eric Burkman, Oliver Gramson, Sonia Bigman, Dick Rieber, Ben Croft, L. L. Stevenson, Richard Hege, George Phelps, Preston Pumphrey, Harlan Logan, Dan Mich, T. S. Keller, Bob Cochrane and Bill Hays. Also Craig Lawrence, Grena Bennett, Viva Liebling, E. E. Hill, William C. Gittinger, Paul Hollister, and Hull Hayes and others.

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# WINS

NEW YORK

10,000 WATTS ... 1010 ON N. Y. DIAL

## HATTANOOGA

High In  
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Blue Web Gross Expenditures By Client Classifications

Table listing Blue Web Gross Expenditures by Client Classifications, including Coca-Cola Co., Ford Motor Co., General Mills, Inc., Miles Laboratories, Inc., Socoxy-Vacuum Oil Co., Kellogg Co., Swift & Co., American Cigar & Cigarette Co., Cummur Products Co., Bristol-Myers Co., Sun Oil Co., Quaker Oats Co., Carter Products, Inc., Andrew Jergens Co., Alaska Pacific Salmon Co., Wander Co., Dr. Earle S. Sloan, Inc., Williams-Sonoma Candy Co., D. I. Clark Co., Radio Corporation of America, Wheeling Steel Corp., J. B. Williams Co., Mail Pouch Tobacco Co., Loew's, Inc., Serutan Co., Dubonnet Corp., Hall Bros., Inc., Bourjois, Inc., F. W. Fitch Co., C. L. Mueller Co., Texas Co., Sherwin-Williams Co., H. J. Heinz Co., O'Cealor Corp., Sweets Co. of America, Adam Hat Stores, Inc., Trimount Clothing Co., Joseph Tetley & Co., Inc., Lehn & Fink Products Corp., Langendorf United Bakeries, Revlon Products Corp., Northwestern Yeast Co., Cream of Wheat Corp., Fisher Flouring Mills, O'Sullivan Rubber Co., Minneapolis-Honeywell Regulator Co., Dr. Pepper Co., Allis-Chalmers Mfg. Co., Philco Corp., A. S. Boyle Co., Acousticon Div., Dictograph Corp., Standard Oil Co. of California, Curtis Publishing Co., Benjamin Moore & Co., American Dairy Assoc., Best Foods, Inc., Gillette Safety Razor Co., Political, Wilson Sporting Goods Co., Stokely Bros. & Co., Neighbors of Woodcraft, Inc., Wilson Milk Co., Chlorine Solutions, Inc., Kerr Glass Mfg. Co., Metropolitan Life Insurance Co., AnacIn Co., Austin Studios, New York Central Railroad Co., Folger Coffee Co., Sales Builders, Inc., Washington Co-op. Egg & Poultry Assoc., Seaboard Finance Co., Hecker Products Co., National Battery Co., Chef Boyardee Corp., Masonite Corp., Crane Co., Jenkins Bros., Inc., Safeway Stores, Inc., Crawford MacGregor Candy Co., Harvel Watch Co., L. B. Laboratories, Inc., Calavo Growers of California, General Aircraft Corp., Barron-Gray Packing Co., Kelite Products, Inc., Kendall Foods, Inc., Phelps Dodge Co., National Supply Co., Western Gear Works, Air Preheater Corp.

Total \$24,869,948

Joins NBC ET Sales

Wade Barnes, formerly of WHBC, Canton, WTAM, Cleveland and WCAU, Philadelphia, has joined NBC's Radio-Recording division as Thesaurus sales representative, succeeding John C. Treacy now in Army.

Foods-Food Beverage On Blue Led Industry Expenditures

(Continued from Page 1)

expenditure of \$3,535,412; Ford Motor Co. was second with \$2,355,908 and four additional clients spent more than \$1,000,000 each during the year. D'Arcy Advertising Co. led the agencies on the network in point of gross billings, the Coca-Cola agency revealing the figure identical with the Coca-Cola expenditure. Maxon, Inc. was second on the Blue gross billings

Blue Web Gross Expenditures Industrial Classifications

Table listing Blue Web Gross Expenditures Industrial Classifications, including Automotive, Cigars and cigarettes, Clothing and dry goods, Confectionery and Soft Drinks, Drugs and toilet goods, Financial and insurance, Foods and food beverages, Lubricants and Petroleum Products, Machinery and Farm Equipment, Miscellaneous, Paints, Political, Radio Manufacturers, Stationery and Publishers, Travel and Hotels, Wines and Beer.

Total \$24,869,948

Mexico Watching Tele With Growing Interest

(Continued from Page 1)

meeting in the Blue Ribbon Restaurant, New York. Emilo Azcarraga, president of Radio Programas de Mexico, S. A., largest broadcast chain in Latin America, Aldana indicated through an interpreter, would be the first to start television in Mexico as soon as the war ended.

"Not only Mexico is interested," said Aldana, "but a lot of other countries in Latin America are following television advancements." In Uruguay, the South American newspaperman stated, a television station has already been established and licensed in Montevideo. In Argentina, he went on, the Institute for Television is already prepared to start its future work. "Therefore," he concluded, "we feel that Latin America will soon follow in America's footsteps and will have television shortly after you have it."

Poppele Speaks

Other speakers were J. R. Poppele, chief engineer of WOR, New York; Dr. B. E. Shackelford of RCA, chairman of the 1944 Winter Technical Meeting of the Institute of Radio Engineers, and Richard W. Hubbell, tele consultant for N. W. Ayer & Son. Both Poppele and Shackelford outlined the IRE convention to be held Friday and Saturday at the Commodore Hotel, New York.

Poppele saw no conflict between FM and tele, forecast widespread industrial applications in the radio-electronics field. Problems confronting the Radio Technical Planning Board were briefly sketched by Schackelford, who indicated that Dr. W. R. G. Baker, RTPB chairman, and a number of the Planning Board's panel chairmen would go into these matters at the IRE conference. Frequency allocation, Schackelford signified, is one of the

of \$2,486,878. J. Walter Thompson, Compton Advertising, Inc., Ruthrauff & Ryan, Wade Advertising Co., and Blackett-Sample-Hummert each had billings in excess of \$1,000,000.

From August 1943, Blue Network gross billings climbed steadily to the peak month of December which had a gross of \$2,869,948.

Blue Network gross billings of agencies, client expenditures and expenditures by industry classification, will be found in other columns on this page.

1943 Gross Expenditures Monthly Totals

Table listing 1943 Gross Expenditures Monthly Totals, including January, February, March, April, May, June, July, August, September, October, November, December.

Naval Comm. To Address IRE Banquet Friday Eve.

(Continued from Page 1)

Commander Raby will stress the importance of the role of radio and equipment upon the outcome of combat engagements. His talk will be a highlight of the two day IRE meeting at the Commodore on Friday and Saturday.

Gets G.E. Appointment

Schenectady—E. E. Williams has been appointed sales manager of the Laboratory and Measuring Equipment Section of the General Electric Specialty Division, according to H. W. Bennett, manager of the division which is a part of the company's Electronics Department. Williams will have his headquarters at Schenectady where he has been located since his employment by the General Electric Company in October, 1928.

main problems of the RTPB, which has the job of setting up standards. "Biggest problem of television," he said, "is what are we going to do with it when we get it. It's going to change social habits," he concluded.

Report on the organizational meeting of Television Broadcasters, Inc., in Chicago last week was made by Hubbell, who felt that this was the first time the industry had gotten together on a serious basis. Hubbell was selected chairman of a rotating committee of four to make arrangements for next month's luncheon meeting of the Television Press Club. Others chosen for the committee were Hermine Isaacs, of "Theater Arts" magazine; Wanda Marvin, of "Billboard," and Ben Kaufman, of RADIO DAILY. Outgoing committee members for yesterday's meet were Albert W. Bernsohn, of "Click" magazine, and Stanley Kempner, of "Retailing."

Blue Web Gross Expenditures By Agency Classification

Table listing Blue Web Gross Expenditures By Agency Classification, including D'Arcy Advertising Co., Maxon, Inc., J. Walter Thompson Co., Compton Advertising, Inc., Ruthrauff & Ryan, Wade Advertising Co., Blackett-Sample-Hummert, Knax-Itteves, Young & Rubicam, Kenyon & Eckhardt, Richey, Williams & Cunningham, Sherman & Marquette, Inc., Lennen & Mitchell, Inc., Walker & Dowling, Warwick & Legler, Inc., Aubrey, Moore & Wallace, Inc., Ted Bates, Inc., Duane Jones Co., Pedlar & Ryan, Inc., Small & Seifer, Inc., J. William Sheets, Wm. H. Weintraub & Co., Inc., Critchfield & Co., Donohue & Coe, Raymond Spector Co., Henri Hurst & McDonald, Buchanan & Co., Foote, Cone & Belding, L. W. Ramsey Co., MacFarland Aveyard & Co., Batten, Barton, Durstine & Osborn, Gleksman Advertising Co., Inc., Emil Mogul Co., William Esty & Co., Pacific National Advertising Co., Advertising & Sales Council, Inc., Addison Lewis Assoc., Direct, Truicy-Locke Co. of Texas, Sayre M. Ramsdell Assoc., Campbell-Mithum, Inc., Arthur Kudner, Inc., Raymond R. Morgan Co., U. S. Advertising Corp., Calkins & Holden, MacWilkins Cole, Glasser Gailey & Co., Keeling & Co., Burton A. Stebbins, Geyer, Cornell & Newell, Smith & Drum, Smith & Ball, The Clements Co., Bronson, West Advtg. Co., McJunkin Advertising Co., Buchen Co., Horton-Noyes, Hugo Wagenseil & Assoc., A. W. Lewin Co., Long Advertising Co., Little & Co., Meyers Co., G. M. Basford Co.

Total \$24,869,948

CBC Appoints Lusty Head Of Maritimes School-Radio

Montreal—Douglas B. Lusty, former member of the CBC announcer at Toronto, has been appointed producer of educational broadcasts of the Maritimes, according to an announcement. Lusty will superintend the present Maritime school broadcasts and assist in the expansion of radio classes in New Brunswick, Nova Scotia, and Prince Edward Island. His headquarters will be in Halifax.

At present, Lusty, in conjunction with the Departments of Education Nova Scotia and New Brunswick conducting an extensive survey of listening schools in the Maritimes.

Lusty joined the Toronto staff of CBC in November, 1942, as announcer, and to study the technical of educational production. He has previously been a teacher and supervisor of music in Ontario public schools.



COAST-TO-COAST

PENNSYLVANIA — PHILADELPHIA — In connection with its efforts in behalf of the... speaker on "Public Health,"... Dr. George Morris Piersol, ... Dr. Anthony ... Philadelphia specialist, will ... New business ... 52-week contract ... Goldman Clothing store for five- ... 15-minute news summary, voiced ... Darwin, and 13-week spon- ... Giles Dress Shop of Horace ... "Variety Show." Program ... radio return of the well ... "Old Organ Doctor" and is ... Sundays at 1 p.m.

CALIFORNIA — SAN DIEGO — Heard from KFMB: New ... include Era Lewis from KGNC, ... Phil Smolen from KVSF, ... Carrying on in her former ... Miriam Whit- ... former movie commentator in Chi- ... Engaged somewhat differently, ... husband Cal Frisk, WEDC's ... chief engineer, now with the ... War Research of University ... California in San Diego.

OHIO — MANSFIELD — J. Marion O'Hara is ... a welcome return to Mans- ... to assume the duties of general ... of WMAN. O'Hara left his ... as advertising manager of the ... "News-Journal" several ... ago to manage WRRN in ... Maen.

NEW YORK — NEW YORK — WNEW announces pick-up ... for Al Trace and his Silly ... onists from the Hotel Dixie and ... D'Amico's Orchestra from the Essex ... Trace is heard Sundays at 4:35 ... D'Amico, four times weekly at 10:35 ... Don Arres, WNEW emcee, is ... a series of Spanish programs ... America via CBS. ... Bowling in ... WINS this week is a half-hour ... show cast from Woman's Army ... personnel, proposed to promote re- ... Clarence G. Cosby, managing ... of the outlet, in cooperation with ... people, conceived this one-of-a- ... show.

HAPPY BIRTHDAY TO YOU
January 26
Ed Ballentine
Charles E. Green
Ross Smitherman
Donald W. Thornburgh

PHOTO REPRODUCTIONS
8 x 10
50-\$4.13
Write for Price List R, 100-\$6.60
PHOTO SERVICE, 155 W. 46, N. Y., 19

LATEST FMBI RESERVATIONS

Late reservations for the fifth annual meeting of FM Broad- casters, Inc., at the Commodore Hotel, New York, today and to- morrow follow:

WCAE, Inc., Pittsburgh, Pa., Leonard Kapner.
Charleston Broadcasting Co., Charleston, W. Va., Howard C. Chernoff.

Wylie B. Jones Adv. Agency (WNBF), Binghamton, N. Y., Lester H. Gilbert.

The Branham Company, New York, N. Y., J. H. Connolly, M. H. Long, C. W. Mitchell, H. C. Blake, M. J. Foulton.

The Fort Industry Company (WSPD), Toledo, Ohio., William Stringfellow.

Columbia Recording Corp., New York, N. Y., Vincent J. Liebler, Robert J. Clarkson.

Monumental Radio Co. (WCAO), Baltimore, Md., L. Waters Milbourne, Martin L. Jones.

Indianapolis Broadcasting, Inc. (WIRE), Indianapolis, Ind., E. E. Alden.

Star Times Publishing Co. (KXOK), St. Louis, Mo., Elzey Roberts, C. L. Thomas.

Federal Telephone and Radio Corp., New York, N. Y., E. M. Ostlund, E. G. Ports, L. H. Knibb.

A. Lewis King, New York, N. Y., A. Lewis King.

Fisher and Wayland, Washington, D. C., Charles V. Wayland.

Allen B. Du Mont Laboratories, Inc., Passaic, N. J., Allen B. Du Mont, Leonard F. Cramer.

Radio-Keith Orpheum Corp., New York, N. Y., Ralph B. Austrian.

Bremer Broadcasting Corp., New- ark, N. J., Irving Robert Rosenhaus, Frank V. Bremer.

National Broadcasting Co., New York, N. Y., William S. Hedges, O. B. Hanson, Sheldon Hickox, Jr., Philip Merryman.

WCBS, Inc., Springfield, Ill., Mr. L. G. Pfefferle, Mrs. L. G. Pfefferle, Harold Dewing.

National Life & Accident Insurance Co. (WSM-FM), Nashville 3, Tenn., George A. Reynolds.

Truth Publishing Co., Inc. (WTRC), Elkhardt, Ind., Lester W. Zellmer.

Record-Herald Company, Wausau, Wisc., J. C. Sturtevant.

WCAX Broadcasting Corporation, Burlington, Vt., Charles P. Hasbrook.

Maryland Broadcasting Company, 7 East Lexington St., Baltimore, Md., Thomas G. Tinsley, II.

Phileco Corporation, Tioga and C Sts., Philadelphia 34, Penn., William Balderston, F. J. Bingley.

WKNE Corporation, Keene, New Hampshire, David Carpenter.

The Chicago Sun, 400 West Madis- on St., Chicago, Ill., Clem Randau.

The American Network, Boston, Mass., Nata Addis, William B. Lewis.

WHBY, Inc., Bellin Building, Green Bay, Wisc., James A. Wagner.

General Mills, Inc., Minneapolis, Minn., E. G. Smith.

Bamberger Broadcasting Service, Inc., 1440 Broadway, New York, N. Y., Alfred J. McCosker.

WBNS, Inc., Columbus, Ohio, Lester F. Nafzger.

Sharon Herald Broadcasting Co. (WPIC), Sharon, Pa., A. C. Heck.

Knox Reeves Advertising, Inc., 600 First National Bank Building, Minnea- polis, Minn., Lloyd Griffin.

WFMN, New York, N. Y., Major Edwin H. Armstrong.

J. Walter Thompson Company, New York, N. Y., Linnea Nelson.

Radio Station WHNF, New York, N. Y., Herbert L. Pettey.

Radio Station WMIT, Washington, D. C., Lewis Windmuller.

Radio Station WHIS, Bluefield, W. Va., J. H. Shott.

Tierney Mining Co., Bluefield, W. Va., L. C. Tierney.

WFIL Broadcasting Company, Phila- delphia 7, Pa., Roger W. Clipp.

WCAU Broadcasting Company, 1622 Chestnut St., Philadelphia, Pa., Dr. Leon Levy, Norris West.

National Association of Broadcas- ters, 1760 N. N.W., Washington, D. C., Robert T. Bartley.

AGENCIES

ALBERT A. CORMIER, who during his prolific experience in the radio field has held the post of vice-pres- ident at Hearst Radio and with WIP, Philadelphia, as well as general man- ager of WOR, with which station he was associated for some 10 years, has joined Joseph Hershey McGillvra, Inc., station representatives, as a member of the New York sales staff in an executive capacity.

GEORGE E. BLISS, formerly with Batten, Barton, Durstine and Osborn, Inc., is now associated with J. Walter Thompson Company.




ADVERTISING FEDERATION OF AMERICA will hold its 40th annual meeting at the Hotel Sherman, Chi- cago, June 4-7. It will also be the organization's second war conference.

WILLIAM S. JACK, president of Jack & Heintz, Inc., Cleveland, will deliver an address at the regular lun- cheon meeting of the Advertising Club of New York to be held today at the club house.

BRISCOE B. RANSON, III, assistant account executive at Ruthrauff & Ryan, Inc., has received a commission as an officer in the Army Transport Service for duty overseas.

SEE NBC FOR THE TOPS IN RECORDED PROGRAMS
For example: MODERN ROMANCES
78 fifteen-minute programs, each a com- plete story, dramatized from the pages of the popular magazine MODERN ROMANCE—exciting, inspirational slices of real life. Successfully sponsored for bread and cake, furs, cosmetics, laundry service, disinfectant, various food prod- ucts. Excellent ratings. Daytime or eve- ning. Ask for presentation, audition rec- ords, availability data, today.
Many other NBC Recorded Programs— 5 minutes to half-hour.
National Broadcasting Co.
NBC RADIO-RECORDING DIVISION
AMERICA'S NUMBER 1 SOURCE OF RECORDED PROGRAMS
RCA Bldg., Radio City, N. Y. . . Merchandise Mart, Chicago, Ill.
Trans-Lux Bldg., Washington, D. C. . . Sunset and Vine, Hollywood, Cal.





One recent Sunday night a sailor  was given three  minutes before a  microphone

He had to have a home for his two motherless children before he could go back to sea. Could anybody help???

Before the half-hour program  was off the air KPO telephones  were swamped . . .

Wires poured in. Letters came in an unending stream for days. In all, 105 cities and towns in 7 states were heard from and 605 homes were offered! Not bad when you remember that all these people wanted to *give* something, not to *get* something.

. . . proving that the KPO audi-  ence is there listening, day after day, night after night, all over the great Central Pacific Coast market . . . . 

# KPO

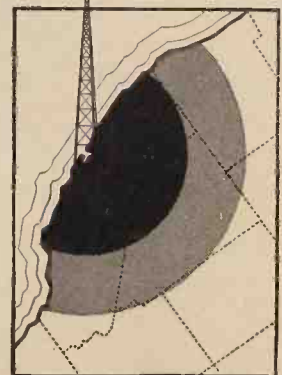
SAN FRANCISCO



REPRESENTED BY NBC SPOT SALES OFFICES

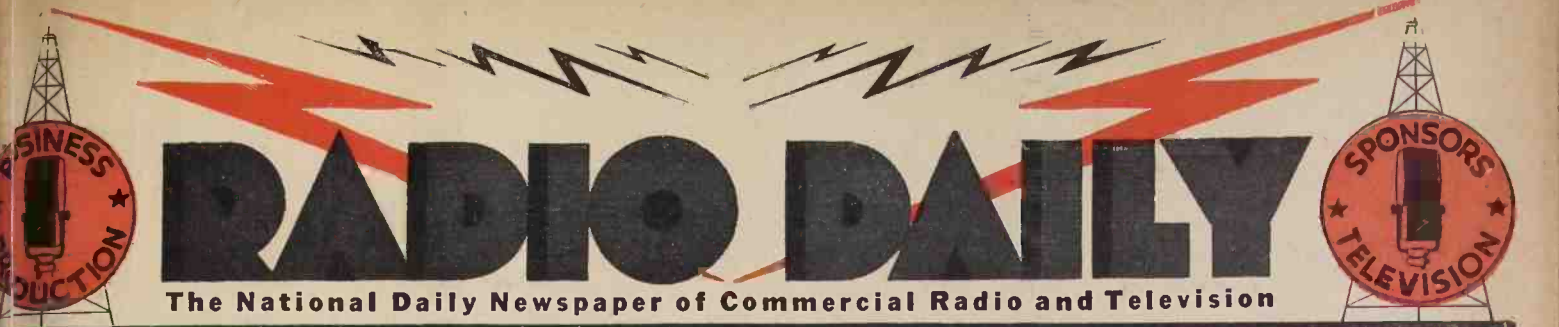
New York • Chicago • San Francisco • Boston  
 Cleveland • Denver • Washington • Hollywood

THE NATIONAL BROADCASTING COMPANY • A SERVICE OF THE RADIO CORPORATION OF AMERICA



The only 50,000-watt station west of Salt Lake, north of Los Angeles, south of Seattle and east of Moscow.





# FLY COMMENDS FMBI

## Convention Attracts Record Crowd of FM'ers

### 600 Attend Opening of Fifth Meeting At Commodore

By M. H. SHAPIRO  
Highlighted by the luncheon-speech of James Lawrence Fly, Chairman of the FCC, Fifth Annual Meeting of FM Broadcasters, Inc. opened yesterday at the Commodore Hotel, New York, drew a record-breaking attendance of some 600 radio and allied industry men who heard the story of frequency modulation and its post-war potentialities. Following the report of President Walter J. Damm, the legislative review by Phil Loucks, general counsel, an engineering review by C. M. Jansky,

(Continued on Page 7)  
—Buy A Bond Today—

### Neil Brown On Mutual For Phillies Cigars Co.

Neil Brown, who resigned last fall as CBS commentator during a non-announced news row with the network, has been signed by the makers of Phillies Cigars to start a series next week over the Mutual network. Brown will replace Sam Balter who is leaving that network under the kind of an alleged squabble. Brown is scheduled to start next

(Continued on Page 6)  
—Buy A Bond Today—

### FM Frequencies For Educational Use

Washington Bureau, RADIO DAILY  
Washington—In a concerted move to make that an adequate slice of the radio spectrum is held open for educational purposes, the National Asso-

(Continued on Page 8)

### FM Greetings From FDR

Greetings to the FM broadcasters from President Franklin D. Roosevelt which were received by Walter J. Damm were read by James Lawrence Fly, chairman of the FCC, as spokesman for the President at yesterday's luncheon. The President's message follows:

*"Please convey my good wishes to all the broadcasters who are assembled to plan the future of frequency modulation broadcasting in this country.*

*The development of frequency modulation to the point where it affords the basis for a broader and improved broadcasting service to the people of this country represents another forward stride in the development of the highly useful art of radio. So long as our competent scientists in the radio industry are on the job, we can rest assured that this Nation will continue to lead in the advance of this science which is so vital to the country and to the world at large.*

*"It is my fervent and confident hope that the broadcasters of this country will keep step with the advancing science and will continue to lift radio broadcasting to ever higher planes of public service.*

*"With my very best wishes to you all, I am  
Very sincerely yours,  
(Signed) FRANKLIN D. ROOSEVELT.*

### FCC's Head Lauds FM; Sees Wider Post-War Use

By FRANK BURKE  
Editor, RADIO DAILY

Declaring that FM stands on the threshold of a "tremendous development in radio" which he likened to AM's position in the early twenties, James Lawrence Fly, chairman of the FCC, addressed a luncheon gathering of 600 at the opening day's session of the FMBI at the Hotel Commodore yesterday.

Bringing greetings to the convention from President Franklin D. Roosevelt, Chairman Fly, spoke at length on the advantages of FM, did

(Continued on Page 7)  
—Buy A Bond Today—

### Mutual Network Officials Schedule Three-Day Meet

Mutual directors, shareholders and executive-committee members will meet in a three-day session next Monday, Tuesday and Wednesday at the Waldorf-Astoria Hotel, New York, it was announced yesterday.

Program Operating Board will tee off the network confabs Monday with a discussion of program policy. Board members include: Miller McClintock,

(Continued on Page 2)  
—Buy A Bond Today—

### Sale of WQXR, Indie, To N. Y. Times Reported

Rumor that "The New York Times" has purchased WQXR, Gotham indie, was current in industry circles yesterday. Elliott M. Sanger, executive vice-president and general manager

(Continued on Page 2)

### IRE Convention Opens Tomorrow

Progress report of the Radio Technical Planning Board by Dr. Walter R. G. Baker, chairman, and the 13 panel chairmen will highlight the 1944 Winter Technical Meeting of the Institute of Radio Engineers to be held tomorrow and Saturday at the Commodore Hotel, New York. Expected word from the RTPB on new frequency allocations for FM and tele is eagerly

(Continued on Page 3)

### CBS Affiliate Group Discusses Moot Items

Frequency Modulation, plans for new sustaining programs, the White-Wheeler bill, results of CBS' Fall program promotion campaign, "CBS-Kate Smith Bond Day" on Feb. 1, and plans for the 1944 membership election, were discussed by the Columbia Affiliates Advisory Board at its Jan. 24-25 session at CBS headquarters. Frequency Modulation was

(Continued on Page 6)

### Lea Group Gets Biddle Letter Re Hoover Refusal To Testify

Washington Bureau, RADIO DAILY  
Washington—The Lea committee investigating the FCC got another setback yesterday—this time from Attorney General Francis Biddle. In a letter to Chairman Clarence F. Lea, dated Monday of this week, Biddle declared that reappearance of FBI Director J. Edgar Hoover before the committee would be a waste of time. Hoover did appear briefly yesterday, however, in order to repeat his tight-

lipped performance of last week. He refused to produce the Presidential directive which sealed his lips, and also refused to observe a directive from the committee chairman that he testify in response to Garey's questions. After a few minutes the committee retired into executive session in order to discuss the failure of Hoover to testify, with the FBI chief himself returning to his office, as was

(Continued on Page 2)

### Space Grabber

Peggy Lloyd, who conducts "Wake Up New York" on WOV is the week's most prolific space grabber. Peggy was featured in the New York Times radio section a week ago and yesterday had full display in the N. Y. Mirror's "Only Human" column. Her program of records and characterizations heard from 7 to 8 p.m. daily.

### FM Statistics

Fifth Annual Meeting of FM Broadcasters, Inc., was the largest assemblage of the broadcasting industry with the exception of recent NAB Conventions. There were 631 paid registrants; 689 gross registered plus 150 unclassified attendees. Many additional application blanks were requested by those wishing to join the FMBI; the annual membership dues is \$300.





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FRANK BURKE : : : : : Editor

MARVIN KIRSCH : : : : : Business Manager

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FINANCIAL

(Wednesday, January 26)

NEW YORK STOCK EXCHANGE

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

OVER THE COUNTER

Table with columns: WCA (Baltimore), WJR (Detroit). Includes Bid, Asked columns.

Jeweler Buys Daily Anns.

Black, Starr & Gorham, Inc., jewelers, New York City, through Abbott, Kimball Company, Inc., New York, has signed a 52-week contract for announcements on WQXR every night beginning February 1, 1944. Account executive was J. J. Cahill.

20 YEARS AGO TODAY

(January 27, 1924)

New innovation in radio is revealed by announcement of the New York Police Department that it is testing the efficacy of receivers when worn around the waist of patrolmen. . . . Dr. S. Parkes Cadman delivered an address over a local outlet recently. His subject was "The Bok Peace Plan."

OPPORTUNITY

for an ANNOUNCER and an OPERATOR

Send transcription and all details to: WDRC — WDRC-FM Connecticut's Pioneer Broadcasters

Lea Group Gets Biddle Letter Re Hoover Refusal To Testify

(Continued from Page 1)

expected. Biddle, in his letter, declared that "as a matter of law and of long-established Constitutional practice, communications between the President and the Attorney General are confidential and privileged and not subject to inquiry by a committee of one of the houses of Congress. Waiver of that privilege would establish an unfortunate precedent," he added, declining to produce the White House order. "Without waiving in any way the privilege, however," Biddle continued, "I believe that I can inform the committee that the President's directive states that because the transactions relate to the internal security of the country, it would not be in the public interest, at the present time, for Hoover of any officer of the department to testify about them or to disclose any correspondence concerning them."

Biddle pointed out also that a number of Garey's questions related to FBI operation and that Congress has long respected the department's position that FBI operations should not

be publicly discussed. "Even in the absence of instructions from the President, therefore, I should have directed Hoover to refuse to answer those questions," Biddle wrote.

He told Lea also that "no useful purpose will be served by a repetition of Hoover's refusal to testify. Certainly no additional hearing is required to indicate the scope of Garey's questions or of Hoover's refusals to answer. "In view of heavy demands made upon Hoover's time by his official responsibilities, I respectfully suggest that he should be excused from further attendance before the committee."

Garey said yesterday afternoon that the committee is seriously considering citing Hoover for directive from the committee chair. It was recalled, however, that the committee was also considering similar action last summer against FCC Chairman Fly, budget director Harold E. Smith and others who refused testimony, but no such action has yet been taken in these matters.

Mutual Network Officials Schedule Three-Day Meet

(Continued from Page 1)

MBS prexy, chairman; Adolph Oppinger, web program director, vice-chairman; Lewis Allen Weiss, Don Lee, Hollywood; C. M. Hunter, WHK, Cleveland; Julius F. Seebach, Jr., WOR, New York; Frank Schreiber, WGN, Chicago, and Linus Travers, Yankee Network, Boston. Reports will also be heard from a number of network officials, consisting of: Theodore C. Streibert, WOR, executive vice-president of Mutual; Richard Connor, station relations director; Robert Schmid, director of sales promotion and research; Edward Wood, Jr., sales manager, and Allen de Castro, director of commercial programming.

Web's executive committee convenes Tuesday with the following members in attendance: W. E. Macfarlane, WGN, chairman; H. K. Carpenter, WHK; Miller McClintock; John Shepard III, Yankee Network; Theodore C. Streibert, and Lewis Allen Weiss. Windup on Wednesday is set for the meet of the board directors and shareholders. Board includes: Alfred J. McCosker, chairman; E. M. Antrim, WGN; Hope E. Barroll, Jr., WFBR, Baltimore; J. E. Campeau, CKLW, Detroit-Windsor; H. K. Carpenter, WHK; Benedict Gimbel, Jr., WIP, Philadelphia; Leonard Kapner, WCAE, Pittsburgh; W. E. Macfarlane; Miller McClintock; John Shepard III; Theodore C. Streibert, and Lewis Allen Weiss.

Stork News

John Allen Wolf, conductor of the Isabel Manning Hewson program over CBS, is the proud father of an eight-pound girl born Monday to Mrs. Wolf. He's glad it's a girl, already has two sons, says they need a sister.

Sale Of WQXR, Indie, To N. Y. Times Reported

(Continued from Page 1)

of the outlet, would neither confirm nor deny the report; he stated, "We have nothing to say." Unavailable for comment was John V. L. Hogan, president of the station, who was said to be in Washington.

Edwin L. James, managing editor of "The Times," reportedly in charge of the deal for the paper, could not be reached. His secretary said, "We have nothing to say about it." A phone call to Arthur Hays Sulzberger, president and publisher of the newspaper, was referred to Louis M. Loeb, "The Times" attorney, who was reported out at a meeting for the balance of the day.

"Time" a Stockholder

Story ties in with the newspaper's FM application to the FCC last week. WQXR operates FM outlet WQXQ. Interesting also is the fact that "Time" magazine owns some stock in the New York station.

'March of Dimes' Talent

Comics set for the New York origination of the "March of Dimes" special airing over the nets Saturday night from the Waldorf-Astoria are Jimmy Durante and Garry Moore. Program, which will also be heard from points overseas and across the Nation, will be produced in Gotham by Phil Cohan.

Makes Tele Lease

Los Angeles—Television Prods. Inc., which operates W6XYZ, has taken a lease on property on Mt. Wilson, to which its transmitter will be moved. Site is 5,725 feet above sea level. W6XYZ is continuing to broadcast twice weekly.

COMING and GOING

TOM SLATER, director of special features for the Mutual Network, is splitting today and tomorrow in Washington, where he will attend a meeting of the Federal Education Committee.

MURRAY GRABHORN, manager of spots for the Blue Network, is expected back from a business trip which took him to Wood, San Francisco and Chicago.

AUSTIN E. JOSCELYN, general manager of WCCO, CBS-owned outlet in Minneapolis, Paul, is in New York.

MERT EMMERT, farm director of WEAL, turns today from Trenton, where since May he has been attending the annual New Jersey Agriculture Week.

JOHN B. REYNOLDS, station manager of WKWK, Columbia's affiliate in Wheeling, Va., is here for conferences at network quarters.

WILLSON WOODSIDE, news commentator for CBC, has arrived in England, as guest of the British Ministry of Information. His cover the Canadian web will continue through his visit to Great Britain.

PVT. ROBERT MARKS, former producer at WABC, is in town for a few days on furlough.

ART HODES, pianist, formerly conductor of the "Metropolitan Revue" on WNYC, left for Chicago, where he was called by death of his mother.

MAJ. EDWARD BOWES, is at Cherry Hill, N. C., for the broadcasting of tonight's program from the U. S. Marine Corps Station.

CYE BARON, manager of Herbie Fields, formerly conductor of the "This Is Fort band, is expected in town from Boston.

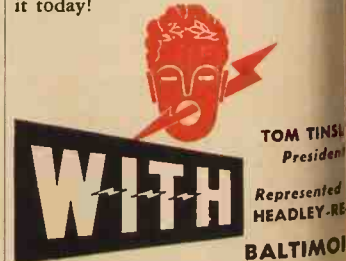
EDWARD LINDSAY, general manager of W Decatur, Ill., is in town and plans to report for several days. The station is an affiliate of CBS.

WILEY P. HARRIS, station manager of W Jackson, is here from Mississippi, for conferences with the outlet's New York representatives.

H. M. SMITH has arrived from Laurel, Md. The station manager of WAML was a caller at the offices of the New York representative.

Unique 30-day station promotion!

\$6,000 in War Bonds will be given away between January 19 and February 17 by W-I-T-H in Baltimore. Bonds a day . . . 24 hours a day. . . a name misses, value of that Bond added to next name. They don't miss a phone to win! Want to test a safe idea? Here's chance of your life. Call it today!





# IRE Convention Opens Tomorrow

(Continued from Page 1)  
 held at the symposium to be held tomorrow at 3 p.m. Eventual decision of the Planning Board, after a protracted study, will vitally affect the entire broadcasting picture. Subjects slated for discussion at the symposium include spectrum utilization, high-frequency generation, frequency allocation, standard broadcasting, radio, radio communication, aeronautical, industrial and portable equipment, relay systems.

Analyses of major radio and electric engineering problems will be presented in selected technical papers and addresses. Sampling of the first of these speakers, detailed in an accompanying program listing, reveals a schedule including E. F. W. Alexanderson, consulting radio engineer for General Electric and inventor of the Alexanderson alternator, which put its voice in radio; Harry R. Lubcke, technical engineering chief for Don Lee Broadcasting System, and many other technical figures. Feature of the second day will be a series of addresses by Ewell K. Jett, chief engineer of the FCC and a nominee for membership in the Commission, and his assistants, George P. Adair, W. Krebs and P. F. Siling. Chairman of the convention is Dr. B. E. Shackelford of RCA.

Special event of the two-day IRE convention is a banquet tomorrow evening to be addressed by Commander P. Raby, USN. Lynde P. Wheeler, acting president, will address the gathering and Hubert M. Turner, incoming prexy, will award the Institute's medal of honor to Haraden Pratt and the Morris Leibmann memorial prize to W. L. Barrow. Fellowship awards will be made to a group of 11 recipients.

Captured enemy radio apparatus and communications equipment standards for the Army, Navy and Air Corps are scheduled for exhibit at the Commodore from tomorrow evening until Saturday noon. Annual

# IRE HIGHLIGHTS

- TOMORROW (Commodore Hotel, New York)
- 8:30 a.m. Registration.
- 10:00 a.m. Opening of Meeting by B. E. Shackelford, chairman, 1944 Winter Technical Meeting.
- 10:05 a.m. L. P. Wheeler, retiring president, hands gavel to H. M. Turner, president for 1944.
- 10:10 a.m. Technical Session, H. M. Turner, chairman.
- 10:10 a.m. "Electronic Tin Fusion," by H. C. Humphrey, Westinghouse Electric & Manufacturing Co.
- 10:35 a.m. "The Amplidyne System of Control," by E. F. W. Alexanderson, K. K. Bowman and M. A. Edwards, General Electric Co.
- 11:00 a.m. Annual Meeting of the Institute, H. M. Turner, presiding.
- 11:15 a.m. Technical Session:
  - Group A—Grand Ballroom
  - L. P. Wheeler, *Chairman*
- 11:20 a.m. "Joint Army and Navy Tube Standardization Program," by Lt. C. W. Martel, United States Army, and J. W. Greer, United States, Navy.
- 11:40 a.m. "A New Studio-to-Transmitter Antenna," by M. W. Scheldorf, General Electric Co.
- 12:00 "Orthicon Cameras in Television Studio Work," by H. R. Lubcke,

meeting of the IRE sections committee will be held at the Commodore today at 2:30 p.m., the day before the confabs start. Another pre-convention event is the joint session of the IRE and the American Institute of Electrical Engineers set for tonight at 8 in the Engineering Societies Building, New York.

Attendance at the two-day confabs of the IRE is expected to be between 1,500 and 2,000. Many of those attending the FM Broadcasters convention, now in its closing day at the Commodore, are believed to be staying over for the IRE sessions. The Institute, now in its thirty-second year, has a worldwide roster of 11,030 members, of whom 9,870 are in the United States.

- Don Lee Broadcasting System.
- 12:30 p.m. Luncheon in Honor of President Turner. H. M. Turner.
- 2:00 p.m. Technical Sessions:

- Group A—Grand Ballroom
- Haraden Pratt, *Secretary, Chairman*
- 2:00 p.m. "The Modification of Noise By Certain Non-Linear Devices," by D. O. North, RCA.
- 2:20 p.m. "Some Experiments Relating to the Statistical Theory of Noise," by C. M. Burrill, RCA.
- 2:40 p.m. "Intermittent Behavior in Oscillators," by W. A. Edson, Bell Telephone Laboratories, Inc.
- 3:00 p.m. Symposium, Haraden Pratt, *Chairman*.
- "The Work of the Radio Technical Planning Board."
- 5:30 p.m. Adjournment of Symposium.
- 7:00 p.m. IRE banquet (informal). George Lewis, *Master of Ceremonies*.

# AGENCIES

CHESTER SLAYVAUGH, who has been radio time buyer at Morse International, Inc., has been promoted to the position of head of the radio department. He succeeds Robert Nichols, who has resigned.

LAWRENCE H. LIPSKIN is leaving Donahue & Coe, advertising agency, to return to his former post as advertising manager of Columbia Pictures.

WALTER J. DAILY has resigned from Roy S. Durstine, Inc., to head the advertising department of Bendix Home Appliances, Inc., South Bend, Ind.

NELLE KELLY, formerly with the research department of Curtis Publishing Company, has joined the staff of the Pulse of New York, Inc., radio research organization. She will work on special assignments as assistant to the director.



Whether it's the lowdown on air power, the coming national elections, or settling the Soviet-Polish frontier, most Clevelanders seem to have a better than average understanding of the important questions facing this old world of ours. And many of the discussions you hear everywhere in Cleveland, from drawing room to street car, have grown from forum programs planned and broadcast by WGAR.

Putting weighty subjects into words which will interest all listeners is the basic idea behind these programs. For instance, the *City Club Forum*, bringing nationally-known voices of authority, paired in down-to-earth debate. Or *Your Opinion, Please*, with experts talking of rationing, housing, invasion, soldier bonus or whatnot in language all can understand.

Americans, whose heritage it is to think and speak freely, are more interested than ever in national and world affairs. It seems to us that one of the jobs of a radio station, then, is to serve up food for thought . . . to stimulate the thinking of people who want to think.

**.. this is WGAR**  
 your friendly station in Cleveland



**A PROGRAM that SELLS**  
 ANYTHING • • ANYWHERE

THE  
**"VOICE of EXPERIENCE"**

UNSURPASSED IN POPULARITY FOR 10 YEARS  
 MILLIONS OF FANS FROM COAST-TO-COAST

NOW RECORDED BY WOR

SOME CHOICE AREAS STILL AVAILABLE

LIVE SHOW OPEN for N. Y. C. or NETWORK

WRITE, WIRE or PHONE FOR LOW RATES

**VOICE of EXPERIENCE**

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# AT 6 TONIGHT

something wonderful  
is going to happen to  
your radio

Turn your dial to 770

Right on the split second of 6 o'clock tonight, when the hands of your watch point straight up and down, a switch will be thrown and WJZ's powerful new transmitting station will go into operation at its new location.

Its power is 50,000 watts. Its tonal quality more brilliant... its listening reception far stronger than ever before. Its clarity, that of a sleigh bell at midnight.

To understand the great difference on your radio, you must listen both before and after this change occurs. Notice how, at the instant of 6 o'clock, the strength and clarity of WJZ's programs are vastly improved.

Turn your radio dial to 770 and hear it happen for yourself.

Six o'clock sharp tonight.

Hear these great programs — See Newspaper Radio Listings for Day and Time

**Music** • The Metropolitan Opera, Metropolitan Auditions, The Boston Symphony, Victory Parade of Spotlight Bands, Nancy Martin, Meet Your Navy, Morton Downey, Keepsakes, Musical Steelmakers, Paul Whiteman, Diane Courtney and The Jesters, Singo, Southernaires, Ink Spots, Moments of Memory.

**Forums** • America's Town Meeting of the Air, America Tomorrow.

**News and Comment** • Raymond Gram Swing, Walter Winchell, Drew Pearson, Dorothy Thompson, Baukhage, John Gunther, George Hicks, Gil Murray, Lowell Thomas, John Vandercrook, Jimmy Fidler, Edward Tomlinson, Leon Henderson, John B. Kennedy, Westbrook Van Voorhis, Rodriguez and Sutherland, Walter Kiernan, George E. Reedy, Martin Agronsky, Ray Henle, Hugh James, Henry J. Taylor, Hanson Baldwin, Francis Drake, Major Gen. Paul B. Malone, retired.

**Foreign Correspondents** • George Hicks (with U.S. Fifth Army in Italy), Arthur Feldman (London), Donald Coe (Algiers), Henry Gorrell (Ankara), Cleve Roberts (New Guinea), Tom Grandin (London), Frederick B. Oppen (Chungking), Frank Shea (Cairo).

**Children's Programs** • The Blue Playhouse, Terry and The Pirates, Dick Tracy, The Sea Hound, Jack Armstrong, Hop Harrigan, Captain Midnight, The Lone Ranger, Storyland Theatre, Land of the Lost, Coast to Coast on a Bus.

**Variety** • Radio Hall of Fame, Duffy's, Chamber Music Society of Lower Basin Street, Breakfast at Sardi's, What's New?, Breakfast Club, Ladies Be Seated, Dunninger, The Kibitzers, Breakfast in Bedlam, On Stage Everybody, Minstrel Show, Awake at the Switch.

**Drama** • Gertrude Lawrence, Parker Family, Hot Copy, Gang Busters, Star for a Night, Famous Jury Trials, Counterspy, Wings to Victory, Sweet River, Chaplain Jim, My True Story, Green Hornet, Adventures of the Falcon, House on Q Street, Hollywood Radio Theatre, Army Service Forces Presents, Don Ameche.

**Quiz** • Battle of the Sexes, Quiz Kids, Yankee Doodle Quiz, Blind Date, Sex You.

**Service Programs** • Nancy Craig, Alma Kitchell, National Farm and Home Hour, Mystery Chief, Living Should Be Fun, Baby Institute, Bert Bachrach.

**Religious and Inspirational Programs** • The Catholic Hour, National Vespers, The Jewish Hour, Religion and the New World, Our Spiritual Life, Homespun, The Riddle of Life, Building for Morale, Ted Malone.

THE *Blue* NETWORK



770 ON YOUR DIAL



# YES, SIR!

## AND SOMETHING WONDERFUL DID HAPPEN...AT SIX O'CLOCK!

### THE STATION MOVED!

moved its great transmitting tower and equipment, lock, stock and barrel—from Bound Brook, New Jersey to Lodi, New Jersey, where location, soil, distance and the imponderables of radio engineering render it closer—clearer—stronger—louder—to more people of the richest market in the world!

### A CAMPAIGN WAS RUN

Not just in all major New York newspapers but in Brooklyn, Queens, Long Island, Westchester and Connecticut. Teaser ads! large-scale announcement ads! good, big follow-up ad! And, of course, Radio. Teaser announcements for 3 days and a special half-hour WJZ Cavalcade program dramatizing the full story. To tell this new and clear reception story that would now place

the Blue Network's key station closer and clearer to more people in the richest market in the world!

### NEW LISTENERS

who now hear—and hear clearly and strongly any message you want to send over the airwaves via the Blue Network—to WJZ's listening area—to more people in the richest market in the world!

### NEW CLARITY—

### BETTER SIGNAL STRENGTH

This move of WJZ cannot be measured in terms of miles or fathoms or yards or feet. It must be measured in terms of the new rich strong voice with which WJZ will now broadcast your message or that of your client—broadcast it with new clarity—by virtue of new signal strength to the richest market in the world.



## CBS Affiliate Group Discusses Moot Items

(Continued from Page 1)

fully discussed. During the meeting a telegram on this subject was sent to all affiliates by Paul W. Kesten, CBS Executive Vice-President, advising them that beginning Feb. 1 all CBS commercial and sustaining programs carried on AM bands of CBS affiliates will be made available to their FM stations without cost to station or sponsor.

The telegram further disclosed that Columbia's plan to make available its full schedule for the FM stations of affiliates was originally, "a post-war plan to take effect approximately at time when manufacture and distribution of home receiving sets was sanctioned by Office of Civilian Requirements or other appropriate governmental agencies."

### Coulter Praises Paley's Plans

Douglas Coulter, CBS Vice-President in charge of programs, discussing the network's plans for new sustaining programs, said: "Recommendations for improving our sustaining broadcasts, made by Mr. Paley at the Affiliates Advisory Board Meeting in September of 1943, and heartily approved, will continue to be carried out vigorously during the current year."

Paul Hollister, CBS Vice-President in charge of Advertising and Sales Promotion, discussing results of the network's Fall program promotion campaign, reported:

"One hundred and twenty-eight CBS stations took part. Each carried on a sustained and uniform campaign which gave prominent and wide display to 51 full-network programs—through 420 newspapers with a combined daily circulation of about 20 million; and through 210,000 program posters and more than a half million program cards. The posters and cards, displayed on cars and buses, daily reached about 40,000,000 persons. For size, continuity, direction and result, the campaign, based on audited reports, has apparently not been remotely approached in American radio operation."

### Music Situation Discussed

Board members and network executives discussed also the AFM music situation.

The two-day session was the fifth held by the Board since it was organized in March, 1943. With the nine members of the board now completing their one-year terms, Board Chairman C. T. Lucy was authorized to proceed with plans for the 1944 election. As in the initial election, the stations will be apportioned within nine districts corresponding roughly to the operational pattern of the net-

# MAIN STREET

WITH *Ol' Scoops Daily*

## FM Beamings !!

● ● ● Arch Shawd of WTOL, Toledo, living up to his reputation as "bea brummel of broadcasting" with a sharp grey suit as his contribution to Spring Sartorial splendor.... Walter Damm, president of the FM'ers, beaming as he contemplates a Florida trip following today's meeting.... Charlie Oppenheim WOR publicist, arranging a press table for yesterday's FM luncheon.... Smiling Harry Maizlish, general manager of KFWE, Hollywood, greeting friends in the lobby of the Commodore.... SRO sign up for FCC Commissioner Fly's luncheon talk yesterday by 10 a.m., with eleventh hour arrivals clamoring for luncheon tickets.... Supporters of J. Harold Ryan for the NAB presidency quietly talking up their candidate as they greet fellow broadcasters.... Copies of Radio Daily in every coat pocket with demand exceeding the supply.... Convention regulars likening the FM gathering to a NAB show and expressing surprise at the tremendous turnout.... Many broadcasters staying over for the IRE meeting, Friday and Saturday.... Ben Ludy, general manager of WIBW, Topeka, disappointed because he couldn't get a Fly luncheon ticket.... Sprinkling of uniformed Army and Navy officers indicate armed forces interest in FM.... after all FM has been playing an important part in war communications.... Affable Earl Gammons, of CBS' Washington office shaking hands with old friends.... Walter Damm pleased that the day's meeting started on time and ended on time—perfect radio timing—Major Edwin H. Armstrong at ease as a sketch artist does a pencil sketch of him at the luncheon speaker's dais.... Congratulations to Theodore C. Streibert, vice-president and general manager of WOR, for the fine handling of convention arrangements in New York.... Neville Miller, president of NAB dishing out smiles and warm handshakes to many friends in the industry.

★ ★ ★

● ● ● Seen chatting: Dr. Leon Levy, president and station manager of WCAU, Philly; and Leo Fitzpatrick, vice-president and general manager of WJR, Detroit, and Marvin Kirsch, business manager of Radio Daily.... An orchid to L. W. Herzog and FM convention committee for the way they handled registrations and a scallion to the Hotel Commodore for not providing directional signs to meeting rooms.... Network biggies including Niles Trammell, NBC; Edward Noble, Blue; Mark Woods, Blue; Miller McClintock, Mutual, and Paul Kesten, CBS, among the luncheon guests.... Big turnout at the American Network cocktail party with FM conversation predominating.... Luncheon music provided by Muzak Corporation through the courtesy of Ben Selvin.... Today's luncheon music will consist of World and Associated transcriptions broadcast over WBAM, WOR's FM station.

★ ★ ★

● ● ● "Fortunatus' Cap." Marjorie Fisher's three piano miniature musical, featured over the Blue Network, continues its steady class combination of script and harmony.... Bob Novak, Y & R director, resigns as of Feb. 15.

## Remember Pearl Harbor

work, and each district will elect one board member.

The members of the 1943 Columbia Affiliates Advisory Board, all of whom attended the January 24 and 25 meetings, are C. T. Lucy of WRVA, Richmond, Va., chairman; Arthur B. Church of KMBC, Kansas City, Mo.; Franklin Doolittle of WDRG, Hartford, Conn.; Leo Fitzpatrick of WJR, Detroit, Mich.; I. R. Lounsbury of WKBW, Buffalo, New York; C. W. Myers of KOIN, Portland, Oregon; Clyde W. Rembert of KRLD, Dallas,

Texas; John M. Rivers of WCSC, Charleston, S. C., and Hoyt B. Wooten of WREC, Memphis, Tenn.

CBS officials at the meeting were: Paul W. Kesten, Executive Vice-President of the network; Joseph H. Ream, Vice-President and Secretary; Frank Stanton, Vice-President; Frank K. White Vice-President and Treasurer; Herbert V. Akerberg, Vice-President in charge of Station Relations, and Howard Lane and William S. Schudt, Jr. of the Station Relations Department.

## CHICAGO

By BILL IRVIN

CAST of the Blue Network's "Fast Club," headed by Doris Neill, staged two non-broadcast shows recently at the Great Naval Training Station.

Dan Ryan, WBBM's newest singer has been selected by Psi Sigma Sorority, composed of Northwestern University co-eds, as the singer likely to make a "big name" for himself this year. Dan gets a build in their year book, too.

Bess McCammon of WGN "Romance of Helen Trent" recently received the most thrilling call of her life. When she answered "Hello Mother," she thought her Tom, had put through a long distance call from Iran. Turned out the had been flown back to the States for a 30-day furlough and was in Chicago. After his leave he returns for training as an air cadet at Seymour Johnson Field in Goldsboro, N. C.

John Barclay, veteran radio producer, has joined the WGN staff as a producer. Baritone Curt Massey, on WGN's "Musical Milkmaid" recently received a novel request for "Paper Doll." The fan's book of paper dolls, with the condition: "if your fans drive you you can start cutting."

## Cecil Brown On Mutual For Phillies Cigars

(Continued from Page 1)

week, specific date not set. The programs are heard Monday, Wednesday and Fridays, at 8-8:15 p.m. Agency is Ivey & Ellington, Philadelphia.

## William Downs Narrator On "Dateline" Program

Just returned from Russia, William Downs, CBS correspondent with the narrator on the network's "Dateline" program, Jan. 28, at 7:30 p.m., EWT. Show will dramatize the Soviet offensive against Germany and Downs will inject his own knowledge of the situation in visited Stalingrad, Kharkov, Kiev and other cities captured by the Red Army.

Downs incidentally carried out negotiations started by Larry Leary in securing for CBS the Western Hemisphere premiere rights to the takovich's "Eighth Symphony," line: "Russia," is produced by White and directed by Max Charles Paul conducts the orchestra.

## Bernard Dudley

Free Lance Announcer

"One of America's Best"

Radio Registry La. 4-1200

# WTBO

Full Time  
NBC Affiliated  
Cumberland, Md.



# Fly, Speaking At FMBI Convention, Predicts Big Post-War Development

(Continued from Page 1)

much on the subject of television, admonished his listeners to opportunistic impulses for the full development of FM." Commissioner Fly's address, while a tribute to the pioneers of FM and a friendly voicing of the commission's attitude toward frequency modulation, left many disappointed. Broadcasters, in many instances, had come to the FMBI convention with the hope that Chairman Fly would clarify the commission's attitude on allocation of wave lengths for FM and television and would clear some of the commission's policies.

## FM "Becoming of Age"

Chairman, on the other hand, straightforward and at times humorous manner, characterized FM as "becoming of age" and said "it will have a place of ever increasing importance in American broadcasting." He declared that the opportunities of FM represented a challenge to all agencies and especially the industry's planning agencies.

Warning against the dangers of hasty schemes of mass production, Commissioner Fly, said that FM was all important in the future. He spoke complimentary of the work being done by the RTPB and said: "Today we have our golden opportunity for ever increasing efficiency in FM and the radio art." Characterizing the war as a sort of stalemate that has given the broadcast industry time to plan in a thorough and orderly way, Chairman Fly declared he looked forward to the work of the RTPB.

Stating that the commission would encourage FM broadcasters encouragement of their efforts, the commissioner declared there would be many other opportunities for FM than the regular commercial broadcasting. He enumerated such as educational broadcasting, point-to-point communications, facsimile and fire and police communication.

## Lauds Major Armstrong

In speaking of the turnout of FM broadcasters at the convention, Commissioner Fly said that the government not only welcomes but has encouraged this kind of co-operation. "We encourage scientific development, free enterprise, and to avoid monopolistic controls." In paying tribute to Major Edwin H. Armstrong, the commissioner said: "He has contributed much to this great industry and without scientists of his type, radio would not be where it is today."

At one point during his talk, Commissioner Fly, humorously took a dig at "soap operas." He said that they did not need high fidelity to get their mentally distorting soap operas. In referring to the thought he referred to in his race reports and "continued development of money schemes" in the category as soap operas.

He was creating a number of questions

directed at FCC on the FM situation in a humorous vein, Commissioner Fly, toward the close of yesterday's address was in a whimsical mood. The questions, all elementary and some asinine, amused the commissioner greatly as he passed them along to the crowd and referred some to Walter Damm.

Several times during his speech, Fly admonished the industry's planning agencies to be cautious to avoid hurry up schemes of mass production. He said that the FM field offered opportunities that are a challenge to all of us.

In introducing Chairman Fly, Walter Damm reversed the usual procedure of presenting a speaker. Instead of presenting Chairman Fly he introduced the speaker to 40 broadcasters now using FM, 72 who had made FM license applications and 400 others interested in the future of FM. The speaker, Damm declared, is too well known to all broadcasters to need a formal introduction.

## Highlights of Fly's Speech

Highlights of Commissioner Fly's address follow:

"Frequency modulation is of age and it has come to stay. Without a doubt, it will have a place of ever-increasing importance in American broadcasting. No one of us can stop it. FM is another radio service. It may be said to be a supplementary service, or an alternative service, but, very important, it is a higher quality radio service, to remind you again of the simple basic factors of the great lessening of interference and of the high fidelity possibilities offered by this great invention.

"The great opportunities of FM represent a challenge to all of us and to the industry's planning agencies, and I would stress the importance of overall, sound long range planning. Much has to be done. The most readily obvious danger to FM may well be in the hurry-up schemes for mass production. The very quality that distinguishes FM can be choked off at the studio, at the studio transmitter link, in the program transmission lines, at the transmitter, and, not least of all, at the receiver. The frequency range delivered by the processes of frequency modulation can be no broader than the narrowest choke point, from the point of origin to the ear.

## Pays Tribute to RTPB

"But planning is much more important. We have fortunately organized perhaps the most competent group of technical men who have ever been assembled in one organization to aid us all in laying the firm foundation, from an engineering point of view for this service. Of course, I refer to the Radio Technical Planning Board. I have no doubt that they will have the complete cooperation of the frequency modulation broadcasters, and I want to stress that today we have a golden opportunity. We are

developing an ever-increasing efficiency in frequency modulation and in radio art generally, but instead of rushing pell-mell into production, perhaps injurious production, we have what might be called a beneficent stalemate. One of the incidental benefits that have resulted from a thing as gruesome as the war is that we have today this opportunity to get right to the bottom of this thing and to plan it in a thorough-going and orderly way for the development of a broad and efficient comprehensive public service.

"We have a great opportunity at this time. While we have the time, I think we ought to avoid the opportunistic impulses for the sake of having the full development of the potentials of FM in terms of the broad, comprehensive public service upon an optimum engineering and mechanical basis.

## FCC's Co-operation

"At the Commission you will have our every encouragement in this effort. As it is set forth in the Communications Act, we have a duty to make available to all of the people of the United States an efficient, nationwide and worldwide radio service.

"We, of course, to a substantial degree all of us, have related problems. There are many uses for FM other than regular broadcasting as we commonly understand it. Educational broadcasting is coming to the fore and must be given continued and increasing recognition. Point-to-point communications will take advantage of frequency modulation. The many services, fire and police, facsimile, and the many other point-to-point and related radio services, all these and more must be provided for. I do think that the Radio Technical Planning Board, with the cooperation of all of you, will be fully equipped to meet these problems and to render great assistance to the Government on them. I need hardly reiterate that the Commission, and I am sure the Government as a whole, not only welcomes but has sought this very co-operation.

"We do want to encourage in every way scientific development and a completely free enterprise, the absence of restraining influences of monopolistic controls, and generally to afford a free and healthy basis for the complete development of a nationwide industry."

## Join WBBM Staff

Chicago—Robert M. Schwartz and Janet Pomeroy have been added to the WBBM news writing staff, James Crusinberry, WBBM news chief, announced this week. Schwartz comes to the station from the St. Louis "Post-Dispatch," where he worked as rewrite man and assistant Sunday editor. Prior to that he was a reporter for the Champaign, Ill., "News-Gazette." Miss Pomeroy, a newcomer to radio.

# FM Meeting Draws Record Attendance

(Continued from Page 1)

Jr., receiver and transmitter manufacturers gave their views on future FM plans with the startling announcement being made by C. R. Barhydt, of General Electric that an estimated \$750,000,000 would be spent for receivers in the post-war period to fill a backlog of approximately 25,000,000 sets.

## Sees 5,000,000 FM Sets

Of this number, Barhydt said at least 5,000,000 of the new sets would be FM during the first "full year of production," provided other manufacturers felt about FM the same way as General Electric. He believed his figures were conservative and based them on the usual replacement level plus the additional buying power as a result of monies earned in war work. He said that the 1941 level did not show any saturation effect and had the war not occurred a normal rate of increase would have placed present set production near the 20,000,000 mark.

At the rate of production estimated, Barhydt saw 15,000,000 FM sets in the hands of the public within five years after full scale production was permitted. He believed that a good FM set could be sold for \$60. In 1944, Barhydt concluded, GE planned to spend 75 per cent of the total advertising budget to tell the story of FM, or approximately \$1,500,000.

W. R. David, also of GE who preceded Barhydt, told of the company's research and engineering help which was instrumental in guiding the FCC, or rather contributed toward their knowledge of FM in making decisions, and that the firm had manufactured about one third of the FM transmitters in use.

## McCanne Gives FM Background

Lee McCanne, secretary and assistant general manager of Stromberg-Carlson Co. said FM meant more to his company than any other manufacturer because they have been in the field of engineering and telephonic communications for 50 years and welcomed the new development. He reviewed Stromberg's advent in radio, setting up a 50,000 watt (WHAM) and in 1924 got into the manufacturing end of radio. In 1938 when Armstrong revealed his FM

(Continued on Page 8)

**DENVER DELIVERS FOOD**  
**DENVER DELIVERS SALES**  
*KZZ Delivers*  
**The DENVER MARKET**  
**KZZ-DENVER**



## FM Meeting Draws Record Attendance

(Continued from Page 7)

developments, it was followed in 1939 by a full line of FM receivers made by the firm. When the FM dial was extended in 1940, a conversion plan was worked out for customers who had already purchased FM sets.

Other manufacturers who told of their FM activity and post-war plans included J. H. Rasmussen of Crosley Corp.; Arthur Freed of Freed Radio Corp.; F. R. Lack of Graybar; Dr. C. B. Jolliffe of RCA and Charles Srebroff of Radio Engineering Laboratories.

### Damm Opens Meeting

With the attendees overflowing into the large ante-room and hall bordering the grand ballroom, Walter J. Damm, head of FMBI opened the meeting with a report of the board meeting held earlier in the morning. He said that 32 new FMBI members were admitted by the board, making a total of 134. (One member he said dropped out when he received a bill for \$300 as against \$50 the last time).

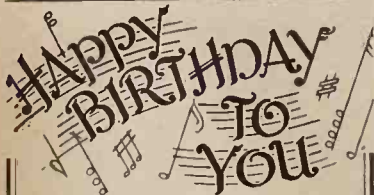
Damm traced the history of FMBI from its inception, telling of a few who gathered at Edwin Armstrong's apartment early in 1939 to listen to the new kind of radio. The group met at the request of John Shepard III. Shepard at the time was the only AM broadcaster who had gone far, having a CP for WIXOJ dated August 18, 1937.

It was not long after, said Damm, that requests for construction permits began to appear more frequent at the FCC. At the time there were only a few frequencies available for FM. By Dec. 19, 1939, there were licenses issued to 20 station owners, networks and others interested such as engineering firms.

### FCC Takes Heed

Next step was a move by the FCC which called a hearing Feb. 28, 1940 for the specific purpose of exploring developments and whether FM had reached the stage where it could be taken out of the experimental broadcast service and the relative merits of higher or lower bands. Thus somebody had to tell the FM story and somebody had to testify at the proposed hearings.

Need for a united front brought about a meeting on Jan. 5, 1940 at the Ritz Towers Hotel in New York. All



January 27

Bernice Claire      B. G. DeSylva  
C. T. Hughes      Lee Hughes  
Jerome Kern      Milton Rettenberg  
Harry Ruby      Singing Sam  
Benay Venuta

## WHO'S WHO IN RADIO

### WALTER J. DAMM

**NEWSPAPER-PROMOTION** work was the lively springboard that landed Walter J. Damm, president of FM Broadcasters, Inc., in radio. While manager of research and merchandising for "The Milwaukee Journal" in 1922, he suggested that the Midwestern daily become active in broadcasting. Today he is general manager of radio, a director and vice-president of The Journal Co., which operates WTMJ and WMFM.



FM Pioneer

An early convert to FM, Walter Damm was instrumental in having "The Journal" erect the first FM outlet West of the Alleghenies. He was chosen proxy of FMBI in 1942 and was re-elected last year. FMBI representative on the Radio Technical Planning Board, he is also treasurer and a director of the newly formed American (FM) Network, Inc.

Honors have not been lacking for Damm in standard radio, either. Industry recognition was accorded him in 1930 when he was elected NAB president. A leader in the formation of BMI, he has been on the board of directors of the broadcasters' music-publishing outlet for years. Formerly a member of the Broadcasters' Victory Council, he is now a committeeman on the Board of War Communications.

Coming up the traditionally hard way, Damm began his newspaper-promotion career on the old "Evening Wisconsin" in 1913. Three years later, he switched to a better post on "The Journal," where he organized the now nationally known "Consumer Analysis of the Greater Milwaukee Market." After radio claimed his interest, he devised the first coincidental telephone survey of listeners, setting a pattern for this type of research.

As for personal data, Damm was born in 1893 and married in 1916. Broadcasting remains his favorite hobby, though he has run the gamut of golf, squash, photography and gardening. Right now he's a devotee of gin rummy, and he admits modestly that he plays a very scientific game.

FM licensees were asked to attend and as a result FM Broadcasters, Inc. was born. Committee to carry on the work comprised; John Shepard III, chairman; Franklin M. Doolittle, WDRC; John V. L. Hogan of WQXR; C. M. Jansky, Jr. engineering consultant; Ray H. Manson, Paul Morency of WTIC; Carl Meyers, WGN engineer; Theodore T. Strejbert and Walter J. Damm.

It resulted in FMBI opening a New York office with Dick Dorrance in charge, Damm told the audience, but someone had to pay the bills also. In 1940, Damm revealed that the expenses of maintaining a united front for the FCC hearings and the office was \$11,953 for rent and salaries and \$10,502 for preparing papers etc. for the hearing. In 1941 total expenses went to \$15,472.

Since 1943, membership meetings have been opened to all and Damm estimated the cost of running the organization would be between \$20,000 and \$25,000 annually.

### Afternoon Session

Afternoon session opened with an address by Major Edwin Armstrong, entitled "What, How and Where?" He was followed by Dr. W. R. G. Baker of General Electric who spoke on FM and the Radio Technical Planning Board; P. H. Pumphrey, of Maxon, Inc. told, "What An Advertising Agency Found Out About FM," and William D. Boutwell spoke on "FM Plans of the Office (U. S.) of Education."

Cocktail party thrown by the American (FM) network in the West Ballroom, concluded the day for the FM enthusiasts.

## Ask FM Frequencies For Educational Use

(Continued from Page 1)

ciation of Educational Broadcasters, the National Council of Chief School Officers and some 11 state boards of education, acting through the Office of Education and the Federal Radio Education Committee, urged the FCC to allocate more channels for exclusive educational use.

Eleven states have asked the Department of Education to assist them in developing preliminary plans for state educational networks. The National Association of Educational Broadcasters is urging that 10 FM channels adjacent to the commercial FM be reserved for educators, that six or more frequencies be allocated to educational FM relay stations and channels in the television band be held for use by schools.

Five channels in the FM band presently earmarked for non-commercial educational broadcasting, the past educators have been slow to take advantage of their radio opportunities, with the result that only a few non-commercial educational stations are on the air and the city of Buffalo has a construction permit outstanding. At the present time there is provision in FCC rules for use of frequencies for relay stations for educational networks.

PROGRAM THE

# HEADLINERS!

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RECORDED  
PROGRAMS

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Dramatizing the eerie classics . . . the ageless masterpieces of such celebrated writers as Poe, Tolstoi, Balzac, Dumas and Victor Hugo . . . in a series of 26 half-hour programs, each complete. Skillful effects, top talent, strongest Publicity and Promotion Kit ever assembled for a recorded program. Now sponsored by brewers, food manufacturers, clothiers, tobacco makers, furniture firms, a paint company and many others. Send for audition records.

Many other NBC Recorded Programs—  
5 minutes to half-hour.

National Broadcasting Co.



A Service of Radio Corporation of America

# NBC

RADIO-RECORDING DIVISION  
AMERICA'S NUMBER ONE SOURCE OF RECORDED PROGRAMS

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Trans-Lux Bldg., Washington, D. C. . . Sunset and Vine, Hollywood, Cal.



Met W. note 8-19-45

# RADIO DAILY

The National Daily Newspaper of Commercial Radio and Television

NO. 20 NEW YORK, N. Y., FRIDAY, JANUARY, 28, 1944 TEN CENTS

## No AFM Network Strike

### Meeting Closes; Re-Elect All Officers

By M. H. SHAPIRO  
*Managing Editor, RADIO DAILY*  
 A forenoon session devoted to questions and answers on pertinent subjects, FM Broadcasters, Inc., held its Fifth Annual Convention yesterday afternoon at the Hotel Commodore, New York, with all officials related over the successful meeting which attracted more than 100 members of the industry. In the afternoon the board of directors was re-elected all of the present members also returning to the board: Leonard J. Searle, III, Walter J. Damm and George Lang whose three-year terms expire today.  
 (Continued on Page 3)  
 — Buy A Bond Today —

### Approves Nebr. Deal for Two Searle's Stations

Washington Bureau, *RADIO DAILY*  
 Washington—The FCC yesterday gave approval of the sale of two radio stations for a total of \$1,000,000.  
 The stations are KOIL, Lincoln, and KFOR, Lincoln. Control of the stations will pass to Cornbelt and Central States Broadcasting Companies, both headed by Leonard J. Searle, III, was sold to Charles R. Searle, III, Lincoln investment company.  
 (Continued on Page 2)  
 — Buy A Bond Today —

### Reinstates FM Station for Commercial License

Worcester, Mass.—W1XTG, FM station, was reinstated for commercial license by the FCC last month.  
 (Continued on Page 2)

**Citation**  
 William M. Parker of WBT, CBS station in Charlotte, N. C., has been named the city's outstanding young man for 1943. Award was presented by the Charlotte Junior Chamber of Commerce. Last year Parker was named national vice-chairman of the Junior Chamber of Commerce's Junior Commando organization. WBT, a 50,000-watt station, is both owned and operated by Parker.

**Tele Away!**  
 Launching of the mighty 45,000-ton battleship Missouri from the Brooklyn Navy Yard tomorrow will be televised over WNBT (NBC), New York, and WRGB (General Electric), Schenectady. Telecast, first to be made of an event so closely connected with the war, will be relayed simultaneously to Schenectady for the benefit of GE workers who built vital electrical apparatus for the vessel.

### RTPB Reports Today At IRE Convention

Results of the extensive studies conducted by the Radio Technical Planning Board since its formation the past Autumn will be the stand-out of today's opening sessions of the two-day Winter Technical Meeting of the Institute of Radio Engineers at the Commodore Hotel, New York. Indications of future places in the spectrum for FM and tele will bear close watching in the reports of Dr. Walter R. G. Baker, RTPB chairman.  
 (Continued on Page 3)  
 — Buy A Bond Today —

### Service Groups To Aid Kate Smith Bond Day

Men and women in the armed forces in New York, Chicago and Hollywood, will join Kate Smith over the full CBS net on Tuesday when she goes on the air in an all-day-all-night appeal for War Bond purchases.  
 (Continued on Page 2)

## Joint FCC-WPB Announcement Eases Equipment "Freeze"

**Newly Formed Tele Group Meets To Elect Officers**  
 Organizational committee of the newly formed Television Broadcasters Association will meet tomorrow in New York to elect officers and complete details of organization. Certification of the TBA as a Delaware corporation was announced today.  
 (Continued on Page 2)

### Present Pacts Expire Monday Night But Petrillo Tells Locals Okay To Resume Negotiations

### President To Speak On Special Program

President Roosevelt speaking from "Shangri La" will be heard on the full-hour broadcast, "America Salutes the President's Birthday," Saturday, 11:15 p.m. to 12:15 a.m., EWT, on all networks as the climax of the annual "March of Dimes" drive.  
 The President will be introduced by Basil O'Connor, president of the National Foundation for Infantile Paralysis, but his exact time on the program will be announced later.  
 (Continued on Page 3)  
 — Buy A Bond Today —

### Install Tele Receivers In More U. S. Hospitals

NBC and RCA in co-operation with General Electric have begun the installation of 45 additional television receivers in hospitals for wounded servicemen in the metropolitan New York area. These instruments are in addition to the 10 RCA receivers in the city.  
 (Continued on Page 2)  
 — Buy A Bond Today —

### Editorial In "Colliers" Supports Radio Program

Under the caption, "Take the Chains off Radio," Collier's magazine has a lead-off editorial in its current edition which supports the program of the National Foundation for Infantile Paralysis.  
 (Continued on Page 2)

With the current contracts between the major networks and the American Federation of Musicians coming to a close next Monday at midnight and in the face of both sides failing to arrive at a mutual basis for negotiation of new pacts, James C. Petrillo, president of the AFM, yesterday stated there "would be no strike."  
 Petrillo said he was placing the matter in the hands of the respective locals involved and each would arrive at some agreement with the stations in his jurisdiction, or, where a network is involved, with the network.  
 (Continued on Page 5)  
 — Buy A Bond Today —

### House Committee Asks Big Cut In FCC Budget

Washington Bureau, *RADIO DAILY*  
 Washington—Reduction of more than one and one-half million dollars in the FCC budget for 1945 has been recommended by the House Appropriations Committee, after hearings in which the influence of the Leach committee and, before that, the Cox committee, was evident throughout.  
 (Continued on Page 7)  
 — Buy A Bond Today —

### C. McCormick Declines "Town Hall" Appearance

Eleven hour decision of Chauncey McCormick of Chicago not to participate in the Blue Network's "America's Town Meeting of the Air" last night necessitated in George V. Brown.  
 (Continued on Page 5)

**Special Guest**  
 Unannounced previously, Isaias Medina, president of Venezuela, was heard yesterday afternoon on "Broadway Matinee" over CBS. He was interviewed by Mrs. Jimmy Doolittle, and stated he was extremely gratified that Argentina had broken with the Axis and so further unified the Republics of the Western Hemisphere against the nations which threaten them.





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FINANCIAL (Thursday, January 27)

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 Ftd., Stewart-Warner, Westinghouse, Zenith Radio.

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

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FCC Approves Nebr. Deal On Two Searle's Stations

(Continued from Page 1) ment bankers. All stock of both stations was transferred. KOIL, established in 1925, is a CBS affiliate broadcasting with 5,000 watts on 1,290 kc., while KFOR, now 20 years old, operates on 1,240 kc. with 250 watts and carries both Blue and MBS programs. The former brought \$250,000, while the latter brought \$100,000.

20 YEARS AGO TODAY

(January 28, 1924) Important feature of today's broadcasting schedule over KDKA, Pittsburgh, is the airing direct from the William Penn Hotel of addresses and musical program of the American Institute of Electrical Engineers' annual banquet.

Service Groups To Aid Kate Smith Bond Day

(Continued from Page 1) and in line with the "Kate Smith War Bond Day" plans, CBS is arranging special pickups from the Women's Military Services club in New York City, Service Men's Center, Chicago and the Hollywood Canteen. Starting from 8 a.m., EWT, and continuing until 1 a.m. the following day, Kate breaks into virtually every program on the air, to carry the message of all out support for the bond drive.

Editorial In "Colliers" Supports Radio Program

(Continued from Page 1) Niles Trammell, president of NBC, as stated before the recent White-Wheeler bill hearing in Washington. In part the editorial reads as follows: "We're in favor of the program of Niles Trammell, president of the National Broadcasting Corporation, for the bringing of radio in the United States within the Bill of Rights guarantee of freedom of speech. Radio does not now enjoy that freedom; yet radio is one of our great media of speech and communication."

Install Tele Receivers In More U. S. Hospitals

(Continued from Page 1) use at five hospitals since last November. GE is supplying 25 of the total sets, which will go to: Halloran General Hospital, Staten Island (15); U. S. Naval Hospital, St. Albans (11); Tilton General Hospital, Fort Dix, N. J. (4); U. S. Naval Hospital, Brooklyn Navy Yard (10), and Hospital of the Rockefeller Institute for Medical Research, New York (1).

Worcester FM Station Gets Commercial License

(Continued from Page 1) was also assigned the new frequency 46.1 megacycles; has previously operated on 43.4 mc. Within short time WTAG FM also scheduled to broadcast CBS commercial and sustaining programs in accordance with Columbia policy as revealed this week in wire from Kesten to affiliates. Worcester telegram publishing Company, owners and operators of WTAG, began operation of WIXTG in June, 1940.

Bellamy To Emcee NFW Transcription Series

Ralph Bellamy will emcee the first 13 weeks radio programs to be produced by the nation's community war chests, a federation of community chest and the National War Fund in 750 American cities. The series, to be called "War Town," will be recorded for use on local stations and will be available from local war chests for release April 1.

Newly Formed Tele Group Meets To Elect Officers

(Continued from Page 1) Corporation is expected to take place before the week is over. Allen B. Du Mont heads the organizational committee, which will most likely be elected as the first board of directors. Other members of the committee, chosen at a meeting in Chicago last week, are: F. J. Bingley, Philco; Robert L. Gibson, General Electric; O. B. Hanson, NBC; C. W. Mason, Earle Anthony, Inc.; E. A. Hayes, Hughes Tool Co.; Worthington Miner, CBS; Paul Raibourn, Television Productions, Inc., and Lewis Allen Weiss, Don Lee.

RCA In Newspaper Drive To Publicize Tele Shows

In a co-operative venture impressive in its scope, RCA has taken full-page space in the New York press to publicize television programs available throughout the week to residents of New York, New Jersey and Connecticut. The first pages appeared in today's tabloids which were on the streets early last night. One column of the full-page advertisement, headed "Television Highlights of the Week," shows seven scenes, one for each day, from productions offered by NBC over WHBT, CBS over WCBW and Du Mont over W2XWV. The advertisement stresses the fact that programs are picked up for broadcast in the Philadelphia and Schenectady areas, also that television service is available in Los Angeles and Chicago.

Radio Hurts Paper Trade, Canada Executives Warn

Montreal—The principal threat for the newsprint industry lies in the dominating influence of radio advertising, which has increased by leaps and bounds until, in 1939, it represented serious competition to newspapers as we know them today, it was stated by G. J. Lane, manager, and R. E. Hayes, superintendent, Quebec North Shore Paper Co. The contention was contained in a joint paper on "Newsprint of the Future" at one of the technical sessions of the 1944 annual meeting of the Canadian Pulp and Paper Association at the Mount Royal Hotel. The speakers declared that the combination of radio, improved by wartime development, plus the perfection of television, may well be strong enough radically to reduce the volume of newspaper advertising in post-war years.

Web Show From Philly

Mutual will originate a special Fourth War Bond show through the facilities of WIP in Philadelphia on Saturday from 2:30 to 3 p.m., EWT. The program will feature Jean Hersholt, Bea Wain, Mills Brothers or Golden Gate quartet, and John Green, president of the Marine and Shipbuilders of America. Joe Frassetto's orchestra will furnish the music.

COMING and GOING

MILLER McCLINTOCK, president of Mutual Network, leaves tomorrow for Washington, D. C. He will return to New York City today. KINGSLEY HORTON, assistant manager of programs and sales at WEEI, owned station in Boston, has returned to Massachusetts headquarters following two days in town. COL. MAX STUART of the Barnes Co. and MRS. STUART are Florida-bound. ED LOWE, secretary and treasurer of Middle Georgia Broadcasting Company, operates WMBL, Macon, is here to attend local meetings. He is accompanied by LOWE and their daughter, MARY. JOHN TOOTHILL, president of the Smith Company, Inc., station representative has arrived from Chicago on a short trip. HAROLD THOMS, president and station manager of WISE, Asheville, N. C. In New York conferring with the local reps. A. N. "BUD" ARMSTRONG, JR., manager of WCOB, Boston, is in Chicago station business. HAL TUNIS, program manager of the station, is back in Boston following a trip to New York. KENYON BROWN, station manager of Columbia's affiliate in Oklahoma City, is visiting briefly in New York. M. H. BONEBRAKE, manager of KOCV, Oklahoma City, is here to attend the current meetings. MILO BOULTON, interviewer on "The People" over CBS, will go up to Bridgeport Sunday. The show will be broadcast as Loan Drive feature from the Connecticut. EDWARD E. BISHOP, vice-president and general manager of WGH, Newport News from Virginia for a few days on business. FRANK S. LANE, station director and chief manager of WDEF, Chattanooga, has joined the large executive contingent recently in New York. JONES EVANS, is spending a few town. He's the commercial manager of Wilkes-Barre, Pa. D. E. JAYNE, general manager of Battle Creek, Mich., a visitor this week to the New York representatives of the station.

\$200 A DAY IN WAR BONDS GIVEN AWAY. W.I.T.H in Baltimore ties unique 30 day promotion with Fourth War Loan Drive. \$6,000 in all goes to listeners. And everyone can win. That in itself makes this promotion unusual. Great chance to put on a test. Check availabilities today.

W-I-T-H IN BALTIMORE TOM TINSLEY, President REPRESENTED BY HEADLEY-R...



# RTPB Reports Today At IRE Convention

(Continued from Page 1)

vice-president of General Electric and the 13 panel chairmen at the ballroom set for this afternoon at 6.

## Will Discuss Problems

For radio and electronic problems will be analyzed by a distinguished group representing the pick of a Nation's engineers. Highlights of the session were listed in yesterday's edition of RADIO DAILY. In the opening day's speakers are W. Alexanderson, pioneer broad-caster, inventor and consulting radio

## Bouquet from DeForest

Leo DeForest, inventor of the vacuum element vacuum tube, which made modern broadcasting possible, and a past president of the IRE (1930), sent a telegram of greetings to the convention from his home in California. Text of the telegram follows:  
"Regret my inability to attend the Midwinter convention of our IRE, which I know will include many papers of intense and timely interest. Let me extend to the assembled radio and electronic engineers hearty greetings and my warm wishes for a most successful meeting with enhanced enthusiasm and determination on part of all of us to spare no possible effort to speed the day of our complete victory in this war."

vice-president for General Electric; Harry Locke, tele engineering head for Leo Broadcasting System, and other key technical figures in the industry. The program for tomorrow will feature a symposium on the pending work of the FCC. Participants will be Chief Engineer Ewell and presently up for confirmation as a member of the Commission, three of his divisional chiefs—P. Adair, Broadcast Division; Krebs, Safety and Special Services Division; P. F. Silling, International Division.

## Domestic and Foreign Aspects

Domestic and foreign aspects of radio service and development will be outlined in the Saturday sessions by Arthur Stringer, of the NAB; T. M. G. of the Chinese Supply Mission, for Canada, R. A. Hackenbach, vice-president and managing director of Stromberg-Carlson Co., and Composition of the IRE is world-wide, with 11,030 members in 51 countries, including the United States, where there are 9,870. Arrangements have been made to accommodate an expected attendance of 1,000 members and guests in excess of 1,000. Organization, now in its thirty-third year, will inaugurate a new president, Hubert M. Turner, associate professor of electrical engineering at Yale University, who succeeds Lynde P. Wheeler, head of the Engineering Department's International Division. Chairman of the

# FM Closes Successful Meet; All Officers Are Re-Elected

(Continued from Page 1)

terms expired. Previously there had been a membership meeting, closed to the non-FM members.

Board reported that the meeting closed with 106 members as compared to 72 when it opened, an increase in 36; various other applications for membership were made during the course of the meeting.

## Board's Recommendations

Board recommended that the old dues schedule remain which classified as active members those of experimental and developmental licenses. Also that FMBI collaborate with the Society of Automotive Engineers and the RTPB on reception and interference methods.

Standards of minimum performance requirements in FM sets will be looked after by the engineering committee.

Board also discussed procedure to be followed in asking the Congress to amend the Communications Act to include in its scope action against diathermy and medical apparatus which causes interference with radio reception.

The FCC will be urged not to bar the use of a common tower by FM licensees in the same community. As previously planned an FM booklet for the public, will be issued.

Next membership meeting of the FMBI will be held in New York on April 14. This date is about one day after the conclusion of the scheduled NAB War Time meeting, also in New York.

## Round Table in Morning

Washington business office will be opened by the FMBI at 711 Columbia Bldg. Office will be in charge of Myles Loucks.

Morning session of the FMBI's meeting was a Round Table Panel to answer questions put to it by those in attendance. Panel comprised Major Edwin Armstrong, C. M. Jansky, Jr., E. K. Jett (FCC), George Adair, Phillip Loucks, Walter J. Damm and Commander Paul A. Demars, on leave from the Yankee Network.

Great majority of questions were of technical nature and in nearly all cases elementary from the FM engineers' point of view. Since many of those present are not now FM broadcasters but contemplating licenses, it was expected that the questions would run that way.

Two major questions however remain to be answered, but the solu-

tion of neither is up to the FMBI at the present moment nor the inventor of FM. These are:

1. The need of expansion for additional FM channels is clearly indicated, but at the present time these channels are being used by television. If the extra channels are made available to FM, where will television go, and will it be willing to move in the only direction left, higher up on the spectrum? Television itself needed more than the 18 channels now allotted.

2. The FCC's present licensing system which involves FM is according to Trade Areas. Trade Area allocations of licenses does not fit FM because different localities need different power and type of coverage. As for instance, New England, thickly settled and with its type of terrain would need more power than certain far-between Trade Areas in the thinly populated section of the West. Eventually both these questions will be decided by the FCC and it is hoped to FM's advantage.

Other questions that arose included the possible multiple use of a tower by more than one FM outlet. Jett in answering said that the FCC did not permit it in standard broadcasting and that it had its disadvantages. Question also arose as to whether one antenna could be used for both AM and FM transmission and this was answered to the effect that it would probably work, but possibly not the best economic advantage to the operator.

Queries on the possible use of relay outlets to create a network were discussed and a distinction was drawn as to the difference between relay stations and rebroadcast stations. There was no use in taking up too many wavelengths on a band with relay stations since the bands primarily was for broadcast outlets.

Jett thought that in some future date it was possible that a common carrier might be licensed as a telephone and telegraph company to operate the relay stations, which might mean the country over dotted with the little towers. In regard to a network where relay outlets would be used, it was held that rebroadcast from one station to another was more feasible. Relays would not very well send out a program in all directions, only the direction in which the emission was beamed. It was pointed out that if one station on the network failed to take one of the sustainings for instance in favor of a commercial of its own, the network and the relay was broken at that point.

Use of phone wires was held impractical in many parts of the country, Major Armstrong stating that the mountains in New England had no wires and that those in the mountainous parts broke every winter. As used by the Yankee Network, a relay outlet on Mt. Paxton comparatively

nearby, was picked up and rebroadcast by the stronger transmitter on higher ground on Mt. Washington.

On the question of how much power should a prospective licensee ask for at the beginning, this was answered by stating it all depended upon the needs of servicing the locality and the needs of the operator.

Building Coaxial Cables  
Coaxial cables were now in use and some being built, Jett stated and these eventually will come in handy for FM just as it would for television. Use of educational stations for commercials was forbidden if the license was for an Educational Station, but there was nothing to hinder a commercial FM station from using whatever it considered needed of educational matter. This was also answered by Jett.

Numerous queries were tied in with television and it was pointed out that the audio and video channels of television were placed together as close as feasible after the National Television Systems had made the recommendation to the FCC sometime ago. No way had been found yet, the attendees were told, how to make the sound and sight channels into one. The video broadcast gave out no sound, it was pointed out.

Interest in Tele Strong  
That a great many present are television minded was very evident. Some talk of the White-Wheeler bill changing the status of some phases of broadcasting was heard along with the many future developments of FM which could not now be predicted with certainty.

In all cases the many questions were answered honestly and to the best ability of those present, but not all the questions could be answered without a fuller inquiry into just what the questioner had in mind so that he could be properly informed.

President To Speak  
On Special Program

(Continued from Page 1)

program, subject and place of origin are not disclosed.

With Conrad Nagel as New York emcee, Mary Pickford, Lily Pons, Garry Moore, Jimmy Durante, Georgia Gibbs and Paul Whiteman's orchestra are to be heard from the President's Birthday ball in the grand ballroom of the Waldorf-Astoria Hotel.

Bob Hope will emcee the portion of the program originating in Hollywood. Other artists appearing from there will be Dinah Shore, Frances Langford, Frank Sinatra, Jerry Colonna and Axel Stordahl's orchestra. Eddie Cantor joins the "March of Dimes" show from San Francisco.

From Washington will come the music of the United States Marine band while Major Eddie Dunstetter will lead a 52-piece Army Air Force band playing at the Santa Ana, Calif., air base.

Lending an international aspect to the celebration the program will pick up Beatrice Lillie Maj. James Stewart, and CBS correspondent Edward R. Murrow speaking in London.

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President To Speak  
On Special Program



## LOS ANGELES

By RALPH WILK

**A**t special request of Frank Sinatra, Bill Days of the Groucho Marx show, is now in charge of the chorus on the Sinatra show.

Constance Moore, movie and radio queen and recent star of the stage hit "By Jupiter," will play the feminine lead for 10 performances of NBC's "Star Playhouse" during the weeks of January 31 and Feb. 7. Story to be aired is the romantic comedy, "Doctor Takes a Wife." Miss Moore is also heard Sundays with Joe Cotten on "America—Ceiling Unlimited," over CBS.

"There Are Americans—Series II," begins January 29 KNX-CBS 3:00 to 3:15 p.m., PWT. The series will state scientific facts about race immediately concerned with the Negro problem.

"Invitations are so misleading," says comedienne Joan Davis, star of the Sealtest Village Store Program with Jack Haley. "The other night, I was invited to a well known actress' silver wedding party and when I got there, I found the affair was given because she had just married her 25th husband."

Jim Sloan, formerly with Batten, Barton, Durstine and Osborn in New York, joined the production staff of CBS-KNX.

### WAAT-Store-Newspaper In War Bond Drive Tieup

WAAT, Newark, N. J., is providing hourly news bulletins from a large display window of Bamberger's, department store in the business center of Newark, as a feature of the Fourth War Loan Drive. For the period of the drive, the "Newark Evening News" and WAAT are co-operating on these broadcasts, aired from 11 a.m. to 5 p.m. and 8 p.m. on Wednesdays, when the store is open in the evening.

Complete workings of a radio station are in full view. United Press and "Newark Evening News" tele-typewriters have been set up in the window and have been raised to a level high enough so that the items cannot be seen by the general public, in accordance with war-time restrictions.

News casts, in addition to going out over the air, also go out over a public address system at the store. The background of the "news room" setting is a huge world map, flanked by flags of all United Nations.

The venture is a co-operative arrangement of bond drive leaders of the Bamberger organization, officials of the "Newark Evening News," and the war activities division of WAAT headed by Roland Trenchard, who is also radio consultant to the New Jersey War Finance Committee. Noon broadcasts will be featured, with guest stars appearing and autographed bulletins being sold for bond purchases. A Red Cross mobile unit is parked by the curb, manned by women volunteers to make on-the-spot sales.

## MAIN STREET

WITH *Ol' Scoops Daily*

### Reporter At Large. . .!

● ● ● As we explained some time ago, in this pillar, Raymond Paige bows out the "Songs By Morton Downey" Coca-Cola-sponsored afternoon songfest and is replaced by an orchestra conducted by another of our favorite conductors, namely Jimmy Lytell. . . . the troupe leaves over the week-end on a six-week War Bond selling tour which will take them to Los Angeles and back. . . . besides the change in the band instrumentation, a five-voice choir coached by Jimmy Rule (who will also make the jaunt) will supply a choral background to the Irish Thrush. . . . Producer Bill Glascock will be in personal charge. . . . Vick Knight, who due to illness had to decline several proffered commissions, has recovered his health and having passed his physical, dons the uniform of a Private tomorrow. . . . We dropped in on Oliver (Press Association) Grambling's cocktail party yesterday afternoon at the Barclay—but just long enough to bend the elbow once, straight ginger ale. . . . yep, we're a sissy) and see that the F.M.ers were having a good time. . . . Contrary to rumors, Charlie Martin will remain as director of the Gertrude Lawrence-Revlon Revus and will continue for the run of the contract which has another 3 weeks to go. . . . and now that the program utilizes more of La Lawrence's histrionics and less of the "variety type" of entertainment, the program has definitely improve.

★ ★ ★

● ● ● One of the top-ranking fight announcers, Sam Taub, has been maintaining that reputation by injecting into his Mon-Wed-Fri. WMCA sportscast, little-known gems about sportdom's greats and near-greats, which he has accumulated down thru the years. . . . Milton Berle and Andrew Billings start casting next week on the Broadway production "Same Time Next Week," a farce based on Radio, which they will co-produce. . . . Would like to sign Sam Levene for the lead. . . . Comes Monday and Radio Row will discover the "missing Link". . . . the "missing Link" being none other than Harry (Leo Feist, Inc.) Link, who leaves Sunday for a vacation in Florida. . . . After tuning in several times, we wrote some time ago that Sunny Skylar, the MBSongster rated additional air time. . . . evidently execs at 1440 Broadway agreed for starting Monday, the Skylar(k) will be heard eight times a week, Mon.-thru Sat. at 2:45 p.m. and Tues and Fri. at 10:15. . . . Sergio De Karlo, Latin-American singing star, featured in Mike Todd's musical, "Mexican Hayride," belongs on the networks. . . . George Reedy, Blue Network Washington correspondent, was a former amateur billiard champ in Chicago. . . . Martha King, chanteuse at Leon & Eddie's is as easy on the eyes as on the ears.

★ ★ ★

● ● ● Louis Van Rooten, back from the coast where he did "Himmler" in the Paramount Pictures, "The Hitler Gang, returns to the MBSleuther, "Bulldog Drummond" Sunday. . . . Universal Flickers would like to have Yvette sing "I'm Going To Get Lit Up When the Lights Go Up in London" in a forthcoming George Raft movie. . . . Conductor-Composer Jon Gart, is writing the musical score for "War Town," CBS-produced, transcribed dramatic series which will star Ralph Bellamy. . . . Bill Burton and Dick Haymes leave today for California where Haymes will star in his second 20th Century-Fox production, "When Irish Eyes Are Smiling". . . . How come Helen Forrest not yet on a commercial? . . . Jim Boles, set to do a "Texas Cowboy" next Thursday on "Death Valley Days," was just that in real life, when as a youth he rode the range on his dad's ranch in the Lone Star State. . . . Bruce Kammen will be production head on the "Parade of Stars," which will be NBC coast-to-coasted all of next week for the Fourth War Bond Drive.

★ ★ ★

—Remember Pearl Harbor—

## CHICAGO

By BILL IRVIN

**B**LU Network's "Lone Ranger" program, for many years a leading children's show on the air, enters its twelfth consecutive year in the air Jan. 30. The program, which originates at WXYZ, Blue out of Detroit, is sponsored by General Motors, Minneapolis. Dancer-Fitzgerald Sample, Chicago, is the agency, and chief owner of the "Ranger" George Trendle, Detroit radio executive. Head writer on the show Frank Striker, who works with a staff of five additional scripters during its eleven-year history there, has been four different Rangers. In 1941, Bruce Beemer has played the role.

The Greenfield Village Chapel Choir, featuring the Greenfield Village Choir, has been selected by the Motor Company, Detroit, as its day evening replacement for Godwin's newscasts, it has been formally announced by the Ford Company. The young singing group will present favorite hymns each day from 7 to 7:15 p.m., CWT over stations of the Blue Network. The tract, for 26 weeks, was produced through J. Walter Thompson, Chicago.

Roger Patrick and John Stebbins are new additions to the WGN announcing staff. Patrick comes from WCBS, Springfield, Ill., where he is known as the "Personality Voice of Springfield." Stebbins formerly affiliated with WXYZ, Detroit; WAFB, Fargo, N. D., and KOB, Albuquerque, New Mexico.

### Chicago Radio Official Seeks Political Office

Chicago—Charles H. Garland, WBBM sales manager, has been selected by the Republican organization as the regular G.O.P. candidate in the 7th district, the largest in the country with a population of approximately 900,000. Garland has been with WBBM for 10 years, joining the station in 1925 as announcer and program director. When WBBM was affiliated with the Columbia Broadcasting System in 1928, Garland transferred to the sales staff, later becoming sales manager of WBBM. Garland has been active in Republican politics for the past 12 years. He served as a precinct captain for several years, was elected Alderman in urban Des Plaines in 1937 and Mayor in 1941. He is also vice-president of the Illinois Municipal League. In event of his election he intends to devote his full time to Congressional duties.

### Special War Bond Show

A special War Bond program produced by CBS and the American Hotel Association will originate from the Hotel Sherman, Chicago, Wednesday, Feb. 2.



## McCormick Declines 'Down Hall' Invitation

(Continued from Page 1)

Denny, moderator, getting another speaker, Major T. H. Thomas, retired U. S. Army, to discuss, "On What Basis Can Russia and Poland Agree?"

Commenting on McCormick's decision to cancel his appearance on the program, Denny issued a statement: "It reads, in part, as follows:

America's Town Meeting of the Future has been presenting discussions on controversial questions for nearly 10 years over the Blue Network, and our reputation for presenting programs is well known. We planned this program with particular care due to the delicacy of the question, the subject being, 'On What Basis Can Russia and Poland Agree?' Captain Sergei Kornakoff, expert on Military Affairs, Sir Bernard Pares, historian and visiting professor at the University of Wisconsin, are to speak from the Russian viewpoint on the present dispute between Russia and Poland. Dr. Kar Halecki, Director of the Polish Institute of Arts and Sciences, and Chuncy McCormick, of Chicago, Federal Supervisor of Poland in 1918, are to speak from the point of view of Poland. The Director of our Forum Division, Mrs. Marian Carter, who has been arranging these programs for almost six years, invited McCormick to state the viewpoint of an American citizen sympathetic to Poland in this dispute.

### McCormick Speech Received

When McCormick's speech arrived Tuesday, we found that McCormick's stated in the opening of his speech that he was not pro-Polish, but he respected and admired much of the Polish but that he had also been a contributor to Russian relief. He went on to say that he wanted to examine the present Polish-Russian situation in the light of American tradition and American ideals. His speech dealt then entirely with American fight for freedom from the Revolutionary War to date. The speech contained such slight mention of Poland and no mention whatever of the Poles' present dispute with Russia. We asked him to revise his speech in line with Mrs. Carter's letter of January 17th to him which outlined in detail the issues we were asking of the speakers to touch upon.

In brief the facts are that McCormick was asked to participate in a Town Meeting on one side of a highly controversial question. He accepted with full knowledge of the subject discussed, wrote a speech which evidently thought fulfilled our requirements for a fair and balanced program, but in our view it not only failed to uphold the Polish viewpoint but failed to deal with the present dispute between Russia and Poland.

McCormick's latest wire indicated his unwillingness to alter his speech, we have had to proceed with a new speaker, who is Maj. Thomas, Ret., U.S.A., military officer and former visiting lecturer at Harvard and Columbia universities.

## Joint FCC-WPB Announcement Eases Equipment "Freeze"

(Continued from Page 1)

ment is not to be construed as an invitation to apply for new stations.

The applications will go first to FCC for approval, and then to the WPB. When the WPB okays the application in respect to materials, labor, etc., it then will go back to the FCC, where additional consideration will be given the problem of time during which the grant could be effected, etc. This clearly divides the functions of the two agencies, with FCC ruling on whether the application is in the public interest and is consistent with its engineering standards and WPB on whether the materials and labor are readily available.

Several score transmitters, mostly for low and medium power, are known to be idle and are now made available. These were reserved for the military for nearly two years, but the military did not require them and they will now be released for civilian use.

WPB recommended that the December, 1942, order of the FCC reducing broadcast power, be kept in effect. It has been very effective in reducing the need for replacement parts, said WPB, and has not impaired service.

### Conservation Still in Effect

The WPB Radio and Radar Division pointed out that the FCC policy does not mean a relaxation of WPB policy, which is dictated by the need for conservation of manpower, materials and manufacturing facilities of radio equipment and maintenance supplies. Present indications are that despite the tremendous expansion of radio production in the past two years, the requirements of the armed forces in 1944 are half again as large as in 1943. This large demand on the industry will not allow more than minimum essential production of additional equipment for new stations or the expansion of existing stations, the division said.

WPB efforts are now being directed primarily to provide existing broadcasting stations with essential replacement equipment such as microphones, turntables, audio amplifiers and recording equipment. It is felt that before equipment is made available to new stations, existing stations should be provided with such equipment as is needed to maintain the service they have been offering in the past.

An applicant desiring further consideration, however, for facilities or change in facilities may submit a petition for reinstatement of such application to the FCC within 60 days of January 26, 1944. The petition should

be accompanied with amendments and supplemental information appropriate to any change in circumstances. The FCC outlined the procedure as follows:

(1) When a conditional grant is authorized, applicant will be notified to the effect and advised that a permit will not be issued until applicant has satisfied the Commission with respect to the following within 90 days of notice of conditional grant:

(A) By evidence in writing from the War Production Board that any authorization of that board necessary to carry the construction to completion has been obtained or that none is required.

(B) That applicant is in position to complete all construction necessary to the proposed operation within a reasonable period.

(C) Acceptance of the grant upon these conditions has been submitted in writing within 20 days of date of notice of grant.

(2) Upon a showing that satisfies the conditions prescribed in the conditional grant, the Commission will issue a regular authorization.

(3) If applicant fails to satisfy the conditions within the time allowed the application will be designated for hearing or given such further consideration as may be found appropriate.

### Restrictions Listed

WPB orders restrict radio construction in the following ways:

(1) General Limitation Order L-265 prohibits the transfer of electronic equipment from a supplier or manufacturer unless the order bears a preference rating of A-1-A or better. A rating of AA-4 or better is required for manufacture of such equipment.

(2) General Limitation Order L-41 requires an authorization to start construction if the cost of construction is over \$200.

(3) Authorization must also be obtained from the Office of War Utilities to install power and telephone lines.

(4) Several other orders cover the transfer of materials, such as copper, even though they may be surplus stock.

WPB said it could not adopt a policy of granting applications merely because all required radio equipment was "on hand" or "available." Such applications will be reviewed carefully. Construction may be authorized in these cases where it is felt the use of labor and materials will aid in the war effort or existing services.

## AFM Strike 'Threat' Removed By Petrillo

(Continued from Page 1)

work orchestra was involved in the dispute.

It is understood that the AFM believes that a solution will be found and when one is broadly okayed it will be adopted generally. Clauses in contracts will allow for reopening any contract found unsatisfactory, at future dates.

In authorizing AFM locals to go ahead and negotiate with the network key and owned and operated stations, it is indicated that Petrillo expects that locals will at least obtain new pacts on a rise in cost-of-living basis.

Earlier in the winter when the recording situation was before the War Labor Board (RCA, CRC and NBC still pending) it was generally believed that this would be held over the heads of NBC and CBS to force a new contracts according to the wishes of the AFM. However, with those two networks holding their ground on this score, and Petrillo fairly well satisfied with more than 50 recording and transcription companies signed to his direct fee payment plan apart from the union scale, indications are that individual pacts and solution will be worked out.

### Web Executives Pleased

Network officials appeared happy over the Petrillo action as the deadline Monday night was drawing too close for comfort. No official statements were issued however. AFM also made no official announcement of its decision. However, Petrillo, in commenting on the development, emphasized the fact that he has had five conferences with executives of the networks involved and that agreements were reached to disregard the contract dateline and discuss mutual problems at a later date.

Webs involved are CBS, Blue, Mutual and NBC. Number of stations vary, all according to how many they actually own and operate. Most important angle is the fact that the large network orchestras which it was feared would be the big drawback to a new contract, will be enabled to continue without interruption. Most of the stations involved are in New York, Chicago, Los Angeles and San Francisco.

### Gets Canadian Appointment

Montreal—Appointment of Dr. James S. Thomson, president of the University of Saskatchewan and former general manager of CBC, as chairman of the Commission to study possibilities of wider use of radio by the church was announced yesterday by the United Church of Canada executive commission.

### Eid Gets NBC Spot

Leif Eid, chief of the NBC Washington news room, succeeds Robert McCormick on five network periods originating in the capital. William R. McAndrews becomes acting head of the Washington news room.

### On Historic Flight

Robert McCormick, NBC correspondent and radio commentator, represented the four major networks as reporter on the historic flight of the giant airship Mars from United States to Honolulu.

## OPPORTUNITY

for an  
ANNOUNCER and an  
OPERATOR

Send transcription and all details to:  
WDRG — WDRG-FM  
Connecticut's Pioneer Broadcasters



## NEW BUSINESS

**WFIL, Philadelphia:** Abbotts Dairies, Inc., Philadelphia Pa. (milk and ice cream) three announcements weekly for 52 weeks thru Richard A. Foley Agency, Phila.; Ex-Lax, Inc., Brooklyn, N. Y. (Ex-Lax) 10 ET-local tie-in announcements weekly for 13 weeks thru Joseph Katz Co., New York; Curtis Publishing Co., Phila., Pa. (Saturday Evening Post) three five-minute transcribed shows weekly, 52 weeks, thru MacFarland Aveyard, Chicago; International Salt Co., Inc., Scranton, Pa. (Sterling Salt) four announcements weekly, 26 weeks, thru J. M. Mathes, Inc., New York; Hornung Brewing Company Phila., Pa. (beer) two announcements weekly, 52 weeks, direct.

Bell Telephone Co., Philadelphia, Penna., (telephone service) seven announcements weekly 13 weeks, thru Gray & Rogers, Inc., Philadelphia; David T. Robinson, Phila. Pa. (used cars) 10 announcements weekly, 13 weeks, thru Solis S Cantor Agency, Philadelphia; Beneficial Savings Fund Society, Phila., Pa. (bank) three announcements weekly, 52 weeks, thru Richard A. Foley Agency, Philadelphia; Sam Gerson, Phila., Pa. (men's clothing) one 15-minute studio program weekly, 26 weeks, thru Harry Feigenbaum Co., Philadelphia.

**Cocilana, Incorporated, Brooklyn, N. Y.,** (cough drops) four announcements weekly, 13 weeks, thru Al Paul Lefton Co. Inc., Philadelphia; Edw. G. Budd Mfg. Co., Phila., Pa. (help wanted) 27 announcements weekly, indefinite period, thru Lewis & Gilman, Inc., Philadelphia; Dr. Shor, Phila., Pa., (dentist) 20 announcements weekly, 52 weeks, thru Philip Klein Agency, Philadelphia; Pepsi-Cola Co., Long Island City, N. Y. (Pepsi-Cola) renewal of 25 spots weekly, 49 weeks, thru Newell-Emmett Co., New York; J. B. Ford Co., Wyandotte, Mich. (Wyandotte Cleaner) 10 announcements weekly, 20 weeks, thru N. W. Ayer & Son, Inc., New York; Irvin Sachs, Phila., Pa. (used cars) five five-minute studio programs weekly, 13 weeks, thru H. M. Dittman Advertising Agency, Philadelphia.

**CKNX, Wingham, Ont.:** Blue Ribbon Tea, 10 minutes, once per week for 52 weeks, thru Cockfield, Brown & Co., Ltd.; Canadian Co-Operative Wool Growers Ltd., 26 spots six per week, 26 times, through E. W. Reynolds & Co., Ltd., National Drug & Chemical Co., of Canada, Ltd., spots two per week for 26 times, through A. McKim Ltd.; Mother Parker's Tea Co., programs, one half-hour per week for 13 weeks, thru: A. J. Denne & Co., Ltd., The Nya Co., spots, three per week, 156 times, through A. J. Denne & Co., Ltd.; Byers' Flour Mills Ltd., spots, three per week, 26 times, through Stanfield & Blaikie Ltd.; Supertest Petroleum Corp., musical show, 15 weeks, through Harry E. Foster Agencies Ltd.; Parkdale Poultry Ltd., spots, 52 weeks, direct; Hen-

## Washington Front

By ANDREW H. OLDER

**L**AST month saw the first anniversary of the AE radio network—six stations in Africa, Sicily and Italy. Military leaders were heard, a special Command Performance show was rebroadcast after being shortwaved from here and a specially transcribed variety show was brought in from England... The network came into being a month after Casablanca, when officers of the America Expeditionary Army were wondering what to do to keep the troops entertained. Fortunately there was among those officers a lieutenant whose name and voice are known to all of America. He's now Captain Andre Baruch, former CBS, NBC and Pathe newsreel announcer... Baruch told Captain (then Lieutenant) Houston A. Brown, an electrical engineer, "we've got a couple of borrowed records. The boys have got portable radios as part of the company equipment. Can we tie the two together?" Brown's reply was, "Let's go foraging."

Baruch and Brown combed the beaches at Casablanca and Fedala, got some old parts from a French transmitter and went on the air. They started with 17 records and news broadcasts furnished by the Signal Corps... When the story got back to Washington, a Special Service Radio Sub-Section headed by former advertising man Lt. Col. Thomas H. A. Lewis, got together new equipment, transcriptions of favorite network shows here and started them overseas... Brown and Baruch are still in charge of the network, with six stations now on the air 90 hours weekly. They're mobile stations, moving up with the troops.

Although there continues to be much talk of the relaxation of the anti-trust laws, rest assured that as long as the present administration is in power a close check will be kept on the handling of patents. The anti-trust department has been stopped often, but it keeps plowing on. Anti-trust head Wendell Berge told the Patent Lawyers' Club here last week that it is abundantly clear that "if free enterprise is to be maintained, patent abuses must be eliminated.

derson's Portrait Studios, spots, 52 weeks, direct; Clinton Sporting Goods Ltd., sports talk, 52 weeks, direct; Cornish Electric, musical, 52 weeks, direct; Goderich Motors, musical, 52 weeks, direct; W. A. Johnston, Jeweller, musical, 52 weeks, direct; Listowel Machine Shop, spots, 52 weeks, direct; Listowel Transport, band, 52 weeks, direct; Mills Motors, old time, 52 weeks, direct; McGee Motors, spots, 156 times, direct; Pattison's Hatchery, spots, 52 weeks, direct; Robertson's Drugs, old time, 52 weeks, direct; Robertson Jewellery, dance band, 52 weeks, direct; Schaefer's Ladies Wear, spots, 156 times, direct; Superior Motors, spots, 104 times, direct; Venus Restaurant, dance band, 52 weeks, direct.

"At the same time, the protection which the patent right was designed to give the independent inventor and businessman must be strengthened and restored. If the system of economic competition on which this nation depends for its well-being is to be preserved, it is imperative that economic opportunity be granted to all on equal terms. This cannot be accomplished if privileged groups are able to obtain unfair advantage over new enterprise or to amass huge patent structures which block the road to industrial initiative"... Vigorous enforcement of the anti-trust laws, he said, is "our greatest guarantee that democratic opportunity will be kept alive in our economic system." In the Kilgore bill now before the Senate he sees the added something which he thinks necessary to keep opportunity alive. This bill would establish a Federal Office of Technological Mobilization, but Berge assures that "conduct of research by government does not mean that government would enter into competition with industry. Rather research sponsored and carried on with the facilities and support of the Federal government would constitute a strong stimulus to private initiative"... If, as we are told, what is presently known and what is presently ready for the public in the electronic field is merely a small part of the wonder to come, this industry has a great stake in the Kilgore proposal.

One of the first things Dowsley Clark did when he took over the OWI News Bureau was to wipe out the media division. Which was a break for us, as it meant we could stop worrying about what the media division was. Anyhow, it means that Park Simmons, who as successor to Art Force is doing a bangup job as radio news aide, moved into a new office with Howard Arndt, newsreel liaison man who had also been a part of the media division... We can't tell you just how that will affect Park's operation. Actually, it appears to be just an organizational simplification... Simmons may have some real news for independent broadcasters soon.

## Movie Commercials On WOR Show Increase

Motion-picture commercials over WOR, New York, during 1943 revealed a 100 per cent increase over the figure of the previous year, according to William Crawford, outlet account executive covering the film industry. Actual number of movies advertised over the station in 1943 was 32, as compared with 16 in 1942.

Dollar volume expended by film companies over WOR the past year more than quadrupled the previous year's total, being 317 per cent above the 1942 billings. M-G-M led the way in total billings, with Twentieth Century-Fox in second place.

## GUEST-INC

**VERA VAGUE**, on Groucho Marx "Blue Ribbon Town," Saturday (WABC-CBS, 8 p.m.).

**XAVIER CUGAT**, on Barry Manilow "Million Dollar Band" program Saturday (WEAF-NBC, 10 p.m.).

**DOROTHY LAMOUR**, on the "Ever Theater" show, Sunday (WABC-CBS, 6 p.m.).

**SECRETARY OF THE TREASURY HENRY MORGENTHAU, JR., MIRAL ERNEST J. KING**, commander in chief of the U. S. and **COL. TOM CAMPBELL**, on the "People," Sunday (WABC-CBS, 7:30 p.m.).

**BIDU SAYAO**, soprano, on the Coca-Cola program, Sunday (WABC-CBS, 4:30 p.m.).

**BASIL RATHBONE**, on the Basil McCarthy program, Sunday (WABC-CBS, 8 p.m.).

**LULU BATES**, vocalist known during the past 20 years, on the "Hood Ladder Follies," Saturday (WABC-CBS, 11 a.m.).

**DR. JAMES E. WEST**, chief of the Boy Scouts of America, on "Youth Parade," Saturday (WABC-CBS, 11 a.m.).

**JULIE GIBSON**, film actress, on the Bob Crosby-Les Tremayne show, Sunday (WEAF-NBC, 10:30 p.m.).

**DONALD M. NELSON**, chairman of the War Production Board, on "Washington Reports on Rationing," Sunday (WEAF-NBC, 3 p.m.).

**REP. JAMES W. WADSWORTH, JR.**, New York Republican; **R. THOMAS**, international president of the United Automobile Workers; **FLOYD W. REEVES**, of the University of Chicago, and **H. C. HAVELURST**, of Northwestern University, discussing "Should Labor Be Drafted on the 'Reviewing Stand'" program, Sunday (WOR-Mutual, 12 noon).

**GENERAL GEORGE C. MARSHALL**, Chief of Staff of the U. S. Army, on the "Vox Pop" program, Monday (WABC-CBS, 8 p.m.).

**WILLIAM POWELL**, on the George Burns-Gracie Allen program, Tuesday (WABC-CBS, 9 p.m.).

**ALAN LADD, MARJORIE MAIN** and **HELEN WALKER**, in an adaptation of "Lucky Jordan," on the program of the "Screen Guild Playhouse," Monday (WABC-CBS, 10 p.m.).

## Tele Corp. Formed

Boston—Mid State Television Corp. has been formed here and will operate tele studios in Lowell within the next year. Incorporators are: Arthur Sullivan, Lowell; Henry W. Keegan, Newton, and Bertha N. Allen, Wall town. Capital stock is listed at \$101,000.







# ★ ★ ★ COAST-TO-COAST ★ ★ ★

## — NORTH CAROLINA —

**GREENSBORO**—Spurred by the success of 1943's Victory Garden which was situated on the grounds of its transmitter, WBIG is making plans for a larger and longer enduring 1944 crop. Equipped with plenty of storage space, a quick-freeze plant, and the 1943 figure of 20 families fed from the yield to be surmounted this year, employee-farmers are looking to a full sked of food and radio production. And to add nature's color, there are flowers, too.

## — CALIFORNIA —

**LOS ANGELES**—KFI is according its listeners a most welcome service in its series of programs dealing with the 1943 Income Tax which answer questions on air and by mail... James L. Fouch, president of Universal Microphone Co., has been named membership chairman for the newly-formed West Coast Electronics Manufacturers Assn... Edward Jorgensen, popular news analyst of KECA, is scheduled at 2:30 p.m. and Ruth Wentworth's program for the ladies, over same Pa. is timed at 3:30 p.m. Both programs were on Mondays through Fridays.

## — TENNESSEE —

**KNOXVILLE**—Two WNOX-men are probably in the local limelight. Pvt. Fred M. Shepherd has been tagged "Outstanding Man of 1943" by the city's civic club and runner-up for the award is Jerry Collins, musical director of the studio. Shepherd, time before entering the Army, held the title at a joint luncheon of the clubs on the outstanding leadership in the comments. Jerry Collins was named nominee for his splendid welfare work.

## — ONTARIO —

New to CKOC, but not met Co. are "Hal" Francis and Francis replaces former announcer, now in kenzie has become part of... The Canadian radio source of a survey to the basis of popularity, H. M. Dittman now before the Copyright Commission to levy on use of its music. is

CKNX, with bon Tea, 10 for 52 weeks, & Co., Ltd.; Wool Growers week, 26 times nolds & Co., Chemical Co., two per week A. McKim Ltd. Co., programs, for 13 weeks, Co., Ltd., The per week, 156 Denne & Co., Ltd., spots, three through Stanfle Superbest Petrol show, 15 weeks, Foster Agencies Ltd., spots, 52

**HDAY TO YOU**

28  
Don B. Briggs  
Felson Olmstead  
Mort Silverman

## PICTURE OF THE WEEK



*Eye compelling Lina Romay, radio and recording songstress, as "Miss Vinylite of 1944," has been active in WOR's campaign to have radio stations and advertising agencies return used discs for reprocessing. Shortage of vinylite is No. 1 problem of the ET industry, Lina gayly opines.*

## — TEXAS —

**BEAUMONT**—Pleasant and new over KFDM is "Highlights in Music, Headlines in News," which comprises 15 minutes of news flashes by B. R. Patterson, interspersed with piano and solovox selections given by Coda Caldwell... Visitors to the studio are greeted now by a new face—it belongs to Ethel Phend who took Marie Ruby's place at the reception desk... Jack Whitney who directed programs before he became a private in khaki, is now at Camp Fannin, Texas.

## — NEW YORK —

**NEW YORK**—Guest speakers on WLIB's Liberty "Forum Discussion" Jan. 30 at 3:30 p.m. will be Dr. Julius Hirsch, author of "Price Control in War Economy" and Lawrence S. Apsey, of the Dept. of Justice. The gentlemen will speak on the topic "Must International Cartels be Liquidated?"... New assistant musical director at WLIB is Paul Glass who formerly led CBS' School of the Air... New-comers to radio and the outlet are Sabina Moss, assistant librarian, and Shirley Wolle, joining sales promotion.

## — MASSACHUSETTS —

**FITCHBURG**—Emceed by Bob nold, emanating from local headquarters, highlighted with musical variety the Fourth War Loan got under way over WEIM with a gala, half-hour show. WEIM is also giving 15 minutes of air time each p.m. to Mint Man chats... Breaking into through her new position on the staff of WEIM is Marilyn Johnson, home-towner... Mikeman Jim C... will probably like the number four from now on. His new daughter, weighing four pounds, made her appearance on the Fourth War Loan drive eve.

## — OHIO —

**CINCINNATI**—David Carter Deane WCKY is having a doubly enjoyable vacation because he knows his job as organist is being capably filled by former members of the staff during absence. They are John Bass, now pianist with the Cincinnati Symphony Orchestra and John Ranck, teacher of piano at Conservatory of Music... Phil Dusenberry of the sales staff is also missing from studio due to illness.

## — INDIANA —

**VINCENNES**—January 18 was the inauguration day of the Fourth War Loan at WAOV, in celebration which all copy spoke appropriate words. Series of 30 "Treasury Songs for Today" is presentation of the Vincennes Steel Corporation... "The Answer Man," series of daily five-minute programs, has been renewed for 13 weeks by WAOV veteran sponsor, The Vincennes Savings & Loan Assn... Empire Motors have renewed weather forecasts... A "first" on the outlet is test campaign being conducted by Sears, Roebuck; advance reports are promising.

## — COLORADO —

**DENVER**—KOA is exhibiting 100 of the best war pictures taken since Pearl Harbor, under provocative caption "See You Bonds in Action"... Following through in previous years, KOA is broadcasting at 5:45 p.m. daily report by Governor Vivian of the state's progress toward the Fourth Loan quota... New contract is with Blue Hill Food Products for two p.m. station breaks weekly, to run 13 weeks... Toner Peanut Butter is being promoted by Toners, Inc., by way of 13-week series of Sunday night breaks.

## OWI Overseas Status Considered In Washington

Washington Bureau, RADIO DAILY  
Washington—Gauntlet has been cast by Robert E. Sherwood, head of the OWI overseas division, to Director Elmer Davis as to the last word in war-information activities, it is reported here by usually authoritative sources. Matter is believed to have been taken to FDR by Sherwood. Question of final say-so is understood to have been brought to the fore by Davis' request to Sherwood to discharge three of his key assistants.



## OWI Reveals Radio Aid

### Winter Meeting Mills Post-War Plans

Long-awaited report of the Radio Technical Planning Board and news on radio-electronic developments by key technical figures drew record attendance of more than 1,000 at the Midwinter convention of the Institute of Radio Engineers at the Commodore Hotel, New York, over the week-end. Highlighting the opening session on Friday was the symposium with Dr. Walter R. Bratt, of General Electric, chairman and the 13 panel chiefs, while the chief interest of the second day's sessions centered around the work of the FCC, which was explained by...

*(Continued on Page 7)*  
— Buy A Bond Today —

### WGA, Georgia, Joins Net

The stations have been added to the list of those signing the new Mutual standard affiliation contract and the outlet has joined the network. The McClintock, president of MBS announced Friday.

Three stations signing affiliates are: KLO, Ogden, Utah; WJPR, Hot Springs, Ark. and WJPR, Greenville, Miss. Abe Glasmann is the man for KLO; Clyde E. Wilson for WJPR and John R. Pepper for WJPR.

*(Continued on Page 6)*  
— Buy A Bond Today —

### Gains As Film Media Australian Communities

Prospects of further cuts in the display ads in Sydney and Melbourne newspapers has given added prestige as a film-selling medium in Australia.

### "Follies" Coverage

For the first time in the history of the theater, a Broadway production was publicized over 72 radio stations covering the Atlantic seaboard from Maine to Washington, D. C., when the Shuberts' "Ziegfeld Follies" starring Milton Berle, distributed three five-minute programs in a co-operative effort to promote the sale of War Bonds in the current drive.

**Theme Note**

"As Time Goes By" has replaced "Time on My Hands" as theme song for the "San Quentin on the Air" program which is heard on the Mutual network through the facilities of KFRC, San Francisco, every Tuesday, 7:30 to 8 p.m., PWT. Warden Clinton T. Duffy co-operates in producing the program.

### Alert Radio Covers Atrocities Release

Although the Army's release date of 12 midnight Thursday for revealing the Japanese atrocities in the treatment of the warriors of Bataan and other parts of the Philippines took both radio and newspapers unaware despite the few hours notice, radio gave it the fullest possible coverage. The news held back for nearly a year and a half, was finally given out on three hours notice before the release date, as per Army procedure to take...

*(Continued on Page 5)*  
— Buy A Bond Today —

### Blue Signs Two Clients For Half Hours On Tuesday

Two network clients signed by the Blue on Friday will add a four-time-a-week programs to the morning schedule and a weekly half-hour period on Tuesday nights. Morning show is the "Saturday Evening Post" in its first network program, after using considerable spot the past few years. "Post" programs entitled "The..."

*(Continued on Page 5)*

### Huge Contributions Of Industry In 1943 Disclosed In Special Report; Value Of Service Totals \$103,582,000

An amazing story of the radio industry's all-out contributions to the war information campaigns of 1943 is contained in some special statistical information compiled by Philip H. Cohen, chief of the OWI Domestic Radio Bureau, and released to RADIO DAILY for publication today.

### Theater Sues Petrillo; Coercion Is Charged

Radio executives in New York evinced keen interest late Friday in a theater suit for \$500,000 against James C. Petrillo, president of the AFM, charging coercion under threat of strike into employing union musicians. The suit was filed in New York Supreme Court by David T. Nelderlander, a stockholder of the Lafayette Theater, Detroit. This house, it was charged, was forced to hire members...

*(Continued on Page 5)*  
— Buy A Bond Today —

### Pittsburgh Station Buys Block Of 4th W. L. Bonds

Pittsburgh — KDKA purchased \$50,000 worth of United States Treasury war bonds Friday as its contribution toward the Fourth War Loan drive in Allegheny county. The purchase was accredited the Pittsburgh Business Women's Club of which...

*(Continued on Page 2)*

Highlights of radio's contribution to the 1943 war effort are as follows:

*Nets and stations handled a total of 63,165 war messages weekly and a grand total of 3,514,510 messages for the whole year.*

*Estimated "listener-impressions" per week was 450,000,000 with a grand total of 17,000,000,000 listeners for the whole year.*

*The estimated value of time, talent, and other gratis radio services during 1943 is \$103,582,000.*

In presenting the tables and other statistical data of radio's participation in the war effort the past year, Cohen declared that while OWI could not account for all radio efforts, the...

*(Continued on Page 6)*  
— Buy A Bond Today —

### Bond Drive Continues On Networks-Stations

Radio, both network and station-effort continues unabated in the Fourth War Loan Drive, latest figures from CBS revealing that bond sales exceeding \$5,000,000 have resulted from the first five in the series of 16-WABC-CBS "Nite Clubs for Victory" broadcasts from prominent New York cafes. The first half of the...

*(Continued on Page 6)*

## ★ THE WEEK IN RADIO ★

Technical Confabs Whet Interest

By BEN KAUFMAN

SCIENTIFIC matters aroused industry interest during the past week. FM Broadcasters, Inc., teed off a twin series of two-day technical confabs last Wednesday at the Commodore Hotel, New York, followed by the week-end sessions of the Institute of Radio Engineers at the same place.

FDR, in a message read to the FMBI convention by FCC Chairman James L. Fly, said that FM represented another forward stride. The...

Commission chief, delivering his own address before 600 persons at the opening luncheon Wednesday, lauded FM and forecast a wide post-war development. Though Fly did not touch on television, he cautioned the assembled FM broadcasters to avoid opportunistic impulses for the sake of full development of FM.

At least 5,000,000 new FM receivers would be turned out by all manufacturers during the first full year of...

*(Continued on Page 2)*

### Home Office Talent

When Dave Levy, producer and director of the CBS program "We, the People," found that he needed another writer on the show, he had to look no farther than his own back yard for someone to fill the bill. Earl Kennedy, a member of Bill Thomas' radio publicity staff at Young & Rubicam, was the successful candidate after much interviewing of applicants.





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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.

### Dowling Mutual Program Gets Under Way Feb. 27

First of two new Sunday shows signed by Mutual is announced as Eddie Dowling in "Wide Horizons," starting Feb. 27, at 4-4:30 p.m., EWT. Sponsor is Boots Aircraft Nut Corp. and it is planned to bring to the mike prominent aviation leaders, interviewed by Casey Jones, aeronautical expert. Also war workers and David Mendoza's orchestra will be heard.

In addition, Dowling will introduce promising starlets from the entertainment field. Highlight of each show will be newsworthy answers to questions sent in by servicemen.

### 20 YEARS AGO TODAY

(January 31, 1924)

Making radio headlines is the announcement that a human voice broadcasting from the U. S. Government's powerful outlet at Arlington, Va., can be heard in distant Honolulu. . . . Another important personality to be presented over the airwaves recently by WJZ, New York, was William Jennings Bryan.



"May I suggest Breakfast at Sardi's over WFDF Flint, at 11 A.M.?"

## THE WEEK IN RADIO

Technical Confabs Whet Interest

(Continued from Page 1)

production after the war, it was predicted by a General Electric spokesman at the FMBI convention. At an election held Thursday, all the old officers of FMBI were retained under the presidency of Walter J. Damm.

Many of the speakers and guests at the FM gathering stayed over for the record-breaking IRE Winter Technical Meeting held Friday and Saturday, and fully covered in today's edition of RADIO DAILY.

On the eve of a possible musicians' strike against the major webs, James C. Petrillo, president of the American Federation of Musicians, said there would be no walkout. Locals would be authorized to resume negotiations, he indicated, in their respective territories. Until now various confabs have failed to reach agreement on a new pact. The old one runs out at midnight tonight.

News Shorts: The Lea committee investigating the FCC received another setback in its efforts to obtain the testimony of FBI Director J. Edgar Hoover, who, appearing for the second time in two weeks, refused to produce the Presidential directive sealing his lips. . . . Advice on the pending radio law was sought by Burton K. Wheeler, chairman of the Senate Interstate Commerce Committee, from Morris L. Ernst, New York attorney; Norman Thomas, Socialist leader, and others outside the industry. . . . Radio was praised by George

W. Healy, Jr., OWI domestic director, for vital service in the dissemination of war news.

NBC issued a statement on the FM situation, which was interpreted as an assurance to affiliates that the net would go along with any new feasible development. . . . CBS moved to make all AM airings carried by affiliates available to the latter's FM outlets without cost to station or sponsor, beginning Feb. 1. . . . FCC was urged to allocate more FM channels for exclusive educational use by the National Association of Educational Broadcasters, the National Council of Chief State School Officers and 11 State boards of education, acting through the Office of Education and the Federal Radio Education Committee.

Sale of WQXR, select Gotham indie, to "The New York Times" was reliably reported, though unconfirmed but not denied up to press time. . . . NAB Public Relations Committee set plans for 1944. . . . Right of an outlet to cancel a sponsor's program, where it tends to promote discord among listeners, was upheld by a Michigan court in the case of WJBK, Detroit, and the Polish Unionists Radio Hour Association. . . . Canadian Copyright Appeal Board heard claims by the American Performing Rights Society to enter the Dominion music-copyright field and collect a fee from broadcast outlets and theaters.

### Canada's Radio Writers In New Network Series

Montreal — Dramas written by Canada's leading radio playwrights are to be presented in a new series of broadcasts over Trans-Canada network. Under the title of "Stage 44" the plays will be heard on Sundays at 9:00 p.m., EDT. Among the presentations scheduled are three plays by Fletcher Markle, now overseas with the R.C.A.F., three by Len Peterson, of the Canadian Army, and two by Gerald Noxon noted author and writer for radio. Other playwrights as follows: Dick Diespecker, Bernard Braden, Elsie Park Gowan, Clare Murray and John Drainie, Harry Boyle and Ray Darby.

### Pittsburgh Station Buys Block Of 4th W. L. Bonds

(Continued from Page 1)

Janet Ross KDKA "shopping circle" director is publicity chairman. Station manager Joseph E. Baudino consummated the transaction at the Farmer's Deposit National Bank of Pittsburgh. This marked the second such purchase by the Westinghouse station, it having supported the Third War Loan drive with a similar amount.

### FINANCIAL

(January 28)

#### NEW YORK STOCK EXCHANGE

	High	Low	Close	Net Chg.
Am. Tel. & Tel.	157	156 3/4	157	0
CBS A	27	26 1/4	27	0
CBS B	26 3/4	26 1/4	26 3/4	+ 3/8
Crosley Corn.	17 3/4	17 3/4	17 3/4	+ 1/8
Fornsworth T. & R.	13 1/4	12 3/4	13	+ 1/8
Gen. Electric	36 3/4	36 3/4	36 3/4	0
Philco	27 3/4	27 1/4	27 1/4	+ 1/2
RCA Common	9 3/4	9 1/4	9 3/4	+ 1/8
RCA First Pfd.	70 3/4	70 3/4	70 3/4	+ 1/4
Stewart-Warner	12 3/4	12 3/4	12 3/4	+ 1/8
Westinghouse	95 1/2	94 3/4	95 3/4	+ 3/8
Zenith Radin	34 3/4	34 3/4	34 3/4	+ 1/4

#### NEW YORK CUB EXCHANGE

Hazeltine Corp.	29	29	29	+ 1
Nat. Union Radio	4 3/8	4 3/8	4 3/8	+ 1/4

## COMING and GOING

NILES TRAMMELL, president of CBS, CHARLES P. HAMMOND, advertising and promotion director; JOSEPH A. ECCLESINE, network promotion manager, and his assistant JEAN HARSTONE, left yesterday for Chicago for the second presentation of the program display, "Parade of Stars."

EDGAR KOBAK, executive vice-president of the Blue Network, and PHILLIPS CARLIN, president in charge of programs, are expected back at network offices today, both having been absent as a result of illness.

HAROLD E. FELLOWS, general manager of WEEL, CBS-owned outlet in Boston, has returned to Massachusetts following a short stay in New York.

CHARLES GODWIN, manager of the Eastern division in the station relations department of the Mutual network, is back on a business trip which took him through the Eastern states.

G. W. "JOHNNY" JOHNSTONE, Blue Network director of news and special events, of the week-end in Washington conferring with Government officials. He will return tomorrow.

GLENN MARSHALL, JR., commercial manager and sales promotion director of WMBR, CBS's affiliate in Jacksonville, returned to Jacksonville on Saturday after having been in New York for several days.

KENYON BROWN, station manager of KOKL, Oklahoma City, left New York last Friday for the home offices. The station is an affiliate of CBS.

O. B. HANSON, vice-president and chief engineer of NBC, has returned from a business conference at Princeton, N. J.

CRAIG LAWRENCE, vice-president of the Cowles Group, who was in town last week, is back at his Des Moines headquarters.

SAMUEL CHOTZINOFF, manager of the music division, off for a vacation of one week on his farm in Connecticut.

**WDRRC**  
CONNECTICUT'S PIONEER BROADCASTER

**BEAUTIFUL TRIO...**

Nothing delights time buyers more than the beautiful combination of 1) coverage, 2) programs, 3) rate! Especially when it's available in the rich Hartford Market! You get all 3 — on WDRRC!

Connect in Connecticut!

**\$6,000 in War Bonds Given Away!**

It's a 30 day promotion during the 4th War Loan by W-I-T-H in Baltimore! 8 Bonds a day . . . 24 hours a day. Everybody listening has a chance to win . . . with or without telephones! Chance of a lifetime to test a sales idea. Get the facts!

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



national network originations  
make WXYZ a great station!



*The Lone Ranger*

Longest-running network evening  
dramatic show—entering its 12th year  
on the air—"The Lone Ranger" is pro-  
duced at WXYZ in Detroit for the  
Blue and Don Lee chains.

© L.R. Inc.  
1938



# LOS ANGELES

By RALPH WILK

SCIENCE is grand and so is fame, but Joan Davis, Sealtest Village Store Program, Thursdays-NBC, observes that as yet no one has taken credit for being the first victim to get stuck with a synthetic rubber check!

A daughter, their third child, was born to Mr. and Mrs. William Gould January 16th. Gould is a member of the sound effects staff of CBS-KNX in Hollywood. The Goulds' other children are Jack Michael, five, and Hollis Joy, one and a half.

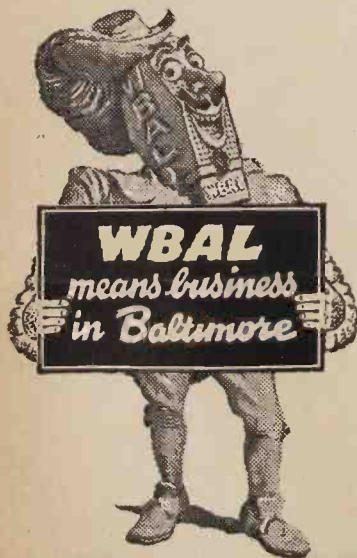
Eddie "Rochester" Anderson, comedian extraordinary on the Jack Benny Radio Show, entertained Brig. Gen. B. C. Davis at his home for dinner a few nights ago. General Davis is the only Negro General in the Army of the United States.

Lum and Abner are beginning to believe there may be something in this "unlucky 13th" superstition, after all. Their 13th year on the air began with Chester Lauck (Lum) in bed with the flu. Before he recovered, Norris Goff (Abner) came down with a badly infected eye!

Our Passing Show: Ronald Colman, Arch Oboler, Nate Tufts, Peter Barnum, Dave Young, Hal Bock, Harold Friedman, Paul Snell, Cornwall Jackson, Nat Wolff, Edna Best, Mrs. Jack Van Nostrand, Dick Gibson, Don Clark, Heagan Bayles at cocktail party given following initial "Everything For the Boys" broadcast.

## Col. Dyke In Australia: Heads Information Sec.

Colonel Ken R. Dyke, formerly head of the NBC sales promotion department, is now head of the U.S.A. F.F.E Information section at Allied Headquarters in Australia.



Edward Petry & Co., National Representative

# MAIN STREET

WITH *Ol' Scoops Daily*

## Memos of an Innocent Bystander . . . !

● ● ● Xavier Cugat's engagement at the Gotham Paramount in mid-February has been extended from six to 10 weeks which means that Cugie's "Dubonnet Date" broadcasts will originate in New York until at least June. . . . Hollywood's butterfly comedienne, Billie Burke will star on the Adam Hatraction, "Star for a Night" Wednesday, heard over the Blue. . . . Wesley McKee, new director at Young & Rubicam, is auditioning girls for "My Best Girls" which will replace "Battle of the Sexes" Feb. 9. . . . program is heard via the Blue Network. . . . Maestro Joe Rines and Jim Haupt will co-direct the NBCComedy, "Abie's Irish Rose," under the supervision of Anne Nichols. . . . Saturday morning a three-year-old laddie appeared on a "War Bond Program" at WMCA and merely said, "Gee, won't you please buy Bonds?" . . . five minutes after the program went off the air, a phone call from Belle Baker, who is convalescing at the Medical Arts Hospital, was received and the songstress, purchased a Bond from the tot, who is Charles Francis Kenny, son of the Charles (Joe Hathaway) Kennys. . . . While guesting as one of the "dates" on "G. I. Blind Date" program recently, Patsy Campbell attracted the attention of an MGM movie scout, was screen-tested and may be Hollywood-bound in the near future.



● ● ● The new Washington, D. C. office of the FBI, with Myles Loucks in charge, is located at 711 Colorado Building. . . . Claudette Colbert's illness cancels her appearance opposite Ronald Colman tomorrow nite via NBC. . . . Colman will do a special radio adaptation of "Lost Horizon," penned by Arch Oboler. . . . Mercedes McCambridge and Janet Blair will also be heard on the show. . . . Wm. Weintraub Agency has sold the Hi Brown-produced saga of America, "Green Valley, U. S. A." to the Emerson Radio and Phonograph Co. . . . show will be heard 5-5:30 p.m., Sundays, over a 60 MB station hook-up, starts February 20 and Santos Ortega will be the narrator. . . . A recent "We, the People," alumni house party, held at the home of Mrs. William Lipscomb in Hollywood, brought together names which included Adolphe Menjou, Lt. Comm. Robert Montgomery, Lt. Van Heflin, Lt. Col. Hugh Stewart, Chief of British Army Film Unit and many others. . . . was the party a success? You're (Julia) Dorn tootin'. . . . Ginger and Lanny, MBSongsters, will guestar on the "Hook 'n' Ladder Follies" via NBC, Feb. 26 and will feature their new radio game, "Send Us A Line". . . . last week the pair received over 900 letters. . . . Uncle Sam's Army gets another jeep in a few weeks. . . . Cliff Carpenter, who plays the role of "Jeep" in "The Parker Family," reports soon for induction.



● ● ● We like the spirit behind the "Tolerance Through Music," series of programs which WOV Disciple Alan Courtney, emcees each Monday nite. . . . program stresses the theme of racial tolerance by bringing together music and talents of top-flight artists, both white and negro. . . . Kay Kyser, celebrating his seventh NBC Collegiate year, next Wednesday for the same sponsor, has never missed one broadcast. . . . a remarkable record considering that during this period, the troupe has travelled some 150,000 miles by plane, bus and truck. . . . No covered wagons, Professor? . . . So many good vocalovellies just waiting for the chance to prove they belong in commercials. . . . offhand we can name Ronnie Gibson, Judy Talbot (just in from Chicago) Elaine Howard and Kay Lorraine.



Remember Pearl Harbor



No, not politics — promotion! But promotion-wise, KSTPete is an old campaigner. He's been stumping the state for winning new adherents to the KSTP form of the basic NBC schedule plus local programming. Election year is just another year in K. continuing promotion campaign. But didates could take lessons from KSTP. He's been holding meetings where buildings bulge with enthusiastic ones (see item 1 below). There have been sages dropped at regular intervals into dreds of thousands of Minnesota rural boxes (see items 2, 3, 4, 5, 6). In brief, persistent and consistent audience-promotion campaign combining all these features:

1. Personal appearances of KSTP Barn Dance group in Minnesota towns.
2. Audience-building ads in 344 newspapers.
3. Big ads in "The Farmer" (Minnesota farm circulation 147,000).
4. Full-page ads in "Land O' L. News," reaching 65,000 Minnesota dairy farmers.
5. "On the Minnesota Farm" (column by KSTP's Farm Service Director, Harry Aspleaf) published weekly by 81 country newspapers.
6. "Around Radio Row" (radio news and-gossip column) published weekly by 70 country newspapers.

Results prove that KSTPete makes no promises. He delivers the goods — effective selling in the vital Twin City Market plus huge and prosperous rural audience with constant growth is encouraged by the year-round promotion campaign outlined above.

50,000 WATTS... Clear Channel Exclusive NBC Affiliate for the Twin Cities.



Represented nationally by Edward Petry and Company



# Alert Radio Covers Atrocities Release

(Continued from Page 1)

of radio and morning newspapers the country.

work and smaller stations played forthcoming revelations in ad- as a story of "military nature, of necessarily concerning mili- operations." This keyed many of dio audience to wait until mid- although the broadcasters felt he hour for release should have earlier in order to obtain a number of listeners.

New York WEA, NBC key out- it on Morgan Beatty, its Wash- correspondent speaking from apital, who did a good dramati- despite his plea that he only d to state the facts as they were enough to stand on their own. at cases suitable music was put round it out. WOR-Mutual at ight offered a full 15 minutes and ed it out with "America" (My ry 'Tis of Thee') via mixed os recording. WABC, CBS outlet d its midnight news broadcast he story, and subsequently gave equal coverage to other items. It epeated over WABC at 1 a.m. the newscaster being overcome extent of running over his al- time.

### Blue Had 3 a.m. Repeat

WZ for the Blue did five minutes release time and followed with at at 3 a.m. George Reedy who for the Blue and WJZ rounded with the statement that it in was as good a plea as any to that extra War bond." In nearly ses care was taken by the sta- to avoid an untoward spot an- cement usually scheduled after ws periods. The usual spot was dled over WOR and many other s.

cedure in caring for radio and orning papers first was similar d White Paper released by the m some months ago when com- vely little time was allowed for us to dress up or arrange more "action" around the important nement.

throughout the early hours of Fri- morning and during the day, us continued to head their news casts with the atrocity report, he going into current happenings.

### Gets RTPB Appointment

geport—Sponsors of the Radio cal Planning Board have d Mrs. Martha Kinzie assistant ary of the board, according to nouncement by Dr. W. R. G. , chairman of the board and a resident of the General Electric any. Mrs. Kinzie is secretary to aker and resides at Bridgeport she works in the company's onics department. Mrs. Kinzie, he cooperation of L. C. F. Horle, ator, and W. B. Cowilich, ary of the board respectively, e responsible for processing of apers in connection with the of the board.

# Blue Signs Two Clients For Half Hours On Tuesday

(Continued from Page 1)

Listening Post," will be heard 10:45 a.m. EWT, Tuesday through Friday, beginning Feb. 8, on 67 Blue outlets. Macfarland, Aveyard & Co. is the agency. On one of the programs during the week the "Post" will present variety show and on the other three broadcasts, dramatizations of stories or articles in the current issue.

Talent scheduled to appear on the "Post" program are Patsy O'Shea, Everett Sloane and Ethel Owen.

Second network client signed by the Blue is Eversharp, Inc., for a weekly half hour at 7-7:30 p.m. Tuesdays, through the Biow Co. Format of the program, which starts March 7, has not yet been determined. Eversharp

# Dakota Radio Caravan Sells 2 Million In Bonds

Fargo, N. D.—WDAY War Bond Caravan returned Thursday from seven-day bond selling tour which netted \$2,000,000 for United States Treasury. The unit was made up of fifteen staff entertainers, all donating their services, for the stage shows presented in each town. Caravan appeared in Fergus Falls, Glenwood, Brainerd, Detroit Lakes, Crookston, Thief River Falls, all in Minnesota, and Grafton, North Dakota. Largest town visited on the trip has population of 10,000.

will continue its "Take It or Leave" program on CBS with Phil Baker, in addition to the new show on the Blue Network.

# Theater Sues Petrillo; Coercion Is Charged

(Continued from Page 1)

of the musicians union against its will, adding that the musicians were neither needed nor wanted.

Also named by Nederlander were: John S. Ferentz, president of Local No. 5, Detroit; Jacob Rosenberg, president of Local 802, New York, and the United Booking Office, New York.

### Gets Promotion

Fred Carr, who came to CBS in February, 1942, as an assistant in the network sounds effect department, has been named a senior writer-pro- ducer of WABC, New York.

# WWNC

ASHEVILLE NORTH CAROLINA

ANNOUNCES THE APPOINTMENT OF

## The KATZ AGENCY, Inc.

FOR NATIONAL REPRESENTATION

EFFECTIVE FEBRUARY FIRST

570 KILOCYCLES C B S



# OWI Cites Radio Aid To Information Drives

(Continued from Page 1)

breakdown is comprehensive data on the war information coverage by the industry.

"Of course we cannot account for all of the efforts," Cohen declared, "since there are many spontaneous contributions on the part of local stations and networks which may not come to our attention. However this breakdown represents the bulk of the war information coverage."

The summary of OWI Domestic Radio Bureau Activities in 1943 follows:

"During 1943 the OWI Domestic Radio Bureau conducted 151 national radio campaigns requested by 16 government and two quasi-government agencies. Over and above these network campaigns, the Station Relations Regional Chiefs cleared an average of 50 regional campaigns per week requested by the field offices of the 32 federal agencies served by OWI.

### Network Allocation Plan

"The network allocation plan now has access to the facilities of 360 network programs—245 commercial shows sponsored by 136 advertisers and 135 sustaining shows produced by the four major networks. During 1943 these network programs carried 7,904 allocated messages, an average of 152 per week. The number of 'listener-impressions' is currently estimated at 450 million per week, or a grand total of 17 billion during the entire year.

### National Spot Plan

"A total of 144 commercial programs are now cooperating with the National Spot and Regional Network Allocation Plan. These programs carried 1,932 war messages during 1943—an average of 42 per week, each broadcast over an average of 15 stations.

### Station Announcement Plan

"3,503,493 OWI war messages were broadcast by 891 U. S. radio stations between January 18 and December 31, 1943. Each network affiliate carried 12 announcements per day until May 17, and nine per day thereafter. Each independent station carried 16 announcements per day until May 17, and 12 per day thereafter.

### Special Assignment Plan

"135 network commercial and sustaining programs are now participating in the special assignment plan. During 1943 these programs volunteered to carry 1,641 assignments, an average of 32 per week.

### Special Events Plan

"10 special events broadcasts were scheduled by the OWI Domestic Radio Bureau during 1943.

### Women's Radio War Program Guide

"33 OWI radio campaign subjects were covered in the Women's Radio War Program Guide, since the first issue in June, 1943. This guide is sent to more than 1,000 local station women commentators and homemaker programs."

## Radio Participation in War Information Campaigns—1943

A Summary of 151 Campaigns Conducted by OWI Domestic Radio Bureau with Time and Talent Contributed by Advertisers, Networks and Stations.

OWI FACILITIES	No. of Programs	No. of War Messages Per Week	War Messages Per Year	Est. "Listener-Impressions" Per Week	Est. Annual Value of Time and Talent
<b>1. Network Allocation Plan</b>	<b>380</b>	<b>152</b>	<b>7,900</b>	<b>450,000,000</b>	<b>\$32,223,000</b>
Sponsored	245				
Sustaining	135				
<b>2. Special Assignment Plan</b>	<b>135</b>	<b>32</b>	<b>1,600</b>	<b>80,000,000</b>	<b>10,741,000</b>
<b>3. National Spot &amp; Reg. Network Allocation Plan</b>	<b>144</b>	<b>42</b>	<b>1,900</b>	<b>15,000,000</b>	<b>1,433,000</b>
<b>4. Station Announcement Plan</b>	<b>891</b>	<b>62,937</b>	<b>3,503,000</b>	<b>63,000,000</b>	<b>17,065,000</b>
Network Affiliates	567	35,721	1,988,000		
Independent Stations	324	27,216	1,515,000		
<b>5. Special Events</b>		<b>2</b>	<b>110</b>	<b>6,000,000</b>	<b>500,000</b>
<b>6. Women's Radio War Program Guide</b>	<b>1,000</b>				
<b>Local War Programs Other than OWI Allocations</b>					<b>42,120,000</b>
<b>TOTAL</b>		<b>63,165</b>	<b>3,514,510</b>	<b>614,000,000</b>	<b>\$103,582,000</b>

## Typical OWI Radio Campaigns in 1943

CAMPAIGNS	Weeks	Programs	Station Announcements	Estim. Listener Impressions	Est. Value of Time and Talent
Second War Loan	3	196	61,749	768,720,000	\$1,445,837
Third War Loan	4	654	86,237	1,111,720,000	2,303,000
WAVES Recruiting (5 campaigns)	11	333	86,793	875,583,000	2,500,000
Student Nurses	6	206	40,782	502,230,000	988,000
Women War Workers Needed	6	178	18,711	261,300,000	924,000
Get a War Job	2	85	*	234,000,000	*
Nutrition—Basic 7	3	133	6,804	325,450,000	827,591
Eat More Potatoes (2 campaigns)	6	71	19,477	144,700,000	136,910
Victory Gardens	5	124	35,763	712,630,000	809,945
National War Fund	6	257	56,133	595,800,000	1,318,000

\*Not available.

## Breakdown of OWI National Campaigns by Agencies

Army	12
Navy (Inc. Marines, Coast Guard)	11
War Shipping Administration	2
War Manpower Commission	14
Federal Security Agency	7
War Food Administration	17
Office of Price Administration	20
War Production Board	16
Office of Defense Transportation	6
Petroleum Administrator for War	5
Director of Economic Stabilization	7
Rubber Administrator	3
Federal Bureau of Investigation	1
Social Security Board	1
Treasury Department	14
Red Cross	3
National War Fund	11
Others	11
<b>TOTAL</b>	<b>151</b>

## Mutual Signs Three More; WRGA, Georgia, Joins Net

(Continued from Page 1)

while new outlet joining Mutual is WRGA, Rome, Ga., which will begin carrying network programs as soon as line facilities are made available. WRGA was represented by J. H. Quarles in the negotiations.

## 'Capt. Midnight,' Show Introducing War Heroes

Chicago—The "Captain Midnight" program, heard Monday through Friday, 6.45 to 7:00 P.M., EWT, over the Blue, has inaugurated the policy of live interviews with America's flying heroes recently returned to this country from the fighting fronts. The new insertion, which was started Jan. 25, through Hill Blackett and Company, agency handling the account, will replace the sponsor's closing commercial on the Tuesday and Thursday shows each week. The Wander Company (ovaltine), sponsoring "Captain Midnight," is co-operating with the Army, Navy and Marine Air Forces as well as the OWI in carrying out this idea. The returned flying hero will describe, in a two or three minute interview with "Captain Midnight," exciting incidents which took place during one of his combat missions. The new feature is expected to be continued until June.

## Bond Drive Continues On Networks-Station

(Continued from Page 1)

schedule was completed with programs from the Hotel St. Regis Friday night; One Fifth Avenue Saturday night, and the Versa Sunday night. These three broadcasts and bond sales are not included in the above mentioned total.

WABC-CBS schedule for the week half is: Thursday Feb. 3, Cafe Society Uptown; Feb. 4, Diamond Horseshoe; Feb. 5, El Morocco; Feb. 6, Leonard Eddie's; Feb. 8, Latin Quarter; Feb. 11, La Rue; Feb. 12, Waldorf-Astoria Wedgewood Room; and Feb. 13, The Unwooded.

### "Quiz Kids" Tieup

To promote the Fourth War Bond Drive, Liggett-Rexall Drug Store, Inc., will conduct a contest for election of a New York "quiz kid" and present the winner on the "Quiz Kids" broadcast on the Blue work Sunday, Feb. 27. Only war bond purchasers will be allowed to attend the broadcast, which will originate from the Manhattan Civic Center. The program is regularly sponsored on Blue by Miles Laboratories, Inc., Alka-Seltzer and One-A-Day vitamins.

Application blanks for the contest open to New York school children over 15 years of age, will be available at all Liggett stores. A board of judges will select 125 contestants for final oral competition. The entire number will be entertained at a party attended by the four "regulars" of the program and stage, screen and radio personalities, and will receive bonds and stamps as prizes. They also be honored guests at the special broadcast on which the winners appear, along with the four "regulars."

Liggett-Rexall will use newspaper in New York to promote the contest.

### NBC "Parade" Nightly

Intensifying their interest in Fourth War Loan drive, NBC announced Friday that the net's "Bond Parade" show will be on every night starting tomorrow through Monday, Feb. 7, from 11:30 p.m. to 1 a.m. Programs will include NBC stars and will originate from New York, Chicago and Hollywood and there will be pickups of outstanding personalities from affiliate stations in other cities as well. Each of the seven programs will include a spot in which an attack is leveled on one of the seven "enemies" which hinder success of the Fourth War Loan drive. They are ignorance, selfishness, apathy, complacency, inactivity, procrastination, smugness.

Local station sales include Pat Stone, WNEW's "Hollywood on Broadway" broadcasters who sold approximately \$37,000 in war bonds one of her programs last week and following up with 10 appearances. War Bond Rallies during the next two weeks. Another instance of individual effort is that of Gloria Blum who is appearing at four War Bond Rallies and five Servicemen's Cafes this week.



# IRE 2-Day Convention Held In N. Y.; Baker And Jett Principal Speakers

## AGENCIES

JEAN A. HOLLANDER has been named director of consumer information of the Can Manufacturers Institute, Inc., it has been announced by F. J. O'Brien, Institute President.

SIGMUND GOTTLBER, president of Foreign Language Press Institute, director of the Foreign Language Film Critics Circle, and publisher of concert program magazines, has been named chairman for the second year of the Foreign Language Division of the Committee on Public Information of the Red Cross 1944 War Fund of Greater New York.

JOHN W. LOVETON has joined the Geyer, Cornell & Newell agency as a radio executive. He formerly was with Foote, Cone & Belding as radio executive in charge of the Lucky Strike account, and managed the Hit Parade, Kay Kyser and All-time Hit Parade programs and previously served as a radio director with Ruthrauff & Ryan.

JAMES P. DERUM has been named general manager of the New York office of Brisacher, Van Norden and Staff. In the past he has been associated with Ruthrauff & Ryan, Campbell-Ewald, Inc., and, more recently, with the Ralph H. Jones Agency in its New York office.

(Continued from Page 1)

Engineer Ewell K. Jett and Dr. Baker. He said: "It is relatively easy to become a pessimist and strive for the unattainable. In some instances, such aims are desirable; in others, the effects can be destructive. On the other hand, no panel should take such actions which would stifle the growth of the radio service under consideration and prevent the consumer from obtaining the best possible service."



DR. W. R. C. BAKER

Dr. Baker said: "It will be some time before the full implication of the changes will be evident," he declared, "and I believe it will be a long time before the impact of this knowledge will cause a technical revolution—if ever."

The panels except number seven (a mile) were organized, explained Dr. Baker, and had either held a meeting or one was scheduled. Panel seven he signified, was almost complete. Sketching the background of the RTPB, Dr. Baker mentioned the National Television Systems Committee, which he headed after it was set up by the FCC until it finished its work satisfactorily three years ago. The organization showed that the members could get together to attack an industry problem, he indicated, and resulted in planting the seed that originated the Planning Board. After almost a year of preparation the RTPB got under way last September, he stated, until now it includes 126 sponsoring companies and 450 personnel of 450. Original members of the Planning Board, it should be noted, were the IRE and the Radio Manufacturers Association.

### Describes Three Panel-Types

Primary responsibility of the RTPB, Dr. Baker asserted, centered on the necessary system standards and frequency allocations required for existing and new services. And results of the organization's work, he added, would be the submission to the proper governmental agencies of a plan or the incorporating the recommendations of the industry on all pertinent technical matters, including system standards and allocations. Three types of panels were described by Dr. Baker. Classing the

panels on television and ultra-high frequencies as system panels, he said they were concerned with the development of a plan covering a definite service and must therefore make recommendations for both system standards and allocations. The Advisory and consultative functions were attributed to a second type represented by panel one on spectrum analysis and panel three on high-frequency generation. Arbitrational duties were assigned to the third type, represented by panel two, which was explained as reconciling the allocation requirements of all system panels so as to develop the overall pattern of frequency allocations.

### Calls Problem "Flexible"

The allocation problem was characterized by Dr. Baker as being in a somewhat flexible situation, he observed: "Within rather narrow limits services can be shifted in position in the spectrum. These limits are determined by certain factors among which are the effects of such a shift on other services, the investment jeopardized by the shift and the knowledge available at the time as to the effect of such a change on the service rendered to the consumer. I am afraid with these limitations we cannot afford to make any radical changes in allocation, if we are to establish commercial service soon after the war."

Classifying the RTPB as a challenge to the engineers of the radio industry, Dr. Baker stated that such a medium could play an important part in establishing the industry blueprint of the future. "I am confident," he said, "that it will be done well." Chairmen of the 12 active panels then described the work of their own groups.

In the morning B. E. Shackelford, of RCA, chairman of the IRE meeting, opening the two-day sessions. Dr. Lynde P. Wheeler, chief of the FCC Engineering Department's Information Division, retired as president by handing the gavel to the incoming proxy, Hubert M. Turner. And the record-shattering convention was on.

### Jett Addresses IRE

Declaring that the lack of manpower and manufacturing plant facilities for commercial development of radio, FM and television at this time is not very different than in 1943, E. K. Jett, chief engineer of FCC, in an address Friday held little promise for relief at this time.

"Almost from the beginning of the war it has been necessary to limit new construction to facilities which would serve a vital public need or an essential military need," Jett declared. "Today, however, the principal difficulty is lack of manpower and manufacturing plant facilities."

"In checking with Frank E. McIntosh, chief of the domestic and foreign branch of the Radio and Radar division of the WPB, just before leaving Washington, he assured me that the situation today is not very different than in 1943. He emphasized that

the need for the conservation of manpower and manufacturing facilities of radio equipment and maintenance supplies still exists. He also authorized me to say that present indications are that despite the tremendous expansion of radio production that has taken place in the last two years, the requirements of the armed forces in 1944 are half again as large as in 1943.



E. K. JETT

unless such facilities are required for war purposes. However, the WPB has always been, and always will be, glad to review any case presented to it and if special circumstances justify unusual action, the WPB will be governed by circumstances.

Indicating that in some respects it

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## To Agencies Interested in Radio Billing

Eight years ago, I left the agency field to go into radio—with one of the major networks.

During this period, I successfully held many jobs within the organization; came to know—intimately—what made the wheels turn. (I helped turn them.)

I came to know, just as intimately from personal visits, most of the radio stations of this country.

Working with them on programming, promotion and sales—helping them to become more efficient advertising media—I found out how those wheels turn. (Yes, I helped turn them, too.)

Result: with a background of agency experience—not especially in radio—with a virtually unparalleled experience in radio—network and station—I learned how to make radio advertising—especially spot radio advertising—do hand-springs for an advertiser.

Because radio—unlike newspapers and magazines—is a flexible, plastic medium. It's mainly a case of knowing your stations—all 700 of them—and molding them to your needs.

I have no desire to be a radio impresario; a temperamental tartar for high-priced network talent. But I would enjoy helping a good agency show its clients and its prospects how to make radio the most powerful selling weapon at their command. Write RADIO DAILY, Box 794, 1501 Broadway, New York 18, N. Y.



# IRE 2-Day Convention Held In N. Y.; Baker And Jett Principal Speakers

(Continued from Page 7)

is fortunate that we cannot proceed with normal licensing at this time, Jett referred to the great interest in the future of broadcasting, including television, facsimile and FM broadcasting.

## Forecasting Future

Forecasting that after the war we will have a much larger usable spectrum than we had before the war, Jett warned that the "apparent roominess" ceases to look so encouraging when we consider the vast number of channels needed for post-war usage. He enumerated that channels would be needed for half a "million airplanes by 1950, a four-ocean Navy, a huge Army communications system, police radio, harbor radio, FM, facsimile, etc.

"When you consider all these demands, we must also think of television," he said. "With television, which requires a channel at least 6,000 kilocycles wide, or wide enough for 100 or more standard-width communications channels, the picture becomes more discouraging," Jett declared. "In view of these vast demands, how can we be sure that when all the claims are added up, there will be channels enough to satisfy everybody?"

"For these reasons, I will not go so far as to say that in the post-war world, there will be more than enough frequencies to go around. But I will go so far as to say that, if we do a reasonably good planning job now, there will be room for at least the minimum frequency requirements of all legitimate radio services."

## Allocation Problem

"In television the allocation problem is foremost in our minds because, in addition to interference problems resulting from multiple transmission paths, we know that the present 18 channels and the standards governing this service are inadequate for an efficient nation-wide competitive system of television broadcasting. In my opinion, we should have at least twice this number of channels. The same is true of FM broadcasting in the band

from 42 to 50 mc which is sufficient for only five non-commercial educational broadcast channels and 35 commercial channels. Considering the problem of adjacent channel interference and the geographical separation required for co-channel operation, it is not unreasonable to ask for at least twice the number of channels for these services.

"In considering these post-war broadcasting services we must also plan the necessary relay channels for network progress. It is my understanding that considerable advancement has been made since Pearl Harbor in developing frequencies above 300 mc for the distribution of such programs; also, the same networks may just as easily carry telegraph and telephone messages and complete with the services now furnished by the wire carriers. This will involve major questions of policy and may require amendments to the Communications Act.

## International Webs Predicted

"It has been predicted that these radio networks will be extended internationally to carry television and aural programs and message traffic all over the world. Although we may be fairly certain that such networks will not be extended beyond the Western Hemisphere or even to South America for some time to come, the technical considerations should not be overlooked when planning our own domestic services. There is much to be gained by allocating the same frequency bands to television service on an international basis, and also in adopting international standards for both program broadcasting and network relay systems. If these things are not done, it may be impossible to set aside common bands of frequen-

cies for maritime and air navigational aids. Furthermore, if different bands and technical standards are used in different regions of the world, the sale of apparatus and the exchange of international programs will be greatly retarded."

Following Jett's address other officials of the FCC participated in the IRE symposium. They were George P. Adair, assistant chief engineer and chief of the broadcast division of the engineering department; W. N. Krebs, chief of the safety and special services division of the engineering department; and P. F. Siling, chief of the international division of the engineering department.

## Banquet Held

At the close of Friday's long series of technical sessions, a turnaway crowd of IRE members and guests adjourned to a banquet at the Commodore. President Turner awarded the Institute's Medal of Honor to Haraden Pratt and the Morris Leibmann Memorial Prize to W. L. Barrow. Fellowship awards were made by Turner to S. L. Bailey, C. R. Burrows, M. G. Crosby, Harry Diamond, C. B. Feldman, Keith Henney, D. O. North, K. A. Norton, S. W. Seeley, D. B. Sinclair and Leo Young.

Captured enemy radio apparatus was put on view in the Commodore's grand ballroom Friday evening. Display of Nazi equipment illustrated that German equipment was frozen five years ago. Jap radio sets exhibited construction of hand-made inferior material, much of the material having been purchased on U. S. distress markets during the depression. The Nipponese communications equipment was revealed to be small enough to be carried into jungle action.

Need for expert set-servicing facilities and personnel to maintain the products of radio factories was stressed by Arthur Stringer, NAB director of circulation, who spoke on the second day of the IRE sessions. After establishing a common ground between broadcaster and engineer by telling how his job was to get more receivers sold to create a larger listening audience, Stringer presented a plaque to the Radio Institute in behalf of the Association. Inscription: "Radio—in Service of Home and Nation." was illustrative of a mutual bond, he indicated.

## Canadian and Chinese Heard

Following a humorous stunt, titled "Radio Underground," the Saturday-afternoon session, which closed the meet, heard "Radio Progress in Canada" by R. A. Hackbusch, vice-president and managing director of Stromberg-Carlson, Ltd. T. M. Liang, Chinese Supply Mission representative, spoke on "Peace, War and Future Application of Radio in China." "Standardization of Service Equipment" by Commander A. B. Chamberlain, USN, was the final address. Adjournment was at 4:30 p.m.

## COAST-TO-COAST

### — CALIFORNIA —

OAKLAND—Mrs. James E. S. Wales of KROW, one and only news commentator in No. California, has been named chairman of the work division of the National Foundation Against Infantile Paralysis. ... K got off to a flying start in the War Loan drive with two radio programs. One described a Commando attack on City Hall, the other was the Fourth Air Force soldier show. Both programs were capably handled by special event Bert Winn, Scott Weakley and Boswell.

### — CONNECTICUT —

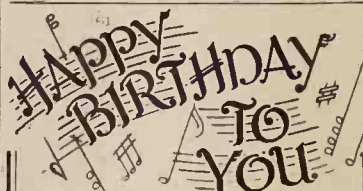
BRIDGEPORT—Lincoln's Birthday will be commemorated over WICC by the Scouts' local chapter with the reading of a script under direction of Florence Robinson. Major roles will be acted by WICC dramatic alumni. ... Forrest H. Red Cross director, is preparing two weeks of the outlet in connection with current accident prevention forums. Former WICC actor, Joseph Sawicki (Lt.) assumed the permanent role of band recently in Florida. ... Harry is taking leave of his fellow-engineers goes to a new job in New Haven.

### — MASSACHUSETTS —

WORCESTER—Using the facilities of its shortwave station, WTAG aired opening ceremonies tending an exhibition of captured Axis war equipment brought from Africa. Bob Dixon, special event chief, gave a colorful description of the material. ... Grace Moore, operator, and Mary Roche, homemaker who has gone places in films, were guests on WTAG recently. ... Member of the technical staff is Mary Allen, control operator trainee, with Mary Marble gives a touch of glamour to the engineering department.

### — SOUTH CAROLINA —

SPARTANBURG—William L. Smith, Jr., lately of the U. S. Army, the new commercial manager at WTAG. He knows his radio, having worked on two southern outlets starting out on a newspaper career.



January 29

Joy Hodges Florence Muzzy  
Joe Parker Alice Patton

January 30

Ida Bailey Allen Renwick Cary  
Walter Damrosch Jos. Gallicchio  
Charles Haubiel Dick Kelly  
Frank Kizis Lawrence W. Lowman  
Frank Marx Gene Norman  
Clarence Gilbert Cosby  
Reg. D. Marshall

January 31

Eddie Cantor Alton Cook  
T. A. M. Craven Cecil Hogan  
Larry Holcomb Leonard H. Hole  
Isham Jones Garry Morfit  
Norman Nesbitt Bob Novak  
Herbert L. Krueger

WTAG's

Hostess

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BAILEY**



makes your

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**WTAG**  
WORCESTER