

JUN - 3 1942

# RADIO DAILY

The National Daily Newspaper of Commercial Radio and Television

V. 19, NO. 44

NEW YORK, N. Y., MONDAY, JUNE 1, 1942

TEN CENTS

# WPB Studies Equipment

## Foodstuffs Still Lead National Advertisers

National food and grocery advertisers spent \$37,125,403.51 on network advertising in 1941, according to figures released by the Bureau of Advertising of the American Newspaper Publishers Association. Securely established as the biggest users of national advertising, the food trade spent a total of \$106,073,139 in newspapers, magazines, network radio and farm journals, an increase over 1940 of \$8,369, the Bureau reported.

Net substantial increase went to newspapers, according to the statistics.

(Continued on Page 2)

## "We The People" Adding Shortwave For Soldiers

Gulf Oil Corp. will start shortwave program, "We the People," to our troops abroad, effective tomorrow. Aired in this country on Sunday from 7:30-8 p.m. over 80 CBS stations in behalf of Gulf Motor Oil and Gas, the program is to be shortwaved to the AEF on Tuesdays from 6:15 a.m.

Young & Rubicam handles the account.

## Massey To Treasury Staff As Southeast Radio Head

Dham, N. C.—C. Knox Massey, vice-president of Harvey-Massengale of this city has been appointed as a special assistant to the Treasury Department War Savings plan on a dollar-a-year basis, it was announced Friday by Charles J. Gilchrist, Chief of the Radio Section, agency, account executive on the

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## En Masse

Boston—Thirty-two members of Dartmouth College Naval Aviation Unit will be interviewed by Britt on Wednesday night via WAB and the Colonial and Mutual Networks on the occasion of their departure for active duty with the U. S. Navy. Special message from President Ernest H. Hopkins of the college will be sent by Dean Lloyd K. Neidlinger.

### FM Concert

W63NY, FM station affiliated with WHN, New York, which inaugurates regular program service from 2-9 p.m. daily today, will be on the air 45 minutes longer on its inaugural day in order to broadcast the entire concert of the New Jersey WPA Philharmonic Orchestra from Paterson, N. J. Starting tomorrow the new station will maintain a regular seven-hour operating schedule daily.

## Ask Stations To Join '10%' War Bond Drive

Every radio station in the country will be asked to develop special "Ten Per Cent Club" programs, according to Charles A. Gilchrist, chief of the radio section of the War Savings Staff of the Treasury Department. Campaign, which begins on June 14 and continues through July 5, was originally conceived by Douglas Meservey, assistant radio coordinator of the Office of Facts and Figures and will publicize the idea of

(Continued on Page 7)

## Willson Orch. Replacement For Fibber McGee Program

Chicago—Meredith Willson and orchestra, originating in Hollywood, will be the Summer replacement for "Fibber McGee and Molly" on NBC Red Wednesday night, 9:30-10 p.m., EWT. The S. C. Johnson & Son, Inc., program uses a hookup of 120 Red

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## THE WEEK IN RADIO

... Equipment Pool

By BOB LITZBERG

APPROVAL of an equipment pool by the Defense Communications Board last week was followed by a statement by DCB-FCC Chairman James Lawrence Fly warning construction permit applicants that there would be no deviation from the rules regarding the freezing of new construction of broadcast facilities. The statement left no doubt that the 18 proposals listed to facilitate the establishment of an equipment pool were prepared exclusively for the main-

tenance of standard broadcast stations for the duration of the war and that pressing of new applications was a waste of time, energy and money.

The Office of Facts and Figures last week sent stations, advertising agencies, producers and writers a booklet of background data for what will probably be the greatest patriotic campaign in history, culminating on June 14, Flag Day, when, by a Presidential Proclamation, the flags of all

(Continued on Page 2)

## Favorable Report Expected On Report As Recommended By DCB; Sharing Will Relieve Shortages

## Sees Post-War Boom For Radio-Television

Greencastle, Ind.—New era in broadcasting and television that will come when the world is at peace was predicted by Niles Trammell, president of NBC, in his speech to the graduating class of De Pauw University last night. Trammell was awarded the honorary degree of

(Continued on Page 7)

## Miles Laboratories Moving Blue Shows To New Time

Miles Laboratories, Inc., will move its two programs, aired on the Blue Network for Alka-Seltzer and Vitamins, to different time periods. Beginning June 29, "Lum and Abner" will broadcast Monday through Thursday from 10:10-15 p.m., EWT,

(Continued on Page 7)

## Anti-Inflation Series Scheduled Over MBS Net

First of a new series of broadcasts to the nation by foremost Government officials arrayed against the spread of inflation will be aired by Mutual exclusively, on Wednesday

(Continued on Page 6)

*Washington Bureau, RADIO DAILY*  
Washington—War Production Board is considering the "share the spare parts" program recommended by the Defense Communications Board and an early, favorable report is expected. Serious study is to be given the recommendations for an industry equipment pool to relieve critical shortages of parts and tubes, but it is not believed in trade circles here that the WPB will object since the plan does not call on that agency for administration.

At the NAB, however, it is pointed out that in the event the pool is set up, there is not the slightest possi-

(Continued on Page 7)

## Parliamentary Group May Co-Op With CBC

Ottawa—Organization of a permanent parliamentary committee which, working with the Canadian Broadcasting Corporation, would keep itself fully informed on radio matters was suggested here late last week by Major Gladstone Murray, general

(Continued on Page 5)

## Ted Collins Appointed To U.S. Labor Dept. Post

Appointment of Ted Collins as a special agent of the United States Department of Labor was announced over the week-end. Serving without salary and under assignment as

(Continued on Page 5)

## Each Equally Worthy

Washington—Broadcasters have been requested by the Office of Facts and Figures to consider the Navy, Marine Corps and Coast Guard as three separate and distinctive agencies in allocation of spot announcements. There has been some confusion about this, it was stated, because the Navy operates all three services in wartime.



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JOHN W. ALICOATE : : : Publisher

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

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

## FINANCIAL

(May 29)

## NEW YORK STOCK EXCHANGE

	High	Low	Close	Net Chg.
Am. Tel. & Tel.	116	115	115	- 1 1/8
CBS-B	11 1/8	11 1/8	11 1/8	+ 1/8
Gen. Electric	25 1/4	24 7/8	24 7/8	- 1/4
Philco	8	8	8	+ 1/8
RCA Common	2 7/8	2 7/8	2 7/8	- 1/8
RCA First Pfd.	49 3/4	49 3/4	49 3/4	-
Westinghouse	70 1/2	69 5/8	69 5/8	- 1/8
<b>NEW YORK CURB EXCHANGE</b>				
Nat. Union Radio	9-16	9-16	9-16	-
<b>OVER THE COUNTER</b>				
Farnsworth Tel. & Rad.	1 3/4	2		
WCAO (Baltimore)	15	18		
WJR (Detroit)	17	19		
Bid	Asked			

## Jet Oil Polish Plans Readied For Next Season

Although the current Hecker Products Corp. spot campaign on Jet Oil liquid polish still has about a month to run, next season's spot drive already has been set and will get underway early in August. Next season campaign will approximate the current drive, with Hecker to use one-minute transcriptions, about one a day, on 30 stations in Texas, Georgia, Alabama, Missouri, Illinois, Indiana and on the Pacific Coast.

Benton & Bowles handles the account.

In Philadelphia It's

**WPEN**

THE STATION THAT SELLS

5000 WATTS

950 KC

## ★ THE WEEK IN RADIO ★

... Equipment Pool

(Continued from Page 1)

United Nations will be honored. Campaign coincides with the Treasury Department's drive to enroll the nation's workers in its "10 Per Cent Payroll Plan," which has been prepared by the Department in conjunction with the Advertising Council.

Cooperation with the war effort was continued on all sides during the past seven days. SESAC station relations was drafted to act as a liaison between broadcasters and the Treasury Department to increase the effectiveness of the War Savings radio campaign. Foreign language sponsors on WOV, New York, announced their voluntary cooperation with all government agencies at a luncheon meeting. Network sponsors, in cooperation with the Office of the Coordinator of Inter-American Affairs (Rockefeller Committee), inaugurated a project to supply top American entertainment to South American listeners in their own language and on a regularly scheduled basis, with DuPont's "Cavalcade of America" on NBC leading the way. Office of Emergency Management asked for and is receiving cooperation from local stations in the airing of scripts designed to answer questions regarding the general subject of price control.

Curtailment of television for the duration was indicated by the curtailment of programs by CBS and NBC. Canadian Broadcasting Corp. was subjected to a verbal lashing before a special House of Commons

committee investigating its activities and management. United States Department of Commerce encouraged the continuance of informative advertising to help in the war effort. Plans for the first college radio network were announced. First instance of a switch from NBC to the Blue Network occurred with the signing of Hall Bros. for a program to be aired on the latter chain. Radio Executives Club of New York had its final meeting of the season.

Blue Network announced an innovation in its "teamed-up" plan for wartime sponsors who are no longer in production of their usual product. Blue Network also announced the ironing out of its policies regarding its New England affiliates following a meeting of network and station executives. Advertising Federation of America completed the agenda for its 38th annual convention to be held June 21-24. Bob Hope topped C. E. Hooper's May program ratings for the Pacific coast area. William A. Schudt was transferred from his position as head of the transcription division of the Columbia Recording Corp. to CBS and was succeeded by Robert J. Clarkson. War Production Board granted an extension of 30 days before its Copper Conservation Order, M-9-C, is applied to manufacturers of radio receiving tubes. WHN, New York, completed final preparations for today's inauguration of its new FM outlet, W63NY. FCC announced the creation of a Radio Intelligence Division.

## Foodstuffs Still Lead National Advertisers

(Continued from Page 1)

tics released, with radio's gain set at \$2,116,148, a 5.7 per cent increase over 1940 revenue from the grocery field. Newspapers hit a 1941 peak of \$38,408,273, a 14.7 per cent boost over the preceding year. Magazines increased 5.3 per cent while farm journals declined 3.3 per cent.

## Massey To Treasury Staff As Southeast Radio Head

(Continued from Page 1)

B. C. Headache Powder account, volunteered his services to the Government. He will begin immediately to coordinate the Treasury's War Bond radio activities in the south eastern portion of the country.

## Vimms Spot Campaign Expanded To 97 Outlets

Lever Bros' radio campaign for Vimms now has been expanded to nationwide proportions, embracing spot schedules on 97 stations, as part of "a Summer campaign on the largest scale ever used for a vitamin product." Total of 5,781 chain breaks and spot announcements are involved.

BBD&O is the agency placing the account.

## COMING and GOING

QUINCY A. BRACKETT, president and manager; WAYNE LATHAM, promotion manager; MILTON W. STOUGHTON, commercial manager, and LEW BREED, treasurer, of WSI Springfield, back to their Massachusetts headquarters following completion of the Blue Network-New England stations meeting here week.

HAL SEVILLE and GROVER C. CRILLEY, general manager of WJEJ, Hagerstown, expected town today from Maryland for a few days station business.

WILLARD SCHROEDER, sales manager WCAE, returned to Pittsburgh over the wee end.

CECIL BROWN, CBS Far Eastern correspondent, is in Spokane today for the 15th in series of lectures which he is delivering conditions in the Orient.

LARRY BAIRD, of the national advertising department of WLW, has returned to New Orleans. He spent a few days here last week.

EDWIN M. SPENCE, general manager WWDC, Washington, D. C., in New York Friday for conferences with the local reps.

SID EIGES, of the NBC press department, on a trip contacting affiliates in Philadelphia, Pittsburgh, Cincinnati and Louisville areas.

MURRAY ARNOLD, program director of WIP Philadelphia, was in New York Friday on station business.

PARKS JOHNSON and WARREN HULL visiting tonight at a base of the U. S. Army Air Force Ferrying Command from which point they will broadcast their "Vox Pop" program.

SAM KAUFMAN, sales promotion and publicity manager of WCCO, back to Minneapolis after a business trip of a week or 10 days.

BEN SELVIN, of Muzak, on a short swim through the Canadian territory, including Montreal and Ottawa.

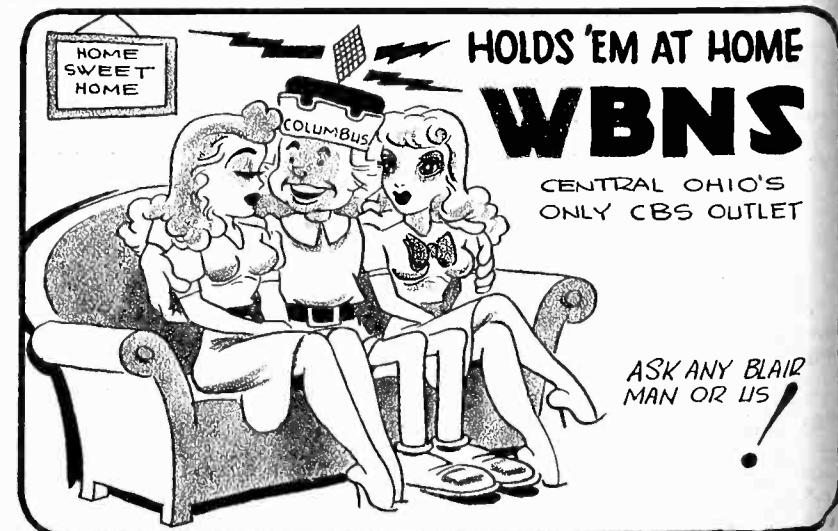
JOHN B. HUGHES, West Coast news analyst of WOR-Mutual, en route to Cleveland, where tomorrow night he will broadcast from the plant of United Airlines. The program will originate at WHK.

DAVID JONES, business manager of WLAW Lawrence, Mass., left for home over the weekend.

FRANKLIN OWENS, time buyer of Benton Bowles, left for Fire Island over the weekend on two-week vacation.

## Willson Orch. Replacement For Fibber McGee Program

(Continued from Page 1) and Canadian stations. Wally Jordan of the Wm. Morris agency set the Willson deal. Needham, Louis & Brorby, Inc., is the Johnson agency.





- W63NY takes to the air, auguring another great career among radio stations. For to all that "FM" stands for in technical fineness, W63NY adds the "know-how" of America's most successfully operated independent station . . . the showmanship engendered from the world's largest entertainment organization . . . the cultural advancement . . . and the outstanding public service that the important New York radio audience expects. Seventy-five thousand homes in the New York area are already FM-equipped, already to enjoy the benefits of this better way of broadcasting.
- And better broadcasting must mean a better medium for advertising. We invite your inquiry. Rates and data will be sent upon request.

W63NY • 46.3 Megacycles  
THE FM SERVICE OF

**WHN** 50,000 WATTS • 1050 CLEAR CHANNEL  
NEW YORK • 1540 Broadway • Bryant 9-7800  
Chicago Office • 360 N. Michigan • Randolph 5254

## Los Angeles

By JAC WILLEN

THE new Old Gold-Nelson Eddy airshow over CBS looks certain to "find-the-groove" as a popular longtime broadcast. Current format with Nadine Conner, Metropolitan opera star, Robert Armbruster's fine orchestrations, the Old Gold chorus, and Bob Garred on the announcing spots seem to click with every audience, whose applause is prolonged to the point of causing a time difficulty on the waits. Write-in reaction proves listeners-in are of no different opinion.

The War Production Board made its first bid this week for the original song "Get In The Scrap," which was introduced on the Ransom Sherman show by Martha Tilton. Tune is by Gordon Jenkins, musical director of the show, and John McMillin.

Jim Jordan, Jr., young son of Fibber McGee (Jim Jordan) will enter the Army Air training at USC this month.

Meredith Willson will premiere the "Nocturne" movement, just completed, of his Third Symphony at San Francisco in June, with the composer himself batoning the San Francisco Symphony orchestra.

Reed Hadley, who stars in "Red Ryder" over Mutual and KECA, made his debut on "Big Town" last Thursday on CBS.

Gracie Allen's piano concerto seems headed for the "most expensive radio gag" in radio history. It cost George Burns and the sponsors of the NBC Burns and Allen program a cool \$2,500. Cash expended represents cost of making necessary arrangements and hiring extra musicians to augment the Paul Whiteman orchestra and pay for composer-conductor Felix Mills to write the orchestrations. Cost of the four-week build-up of the gag is not included.

Lieutenant Rudy Vallee enlisted a new member in his California State Guard Evacuation Unit this week. He is Tom Hudson, announcer on Vallee's Blue Net program, who signed up as a private.

Charlie Lung is drawing the most uncomplimentary fan mail replies in local radio circles because of his most authentic Nip accent when appearing on the "Big Town" broadcasts. Charlie specializes in impersonating Japanese.

Dinah Shore has been singing "One Dozen Roses" and "Three Little Sisters" so often that this week, at her radio rehearsal, she became slightly confused. "I think we should shorten 'One Dozen Sisters,'" she suggested. Producer Bill Lawrence chimed in: "Let's send out for some midgets. That'll do it."

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



## Browsin' About Boston!

• • • Boston, Mass.—Here's how it happened. We were playing gin-rummy the other day, minding our knocks and melds, when suddenly we found ourselves aboard the Yankee Clipper, headed for Boston. Aboard train we encountered Sonny Werblin, MCA exec., Mannie Sacks and Joe Higgins of Columbia Records, Cork O'Keefe, Jack Robbins, Sidney Kornheiser, Jonie Taps, Charlie Ross with Arthur Michaud and Howard Christians, managers of Dick Jurgens' band. The junket, it appears, was to see the Jurgens lad make his eastern debut at the Totem Pole Ballroom, just outside of Boston... Jurgens, credited with writing "Elmer's Tune" and "One Dozen Roses" is an instantaneous hit with the kids here. He is one of the greatest band personalities to come along since Kay Kyser. The band isn't great—but Dick himself, makes up for whatever the band lacks musically. A novel idea would skyrocket this combination in no time.... George Lasker of WORL is there and he drives us back to Boston while we talk about the local radio industry and conditions in general. WORL is doing a terrific job for its clients and its own moneybags.... In Boston we drop into the Cocoanut Grove to spend time with Mickey Alpert. Our former city editor on the "Daily Mirror," George Clarke, is the top columnist on the Boston "Record" and he's there picking up news.... We sit and chew, swapping stories and items. George is one of the finest conversationalists in the nation. Jack Robbins and his Boston man, Frank Rice, join the party and stories go flying fast and thick about composers and writers.... Before long the Cocoanut Grove has dimmed its lights and we're still gabbing so a retreat is made for Ruby Foo's in Boston's Chinatown. It's past four a.m. now.... The sun is up as we head back for the hotel.

• • • After a few hours' sleep we rush out to see Linus Travers at the Yankee network but Linus is downtown and his hour of returning isn't certain so we run over to see Lasker again at WORL and view some additions in the studio.... Much talk here about the changes around Boston. WBZ, a Blue outlet now, is scheduled to go to the Red while WHDA, an independent station, becomes the Blue outlet. Yankee's two stations here, WNAC and WAAB, encounter some changes. The former will be the Mutual outlet while the latter becomes a Worcester station.... CBS's WEEI remains as is.... We rush over to meet Harold Fellows of WEEI and meet an individual who surpasses the esteem we originally had for the gent.... Josef Cherniavsky is about to go on the air and we meet De Castillo, program director, Ray Girardine, darn good production man, Jean Collins and Bill Elliot, singers, Jay Westly and James Pollards, announcers.... Cherniavsky has really stood Back Bay up on its ears with his programs—and Fellows is to be complimented for the way spot announcements are woven into a live show.... Why the Blue network hasn't snatched Josef into its fold, we'll never know. He has one of the most commercial musical minds in the country. His ability was again attested during the show when he had a handful of musicians do a satire in rhythm. (Later, when we encounter the brilliant Lorenz Hart of Rodgers & Hart, he relates that the musical composition was magnificent. Told that Joe rehearses a half-hour show in sixty minutes—mostly original compositions, Hart was further amazed!).... We try getting transportation back but almost all means of leaving are sold out—so we take a midnite train with Walter Murphy, WEEI's drum-beater par excellence.... We stop at a couple of places before. At the Mayfair Ranny Weeks plays his original composition (which he wrote with Mickey Alpert's fiddle player) called "Navy Wings." Song will be performed by Pops and the Boston Symphony next week—before being adopted by the Navy Air Corps. We heard Jack Robbins heard the tune and will publish.... Leo Reisman is at the Ritz-Carlton roof but none of the publishers go up there.... We hear that Phyllis Alpert is mad about that sergeant attached to the medical corps of Camp Edwards.... We try calling Travers again before leaving without much luck.... No gin-rummy back. We struggle with an upper berth all the way home!

## Chicago

By FRANK BURKE

MARION CLAIRE, WGN soprano to Forrest Glyn, Maryland, Sunday, where she was honored her alma mater, National Park College, which presented her a certificate expressing appreciation for outstanding work in fine arts.

Lorraine Hall, women's commentator on WBBM, as "official mother of the Marines" took a group of Marines to the Chicago production of "Sister Eileen" the other night. Lorraine has a son in the Marines takes her "official mother" seriously.

Don McNeill, NBC "Breakfast Club" star, was awarded an honorary degree of Doctor of Letters by Bonaventure College and Seminary at St. Bonaventure, N. Y., on Sunday.

MCA reported trying to get Eddie Regan, the movie and night club singer, to take over Orrin Tucker's band when Tucker joins the NBC next month.

Newcomers to NBC's "Backstage Wife" include Charles Irving and Louise Fitch. They are also here on "Arnold Grimm's Daughter."

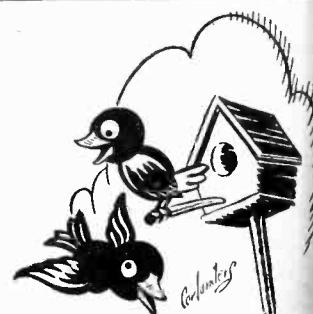
Production of "Meet Your Neighbor" at Great Lakes, Ill., has made regular North Shore commuters Al Boyd and Jack Stillwell of WLS staff. Assignment entails auditioning of bluejacket talent each week as well as preparing the script and looking after other professional aspects of the show.

Marvin Mueller, NBC radio actor, heard discussing the best way to eliminate dandelions from a lawn with a fellow radio artist the other day. Mueller's friend advised stooping with the aid of a knife or trowel.

George Wetling, ex-Paul Whiteman drummer, renewing old acquaintances with radio friends who are here with the Chico Marx band at the Oriental Theater.

Jack Holden, WLS announcer, and Ozzie Westley of the WLS arrangement recently collaborated on a new song "You Can Count on Us, Uncle Sam." And music publishers say good patriotic tunes are worth only "a dime a dozen." Publishers still looking for a solid "Over There" as a hit for the 1942 crop of tunes.

Harold Stafford, program director of WLS, has been named a member of the radio section of the Illinois State Council of Defense by Governor Dwight Green.



"WFDF is right—Flint, Michigan is no one-horse town!"

## QUEST-ING

MARLENE CARROLL, in a dramatizing the life of Clara on "Cavalcade of America," (NBC Red, 8 p.m.).

WILLIAM VENTURA, tenor, on the Radio Concert Orchestra program, WABC-CBS, 3:30 p.m.).

LEN JEPSON, soprano, on the "One Hour," today (NBC Red,

SARA STANWYCK and FRED MURRAY, in an adaptation of "I Fire," on Cecil B. DeMille's "Radio Theater," today (WABC, p.m.).

JOANNE and LOUISE LESCHIN, pianists, on Nancy Craig's "Woman Tomorrow" program, tomorrow (JZ-Blue Network, 9 a.m.).

ELLE JOHNNIE," of the Philip Morris advertisements, on "Nellie Presents," Wednesday (NBC, 10:30 p.m.).

LE GALLIENNE, currently in "Uncle Harry," on Stella "Your Hollywood News Girl," today (NBC Red, 6:30 p.m.).

PAUL ALLGOOD and BARRY TAYLOR, stars of "How Green Was My Valley," on the Rudy Vallee program, Thursday (NBC Red, 10 p.m.).

PAUL LUKAS, star of "The Watch on the Rhine," on the "Kate Smith Hour," Friday (WABC-CBS, 8 p.m.).

LOLA ALBANESE, soprano, and RANDY LANDI, tenor, on the "Treasure of Song," Friday (WOR, 10 p.m.).

COMMANDER GENE TUNNEY, in Stern's "Sport Newsreel of the Month," Saturday (NBC Red, 10 p.m.).

**5-Minute Soup' Coast Time**  
Skinner & Eddy Corp. will participate in "Breakfast at Sardi's," heard on 12 Pacific Coast stations of the Blue Network, beginning today. The 5-Minute Man soup, Skinner & Eddy will sponsor a five-minute segment of the program Monday through Friday for a period of 13 weeks. Starting at the famous Hollywood studio, the program is aired from 10 a.m. PWT. J. M. Mathes, New York, is the Skinner & Eddy

**SOND EFFECT RECORDS**  
**GENNETT-SPEEDY-Q**  
Selected Basic Library Offer Containing  
Over 200 Individual Sound Effects  
Write For Details

CHARLES MICHELSON  
59 44th St. New York, N. Y.

# Canada Parliamentary Group May Cooperate With The CBC

(Continued from Page 1)

manager of CBC, when he appeared as a witness before the special committee on radio broadcasting which is probing the affairs of the CBC. Murray not only denied being opposed to such a committee but said that he considered such groups as extremely helpful.

#### Confidence Vote a "Surprise"

Referring to previous evidence regarding a CBC board of governors vote of confidence in him (Murray) following the resignation of the late Alan Plaunt, CBC governor, Murray said it was passed without his knowledge and came as a surprise to him. Murray praised Plaunt's service. Plaunt resigned in protest at the failure of the board to act on a report he had prepared and which criticized the CBC.

Replying to criticism made at the previous hearing about entertainment allowances provided for him, Major Murray said he had to be *persona grata* with leaders in industry, the theater, the film artists, advertising agents, newspaper owners and editors. "I was allowed by special vote of the board varying amounts specifically as a contribution to the maintenance of a standard of living calculated to be advantageous to the position but which I could not entirely defray out of my own resources," Major Murray said.

#### Expenses \$2,435 Annually

From Nov. 2, 1936 until Dec. 31, 1941, Major Murray said, he received expenses while away from his base averaging \$2,435 yearly. A normal week included a day in Toronto, a day in Montreal and occasional visits to New York and Washington. Careful record was kept of these expenditures, he added.

Dealing with his business ability, Major Murray recalled that he had been responsible for the management and business control of the CBC publications which showed a substantial profit. (Rene Morin, chairman of the CBC board of governors last week told the committee that financial control of the CBC was reorganized "perhaps" because of a lack of confidence in Major Murray's business and financial ability.)

Major Murray outlined the war-

time problems the CBC had been required to meet and the methods adopted. Dealing with programs, he said 55 per cent of the time was devoted to music and 45 per cent to news, drama and talks. The encouragement of "robust and balanced controversy" was a definite peace-time policy of the CBC. Under war conditions a policy was followed of expounding public issues "objectively and not in a violent controversy." The CBC policy was to give impartial presentation of news, he declared.

#### Thanks News Services

Major Murray thanked the Canadian Press and the British United Press for their service in providing news for CBC. Relationships between the CBC and the C.P. and B.U.P. were most cordial and in setting up its own news service, CBC had merely sought to keep pace with radio news presentation elsewhere and to relieve C.P. of a burden it had carried for years. (C.P. prepared news summaries for the CBC previously gratis.) He said there had been no attempt to anticipate news-gathering organizations or newspapers and that all the CBC wanted was equality. "We do not want an unfair advantage," Major Murray said. He declared CBC news broadcasts had a large following in the United States and that news commentators heard on CBC networks were among the best in the world.

#### Deprecates "Surveys"

Dealing with "coverage," Major Murray said it is hard to determine the extent of the listening public for any particular program or station. He was not convinced, he said, of the accuracy of "scientific" surveys of the listening public.

Major Murray said he was convinced 95 per cent of radio listeners seek entertainment.

"It is vital the CBC should retain its independence and be free to provide equal opportunity, within reasonable limits, to those who hold and desire to express opposing views," Major Murray said, adding that there is always a suspicion that the CBC is a government mouthpiece.

Major Murray will resume his testimony when the committee reconvenes.

## Lane To War Savings Staff

Thomas H. Lane, Young & Rubicam account executive, has been appointed assistant director of press and radio of the War Savings Staff of the Treasury Department, according to Vincent F. Callahan, director of the Staff. Lane is on leave of absence from the advertising agency where he handled General Foods accounts.

## WNBF Boosting Power

WNBF, Binghamton, N. Y., will shortly increase its power from 250 watts on 1490 kc. to 5,000 watts day and night on 1290 kc., the station has informed CBS.

## AGENCIES

PALMER & PALMER, INC., has been incorporated by the Secretary of State, Albany, with capitalization stock of \$12,000, directors being Charles M. Palmer, F. Ferris Hewitt and H. M. Zerbe, Saranac Lake. It's a radio station-publication tie-up.

ROBINSON MURRAY, formerly of the New York office of McCann-Erickson, Inc., has joined the headquarters staff of the American Association of Advertising Agencies.... Birmingham, Castleman & Pierce, Inc., has been elected to membership in the AAAA's.

## Ted Collins Appointed To U.S. Labor Dept. Post

(Continued from Page 1)  
radio consultant to the National Committee for the Conservation of Manpower in War Industries, Collins will conduct through radio a safety selling campaign against accidents, which are seriously hampering production of war supplies. In making the appointment Secretary of Labor Perkins said:

"The rapid rising rate of accidents in industry during the past two years presents a serious impediment to the flow of production. In the 12 months of 1941 more than 19,000 persons were killed at their jobs, 115,000 maimed or crippled, and 2 1/4 million others were temporarily disabled. Time lost from work because of temporary injuries alone totaled 423,000,000 man hours. The accident raids on our production plants are less spectacular than air raids, but are extremely destructive in their effect. To combat them successfully it is necessary that every plant worker be told the importance of safe work practice and every employer must be convinced of the urgent need to conserve our supply of trained war workers."

## OEM Explains Usage Of Special Programs

Washington Bureau, RADIO DAILY  
Washington—Transcriptions of two popular 30-minute OEM programs, "Three Thirds of a Nation" and "This Is Your Enemy," are now available to all stations. Arrangements can be made for procuring the whole series by writing Miss Leverne Shedlove, OEM radio section, Washington, D. C. Only restriction is that "Three Thirds of a Nation" cannot be used Wednesday nights when it goes on the Blue Network. "This Is Your Enemy" is a Sunday MBS show and must also be used on another night. Both shows may be used at once.

For Studio Production  
**"TALES OF NAVAL HEROES"**  
13 quarter hour, one man production scripts. Dramatic narration of dramatic moments in the lives of the world's greatest sea fighters. Write for sample script and prices.  
**RWL Scripts**  
53 N. DUKE ST. LANCASTER, PA.

## NEW BUSINESS

KPO, San Francisco: Acme Breweries (beer), variet ETs, through Brisacher, Davis & Staff; Langendorf United Bakeries, Inc. (bread), anns., through Erwin Wasey & Co., Inc.; Paraffine Companies (Pabco), "The House Next Door," participation ETs, through Brisacher, Davis & Staff; Lyon Van & Storage Co. (moving and storage), "International Kitchen" participation and anns. ETs, through BBD&O; The Kellogg Co. (Pep), anns. ETs, through Kenyon & Eckhardt, Inc.; Chamberlain Sales Corp. (hand lotion), "Musical Clock" participations, through Cary-Ainsworth, Inc.; William H. Wise & Co. (books), anns. ETs, through Northwest Radio Adv. Co.; Golden State Co., Ltd. (milk products), anns. ETs, through Ruthrauff & Ryan, Inc.; Eaton Paper Corp. (writing paper), anns. ETs, through Grey Adv. Agcy., Inc.; Manhattan Soap Co. (Sweetheart Soap), "International Kitchen" participations, through Franklin Bruck Advertising Corp.

KMYC, Marysville, Calif.: Dr. Corley's Products (health foods), health talks, through Rufus Rhoades Agcy.; Langendorf United Bakeries (bread), Fulton Lewis, through Leon Livingston Agcy.

### Anti-Inflation Series Scheduled Over MBS Net

(Continued from Page 1)

from 8:15-8:30 p.m., EWT. Each week, prominent Government spokesmen will be heard at the same time on Wednesdays and Fridays. First speaker on the inaugural broadcast of the series, called "The Fight Against Inflation," will be Henry Morgenthau, Jr., Secretary of the Treasury, who will explain how the buying of war bonds and the saving of money are essential factors in the new national economic policy.

Among the speakers to be heard on the series are: Claude R. Wickard, Secretary of Agriculture; Robert P. Patterson, Undersecretary of War; Donald M. Nelson, Chairman of the War Production Board; Leon Henderson, Administrator of the Office of Price Administration; Jesse H. Jones, Secretary of Commerce; and William H. Davis, head of the National Defense Mediation Board.

#### Different Points to Be Treated

Each speaker, basing his talk on the seven steps to curb inflation listed by President Roosevelt in his April 28 address, will explain a different aspect of the program.

The points of the national economic policy to be covered in the talks, as suggested by President Roosevelt, will be—(1) Fixing ceilings on prices, (2) Stabilization of salaries, (3) Keeping cooperative and personal profits at a low level, (4) Stabilization of agricultural prices, (5) Contributions, by the purchase of war bonds, (6) Rationing of all scarce, essential commodities, and (7) Discouraging credit and installment buying, to encourage savings.

## WORDS AND MUSIC

By Sid Weiss

**BIGTOWN SMALL TALK:** Peculiarly enuf, all the big war songs seem to have the name "Johnny" in their titles. As, frinstance: "When Johnny Comes Marching Home"—"Oh, Johnny"—and now, "Johnny Doughboy Found a Rose in Ireland." And the way Diane Courtney sings that is like a ticket to Paradise....Pete Donald's lush red beard has started a fad among radio actors. Right now, more than twenty kilocycle thespians are sporting foliage on their chins. Pete grew his because of a minor skin ailment....Blue Network will introduce the new "Victory Dance" by Joe Rines and Arthur Murray from the Stage Door Canteen tonite with Allen Prescott emceeing....Take it from Tim Marks (he'll take it from you) that hip flasks are due for a come-back. People will be using them for their week's gas ration....Eunice Howard will play the secretary to Wm. Hazlett Upson (he wrote the well-known "Earthworm Tractor" series) in a new series of spots he's short-waving for AEF.

☆ ☆ ☆

You'd think that it would be a cinch for a gal with the background of Janet Leland to click in radio, but maybe we're wrong. She's merely played featured roles in such B'way hits as "She Loves Me Not," "Room Service," "Personal Appearance" and a half a dozen others—but thus far, radio directors, for one reason or another, have consistently overlooked her talents....Localites already missing Peg Mahoney, Jack McInerny's secretary for years at the Paramount Theater, who is now with the Inter-State Circuit in Dallas, Texas. Write her at the Ambassador Hotel down there....Look-Alikes: Melvyn Douglas and Dwight Weist....Betty Garde due for a Calif. vacation....Table Sitters at Lindy's: Jacques Renard, Jimmy Dorsey, Bill Wilkerson, Benny Davis and Igor Gorin....All time attendance record at the Panther Room of the Hotel Sherman in Chi. was broken last Saturday when Bob Chester drew over a thousand paying customers—\$4,300 was the evening's take—a figure several hundred higher than the previous high mark.

☆ ☆ ☆

Now that it's been announced that a movie firm is giving \$25,000 for the title "Stage Door Canteen" to be used in a forthcoming picture, it's only fair to tag Horace Braham as the originator of the title. At the outset they were going to call it the "Cabaret Canteen," until Horace stepped in with his suggestion....Leon Janney, reported to be in the diplomatic service already, actually is just starting out. Right now, he's commuting to Ithaca where he's taking a 12-week intensive course in Russian and after that goes in the Intelligence Corps....Ina Ray Hutton transcription deal with World set by Herb Gordon, the live-wire radio man with Frederick Bros.

☆ ☆ ☆

Definition of Betty Wragge (as over-heard at the Stage Door Canteen): A trim destroyer....Incidentally, as was to be expected, plenty of romances are blossoming at the Canteen. Pat Ryan met an English naval officer (love at first sight, too) who lives on the same street in London that her mother used to some twenty years ago....Twosome in Hollywood: Mickey Rooney and his new voice teacher, Miguelito Valdez, of the Cugat troupe....John Kelvin, former network singing favorite, making a strong come-back bid via WBNX....Hold onto your hats, boys, Veronica Lake's due in town shortly....Joan Edwards Hollywood-bound to visit ailing uncle, Gus Edwards....Joan Vitez set as first woman in cast of Phil Lord's "Counter-Spy"....It'll be a November wedding for Helen O'Connell and Cliff Smith....Maxine Andrews, of the singing sisters, has an idea for a new war industry. She wants to manufacture skull caps for bald men to wear during a black-out....Bob Kerr, together with Harry A. Gourfain, Gene Austin, Patsy Flick and Sidney Fields, has whipped up a two-hour popular concert tagged "This is Radio," portions of which are already on the major networks. Talent includes: Joan Brooks, Una Mae Carlisle, Deep River Boys, Jayne Cozzens, The Four Belles, Eton Boys, Hi, Lo, Jack and the Dame, Victory Twins, Cliff Hall and others.

—Remember Pearl Harbor—

## PROGRAM REVIEW

### "D'Artega Presents"

Novelty of a well-known or leader combining a "live" and "c show, can be applied to the D'Artega program, "D'Artega presents," broadcast weekly over New York, 9:05-9:30 p.m., Tu. D'Artega has employed the his past recordings as a backg for commentary and emceeing introduces a guest on each pr whose recording is available. gram is very effective, and D'A comments well phrased and humorous. His selection of ings was good using dance and concert airs. D'Artega tells wh number has been selected, andplies a short story of the tr encountered in its making, or of particular phase to be noticed construction of the arrangement.

Joan Edwards, well known was Tuesday's guest, and her cording of "You're An Old Sm supplied a nice touch, to the wise completely D'Artega ty playing. Other ETs on the consisted of "Nola," "I'm A Chasing Rainbows," "Moon Sonata," and "Dancing in the I Program is sustaining.

### Eddy Duchin May Con "Meet Your Navy" S

Chicago—Eddy Duchin may come orchestra leader on the Navy program, "Meet Your N when it goes commercial under Brothers' sponsorship on the Network in August. Al Kvale, ent leader of the Navy rhythm chestra at the Great Lakes N Training Station, is out and in tions are that Duchin will re a lieutenant's commission and over the post.

Al Boyd, WLS producer of "Your Navy," will have to get a set of tires and wheels for his e he's going to continue to work the show. Chicago police routed out of bed at 4 a.m. last week word of the tire theft.

### Marlin On WJZ Show

Marlin Firearms Co. will be participating in "Breakfast in Bedlam" with Ed East and Polly on July 13, using a 50-word live nouncement Monday through Fri for a period of 13 weeks. Theme the announcement will be the ne sity for care of razor blades in or to obtain longer service.

Craven & Hedrick, New York, the agency.

### Godfrey Show Shifts Time

Arthur Godfrey's thrice-week CBS program, "Victory Begins Home," will be heard 15 minutes la beginning Monday, June 8. It w be on the air from 11:15-11:30 a.m. Godfrey moves to the later time cause of the new CBS program "Clara, Lu 'n' Em," which is to heard from 11-11:15 a.m.

# Post-War Boom Radio-Television

(Continued from Page 1)  
 of Laws by the university  
 fine service rendered to the  
 broadcasting in the United  
 States. Present at the ceremonies  
 Jerry C. Kopf, NBC Central  
 vice-president, Paul McCluer,  
 television sales manager, Jules  
 Aux, program manager and  
 Ray, publicity director, all  
 Chicago offices of the network.  
 and the broadcasters, who  
 De Pauw, will attend the  
 VIRE Appreciation Dinner to  
 the Claypool Hotel, Indian-  
 ton, tonight.

**Site War Mobilization**  
 speech to the graduates,  
 discussed the tremendous  
 radio in mobilizing the  
 war in all its aspects,  
 the importance of free radio  
 both informational and en-  
 tertainment programs. "Radio broad-  
 casting in our country has justified  
 itself as an instrument of com-  
 munication in peace and of  
 war," Trammell said. "Radio  
 is an arm of education, adding  
 man's ability to learn, to  
 form his own judgment  
 in a period where truth has  
 inverted, where the lie spreads  
 at incredible speed, our system of  
 communication has served as  
 a read and instantaneous me-  
 r counter-acting harmful  
 propaganda.

ads job to a large extent is  
 to make people shockproof. The  
 of the American listener  
 such as will prepare him  
 for contingency. We are a people  
 take it. The American pub-  
 every advantage of observa-  
 information knows that it  
 cheer itself to victory. It  
 at bombast is no substitute  
 powers. Radio has the serious  
 only of informing and in-  
 of awakening those whom  
 complacency may have  
 deep. I am sure that the  
 radio listener does not re-  
 slogans that have more  
 an sense in them. He is  
 intelligent for that. If he is  
 tido, he wants to know what  
 asked to help, he wants to  
 We need steel nerves  
 combative spirit to win this

**Arms Against Disunity**  
 who are in positions of re-  
 sibility in broadcasting are keen-  
 wai of the vital necessity for  
 rving our democratic rights of  
 disission. We must guard with  
 against those abuses of speech  
 incite disunity and which en-  
 the national goal of victory.  
 ducing must not be used to stir  
 aci and religious bigotry, to  
 wedge between the laborer  
 employer or to create dis-  
 is free, and must be kept  
 vital this is to the main-  
 def democracy can be seen in  
 that the first act of dicta-

## Juvenile Listeners' Club

KABC, San Antonio, is offering juvenile radio listeners membership in a local "Superman Club." Station is airing the series locally for Knowlton's Creamery for a quarter-hour each Monday, Wednesday and Friday. Membership buttons as well as a membership certificate is given each child. In addition a special code booklet is given whereby secret messages given over the programs may be deciphered. An autographed photo of Superman rounds out the offer. Banners on the many Knowlton's trucks call attention to the thrice-weekly broadcasts. Spot announcements also call the children's attention to the program. Copy tells the children that they will be all able to do some of the feats of Superman if they will drink lots of milk and eat and play regularly.

## Dealer Tie-up

WWRL, Woodside, has been lining up independent and chain radio stores to keep their display radios and loud-speakers tuned to the station's "1600 Club," station's new two and a half hour daily record. WWRL feels that thousands of persons pass these stores daily as well as visiting the stores so that many new listeners are attracted. Along one important shopping center the program can be heard from several radio stores for a distance of five blocks. Stores have been found receptive and willing to cooperate. Station is going ahead lining up additional radio dealers.

## Ask Stations To Join "10%" War Bond Drive

(Continued from Page 1)  
 wearing a "10% Button" and displaying  
 a "10% Sticker" in every home  
 in America.

Special announcements covering  
 importance of the promotion are be-  
 ing prepared by the radio section  
 of the War Saving Staff and the OFF  
 and will be distributed to stations  
 by June 10.

## Pabst On WINS

Pabst Sales Co. of Chicago, for  
 Pabst Blue Ribbon Beer, has con-  
 tracted with WINS, New York for  
 30 minutes daily of recorded music,  
 Mondays through Saturdays, for 52  
 weeks. Record-spinner is Ralph  
 Cooper, who, in addition to playing  
 discs, will introduce guest stars.

tors, intent on enslaving their own  
 peoples or conquering others, is to  
 seize control of broadcasting sta-  
 tions. As for ourselves, we are fight-  
 ing to preserve liberty and it is by  
 the principles and practices of a  
 free people that we will prevail.  
 These are the ideals that have been  
 strengthened in you during your  
 years at this University. These are  
 the ideals that must sustain you as  
 you mold your future and that of  
 this nation."

# PROMOTION

## Re Sponsor Co-Op

Believing that "a sponsor deserves cooperation throughout the entire term of his contract and that radio in general, as an advertising medium, will benefit from the wholehearted backing of dealers," John H. McNeill, manager of WJZ, on Friday wrote 400 grocers in the metropolitan area advising them of the switch of the Welch Grape Juice program, "Dear John," from WJZ (Blue Network) to WABC and the Columbia hookup. Change is effective June 7.

"We're mighty sorry to see the Welch Company go," McNeill wrote, in calling the transfer to the grocers' attention, adding that relations with Welch had been fine for nine years and "we ask you to go on making the program's success your success." Continued merchandising cooperation with Welch was requested by McNeill despite the changeover.

## Record-Spinner "Expose"

A ten-page booklet about Dick Gilbert, who conducts an hour-and-a-half record session daily on WHN, New York, is the latest release of the station's sales promotion department. The presentation outlines Gilbert's background as an entertainer and highlights his unique ability to harmonize vocally with the records he plays. Pictures of guest stars who have appeared on his program and pictures of his own guest appearances and publicity dress up the booklet. Final page gives time and talent costs for participating sponsorship of the Dick Gilbert program.

## Miles Laboratories Moving Blue Shows To New Time

(Continued from Page 1)  
 with a repeat broadcast at 11:15 p.m.  
 The comedy team is currently heard  
 at 6:30 p.m. and 10:30 p.m. on Mon-  
 day, Tuesdays, Thursday and Friday.

"Quiz Kids" will shift to the half-  
 hour period Sunday at 7:30 p.m.,  
 EWT, with the repeat at 11:30 p.m.,  
 beginning July 12, from their current  
 spot Wednesday at 8 p.m. and 11 p.m.  
 The last Wednesday broadcast will  
 be on July 8.

Wade Advertising Agency, Chicago,  
 handles the account.

## FTC Cites Vita-Ray

Sterling Products and its sub-  
 sidiary, Vita-Ray Corp., Lowell, Mass.,  
 have been ordered by the Federal  
 Trade Commission to discontinue cer-  
 tain representations made in adver-  
 tising its cold cream. FTC ordered  
 the respondent corporations to stop  
 representing that their cosmetic  
 creams and oils have any added bene-  
 ficial value upon the skin by reason  
 of their vitamin content.

## Newhoff Agency Moves

Theodore A. Newhoff Advertising  
 Agency, Baltimore, Maryland, has  
 moved to new quarters in the Court  
 Square Building.

## WPB Studies "Pool" Of Radio Equipment

(Continued from Page 1)  
 bility that WPB can guarantee priori-  
 ties on parts and tubes after the  
 proposed pool is exhausted. WPB  
 officials are said to be of the opinion  
 that stations can continue for some  
 time if they observe certain precau-  
 tions calculated to increase the life  
 of their equipment.

In submitting the pooling proposal  
 to the WPB, the DCB noted that "such  
 a plan could operate only with the  
 full cooperation of the broadcasters  
 and this cooperation is assured by the  
 fact that it originated with the broad-  
 casters themselves and was prepared  
 and submitted to the DCB by the  
 Domestic Broadcasting Committee of  
 that Board. It is believed that its  
 operation should go a long way to  
 relieve the priorities problems now  
 confronting the 900-odd broadcasting  
 stations in repair and maintenance  
 materials."

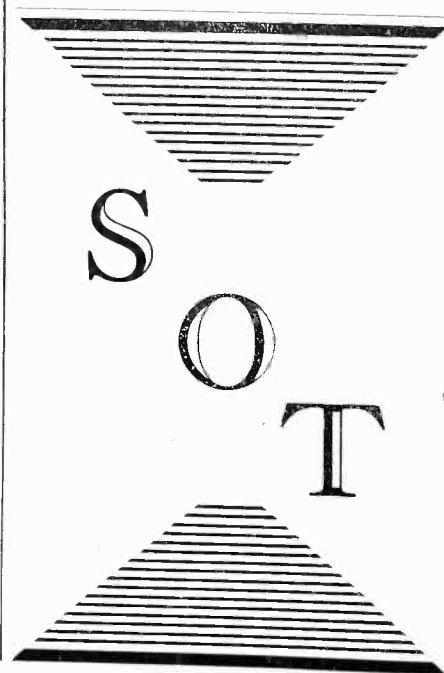
## Fly Approves

FCC Chairman Fly has given his  
 enthusiastic and personal approval to  
 the project, declaring that he believes  
 "this is the first time a whole industry  
 has proposed to share its repair  
 and maintenance material on a na-  
 tionwide basis."

## P.&G. Wed. Night Plans Still Under Discussion

Procter & Gamble is still undecided on whether or not to retain its Wednesday night half-hour on CBS which will become vacant June 24 when the Ransom Sherman show folds, but decision is due shortly. Sherman is in the second half of  
 the Wednesday 9-10 p.m. (EWT) P&G. block on CBS, following the Shirley Temple "Junior Miss" stanza. "Truth Or Consequences" will hiatus from the Red following the broad-  
 cast of June 27, with returning date not yet set.

P&G. spot schedules are continuing  
 uninterrupted except for a slight seasonal decline.





# Coast-to-Coast



JACK BUNDY, announcer, and Charley Nevada, sportscaster, for WTMJ, Milwaukee, Wis., are the "Journal" station's chief self-appointed authorities on Civil War history. Nevada has been a student of American history for several years, but Bundy has only recently become a fervid and frequent debator on the subject, as the result of a trip he took through the south. They're both "experts" now, but Nevada has been at it longer.

\* \* \*

Second feminine control room technician has just been engaged by WCCO, St. Paul, Minn. Her name is Maryella Smith and transfers directly from the Federal Intermediate Credit Bank of St. Paul, and has piled up a stack of credits in Physics and Math. from a couple of years of night school at the University of Minnesota. Her colleague and immediate predecessor is named Mary Ellen Trottner.

\* \* \*

Eddie King, NBC-KPO, San Francisco, announcer, claims honors for holding the pinochle hand of the century; 1000 aces and a sequence. It happened during a recent session at the card tables. Old-time players like Eddie's father, who has been playing the game for 40 years, said they had never seen it happen before. Eddie believed it when he read several days later of a pinochle player dropping dead from shock when he saw his hand, double pinochle and a sequence.

\* \* \*

Bob Allen, whose orchestra is currently playing at the New Pelham Heath Inn, Westchester, N. Y., is this week adding Merry Eilers as featured vocalist to his crew. Merry, who hails from Baltimore, Md., is the winner of an audition contest conducted by Allen. She will be heard along with the band on their regularly scheduled WOR, New York, broadcasts.

\* \* \*

Hank Swartwood, program manager of KOIN-KALE, Portland, Ore., is California-bound on a business-pleasure jaunt. . . . Bob McCoy, KOIN bass-baritone, flew to Seattle to sing before the annual banquet of the Municipal League recently. . . . Walt Stewart, organist, is back in harness after a two-week vacation in the mid-west.

1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24	25	26	27	28	29	30
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**BIRTHDAYS**

June 1

Knowles Entrikin      Ray Heatherton  
Werner Jannsen      Hugo Mariani  
Frank Morgan      Marshall Pope  
Erik Rolf

Don Norman, conductor of "Your Date With Don Norman," heard on WGN, Chicago, Monday through Saturday, will leave for New York tomorrow, where he will originate his future broadcasts. His first show from New York will be aired June 1.

\* \* \*

"Our Latin American Neighbors," a half-hour program combining news in Spanish and recorded music by leading Latin American orchestras, is a current presentation on WTSP, St. Petersburg, Fla. Program originates in WTSP's Tampa studios, and is directed by Tampa's leading Latin American citizens. Tampa merchants participate jointly in the sponsorship.

\* \* \*

C. B. Locke, general manager of KFDM, Beaumont, Texas, is in Fort Worth for a few days to attend the graduation of his son, Charles, from Paschal High School. . . . Bernice Anderson, member of KFDM's continuity department, is vacationing in Hattiesburg, Miss.

\* \* \*

WNEW, New York, will broadcast a testimonial luncheon to George Raft to be tendered him by his friends in the sports, professional, civic and business worlds for his work in arranging boxing tournaments and shows for the men in the armed forces. Proceedings will originate in Toots Shor's Restaurant on Tuesday, June 2, from 1:45-2 p.m.

\* \* \*

Skippy Homeier, 11-year-old network actor, will be heard on "Portia Faces Life," Post Toasties show, three times this week. Skippy is heard regularly on "Bright Horizons" and "My Daughter Betty."

\* \* \*

Muriel Pollock, free-lance organist, has been selected to handle the music on the "Labor for Victory" program which Paul Stewart is directing for the A F of L, on WEAF, New York. Miss Pollock is also in charge of the music on "Win the War," sponsored by the CIO on WQXR, New York, each Friday night, and is heard regularly on "Stella Dallas" and "David Harum."

\* \* \*

Edgar H. Felix, director of Radio Coverage Reports, a service which was recently suspended in order to undertake work for the signal corps, has been commissioned Captain, and is assigned to the office of the chief signal officer.

\* \* \*

When the Utica Free Academy choir was broadcast over the CBS network, May 27, from WIBX, Utica, N. Y., George Wald, Utica organist, heard his composition, "The Bells," for the first time on the networks.

\* \* \*

Opal Knowles, purchasing agent and secretary for manager Richard Mason of WPTF, Raleigh, N. C., for the past nine years, has sustained two fractures in her left arm. She fell while going down her porch steps, and will be out of action for at least a month.

Franklyn M. Doolittle, general manager of WDRC, has been appointed general chairman of the Victory House War Bond drive in the Hartford area. Doolittle has appointed a committee of 15 leading Hartford citizens, including representatives from radio stations, newspapers, and labor groups, to assist him in the three weeks' drive, beginning in late June.

\* \* \*

Recapitulation of broadcasts on WOR-Mutual's regular, daily short-wave service from Australia, shows that 191 members of the American armed forces from 38 states, and the District of Columbia, have been heard from March 18 to May 16. Broadcasts, heard over Mutual facilities from coast-to-coast and aired through the cooperation of the Australian Broadcasting Commission, bring an average of five A.E.F. men to the microphone every day.

\* \* \*

"The Old Corral," featuring Pappy Cheshire and his National Champions, has replaced the Regal Beer sponsored show over KTBS, Shreveport, La., "Good Evenin' Judge." "The Old Corral" is a 15-minute program of western songs and music presented for Regal Beer three times weekly, Mondays, Wednesday and Fridays at 6:30 p.m.

\* \* \*

New educational feature over CHML, Hamilton, Ont., entitled "Forum Quorum," is meeting with enthusiastic response. Thirty-minute program brings together men and women from all walks of life to discuss subjects of diversified character in open discussion. Among the topics already reviewed on "Forum Quorum" included "Progressive Education," "Socialized Medicine," "Soap Operas," "Modern Advertising," and "Should Classics Be Swung?"

\* \* \*

Gomer Smith, candidate for Governor of Oklahoma, recently purchased a Sunday afternoon half-hour over KGKO, Fort Worth, Texas, in behalf of his candidacy. KGKO was used in addition to KTOK, Oklahoma City, and other cities of the Oklahoma network. KGKO, although a Texas station, serves 35 southern counties of Oklahoma, in the daytime.

William Woodson, WOV announcer, has returned to New York after a leave of absence from his duties. For four weeks he has been touring through the South and Middle West playing a leading role in the Helen Hayes road company of "Candle in the Wind" in the Theater Guild.

\* \* \*

Art Kemp, CBS sales chief in San Francisco, has left for the east to confer with agency executives prospective sponsors. . . . Agnes formerly of KIRO, Seattle, has joined the CBS staff in Frisco as secretary to Marie Houlihan, the web's publicity chief. . . . Henry "Hank" Johnson, former CBS manager in San Francisco, has joined the Army Corps for assignment in Washington, D. C.

\* \* \*

A. Harvey McCall, Jr., has added to the KYW, Philadelphia, sales staff, according to B. A. Donald, sales manager. McCall has associated for 16 years with the Philadelphia Evening Public Ledger, both retail and national advertising departments. He was a veteran of the First World War, and served 12 months in France, as a sergeant in the Ordnance Department, 4th Division. . . . Charles C. Roder and J. Cummings have been appointed to the KYW engineering staff by engineer E. H. Gager. Roder, formerly of WHN, New York, and WCBM, Baltimore, has been assigned to the studios. Cummings, prominent in amateur circles, has been assigned to the transmitter.

\* \* \*

Phillips H. Lord, who recently launched his new "Counter-Spy" series over WJZ, New York, each day, is readying a new program for regular weekly presentation. It will be based upon the activities and plots of the British commandos. Permission has been asked and received for use of the title.

\* \* \*

Bernard M. Dabney, Jr., has been named publicity manager for WRVA, Richmond, Virginia, succeeding Willis, now on duty with the U.S. Navy. . . . WRVA staff has given date, including two of last week, of its members to the armed forces.



## TELEVISION

Equipment for Radio Stations

Charles Ross, Inc., carries the most complete line of MOLE-RICHARDSON Co. Incandescent and High Intensity Arc Lamps in the East.

### LIGHTING EQUIPMENT

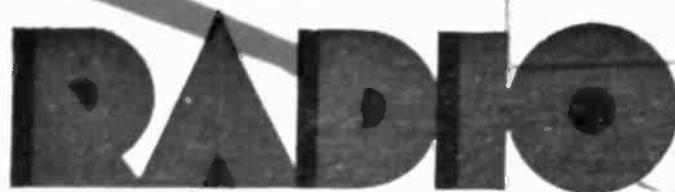
Any Purpose Anytime Anywhere

333 W. 52nd St., New York City  
Circle 6-5470-1

CHARLES ROSS, Inc.



JUN 5 1942


**RADIO DAILY**  
 The National Daily Newspaper of Commercial Radio and Television


19, NO. 45

NEW YORK, N. Y., TUESDAY, JUNE 2, 1942

TEN CENTS

# 'CC Held 'Reviewable'

## Network Plans Deferred For Month

that the Association of Railroads sponsor an initial network program, which was approved by the AAR's board, is still alive, it was yesterday, but final approval of the project apparently has been for at least a month. Board members of the railway association, made up of presidents of the railroads, met in Chicago over week-end but failed to take in the broadcast proposition. It did not represent a "pocket" it was learned, but rather

(Continued on Page 2)

## Canadian Restriction Parts For Receivers

No restriction has been on the manufacture of certain parts for radio sets for purposes and the Wartime and Trade Board (Canada) expect a shortage of these in the near future. Manufacturing of radio receiving sets for purposes has already been curtailed, according to a state-

(Continued on Page 2)

## Adding AP Service Current News Setup

Cincinnati Wire service of the Press will be brought into room of WCKY, effective , according to L. B. Wilson, head and general manager of 100-watt Columbia affiliate. It was stated that AP news will be

(Continued on Page 2)

## Shangri-La, N. C.

Asheville, N. C.—WWNC staffers are probably getting a greater kick out of the Presidential reference to Shangri-La as location of the air base from General Doolittle bombed. For several years now one WWNC's station breaks has worded: "WWNC, Asheville, the Shangri-La of Eastern Carolina."

### CBS Golf Tourney

CBS on Saturday will hold its ninth annual golf tournament, the contests to take place at the Rye Country Club, Rye, N. Y. A large number of employees will compete, with the L. W. Lowman trophy going to the one turning in the best score. A new trophy will be offered this year since Frank Kizis, three-time winner, retired last year's prize.

## "Language" Meeting In Capital Tomorrow

Wartime Committee of the foreign language stations will hold a meeting in Washington tomorrow and talk over their proposed code and questionnaire which is to be sent to some 200 outlets in the U. S. which broadcast "language" programs. Committee of which Arthur Simon of WPEN, Philadelphia, is chairman, is now seeking offices in the Capital and as

(Continued on Page 2)

## "True Or False" Renewed For Year By Williams

J. B. Williams Co. has renewed "True Or False" for Williams Shaving Cream for 52 weeks on the Blue Network effective Sept. 14. The quiz program will return to the Blue after a summer vacation which begins after the broadcast of June 29 using the same period. Monday from 8:30-9 p.m. EWT, on 38 stations.

J. Walter Thompson Co. is the agency.

## Shortwave Service-Men Shows Arranged By Newspaper Group

### Theater Wing Committee Starts "Labor" Query

Week ending June 7 has been set by the War Production Training Committee of the American Theater Wing War Service, Inc., as the period of potential war-labor mobilization in the entertainment industry. Backed by a majority of theatrical unions, the Committee has sent question-

(Continued on Page 2)

## U. S. Supreme Court Upholds CBS-NBC Staying Commission Order Until Lower Court Passes On Case

### Paley Hails Decision Of U.S. Supreme Court

Upon being apprised of the U. S. Supreme Court decision, William S. Paley, president of CBS issued the following statement:

"We are naturally gratified by the Supreme Court's decision. It puts an end to the technical and procedural objections raised by the Commission and which have, until now, blocked

(Continued on Page 3)

### Will Add 13 Stations To NBC 'Opry' Network

Effective July 4, R. J. Reynolds Tobacco Co. will add 13 stations to "The Grand Ole Opry" program, heard over the NBC Red Network on Saturday nights from 10:30-11 p.m. EWT, for Prince Albert To-

(Continued on Page 2)

### Over 100 Outlets Grant Time For OEM Scripts

Washington Bureau, RADIO DAILY  
Washington—More than 100 stations are now granting free time once a month to the local American Legion Auxiliaries, for presentation

(Continued on Page 6)

Washington Bureau, RADIO DAILY  
Washington—The United States Supreme Court handed down two five-to-three decisions yesterday instructing the United States District Court for Southern New York to hear the appeals of the Columbia Broadcasting System and the National Broadcasting Co., against enforcement of the chain broadcasting regulations issued last year by the Federal Communications Commission.

The majority decision was de-

(Continued on Page 3)

## Web House Orchestras To Add Negro Players

Broadcasting, long the leading forum for airing liberal views, is taking the lead in abolishing discriminatory employment practices, it became known yesterday with confirmation of a report that the major networks were considering the opening of their staff musician ranks to Negroes. While the networks in the past often have featured colored artists on both

(Continued on Page 7)

## Status Of Watson Salary Delayed To End Of Week

Washington Bureau, RADIO DAILY  
Washington—Conferees on Independent Offices Appropriation Bills, which include FCC appropriations for next fiscal year, again postponed

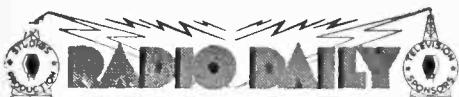
(Continued on Page 2)

### Ingenuity

Philadelphia—Ingenuity of WFIL's special events director Jack Steck and announcer Al Stevens made possible a cut-in on a recent Blue Network program. Discovery that communications were cut between a remote point and transmitter led to commandeering of an auto radio. Following broadcast, the pair got their cue off-the-air rather by line from the transmitter.

Schenectady, N. Y.—New series of broadcast programs to be arranged by various newspapers throughout the country and directed to the "Men in Service" through General Electric's three short-wave stations, will be inaugurated next Sat. night, at 11:30 p.m. EWT, and will be aired weekly. Each program will be broadcast three different times from KGEI in San Francisco, twice from WGEA

(Continued on Page 7)



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JOHN W. ALICOATE : : : Publisher

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

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## FINANCIAL

(Monday, June 1)

### NEW YORK STOCK EXCHANGE

	High	Low	Close	Net Chg.
Am. Tel. & Tel.	115 <sup>3</sup> / <sub>8</sub>	115 <sup>3</sup> / <sub>4</sub>	115 <sup>3</sup> / <sub>8</sub>	.....
Gen. Electric	25	25	25	.....
RCA First Pfd.	49 <sup>1</sup> / <sub>4</sub>	49 <sup>1</sup> / <sub>4</sub>	49 <sup>1</sup> / <sub>4</sub>	+ 1 <sup>1</sup> / <sub>4</sub>
Westinghouse Pfd.	122	122	122	+ 1

### OVER THE COUNTER

	Bid	Asked
Farnsworth Tel. & Rad.	1 <sup>3</sup> / <sub>4</sub>	2
WCAO (Baltimore)	15	18
WJR (Detroit)	17	19

## R.R. Network Plans Deferred For Month

(Continued from Page 1)

stemmed from the overcrowded agenda of the meeting. Next board session is in a month and at that time a definite decision one way or the other is anticipated.

Meanwhile, Arthur Kudner, Inc., agency on the deal, is looking around for a new network time spot. Failure of the AAR board to okay the plan, which had envisaged moving into the spot just vacated by Jack Benny, apparently kills this possibility, since NBC has to fill the time beginning next Sunday.

As approved by the railroad advisory board, the proposed program would be a half-hour in length, featuring Raymond Gram Swing along with dramatized news highlights. It would be institutional in nature, devoted to the railroads' contribution to the war effort.

THE MIDDLE LINK IN COLUMBIA CHAIN FROM THE HUDSON TO THE GREAT LAKES  
**WBX**  
 CBS BASIC SUPP.  
 UTICA, N. Y.'S ONLY RADIO STATION  
 270,000 METRO M'K'T

## "Language" Meeting In Capital Tomorrow

(Continued from Page 1)  
 per request of the FCC, will take quarters apart from space in the NAB or any other trade association.

Conferences to be held in the Capital will include a talk with Lee Falk, head of the foreign language division of the OFF. Those planning to be present include: Arthur Simon; Joseph Lang of WHOM; Griffith Thompson of WBWN; Harry Henshel, of WOV; J. F. Hopkins, of WJBK, Detroit, and Arnold Hartley, of WGGS, Chicago.

Simon today is working out the details of the questionnaire and the code itself.

## WCKY Adding AP Service To Current News Setup

(Continued from Page 1)  
 available to WCKY's newscasters in addition to the service of United Press, which has been used for the past two years.

In the past six months, WCKY has enlarged the scope and frequency of its news broadcasts. News sponsors include Planters Peanuts' Hudepohl Brewing Company, Art Dry Cleaning Company and Drs. Kinwald and Brothers, dentists. News announcers heard regularly on the L. B. Wilson station are Rex Davis, Jack Foster, Bob Little, Bill Robbins and John Watkins.

## Status Of Watson's Salary Delayed To End Of Week

(Continued from Page 1)  
 action yesterday on the House Provision banning payment of salary to Dr. Goodwin Watson, chief analyst for FCC foreign broadcast monitoring service. It is expected that a decision on this matter will be forthcoming Thursday or Friday.

## McNutt On CBS Tonight

Paul V. McNutt, chairman of the War Manpower Commission and Federal Security Administrator, will be heard on the WABC-CBS "Report to the Nation" at 9:30 p.m. tonight. He will explain the Commission's plan to "freeze" key workers in key war jobs.

What about WOL?  
 ...It serves the Nations  
 Capital and families with  
 average income of \$5679  
 Get the facts from WOL—WASHINGTON, D.C.  
 Affiliated with MUTUAL BROADCASTING SYSTEM  
 National Representatives:  
 SPOT SALES, Inc.

## No Canadian Restriction On Parts For Receivers

(Continued from Page 1)  
 ment by A. H. Williamson, controller of supplies, which was read to a Quebec radio retailers' and service-men's meeting. Statement was corroborated by Gordon J. Irwin, chairman of the engineering committee of the Radio Manufacturing Association of Canada, who was one of the speakers at the meeting of the Quebec Radio Trades Association. Others who spoke were W. H. Furneaux, RMA chairman of the parts and accessory division, and Dr. Augustin Frigon, assistant general manager of the Canadian Broadcasting Corp.

## To Add 13 Stations To NBC 'Opry' Network

(Continued from Page 1)  
 bacco. This will bring the station line-up to 58 outlets.

New stations to carry the program will be: WIRE, Indianapolis; WMAQ, Chicago; KSD, St. Louis; WTMJ, Milwaukee; KSTP, Minneapolis-St. Paul; WOW Omaha; WDAF, Kansas City; WEBC, Duluth-Superior; WMFG, Hibbing, Minn.; WHLB, Virginia, Minn.; WDAY, Fargo, N. D.; KFYR, Bismarck, N. D., and KANS, Wichita.

The program originates from the studios of WSM, Nashville, Red network affiliate. William Esty & Co., Inc., is the agency. Program is now in its third year on the web.

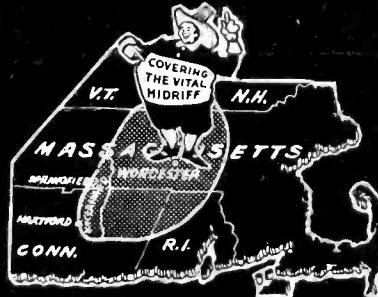
## Barrymore Services Today

Hollywood—Funeral of John Barrymore, who died here late Friday night, will be held here today. A Requiem Mass will be offered in the small chapel of Calvary Cemetery. Active pallbearers will be Gene Fowler, John Decker, E. J. Mannix, W. C. Fields, C. J. Brider and Stanley Campbell.

## Sherman, Wirsig To CBS

Ira Sherman, for seven years with Transradio Press, and Woodrow Wirsig, formerly of the WXQR news desk, have joined the short-wave news department of CBS.

## When you buy time— BUY AN AUDIENCE



WTAG WORCESTER

## COMING and GOING

HARRY CAMP, local sales manager of WAGA, Atlanta, Ga., has come here from Cleveland for a few days of conferences with the local representatives.

CECIL BROWN, CBS Far East correspondent, has arrived in Seattle today to broadcast the 16th coast-to-coast series of lectures on the national situation in the Orient.

BENEDICT GIMBEL, JR., president of Philadelphia, returning from a three-day trip to Washington, D. C.

THOMAS McCULLOUGH, of WAGA, Atlanta, Ga., has been visiting with the local reps during a business trip in town.

HOWARD W. THORNLEY, president and engineer of WFBI, and T. F. ALLEN, commercial manager, back at their Pawtucket headquarters. Came here last week for the Blue Network New England station meetings.

JOHN B. HUGHES, Mutual's West Coast analyst, arrives in Cleveland today. He will be a principal speaker at an employee rally of United Airlines.

KEN CHURCH, director of national sales promotion for WKRC, has returned to Cincinnati from a trip to St. Louis.

BOB HOPE, FRANCES LANGFORD, COLONNA, SKINNAY ENNIS, LARRY KEA and BOB STEPHENSON to Quantico, Va., for tonight's broadcast of their program from U. S. Marine Corps base.

BOB JONES, of the Blue Network's sales department, off on a short bus trip visiting New England affiliates.

CAB CALLOWAY to Camp Dix tomorrow to broadcast his "Quizzicale" program from New Jersey military training center.

## Theater Wing Committee Starts "Labor" Que

(Continued from Page 1)  
 naires to 27,000 union-members an effort to completely survey occupational skills and potential ability of show business and to create clearing house and training centers for the subsequent placing of union members. Questionnaire includes questions about professional and non-professional experience, hobbies, education, personal history, employment, physical condition, draft status, etc.

**WDRB**

CONNECTICUT'S PIONEER BROADCASTER

## CO-OPS 1930-42

Two co-ops for your E. T.'s are now in their 12th successful year on WDRB. The programs are the Shopper's Special and the Ad-Liner. Both are available for one-minute announcements at unusually attractive rates. WDRB, Hartford, Basic CBS for Connecticut.

## Hill Court's Action Favors Webs Vs. FCC

(Continued from Page 1)

by Chief Justice Harlan. A dissenting opinion was delivered by Justice Frankfurter for Justices Reed, Douglas and himself. Justice Black took no part in the consideration of the case.

Suits were taken to the Supreme Court after the New York Court of three judges dismissed the network complaints against the projected chain regulations being out of its jurisdiction. However, in the actions which linked the Commission and the Mutual Broadcasting System as defendants, the District Court stayed the operation of the FCC's network regulations.

### Stay Continued

This stay is now continued on the suit of yesterday's decision, which defers the introduction of the new regulations for network broadcasting until the New York court decides the CBS and NBC cases now pending to its jurisdiction.

The Supreme Court issued a 17-page "master" decision in the CBS suit and a two-page companion opinion in the NBC suit.

The dissenting opinion covering the NBC case was more than 14 pages long. The majority decision in the NBC case included as follows:

We hold that the order of the Commission is reviewable in the suit by the District Court of Appeals. The Bill of Complaint sets a cause of action inequity. Judgment will accordingly be entered and the cause remanded for further proceedings.

### Basic Facts Outlined

The facts on which the majority was based applied in both suits and were set forth in part as follows in the decision on the CBS case:

Accepting the allegations of complaint as true, as for present purposes we must, it is evident that liaison by the Commission of relations in accordance with norms would disrupt appellant's advertising system and seriously jeopardize its business." The Supreme Court also holds that the FCC's decisions, "have the force of law and are reviewable," before



**DRL** BOSTON,  
MASS.

## ★ PROMOTION ★

### War-Switch Publicized

Eye-catching mailing piece is being used by KSTP, Minneapolis, to announce the war-time changes being made in Bea Baxter's "Household Forum" program. Faced with a looming death-head figure of the Nazi leader, the promotion piece is entitled, "Script: A. Hitler," and on the inside tells how the program is now featuring low cost but highly nutritious menus and hints on how to turn left-over scrap material or old dresses into children's garments. Folder is done in two colors and a simulated wash-drawing is used on frontpiece to get the desired "scarey" effect.

### Interview Policy

"The Music Makers Club" on WPAT, Paterson, N. J., has inaugurated a policy of giving a daily interview with a music celebrity. Show is a daily record program handled by Steve Ellis. Interview policy is facilitated by the fact that Ellis, in addition to the "Music Makers Club," does a daily remote airing from the Meadowbrook, Jersey night spot, at which practically all "name" bands play. Ellis transcribes his interviews with band leaders and others and plays them back on his record show later in the week. The section surrounding Paterson is one in which name bands are not only popular but are kept busy with engagements.

### Vice-President Wallace To Speak Monday on NBC

Vice-President Henry A. Wallace will speak on "The Destiny of the Hemisphere in World Affairs" during a special broadcast of ceremonies at which the "Churchman Award for 1942" will be presented to President Roosevelt next Monday. The program will be heard over the NBC Red network starting at 10:30 p.m. The Wallace address will emanate from one of the main banquet rooms at the Waldorf-Astoria Hotel, New York.

### Beatty's "War Journal" Launched on Blue Web

Morgan Beatty, whose 15-minute "Military Analysis of the News" has been aired on the Blue since March 2, yesterday launched another series of news commentaries, "Daily War Journal," to be aired Monday through Friday from 8-8:15 a.m., EWT. Beatty's "Military Analysis" will continue in the 10:30 a.m. spot Monday through Friday until June 29 when it will be shifted to the preceding quarter-hour Monday through Thursday.

## Paley Hails Decision Of U.S. Supreme Court

(Continued from Page 1)

any judicial review of the basic issues raised by the FCC network rules and the widespread evils which would result therefrom.

"We intend to present a full case on the merits to the Federal Court in New York and to show that the network rules promulgated by the Commission are arbitrary and capricious and will be destructive of all that is best in the American system of network broadcasting. We believe that network broadcasting has performed and is performing a worthwhile and indispensable service to the public and that the Congress never intended to grant to the FCC the power to disrupt this service."

NBC issued no official statement, saying it preferred to wait until the matter was further adjudicated.

### Boake Carter Co-Op Areas

Boake Carter is now available for local sponsorship in areas not conflicting with his regular 21-station hookup for Land O'Lakes Creameries, Mutual has announced.

### Sam Brewer Leaves New Delhi

Sam Brewer, WOR-Mutual's roving war correspondent, who has been reporting from New Delhi, India, has left for an unannounced destination, cancelling twice-weekly newscasts.

# WINS

## London Calling

**Headline News Direct From London**

Late news roundup and analysis by Robert Fraser, ace British Broadcasting news commentator every Tuesday, Thursday and Saturday at 6:45 P. M. over WINS exclusively.

WINS carries these newscasts direct from the BBC studios in London by shortwave pick-up.

**"LONDON CALLING"**

**"1000 On Your Dial"**

**Another WINS Exclusive**

## Los Angeles

By JAC WILLEN

NEIL McDONALD of Tom Fizdale-Hollywood office and noted golf star of the local greens, left Hollywood Saturday as advance man for the West Coast "Camel Caravan" unit. Route scheduled for the group includes tours through the states of Oregon, Washington, Nevada and Arizona camps, with a visit to Colorado most likely.

Knox Manning, CBS newscaster and veteran motion picture narrator, will address the National Council of Jewish Women at their convention this week at the Ambassador Hotel's Cocoanut Grove. Manning has been requested to also do a dramatic reading before the group.

Connie Haines, warbler on "Three Thirds of the Nation," has just completed two soundies.

Al Pearce actor, Bill Wright, has been appointed radio director for the Southern California division of the Red Cross blood bank drive.

Bob Garred does one of those college sprints as soon as the Nelson Eddy-Old Gold show hears his last word of announcing, and is out of the Vine Street Theater before the line is cold, in order to rush to CBS, grab up his script and be in the broadcast booth of his next newscast within 15 minutes from the time he signed off of the Old Gold stanza.

Don E. Gilman, vice-president in charge of Blue Network's Western Division, will be principal speaker at the Los Angeles Advertising Club's "Old Timers Day" luncheon to be held today. His subject will be "1917-1942: Advertising and Two Wars."

June 6 is the date set for honoring the Marines at the Riverside Breakfast Club, which has been tagged "Los Angeles Day." Bob Burns, ex-Marine, will make an appearance, with Ginny Simms also present to do the vocal honors. Mayor Fletcher Bowron will likewise make an appearance at the shindig that will culminate in a dance at \$1.00 per which will be turned over to the Marine Fund.

"Breakfast at Sardi's" will emanate from outside of Hollywood for the first time since its beginning, traveling to Portland, Oregon, where the broadcast will be incorporated as a feature of the annual Rose Festival. Tom Breneman, host and genial emcee of the show, planes to Portland immediately following the June 8 broadcast.

RADIO ARTIST?  
Call  
**LEXINGTON 2-1100**  
FIRST AND FOREMOST



## The Informer!

• • • Office of Facts and Figures will fill seventeen weeks of the Jack Benny time on the Red (unless sold) and nine weeks of the last thirty minutes of Lux Theater on CBS while the two shows vacation, and will ask sponsors of other programs to contribute complete half-hour shows sans commercials to plug the war effort of various government agencies! Sponsors are asked to furnish the talent and OFF will take care of the union expenses which arise!... Al Jolson, now in Hollywood, departs for Alaska and will spend two weeks there entertaining American soldiers encamped there. From Alaska he will go to Hawaii for the same length of time to entertain the boys there! Meanwhile, a hot radio deal is pending here.... Charles Vanda, under instructions from William Paley, is on the coast putting together an audition record which'll be presented to George Washington Hill when the latter returns from his vacation. Show is reported to be "Hit of the Week," made up of personalities and items which were outstanding in the past seven days.... Sid Strotz' wife, Helen, knocked off a great satire on having her hair done while in Hollywood and N.Y. which should get the "New Yorker" editors jumping out of their skin to get the publication rights. Didn't know Mrs. Strotz had such a terrific sense of humor.... Edna May Oliver's show which Martin Gosch and Howard Harris wrote and produced, has the inside track over at Ruthrauff & Ryan. ... "Nature Sketches," a regular summer feature, returns to NBC June 13 and will be heard Saturdays at 3 p.m.... Bill Maloney has left the Kate Smith-Ted Collins firm to become head of radio publicity at BBD&O. Hank Bowman goes into active service soon.... Chester Morris has landed a regular role in "Red Ryder".... Jean Hersholt and his "Dr. Christian" shows will air from N.Y. for the rest of the month.

• • • Abbott & Costello are being peddled for radio by Music Corp. of America now!... MBS has changed the title of "This Is Your Enemy" to "This Is OUR Enemy".... "Your Date With Don Norman" moves from Chicago to N.Y. via MBS.... Starting June 13 "Down Mexico Way" will be known as "Pan American Holiday" and will embrace other republics during the 21-week run on the Red.... Meredith Willson claims his "America Calling" was performed in 1939—before Ed Pola's "Old Mr. Whiskers" was performed.... Eddie Cantor appears on the Dinah Shore show Friday. ... Red Skelton's next flicker will be tagged "Whistling in Dixie".... Jerome Kern will speak from Hollywood to introduce his own composition "Mark Twain" on the Kostelanetz show Sunday on CBS.... Alec Templeton will be a guest of Vera Brodsky's show on CBS Sunday when the latter introduces Templeton's latest song, "Idyll".

• • • "Report to the Nation" moves from 9:30-10:30 p.m. on CBS starting June 10—and moves from Tuesdays to Wednesdays.... Shirley Temple show is slated to bow out next month.... Another Tuesday to Wednesday shift on the 10th will be Art Baker's "United We Sing" which will be heard at 7:30 p.m.... Baukhage has been renewed on the Blue by his peanut co. sponsor with the new contract carrying the commentator through Sept. 11th.... Irving Berlin brings his troupe of soldier actors to Broadway Thursday to start rehearsals.... Frank Black starts conducting a new series Sunday, a religious airing called "We Believe" on the Red network.... M. Willson's musical satire on the dictators, "Three Blind Mice," will serve as the background for Arch Oboler's "Back Where You Came From" on the Red Sunday.... Gracie Allen introduces a new animal on her show tonite.... Government will shortly take action, charging a Trust exists in the music business whereby orchestra leaders owning music publishing firms, are "buying" material from themselves. Also to be affected, are movie companies owning music publishing firms. Can't buy from yourself—same as network artists' bureaus! List of bandleaders owning music firms includes almost every top leader!

— Remember Pearl Harbor —

## Chicago

By FRANK BURKE

A NEW wrinkle in "brush off" ties backfired with a station public relations man last week when Ordnance Department of the Department investigated the reason why an original ordnance song did not be used on a special program. The public relations man had told them that any original song would have to be cleared through ASCAP or BMI before the station would use it on the air. Later the Ordnance investigator learned that neither ASCAP nor BMI had anything to do with it and it was entirely up to the station program department if the number was used.

Alan Mitchell, former artist in NBC sales promotion department, was inducted into service at Camp Grant, Ill., last week.

Raymond Jeffers, public relations director of Russel N. Seeds agency, is finding it difficult to lay off travel by air route for Mary Mercer, NBC singer, on her tour of southern service posts during the summer. Jeffers has found that the current demand of commercial aviation made routing of the artist via plane a problem.

Betty Mitchell of the Chicago office of AFRA points proudly to see the flag of Chicago radio artists who joined the colors. The 33 stars represent the following members: Francis Derby, Don Gallagher, George Kluge, Edwin Love, Martin O'Dell, John Mathews, Randall Atcher, Harry Rowlands, George Habib, W. Hancock, Boris Aplon, Ted Dolph, Nelson Louie Perkins, Thompson, Stanley Waxman, O'Dell, Robert Thomas, Glenn Taylor, Frank Payne, Claude Kirchner, James Kasper, Ted Stephens, Scotty Townsend, Byron Keith, Spencer Alford, Henry Cooke, Rich Olson, Billy Johnson, George Guyan, Karl Hoffenberg, Don Gordoni and Rene Gekiere.

Students at Maine Township High School picked Harold Stokes, Levant and Bob Strong as the three most popular among Chicago's orchestra leaders and now it's a neck-and-neck race for the coveted Victory Ball assignment for the Tenth Division of Civilian Defense at the Plaines on June 20.

Henry Salisbury Barbour, head of WGN's continuity department, is author of the new WGN Navy series "Johnny Goes Aboard."

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

## AGENCIES

BJE Network will broadcast a conference from the Victory Rally of the National Federation of Sales Executives here Friday at 1 p.m., EWT. Arthur H. Motley, president of Crowell Publishing Co., Frank W. Lovejoy, Socony-Vacuum Co., and Gene Flack, trade relations counsel, Loose-Wiles Biscuit Co., will discuss "Sales Management and Victory."

CONTEST with prizes ranging from \$1,000 in War Bonds and a trip to sponsor's plant to \$10 in War Savings Stamps will highlight the nine-week Allis-Chalmers' spot radio campaign getting under way this week. To employ three spots weekly on approximately 40 stations, the campaign will be concluded with drawing of 125 prizes for winning entries of 100 words or less on the subject of "Why Farmers Should Buy War Bonds." Bert S. Gittins Advertising, Milwaukee, is the agency.

KYON & ECKHARDT, here, is making plans for a nationwide sales campaign of grease and fats, with radio to be asked to aid, probably on a non-commercial, voluntary basis. Details have yet to be approved by the proper Government agencies, and local collection facilities set up.

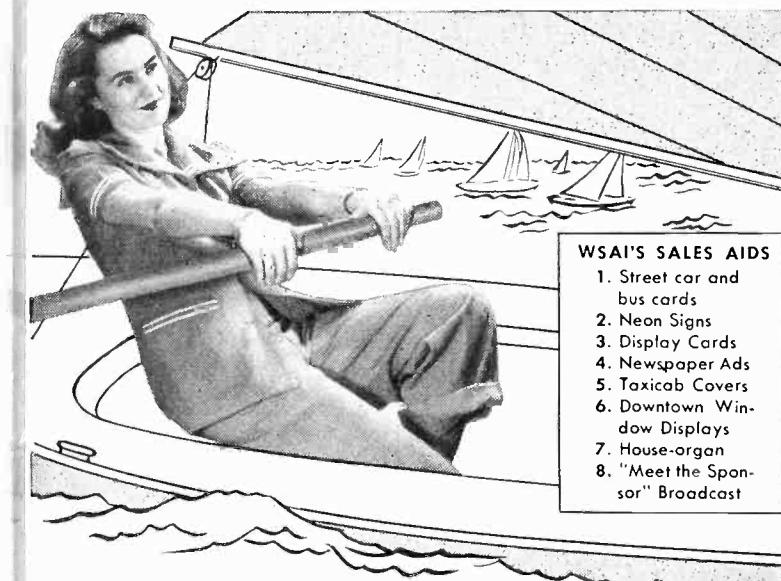
### Former Axis Reporters Aired Over NBC Network

Authentic, eye-witness reports concerning conditions in Italy and Germany were broadcast over NBC by David Colin and Paul Fischer following their arrival in New York on the S.S. Drottningholm which sailed from Lisbon, Portugal some 10 days ago. NBC put the correspondents on the air at 11:15 last night.

Heard on the same program with Colin and Fischer were: Hugo Speck of INS, Berlin; Reynolds Packard of UP, Rome; Richard Massock of AP, Rome, and Jack Fleischer of UP, Berlin. Apart from a story of a frustrated plot to capture Mussolini, the correspondents stuck pretty much to generalities in describing their experiences in the Axis countries.

Both Colin and Fischer spent the weeks following America's entry into the war after Pearl Harbor in internment camps, Colin in Italy and Fischer in Germany. In addition, Fischer had the experience of being pounced upon by a truck load of Gestapo agents last Fall and being held incommunicado in a Nazi jail until American diplomatic officials and Alex Dreier, of NBC's Berlin staff, obtained his release.

The six reporters were among the group of American diplomats and newspapermen arriving on the S.S. Drottningholm.



**"PASSING SALES,"** figures Suzy our Steno, "by the thousand are directed to your program and product by WSAI's neon-illuminated signs on Cincinnati's second-busiest corner, passed by more than 15,000 persons daily."

This is just one of the 8 reasons why WSAI identification means more results in Cincinnati.

IT SELLS FASTER IF IT'S

**WSAI IDENTIFIED**  
CINCINNATI'S OWN STATION  
NBC & BLUE NETWORKS • 5,000 WATTS DAY AND NIGHT

### Additional News Spots Sold To WEAF Clients

Sponsorship of two newscasts has been contracted for airing on WEAF, New York, by Manhattan Soap Co. and Benson & Hedges. Former, through the Franklin Bruck Advertising Corp., has signed to air "News by Don Goddard" three times weekly at 7:30-7:45 a.m., beginning July 6, in the interest of Sweetheart Soap. Cigarette sponsor will use "News With Rad Hall" from 8:30-8:45 p.m., beginning on June 29, on a three times weekly schedule. Agency for Benson & Hedges is Duane Jones.

### WMBG Night Power 5 Kw.

WMBG, Basic Supplementary Red network outlet in Richmond, Va., has notified NBC that it is now operating with 5,000 watts power at night.

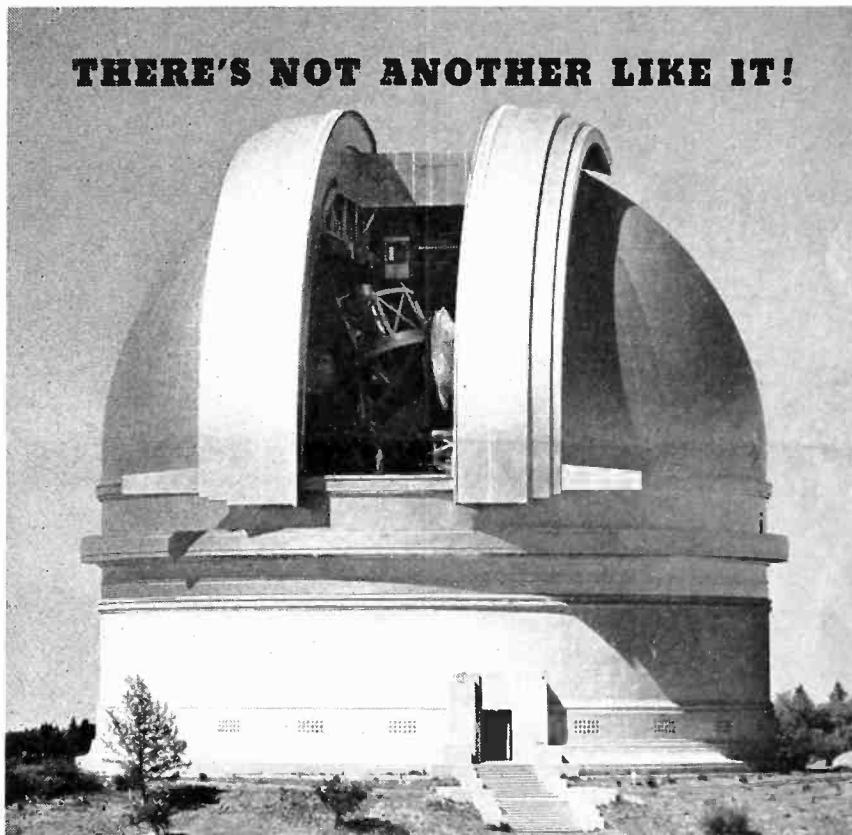
### GUEST-ING

VERONICA LAKE, on Eddie Cantor's "Time to Smile" program, tomorrow (NBC Red, 9 p.m.).

RICHARD C. BROCKWAY, director of the New York State Employment Service, and BENNY GOODMAN, on "Double or Nothing," Friday (WOR-Mutual, 9:30 p.m.).

MADELEINE CARROLL, on "Information Please," Friday (NBC Red, 8:30 p.m.).

EVA LE GALLIENNE and JOSEPH SCHILDKRAUT, currently starring in "Uncle Harry," on the "Kate Smith Hour," Friday (WABC-CBS, 8 p.m.).



THE giant telescope atop Mount Palomar in California will soon afford a view of the heavens which was once believed impossible.

The results obtained by national advertisers who use WTIC are pretty startling, too, but the answer is very simple. WTIC's primary area leads the nation with a per family spendable income, which is 66% above the national average\*.

Get your share of this income by reaching Southern New England's friendly people through their favorite station . . . WTIC. One test will convince you that

THERE'S NOT ANOTHER LIKE IT!

\*Sales Management, April 10, 1942

**WTIC**  
50,000 WATTS

**DIRECT ROUTE TO AMERICA'S NO. 1 MARKET**

The Travelers Broadcasting Service Corporation  
Member of NBC Red Network and Yankee Network  
Representatives: WEED & COMPANY, New York, Chicago, Detroit, San Francisco

## NEW BUSINESS

KPO, San Francisco: Regal Amber Brewing Co., through M. E. Harlan, San Francisco, 52 Wednesday variety shows; Albert S. Samuels Co. (Jewelry), through Frederick Seid Advertising, San Francisco, 52 Sunday "Art Linkletter Interviews"; General Foods, Inc., N. Y. (Post Toasties), through Benton & Bowles, Inc., N. Y. C., renewal of 30 transcribed "Don Winslow" strips, Monday through Friday; Axton Fisher Tobacco Co. (20 Grand Cigarettes), 13 Saturday newscasts; W. & J. Sloane & Co., San Francisco, 26 Sunday "Romance of Furniture" discussions, direct; Veneto Restaurant, through W. L. Gleeson Agency, Riverside, renewal of 104 participations in "International Kitchen," Tuesdays and Thursdays; Quaker Oats Co., Chicago (Sparkies), through Ruthrauff & Ryan, Chicago, 48 "Thesaurus," Monday through Saturday; Chuck Duton's Music for Fun (Music course), through Emil Reinhardt, transcribed programs of music, Monday through Friday.

### Brewery Radio Budgets Up 100% Over Last Year

Radio expenditures by the brewing industry in the first quarter of 1942 have increased 100 per cent over the same period in 1940, according to A. Edwin Fein, general manager of the Research Co. of America. Brewers spent \$908,000 in the 1940 period. A nationwide survey of the money spent by the industry shows a total of \$20,000,000 for the 1942 first quarter, and although there is as yet no accurate account of the radio percentage of that amount, Fein placed it at about 4.2 per cent.

The increase is due to the numerous sport broadcasts and spot announcements sponsored throughout the country by brewers, in behalf of their packaged sales. Packaged beer sales of 1942, aggregated 59.2 per cent of the total beer sales, compared with 53.7 per cent for the same category during last year.

#### Hale WBBM Announcer

Chicago—Jonathan Hale, of the "Scattergood Baines" cast, has been added to the announcing staff of WBBM, here.

INFORMATION AT YOUR FINGERTIPS!  
JUST REACH FOR THE CARD!

#### TUNE-DEX

A "living" "pocket" library of past, present and advance tunes printed on miniature cards, detailing melody, chords, lyrics, composers, arrangers, keys, etc. Hailed by publishers, band-leaders, vocalists, radio program directors and others of the entertainment field as a "solid" contribution to maintaining a permanent musical reference.

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## PROGRAM REVIEWS

### "This Is Our Enemy"

Excellently written, produced and acted, this new WPB series, along with its contemporary (and, regrettably, competitor), "They Live Forever" (CBS), go far toward filling the void left by the too short-lived "This Is War!" Judging from the second program of the new series, which is being written by Bernard C. Schoenfeld, radio chief of the OEM, no punches are to be pulled in making known to the American people the depths of degradation, brutality and ignorance which are plumbed by the Fascist philosophy. Its message hits home with powerful dramatic impact, speaking in terms readily understandable to the average American layman.

It's a "hate" show, but one which clearly differentiates between blind hate and reasoned hate. It makes, subtly but firmly, the all-important point that tolerance carried to the extreme well may be engulfed by intolerance. At some point the forces of humanity must fight back else they will be forever silenced by inhumanity. And this is war.

Sunday night's program (WOR-MBS, 10:30 p.m., EWT) drew a sharp distinction between Nazism and pre-Hitler Germany. It was the Nazi system and philosophy, itself founded on hatred, which you learned to hate through the program, not the German people as such, who were portrayed as caught in the inflexible web of Nazi brutality, slowly but surely being ground into the bestial caricature of man which is the Nazi ideal.

The conflict between the old and new Germany was brought out through the device of showing the effect of Nazi regimented "education" on the children of Dr. and Frau Becker and the resultant dissolution of the household, the parents being turned into the Gestapo by their own son. Acting was uniformly excellent, fine performances being turned in by Arnold Moss, Harold Vermilyea, Gladys Thornton, Kingsly Coulton, Guy Repp, Ronnie Liss and others in the cast.

In underlining that the events dramatized were fact not fiction, Sigrid Schultz, former Mutual representative in Berlin, was introduced at the end of the program to attest to having seen them happen. While Miss Schultz's talk could have been much more eloquent and impassioned (it was a let down from the sustained dramatic impact of the body of the program), nevertheless it served forcibly to point out that this was no mere radio drama, but represented what this country could expect if the war effort should fall short of victory. The warning, while implied, was unmistakable.

Russell Bennett, musical director and writer for the series, did a fine job on last Sunday's show and pro-

### "Spirit of '42"

CBS sustainer heard on Sundays at 2 p.m., EWT, for 30 minutes features Ted Collins and Kate Smith as co-emcees and the U. S. Marine Band from Washington. Last Sunday's show came from Norfolk Naval Station at Portsmouth, Va., and featured the music of the Naval Training Station's band. Script is written by Jean Holloway and stresses patriotism. Ted S'raeter, who usually accompanies Miss Smith when she sings a song requested by men or families of men in the armed forces, got lost en route and Kate sang sans accompaniment. Collins and Smith represent Americanism at its best and the 30 minutes of talk, song and martial music are entertaining.

### "St. Louis Municipal Opera"

Program originating in the studios of KMOX, St. Louis, features the personnel of the St. Louis Municipal Opera Co., currently appearing in that city. Music was handled by Ben Feld's troupe and featured Norma Terris and Bob Lawrence with a chorus. Initial show was aired Sunday at 2:30 p.m., but hereafter will be heard at 1:35-2 p.m., EWT, over WABC-CBS. Letter from the former St. Louis mayor and now head of the opera committee was read and Bob Lawrence's vocalizing of "Wanting You" from "New Moon" was the outstanding feature of the 25 minutes of entertainment.

Duet between Miss Terris and Lawrence was also effective. Ben Feld's offerings with the orchestra were of his usual high calibre. Nothing but 25 minutes of good music presented under the tag of "St. Louis Municipal Opera."

### "Saturday Night Serenade"

Sponsored by Pet Milk Co. program features Jessica Dragonette and Bill Perry, with Gus Haenschen's orchestra and a chorus group called the "Serenaders" and is heard on CBS Saturday nites at 9:45-10:15 p.m. Perry was best with "Sleepy Lagoon" and "My Buddy." We have heard Miss Dragonette in better form. Not much is made of commercials. Mostly institutional with the announcer swinging from one number to another calling out the name and person slated to render the offering. A decided contrast from the show preceding it, "Hit Parade."

duction, under the direction of Frank K. Telford, production director of the OEM radio section, was more than adequate.

Recordings of the series, it has been announced, will be made available to all stations by the WPB.

## To the Colors!

DON LARIMER, for several years a member of the staff of KFAB, Lincoln, Nebr., will report to a navy recruiting school on June 1. He will have the rank of chief specialist and will be assigned to Lincoln area in recruiting service. —VVV—

RUSS LAMB, program director of KFJZ, Fort Worth, has joined the army and is currently stationed at Camp Wolters, Texas. He has been replaced at the station by L. R. D. —VVV—

JERRY MANTER, Transradio correspondent in Albany, N. Y., doing press relations work at Knox, Ky. Manter's successor is Magdall.

### Over 100 Outlets Grant Time For OEM Script

(Continued from Page 1)  
of the OEM-written show, "The Home Front." The third of these monthly half-hour scripts has gone out, scheduled for broadcast between June 1 and 25.

**Public "Elated," Says Greenwald**  
William B. Greenwald, Chief Field Operations for the OEM-W radio section, is highly pleased with the reception the show has had so far, following a trip through mid-western states, contacting local state and national leaders of Legion Auxiliary, and reports that all are elated with the first two shows as well as with the public reaction to their broadcasts.

"The Home Front" is written by Ben Kagen and made available to legion women throughout the country by the National Radio Committee of the Legion Auxiliary. The local groups arrange with local stations for time—half an hour monthly—and ask nothing more of the stations. Using either legion members or local little theater groups, the women present the script entirely on their own, entirely with local talent. Legion bands, high school orchestras and others have assisted. In some cases the broadcasters have voluntarily supplied announcers and musicians.

#### Two-a-Month Possible

Frequency of the program may be stepped to two a month, but probably not before late summer. By then it is expected that the number of participating stations will have doubled or better. Annual elections of auxiliary officers, occurring in nearly all posts at this time, are known to have delayed participation of many local groups. There have been no cancellations by any of the participating groups or stations, and the mail Greenwald is receiving indicates that the "local talent" taking part in the productions is enjoying the opportunity to appear on the air and to aid in maintaining civilian morale. "The Home Front" scripts, as the general title of the series indicates, are devoted to dramatic presentations of the various civilian problems occasioned by the war.

# 'Service' Series Up By Newspapers

(Continued from Page 1)

ice from WGEO in Schenectady, initial program, of one-half duration, will originate in Washington, D. C., and will be carried by the Washington 'Evening Star.' It will be broadcast locally in city and recordings will be sent to both Schenectady and San Francisco for rebroadcasting over long-wave one week from the date of the short-wave program. Thus the station in Washington on June 6 will be short-waved until June 13.

**Schedule Outlined**

The schedule of the short-wave stations which will be the same every week, follows: KGEI—Saturday; 1:30 a.m., PWT, for Alaska, the islands of the Pacific and Aleutian Islands; at 8 a.m., PWT, for Burma, India, etc., and at 7 a.m., WT, to the Canal Zone and South America. WGEA—Saturdays 8 p.m., EWT, for Australia, South America, Newfoundland and Labrador; Sundays at 12:30 p.m., EWT, for Canada and England. WGEO—Saturdays at 6:30 p.m., EWT, for South America and New Zealand. The programs will consist of entertainment, including music, greetings from the chief city of the country in which the station originates and from the editor and publisher of the newspaper carrying the program. It is also planned to have personal greetings from some of the mothers and fathers of the men in service.

**Newspaper List Impressive**

among newspapers which have agreed to sponsor programs are: New York "Sun," St. Louis "Post-Dispatch," Knoxville "News-Sentinel," San Antonio "Times-Union," Minneapolis "Journal," Indianapolis "Star," Atlanta "News," Atlanta "Journal," Kansas City "News-Leader," Kansas City "Star," Memphis "Commercial Appeal," Boston "Traveler," Rochester "Times-Union," New Bedford "Standard-Times," Manchester "Jost-Journal," Jamestown "Times," Syracuse "Post-Standard," Elmira "Star-Gazette," Niagara Falls "Gazette," Watertown "Advertiser," Worcester "Telegram," Utica "Republican," Portland "Herald," Battle Creek "Enterprise News," Poughkeepsie "Eagle," Springfield, Ohio, "News and Columbus "Dispatch," Hartford "Post Intelligencer," Pittsburgh "Telegraph," South Bend "Tribune," Los Angeles "Times" and Portland "Oregonian."

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## NEW PROGRAMS—IDEAS

**Listener-Forum**

New audience participation idea has been developed for "Tomorrow Magazine," sponsor of Lisa Sergio's "Column of the Air" on WQXR, New York, every Tuesday and Thursday at 10 a.m. An open forum discussion, in which members of the studio audience participate, will be held each Thursday beginning June 4. The discussions will be led by authors whose work is currently featured in "Tomorrow Magazine" or the books issued by Creative Age Press, publisher of the magazine. Miss Sergio will interview one author each Thursday, on some angle of international affairs. After the broadcast, the author will lead the audience discussion. Authors scheduled so far include Margaret L. Macpherson, author of "I Heard the Anzacs Singing," who will speak on "America's Younger Brothers . . . the Anzacs" on June 4, and Ruth Harkness, author of "Pangoan Diary," who will discuss "Can Peru Solve War Shortages?" on June 11.

**Reading-Time**

"Let the Book Speak" is the title of a new series of programs to be aired over KTSA, San Antonio, five mornings per week from 9:15-9:30 p.m., CWT. Jack Mitchell, program director, planning the series of broadcasts during which time he will read famous stories, both short stories and book length novels.

### KYA Plans More Studios When FCC Approves Sale

San Francisco—Plans to immediately establish a studio in Palo Alto, if and when the FCC approves the sale of Hearst Radio's KYA to Palo Alto Radio Station, Inc., were revealed here by Wilfred Davis, president of the corporation which is seeking to buy the station. Studios would be continued in San Francisco at the present location in the centrally-located Hearst Building. Davis said, with the Palo Alto studio used for special remotes, most of which would feature Stanford University people.

The sale has been agreed to by both sides and is subject only to the FCC okay. Davis is a former president of the San Francisco Opera Association.

**Walter G. Cowels**

Hartford, Conn.—Walter G. Cowels, 85, founder of WTIC, died May 30, after a brief illness. He was vice-president of the radio station and vice-president of the Travelers Insurance Co. at the time of his death.

**WNEW News Commentator**

George Brooks, WNEW chief announcer and the station's principal newscaster, has been upped by the studio to the role of commentator and is now doing his own analysis period each Sunday at WNEW from 1-1:15 p.m. Brooks will continue his newscasting duties.

**News Plus Geography**

Combination of up-to-the-minute news on important war fronts with comments on the geographical and historical characteristics of the places mentioned, feature a new program, "News and the Places in the News," heard over KWK, St. Louis, from 8:8:15 each Tuesday and Thursday night. This educational combination of history made and history in the making is presented by Moulton Kelsey, newscaster on "A Dispatch From Reuter's" over KWK at 6:30 six nights a week, and by Dr. Samuel A. Johnson, professor of history at Harris Teachers College and lecturer at St. Louis University. Spot news will be handled by Kelsey, while Johnson will provide the history and geography.

**"New American Heroes"**

"New American Heroes" will be the title of a new series of Sunday evening programs to be aired over WOAI, San Antonio. The quarter-hour broadcast will be sponsored by the Eighth Corps Area War Bond Office, and will be presented at a regular scheduled time each week in the interests of promoting the sale of defense bonds and stamps. A skit written by Pvt. Robert E. Nail of Fort Worth, Texas, titled "Men of Bataan" will make up the first airing. Private Nail will be present in the WOAI studios on the first program and will be introduced by Col. C. R. Tips, Corps area officer in charge of War Bond activities.

## Web House Orchestras To Add Negro Players

(Continued from Page 1)

sustaining and commercial programs and have broadcast the music of outstanding Negro name bands, employment of Negro instrumentalists as regular members of the networks' staff musician pools will mark a radical departure from past practice.

Addition of the colored orchestra men to their staffs will be made during the next two or three weeks at NBC, CBS and the Blue Network, it was stated. At NBC and the Blue, they will be hired as replacements as soon as jobs open up, while at Columbia it was indicated a complete Negro group may be hired shortly.

Credit for the networks' change in policy which has obtained for the past 15 years was given to John Hammond, Jr., of Columbia Recording Corp. and publisher of "Music and Rhythm," popular music monthly, by the New York newspaper, "PM," which broke the story yesterday.

Washington Bureau, RADIO DAILY

Washington—The Washington "Star," leading capital newspaper, devoted one of its lead week-end editorials to the first Washington and first Negro broadcast of "America's Town Meeting of the Air." (The Blue Network program on May 28 originated in the Rankin Chapel at Howard University, one of the country's outstanding higher schools for Negroes.)

The "Star" termed the broadcast, which was attended by 600, "a success in several distinctive ways."

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# \* \* Coast-to-Coast \*

**B**AASIC staff of WLIB, New York, city's newest radio station, exclusive of Elias I. Godofsky, Arthur Faske, Louis W. Berne, general manager, chief engineer, commercial manager, respectively, who have already been appointed, include: Sylvia Ansen and Frank Ross, sales; Paul Gould, program director; Martha Roundtree, production supervisor; Norman Cazden, musical supervisor; Roger Wayne, chief librarian; Roger Sweet, assistant librarian; Murray Jordan, acting chief announcer; Scott Douglass, Ernie Stone, Charles David, and Brenda Ross, studio announcers; Gilbert Atwater, news announcer; Murray Goldberg, transmitter supervisor; Elliott Grey, studio supervisor; Sam Felsinger, Phil Greenstone and Bob Saron, control engineers.

**Victory Theater** is the title of the newest Morale program scheduled over KOY, Phoenix, Arizona. Feature is written and directed by Paul Charles Benard, who has just concluded a series of six dramatic programs under the general title of "We'll Win This War." New program is scheduled 8:30-9:00 p.m., Wednesdays....John A. Reilly, station manager, is chairman of the Phoenix United War Chest Campaign....James Ross, studio engineer, has left for his vacation.

WDRC, WNBC, WTIC, and WTHT, Hartford, Conn., will participate in a new series of shows direct from the Connecticut U. S. Army induction center at Hartford this week. Programs include interviews with recruits, army officials, visiting celebrities, etc., thus providing a big send-off for Connecticut boys going off to the Army. Each Hartford station has been assigned certain days in which it will put on a show at the induction center.

Special events broadcast heard on WTAG, Worcester, Mass., recently, was a chimney top interview conducted by Clive Davis of the announcing staff. Mike in hand, Davis recorded his reactions as he climbed a series of ten 10-foot ladders lashed to the side of a 100-foot chimney. Interviewees were three steeplejacks who gave WTAG listeners an on-the-scene account of their hazardous work.

1	9	4	2
17	18	19	20
21	22	23	
24	25	26	27
28	29	30	

June 2

Betty Adams	Frank Arnold
Lillian Cornell	Sarah S. Feldstein
Tony Gilman	Ben Grauer
Gladys Heen	Sid Schwartz
Louis Shoobe	Walter Tetley

WQXR, New York, begins a musical series for Russian War Relief, Sunday, June 7, at 6 p.m. Sidor Belarsky, young basso, sings a recital of modern and traditional Russian songs. Programs will be heard weekly through June, and will feature Russian music, most of which is seldom heard in this country.

James Stanberry, merchandising manager of KGNC, Amarillo, Texas, is the father of a boy born on May 9. Mother was formerly a member of the KGNC traffic department....May 23, a boy was born to Mr. and Mrs. Robert Armstrong. Armstrong is a member of the engineering staff.

Charles John Borrelli, of the Borrelli Co., and chairman of the theatrical entertainment committee, of the Philadelphia council of defense, has been very active in sending entertainment at various centers where servicemen are stationed or gather.

Bill Hightower, who recently joined the announcing staff of NBC, has signed a management contract with the National Concert and Artists Corp., for all booking other than announcing for NBC.

Songstress Dinah Shore has been chosen "Bond Girl" for the Chico Army Flying School, and will make an appearance there on June 14th to help in the big bond rally. Part of the drive will be to get the soldiers to subscribe to bonds, and each one to sign up gets a number that will be drawn by Dinah from a bowl, and the lucky lad will be Dinah's date at the Victory Ball, staged by the school.

Otto Sorg Schairer, vice-president of the Radio Corporation of America in charge of RCA laboratories, was recently awarded the honorary degree of Doctor of Engineering by the University of Michigan. Degree was in recognition of the "unusual achievements of one of the University's alumni in the conduct and administration of scientific research for industrial purposes."

Willard Johnson, religious reporter of KWK, St. Louis, and director of the central region of the National Conference of Christians and Jews, has been named assistant to the president of the National Conference, and will move to New York City on August 1 to assume his duties. Johnson was dean of men at Drake University, Des Moines, Iowa, from 1934 to 1938, and became director of the Conference in the latter year.

Ted Taylor, member of NBC's press department since February, has transferred his activities to the sports division, where he will assist Bill Stern, the network's director of sports programs. Taylor succeeds John Dillon, called to Army service. Taylor was formerly on the staff of the Washington Daily News and sports editor of the Portsmouth, Va., "Star."

KALE, Portland, Ore., in originating a Mutual network broadcast for John B. Hughes, built a studio atop a building in the Oregon shipyard, from which he had an excellent view of the activities which had made the Portland area leader in shipbuilding. Hughes was making a tour of the war industries plants in the northwest.

Ilka Chase's Saturday afternoon "Luncheon Date" broadcasts are definitely slated to come from Hollywood, Cal., until the end of July. "No Time for Love," the picture for which Miss Chase has just been signed by Paramount, has a 42-day shooting schedule, and is not due before the cameras until June 8. The guests on the Ilka Chase program will continue to be West Coasters, a sprinkling of movie personalities as well as other interesting people.

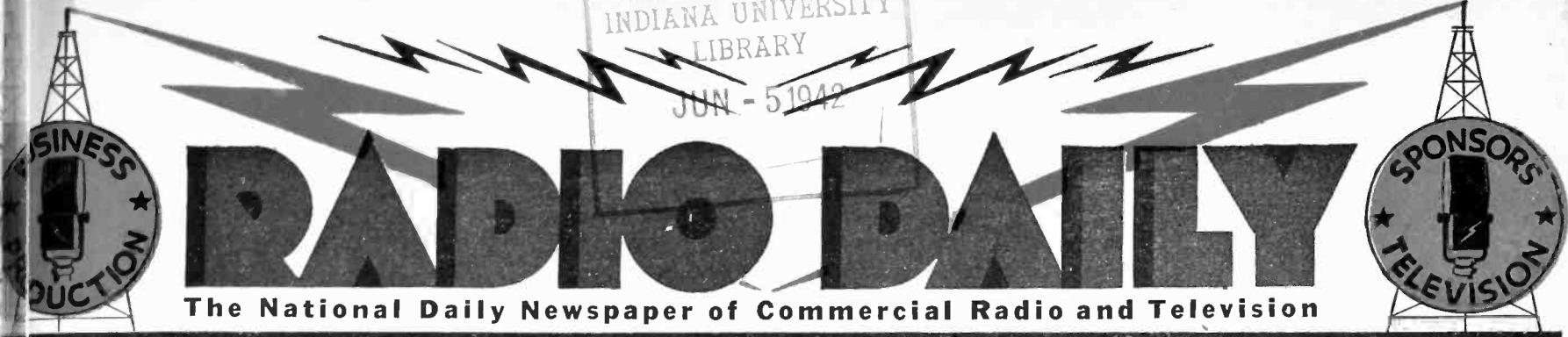
Soldiers of Fort Monmouth will take part in a 15-minute transcribed radio program to be held in behalf of the Army Emergency Relief Fund, over WCAP, Asbury Park, New Jersey, tonight, at 10:30. Jane Hendrickson of Middletown, N. J., plays the only feminine lead in a sketch written by Corporal Tom DeHuff which exploits the meritorious work the AER is accomplishing.

Hans Jacob, well-known radio commentator and news analyst, joined the staff of WOV, New York, where he will be heard Tuesdays through Saturdays, from 9-9:30. In 1936, in Paris, Jacob was the manager of Radio Strassbourg, the anti-German voice of France. He managed to escape, along with his wife, when Germans occupied the country, began anti-Fascist work on the American front.

William G. Fields, formerly of KFJZ, Fort Worth sales and promotion staff, has been named KFJZ commercial manager, succeeding Hardy Lvey, who was promoted to management last month of KNX, Austin. Fields has been closely associated with southwestern radio for the past ten years, was KABC, Antonio merchandising manager, associated with TSN merchandise department. At KFJZ, he has been variously an announcer, salesman, sportscaster....Forrest W. Clark, KFJZ publicity director and "lapping reporter" announcer in Fort Worth, is now station controller, chief, in addition to his former duties. Claudia Benge, former director of women's activities at KPDN, Port Arthur, Texas, joined the KFJZ continuity department, May 12.

**DAVID CARTER DEAN**  
**WCKY ORGANIST**

**THE L.B. Wilson STATION**



Vol. 19, NO. 46

NEW YORK, N. Y., WEDNESDAY, JUNE 3, 1942

TEN CENTS

# Query On 'Time Brokers'

## New Station Granted; Other Action By FCC

*Washington Bureau, RADIO DAILY*  
Washington—The following actions were taken yesterday by the FCC: Grant WALL, Community Broadcasting Corp., Middletown, N. Y., granted modification of construction permit for new station to operate on 1340 kilocycles, 250 watts, limited time.

Bin Dealer Publishing Co. (transient) was granted consent to transfer control of the United Broadcasting licensee of stations WHK and WE, Cleveland, and WHKC, Co. (Continued on Page 7)

Buy War Savings Bonds and Stamps

## Men-Machines-Victory" Set For Blue Start Friday

With the purpose of eliminating industrial and off-the-job accidents, the War Production Fund To Conserve Manpower will launch an eight-part series of programs titled "Men, Machines and Victory" on the Blue Network Friday night at 10:15-10:30 EWT. Melvyn Douglas, director of the talent division of the Office of Civilian Defense, will open the show as narrator and William G. (Continued on Page 7)

Buy War Savings Bonds and Stamps

## Canada Sponsored Shows On Increase Says Murray

Ottawa—Considerable increase in commercial programs of Canadian stations was reported by Major Gladwin Murray, general manager of CBC, as he continued his testimony before the House of Commons Select Committee on radio broadcasting yesterday. Maj. Murray's testi-

(Continued on Page 6)

### B.O. Record

"Box office" record of one million men was established this week by the Camel Caravan units touring service bases under the auspices of R. J. Reynolds Tobacco Co. The four units, headed by Ford Rush, Al Zimmy, Pinky Tomlin and Herb Shriner, have now rounded out nine months of free entertainment at Army Camps, Forts, Naval Stations and Marine Bases.

## Warner's Spot Budget \$4,000 Weekly In N.Y.

Representing an estimated expenditure of over \$4,000 weekly, Warner Bros.' current local spot campaign for "Yankee Doodle Dandy" is believed to be one of the most extensive spot drives ever placed by a picture firm in the metropolitan area. Planned by the Warner agency, Blaine-Thompson Co., Inc., to reach a complete cross-section of the listening audience, it is estimated the 56 announcements weekly will reach (Continued on Page 2)

Buy War Savings Bonds and Stamps

## Squibb OK's Summer Run For Programs Over CBS

E. R. Squibb & Sons will continue sponsorship of Frank Parker thrice weekly on CBS throughout the summer, having just picked up its option on the time for another 13-week period. Renewal continues the program in the Monday, Wednesday, (Continued on Page 2)

## Complete Information Will Be Requested Of 'Language' Outlets Regarding Block Buying-Selling

## Sanders Bill Hearing Resumes With Mutual

*Washington Bureau, RADIO DAILY*  
Washington—Hearings on the Sanders Bill (HR-5497) before the House Interstate and Foreign Commerce Committee will be resumed today after a two weeks' deferment. The hearing was originally scheduled to have been resumed yesterday. Louis G. Caldwell, Washington attorney (Continued on Page 2)

Buy War Savings Bonds and Stamps

## Remaining Chi. Outlets Sign AFRA Contracts

With signing of WGES, WAIT and WSBC, Chicago, the Gene T. Dyer stations, to AFRA contracts, the American Federation of Radio Artists now has agreements with every station in Chicago, according to national headquarters of the union here.

Contracts at the three Dyer out- (Continued on Page 2)

Buy War Savings Bonds and Stamps

## Trammell, Ohio Governor Honored At WIRE Dinner

Indianapolis—Tributes to the vital role being played by radio in the war effort of the nation were voiced here Monday evening by Niles Trammell, (Continued on Page 2)

## Central U. S. Bureau of Info. Again Becomes Possibility

### "Listen America" Moving To Friday Night On NBC

Coincident with its first anniversary on the air, "Listen America," Federal Security Agency program produced by Henry Souvaine, Inc., switches from NBC to the Blue Network and will be heard starting Friday, June 12 from 9-9:30 p.m. in the spot pre- (Continued on Page 2)

*Washington Bureau, RADIO DAILY*  
Washington—Central U. S. information office, which has appeared imminent on a number of occasions in the past only to fade into the background, once again appears to be on tap. Last week, according to certain well-informed Washington circles, the plan was shelved by the President because he could not decide who should serve as coordinator of the coordinators. Reported in the run- (Continued on Page 7)

### Too Good

Radio is in a large part responsible for current release to editors and stations by Clifton R. Read, OEM regional information officer, urging the playing up of the fact that Salvage campaign for waste paper should be stopped for the time being. Temporary discontinuance was made because of overwhelming response of the people to the drive.



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JOHN W. ALICOATE : : : Publisher

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

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

## FINANCIAL

(Tuesday, June 2)

### NEW YORK STOCK EXCHANGE

	High	Low	Close	Net Chg.
Am. Tel. & Tel.	115 5/8	115 1/2	115 5/8	+ 1/4
Gen. Electric	25 1/4	25 1/4	25 1/4	- 1/8
RCA First Pfd.	50	49 7/8	50	+ 1/4

### OVER THE COUNTER

	Bid	Asked
Farnsworth Tel. & Rad.	1 3/4	2
Stromberg-Carlson	4 3/8	5 3/8
WCAO (Baltimore)	15	18
WJR (Detroit)	17	19

## Sanders Bill Hearing Resumes With Mutual

(Continued from Page 1) and chief counsel for the Mutual Broadcasting System is expected to be the first witness. MBS witnesses will be followed by Paul D. P. Spearman, Washington attorney, representing Network Affiliates, Inc., the regional station group which is opposed to high power.

FCC Chairman James Lawrence Fly is not expected to testify before Thursday. Other Commission witnesses, and Arthur Garfield Hayes, counsel of the American Civil Liberties Union, will also be heard later in the week.

## Warner's Spot Budget \$4,000 Weekly In N.Y.

(Continued from Page 1)

over 60 per cent of radio homes in the area each week the campaign is run.

Early morning participation shows, including Arthur Godfrey on WABC and "Studio X" on WEAF are employed in the drive to reach commuters. Daytime announcements have been scheduled to reach the woman's audience, being spotted around high rating daytime shows, as well as news broadcasts. Early evening audience is covered via "Here's Morgan" on WOR and the 7:25 p.m. news on WQXR, later evening audiences by announcements preceding or following Gabriel Heatter, Raymond Gram Swing and Arthur Hale, the day's coverage being concluded with midnight news periods.

Dramatized spots of the "playlet" type, created and directed by Marlo Lewis, radio director of Blaine-Thompson, are used for the most part. In addition, special 100-word announcements have been placed before and after the Brooklyn Dodgers games on WHN. The agency estimates that approximately 3,000,000 homes have heard the "Yankee Doodle Dandy" announcements, by striking an average between the preceding and following show based on the Hooper report.

## Trammell, Ohio Governor Honored At WIRE Dinner

(Continued from Page 1)

president of NBC, and Gov. Henry F. Schricker of Ohio, guests of honor at the annual Appreciation Dinner of WIRE, of this city. The affair was attended by 500 business and professional leaders of Indiana and Chicago.

Governor Schricker called radio the greatest agency of democracy in wartime and expressed appreciation for the world-wide as well as national service being rendered by NBC. He closed with a eulogy of Eugene C. Pulliam, owner of WIRE, for his patriotic leadership as state chairman of the War Savings Bond campaign in Indiana.

Accompanying Trammell to Indianapolis were four vice-presidents of NBC: Frank E. Mullen, Roy C. Witmer, Frank M. Russell and Harry C. Kopf. Other executives of NBC included Clarence L. Menser, program director; Sheldon B. Hickox, public relations director; Jules Herbulaux, program director of the central division, and William Ray, publicity director at Chicago.

John Mulholland, well-known magician, furnished entertainment for the dinner, a feature of which was an NBC-WIRE Ice Parade.

## Fletcher Wiley Returning

Fletcher Wiley, whose women's comment programs were sponsored on CBS for two years by Campbell's Soup, will return to the network on a sustaining basis beginning June 8. The Wiley talks will be spotted Monday through Friday, 4:15-4:30 p.m., EWT.

## "Listen America" Moving To Friday Night On NBC

(Continued from Page 1) viously occupied by "The March of Time."

Program, which was aired on Sunday afternoons for the past year, is designed to educate the civilian population in the essentials of healthful nutrition habits. Recently awarded a Certificate of Merit by the Women's National Radio Committee, the series is written by Frank Phares, Y. K. Smith and Ruth Adams Knight under the supervision of Mary Louise Anglin, with Bill Sweets of NBC as studio director. It is presented under the auspices of the Women's National Emergency Committee and is carried by approximately 80 stations.

## Records For Service Men Aim Of Musicians-Singers

(Continued from Page 1) purchase of new records, was announced yesterday by Kay Kyser, one of the original incorporators.

Supported by representatives of the popular and concert music fields, the new firm will start an immediate drive to provide funds for the provision of complete record libraries and record players in all U. S. Army camps, forts, Naval stations and Marine bases here and overseas. Funds will be raised through the salvage of at least ten per cent of the two hundred million unused phonograph records, estimated to be collecting dust today in American attics and basements. Volunteer workers will be used to conduct a house-to-house canvass, with their collections to be sold as scrap to record manufacturers for conversion into raw materials necessary for the manufacture of new disk releases.

## "Hour Of Charm" Winner To Be Announced Sunday

Announcement of the winner in "Hour of Charm" vocal competition among members of the armed forces will be made on June 14 on General Electric's program featuring Phil Spitalny and his all-girl orchestra over NBC at 10 p.m. Spitalny has presented a guest competitor on each of his last six programs which were aired from various training camps located in the East. Winner, who will be chosen from the six contestants representing various camps and branches of the services, will receive for his camp recreation division any needed athletic or musical equipment up to the amount of \$500.

## YOUNG MAN AVAILABLE DRAFT EXEMPT

Formerly Assistant Radio Director in top Hollywood ad agency. Recently Creator-Producer of hit programs in Mexico. Experienced in, and can do a bang-up job for you in, directing programs, commercial writing, program research, time buying, talent handling. Other advertising and publicity experience. College grad—Major in Advertising and Cinematography. Want radio, agency, public relations, or motion picture position. Physical defects keep me out of armed forces. Write RADIO DAILY, Box JD, 1501 B'way, N.Y.C.

## COMING and GOING

G. W. "JOHNNY" JOHNSTONE, Blue Netw director of news and special events, expect back today from Washington.

EDWARD E. BISHOP, vice-president and general manager, and EDWARD E. EDGAR, co-commercial manager, of WGH, Newport News, Va., arrived from Virginia for a few days on sta and network business.

EDDIE CANTOR, VERONICA LAKE, BE "MAD RUSSIAN" GORDON, and HARRY V ZELL are at Camp Haan, Calif., for the bro casting of tonight's program from the An post at that point.

WILLIAM T. LANE, station manager WAGE, Syracuse, expected today on a busi ness trip to New York.

WHITFORD CONNOR, of the cast of "Roman of Helen Trent," and MAURICE EVANS, Shakespearian actor, are on a personal appear tour of the Army camps throughout the East.

PHYLLIS MOIR, director of the lecture division of the National Concert and Artists Corp leaves tomorrow for Wilmington, where she will deliver an address at the Delaware Federation of Women's Clubs.

WATT KANER, publicity director of WWR, Woodside, vacationing at Mountaintale.

DEAN MADDOX, amateur hour director of KFRC, San Francisco, is touring Northern California in connection with the drive for War Bonds and Stamps.

ARTHUR SIMON, general manager of WPE in Washington today, heading Wartime Foreign Language Committee.

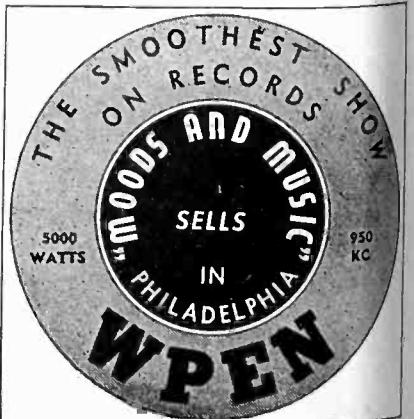
## Squibb OK's Summer Run For Programs Over CBS

(Continued from Page 1) Friday, 6:30-6:45 p.m., EWT, spot on 50 Columbia stations. Geyer, Cornell & Newell, Inc., handles the account.

Increasingly, it was learned, the Parker stanza, formerly devoted simply to various popular songs, will stress patriotic tunes in line with the program's "Keep Working, Keep Smiling America" theme, while commercial copy will deal with phases of the war effort as they affect the public.

## Remaining Chi. Outlets Sign AFRA Contracts

(Continued from Page 1) lets, all of the standard AFRA variety, have just been signed and were negotiated for the union by Raymond Jones, executive secretary of the Chicago AFRA local.



NOT JUST MONROE COUNTY  
but WHAM Land

18 busy trading centers for 43 counties, at 1/3 the cost of localized coverage.  
Nat'l Rep. George P. Hollingsby Co.  
50,000 Watts...Clear Channel...Full Time...NBC Blue and Red Networks  
ROCHESTER, N. Y. "The STROMBERG-CARLSON STATION"

**73%** of the time...  
**KOA has more evening**  
**listeners than all other**  
**stations in Denver!**



That's correct! 73% of the time...KOA has *more* evening listeners than the *four other* stations in Denver (according to a recent Hooper survey covering 55,956 homes in the Denver 5¢ telephone area).

In short, KOA is approximately...

**Three** times as popular as *all other* Denver stations combined!

**Four** times as popular as the *second-ranking* station!

**Eleven** times as popular as the average of the *four other* stations!

Need we translate those facts in terms of *value* to advertisers?

Hardly! But, if you'd like to have *all the facts* on KOA's tremendous margin of leadership, we'd be only too happy to oblige. Simply call any NBC Spot Sales Office, or write us direct.

#### HERE'S THE RECORD—

A survey of the 63 night-time half-hour periods per week (nine each evening from 6 to 10:30 p. m.) reveals the following percentage-wise ranking of the five Denver stations in audience leadership during each period:

KOA . . . . .	First—73% of the time
Station B . . . . .	First—only 19% of the time
Station C . . . . .	First—only 6% of the time
Station D . . . . .	First—only 2% of the time
Station E . . . . .	Failed to lead in any period



From Every Vantage Point



**KOA** is FIRST  
in DENVER!

Owned and Operated by the National Broadcasting Company . . . Represented Nationally by NBC Spot Sales Offices

## GUEST-ING

ZERO MOSTEL and PAUL LUKAS, on Kate Smith's "Variety Hour," Friday (WABC-CBS, 8 p.m.).

FRANCES CHANEY, star of "Brooklyn, U. S. A.," ALFRED DRAKE, featured in "Yesterday's Magic," and ROBERT SHAYNE, of "The Land Is Bright," on the "Grand Central Station" program, Friday (NBC Red, 7:30 p.m.).

IRENE MANNING, vocalist of "Yankee Doodle Dandy"; BOOTH GOODMAN, head of the California Parole Board, and IRENE, motion picture dress designer, on the Ilka Chase program, Saturday (NBC Red, 12:30 p.m.).

DR. VICTOR R. BOSWELL, in charge of vegetable investigation for the Bureau of Plant Industry, on Tom Williams' "Garden Gate" program, Saturday (WABC-CBS, 9:30 p.m.).

WARREN HULL, featured with Parks Johnson on the "Vox Pop" program, on the "Ellery Queen" show, Saturday (NBC Red, 7:30 p.m.).

DOROTHY SHAWN, contralto, and ANDOR FOLDES, pianist, on the "Radio City Music Hall of the Air," Sunday (WJZ-Blue Network, 12:30 p.m.).

REX STOUT, author, and JOSEPH WOOD KRUTCH, literary critic, discussing the works of Edgar Allan Poe, on "Invitation to Learning," Sunday (WABC-CBS, 11:30 a.m.).

LYMAN BRYSON, CBS director of education, on "Wings Over Jordan," Sunday (WABC-CBS, 10:30 p.m.).

HOWARD VIEROW, director of the Leisure Foundation of the Chicago Recreation Survey; V. K. BROWN, director of recreation and playground activities of the Chicago Park Board, and MRS. JANINA ADAMCZYK, instructor in the Department of Sociology, Northwestern University, discussing "Recreation in Wartime," on the "Reviewing Stand" program, Sunday (WOR-Mutual, 11 a.m.).

## Heslep Joining OFF

Charter Heslep, NBC night news editor, left the Radio City staff yesterday to join the radio news desk of the Office of Censorship, at Washington. One-time assistant to the president of the University of Virginia, Heslep was also managing editor of the Washington "Daily News" before coming to the NBC.

RAY WINTERS  
ANNOUNCER

5 Years With Paramount Newsreel  
2½ Years With Manufacturers  
Trust Co.

LA 4-1200



## Slug: Overmatter!

• • • "Can You Top This?" was renewed for another thirteen weeks by Kirkman Soap. Show will go network shortly....The Jack Dempsey sport quiz will vacation after June 27th show...."Truth or Consequences" also fades on June 27....It's "Private First Class" Eddie Cantor now, the comedian having been "inducted" at San Francisco's famed Presidio by Col. George Munteanu....Jane Froman will be the soloist on the Fred Allen summer replacement for Texaco with Al Goodman's band and Jimmy Wallington. Show will be cut to a half-hour—the 9:30-10 p.m. spot on CBS Sundays—away from Winchell!....Cottonseed Clark, "the Bill Stern of Texas," is the new Blue Network producer on "Inner Sanctum"....Meredith Willson, having lost four men to the services, now has a service flag over the stage from where his program is aired....Kay Kyser starts his army camp tour a week after he leaves Meadowbrook....Raymond Scott's left the Blue Gardens....At the request of more than 20 camps Dinah Shore is writing a weekly letter addressed to the boys and they're being published in the camp newspapers....A survey reveals that U.S. Army officers prefer Viennese waltzes!....Albert Spalding returns to the Coca-Cola show June 14th after a concert tour....Nick Keesely of N. W. Ayer has bought a house up in New Rochelle but can't move in because the present occupants have a long term lease....That look of relief on Ed Byron's face reflects good news from Cincinnati where his wife is recovering fast following two major operations....Jimmy Cash, singer on the Burns & Allen show, will stick with the show when Tommy Riggs takes over....Anton Leader has been named production director of the "We Believe" show which starts Sunday on the Red....Bing Crosby plans a birthday surprise for John Scott Trotter June 14.

• • • Connee Boswell leaves for Washington today for personal appearances....Regina Crewe heads west soon....Allen Miller, former radio director of the University of Chicago, will head a course on public service programs for the NBC-Northwestern University's Summer Radio Institute....The boy and girl selected as the top drama students at the University of Wisconsin will get medals from Vivian Fridell, actress on "Backstage Wife"....Commander Gene Tunney, an unfamiliar mike figure, has been snared for an appearance on Bill Stern's show Saturday....A special program called "People" will be heard on the Red Sunday with Robert St. John at the mike in London....Madeleine Carroll is perhaps the busiest movie star in radio, having done a number of guest shots last week-end and one on Monday, appears on "Information Please" Friday and "Lincoln Highway" Saturday.

• • • "Keeping Up With Rosemary," the new series starring Fay Wray, is being scripted by Addy Richton and Lynn Stone, who used to write "Hilltop House" for Bess Johnson....Frances Chaney gets the lead on "Grand Central" Friday....Johnny Mercer will pen the tunes for the X. Cugat flicker....After reading absurdly extravagant Jap claims of war victories, Bob Garred, CBS newscaster, says he expects any day now to hear a Nipponese communiqué like this: "An intrepid Japanese submarine commander, against great odds, unerringly sent a torpedo crashing into the United States Pacific Coast today, sinking three states west of the Rocky Mountains and damaging others further inland!"....Charles Gilchrist of the Treasury Dept. vacationing this week....Parks Johnson of "Vox Pop" will deliver the graduation address at the commencement exercises of New York Military Academy, Cornwall-on-the-Hudson, Sunday.

— Remember Pearl Harbor —

## CHICAGO

By FRANK BURKE

CHARLES VICTOR'S first plea to WGN for cakes for service men at the Chicago Servicemen's Center brought 400 homemade cakes.

"Musical Trends," new WGN-Mutual sustainer, with Bob Trendle conducting the 32-piece dance orchestra, will make its debut today 9:30-10 p.m., CWT. Edna O'Donnell, songstress, and a choral group will be featured.

Approximately 1,000 applications have been received for the special eight-week Summer Radio Institute in which NBC is collaborating with Northwestern University, beginning June 22, and the sponsors face the task of weeding out the applicants conform with the enrollment limit of 100.

Something of a record in assembling a transcribed show was set up by WGN this week. Engineers who went to Navy Pier found that they had to use their recording equipment at 11 different spots to get the story of activities at the Pier. After having their lines and equipment all over the Pier they returned to the studio with 11 different "takes" for blending together in one transcription. This accomplishment can be credited to Jack Pearce, Bud Schultz and Paul Russdorf, engineers, and Jim Harrington of the recording department.

Bob Brown did an excellent job of emceeing the Treasury Department rally from the Amphitheater the other night which featured the voices of Richard Crooks, Olivia De Havilland and Marian Anderson over WGN. This promotion, under the personal direction of Carlton Duffus of the Treasury Department, special events division, Washington, was the first big bid for war bond and stamp sales among Chicago's colored population. It attracted approximately 18,000 persons.

NBC Athletic Association held its annual election of officers and committee chairmen on Monday in the studios in the Merchandise Mart and its regular spring outing on June 11.

Spaulding-Gorham, Inc., through Ivan Hill agency, have ordered 20 to 25-word time signal announcements on WMAQ, Monday to Friday inclusive for 52 weeks. Ironized Yeast, through Ruthrauff and Ryan, has ordered one minute announcements on WMAQ daily for 13 weeks starting June 1.

Mayor Edward J. Kelly of Chicago is getting to be a top-flight patriotic talker on the air. He was especially good during the Navy induction ceremonies picked up by WGN from the Medinah Temple last week.

## LEN STERLING

Now available on  
ALL NETWORKS

Call LA. 4-1200

## WAR-PROGRAM IDEAS

### "Over The Top"

"Over The Top" is the title of a KPO variety program, presented in the new NBC studios, San Francisco, for sale of War Bonds. Directed by KGO staffers, the program includes studio talent, a 40-second from the Presidio, choral parts by the Navy glee club at Alcatraz Island, songs by KGO-ers like Armand Girard, and bits played by Monty Marston, Lu Tobin and others. The skits contrast life in Axis countries with life in the United States. Special guests are also featured such as Army nurses, foreign guests etc. Stuart L. Hannon and Ewing produce the program.

### Shortwaved Appreciation

San Francisco, will broadcast a salute to General Douglas MacArthur and his troops in Australia and his connection with the celebration of "MacArthur Day" on June 11. Broadcast of the KPO pickup will be eamed via KGEI, shortwave from San Francisco to MacArthur's bishen. Program, it is believed, will be the first in which an American general and his men in a foreign country will hear their fellow countrymen expressing their heartfelt desire through a military program on short waves.

### Recruiting Show

A weekly program boosting enlistments in the United States Marine Corps has been started on KSFO, San

### To United Nations By WMCA and WEVD

The United Nations in the "March At War" parade on June 11 will be described in two programs by WMCA and WEVD, New York, originating at Freedom Hall tomorrow. Former will carry a speech by Grover Whalen, chairman of the Mayor's Committee, and Robert Agar, president of Freedoms House, will speak. At 9:30-10 WEVD will broadcast a program giving a graphic description of participation in the parade. United Nations section will be the greatest in the city's history.

SPEED TELEGRAMS  
LOW COST—PHONE

**Postal Telegraph**

CHARGES FOR TELEGRAMS  
PHONED IN APPEAR ON YOUR  
TELEPHONE BILL

Francisco, with sportcaster Doug Montell, well-known radio figure, handling the shows. Each program is different in concept, covering a different phase of recruiting. Subjects taken up include how Marines are recruited from civilian life for specialized fields; candidate classes for college men; athletes in the Corps; typical questions asked by prospects, etc. Lt. Col. Ralph E. West, recruiting officer, collaborates in production of the show.

### Army Workers' Tribute

"Working for Victory," a special program honoring the tens of thousands of Army Ordnance workers who stuck to their machines on Memorial Day to keep the wheels of war production turning, was broadcast on WGN, Chicago, from 12 noon to 12:15 p.m., CWT, last Saturday. In the hundreds of factories within the Chicago Ordnance district, the program was tuned in and transmitted through public address systems to all the men and women who were giving up the holiday to turn out rifles, artillery, shells and tanks. Families of the workers also were notified and to be listening.

Col. Donald Armstrong, deputy district chief of the Chicago Ordnance district, and Brig. Gen. (retired) Thomas S. Hammond, production chief of the district, were heard. Gen. Hammond introduced an ordnance worker, the worker's wife, and their soldier son. Capt. Samuel Pace, district public information officer, was master of ceremonies.

### Cooper Blades Expanding To Other Eastern Markets

Following a successful test campaign on WNEW, here, Cooper Safety Razor Corp. is expanding its spot advertising for Long-Life Blades to a number of other Eastern markets, with a view to eventual national coverage. Meanwhile, Cooper is testing a new stainless steel blade via a campaign on WSRR, Stamford, Conn., with the possibility that this new product also may eventually achieve spot promotion on a national basis.

For Long-Life Blades, Cooper this week began a series of 21 announcements weekly on WFIL, Philadelphia, with other markets to be added from week to week.

Hesselfinger Agency handles the radio end of the Cooper account.

### State Of Rhode Island Again To Sponsor Show

Despite restrictions on travel, State of Rhode Island is continuing its vacation advertising this Summer. For the second consecutive year, Rhode Island will participate twice weekly on the "Happy Jim Parsons" (Irving Kaufman) program on WOR, Tuesdays and Thursdays, 10:30-10:45 a.m., beginning next week. Bernstein Agency, Providence, handles the account.



**WMAQ** is the station most Chicagoans listen to most.

**WMAQ** is the station which carries 7 of the 8 most popular programs on the air.

**WMAQ** is the station most people in 33 important trading centers listen to most.

**WMAQ** is the Chicago station listened to most in 9 metropolitan centers.

**WMAQ** is the station that most people in 123 counties of Illinois, Indiana, Michigan, Iowa and Wisconsin listen to most.

And as a consequence, it is the best vehicle for your sales message in the Nation's second market.

**WMAQ** *Chicago*

Key NBC Network Station in Chicago  
Represented by NBC Spot Offices in  
New York Chicago Boston Washington Cleveland  
Denver San Francisco Hollywood

## AGENCIES

RADIO and other media in the New York area on Thursday will begin an integrated campaign on behalf of the Treasury Department war pledge campaign of Greater New York, with the objective of selling approximately \$2,000,000 worth of War Bonds annually in this market. Cooperation of all media, advertisers and agencies has been assured.

SWERL, new concentrated laundry soap, is being introduced in test markets this week by H. J. Heinz Co., through Maxon, Inc., Detroit. Test cities are Syracuse, N. Y., and Grand Rapids, Mich.

THE GERTH-KNOLLIN Advertising Agency of San Francisco has been split into two separate organizations. Edward P. Gerth is now the sole owner of the Gerth-Pacific Advertising Agency, and James C. Knollin heads the Knollin Advertising Agency. Both have offices at 68 Post street.

### Canada Sponsored Shows On Increase Says Murray

(Continued from Page 1)

mony, as at his previous appearance, was read from a 57,000-word brief, which he will continue to present at the hearings next week. No transcript of the brief was made available for the press, it being entered on the record only as Maj. Murray read it. There were a few interruptions to have the witness repeat statements presented.

Efforts had been made to provide all possible facilities for promising new talent, Maj. Murray said. Between March, 1939 and Dec. 31, 1941 more than \$2,400,000 was paid by the CBC to Canadian artists, musicians, authors and composers.

There had been a downward trend in the ratio of commercial programs to sustaining programs, Maj. Murray told the committee. In the past year commercial programs accounted for 14 per cent of the CBC network broadcasting. In accepting commercial business, he said, revenue was not the only factor considered. He then referred to the increase of Canadian commercial programs and said private stations had given cooperation in giving wide distribution to programs designed to further the war effort.

#### Lauds Employees

Maj. Murray also spoke highly of the efficiency of the 657 employees of CBC.

Touching on radio in education, Maj. Murray said Canadian schools have failed to take full advantage of the use of radio in education. Radio offered great educational opportunities, especially in rural areas, he said, but as yet general advantage has not been taken by Canadian educational institutions. Only in Nova Scotia and British Columbia, he concluded, is school radio being used to any appreciable extent.

## WORDS AND MUSIC

By Sid Weiss

**O**UR TOWN: Two scenes in the Warner smash, "Yankee Doodle Dandy," were shot here in town and directed by Charlie Martin, the Philip Morris Playhouse ace. One was the scene with Cagney talking to FDR (using Bill Adams' voice as a dub-in); Martin received a personal wire of congratulations from Jack Warner....Speaking about Martin, his guestar on the "Playhouse" this week will be Geo. Raft. For the assignment, Raft, through his agent, demanded \$3,500. After considerable haggling, he agreed to take \$3,250—providing that the remaining \$250 went to his "bodyguard," Killer Gray....That dread experience which all of us fear at one time or another—that of accidentally wearing shoes from different pairs—happened to genial Mose Gumble the other day. Lucky for Mose they were both brown!...Dogs are being enrolled for defense purposes and Kate Smith hopes for a 1-A rating for her cocker spaniel, Freckles....Jack Benny sent Ed Gardiner a wire saying that "Duffy's Tavern" was the funniest thing on the air Tuesday nites.

☆ ☆ ☆

Last week, Muriel Pollock was signed for the music on the CIO program called "Win the War" on WQXR. Not to be outdone, the A.F. of L. readied a new show over WEAF. Miss Pollock has been signed for that show, too!...Marcia Neil the new attraction at the Weylin Bar with her songs and pianoing....That pretty gal on Jacques Renard's arm these nites is his pretty 22-year-old daughter, Wini, from Beverly Hills....Larry Elliott has become a dollar-a-year man in the Treasury Bond Drive....Geo. F. Putnam has offered his services to the U.S. Civil Service as announcer of their one-minute recruiting transcriptions....Saturday "Evening Post" gave a great break to "Singin' Sam" in its current issue, relating the circumstances surrounding the cancellation of the big publicity campaign on "Try Smilin'" last year.

☆ ☆ ☆

**FUN FILLERS:** We're still laughing at Martha Raye's gag, entertaining the boys at the Stage Door Canteen. "As I was coming in here," cracks Martha, "a fellow came up to me and said: 'Miss, I haven't had a bite in five days'. So I bit him!"....Alton Cook's line about Earle Ferris is another howl. He says Earle is the only guy in the world who rented a piano so's he could tune up his mandolin....During his recent Victory tour, Groucho Marx was approached by a woman who said: "Pardon me, are you Harpo Marx?" "No," replied Groucho. "Are you?"....With House Jameson being drafted into the Army next week, a terrific possibility is opened up. Supposing he gets assigned to Ezra (Sergeant) Stone's company—thus making his "radio son" his army superior!

☆ ☆ ☆

**OF THEE I SING:** The Blue Network's decision to let down the bars on spy stories, thus bringing in Phil Lord's "Counter Spy" series every Monday nite. The programs aren't episodic, each one being a story in itself dealing with counter-espionage....Bob Conway's intelligent newsful headlines that wind up the WNEW—"Daily News" hourly broadcasts....The rousing rhythm of Irene Beasley's tune, "I've Got a Job to Do for Uncle Sam"....Ditto "We Don't Want No Goosestep Over Here" penned by Ray Seeley (an inmate of Folsom Prison) and published by Bell Music Co...."Other People's Business" heard daily on WQXR—as slick a show as its title, with credits going to Wilbert Newgold and Alma Dettinger....The consistently swell job Nellie Revell turns in each week. Nellie can give most of the others cards and spades and why she hasn't been sold yet will always come under the head of "mysteries" to us....Broadway's offering of "Uncle Harry," which is worthwhile viewing if for no other reason than to sample the superb toiling of Eva LeGallienne, Joseph Schildkraut and radio's own Addie Klein. Addie, whom we last caught in "Brooklyn, U.S.A.", is right at home in this Big Time company as the nagging, snarling and shrewish old maid sister.

☆ ☆ ☆

— Remember Pearl Harbor —

## PROGRAM REVIEW

#### "Counter Spy"

Somewhat over-melodramatication which debuted under title of "Counter-Spy" on the Network Monday night 10-10:3 EWT, via WJZ, appears to be in that any reminder of the matter how inconsequential, cumulative effect on this war effort. Half-hour show is suited to the 5-7 p.m. period it probably would be received cordially by a children's audience rather than the adult audience its present air-time. Truths lurking submarines for get-and penthouse radio transmitt used in the first episode of this are a bit too much for the listener to take in when all he has to do is to listen to his news comm or read his newspaper to get and much more exciting fare.

The first program undoubtedly limited in telling its story as time was used in introducing main character, who will come in subsequent episodes. It starts off with a rather effective interrogation to give the listener proper background for the story. Sound effects throughout were only redeeming feature of the production. Series is produced by Phillips H. Lord, independent producer, and is currently aired on NBC as a sustaining basis as a tribute to conducting our country's espionage activities.

#### "Truth or Consequences"

Procter & Gamble show heard the Red Saturdays at 8:30-9 plugging Ivory Soap, features Edwards as emcee and stuntman upper. A question is asked at the contestant fails to give the correct reply within a limited time consequence must be paid or. The comedy and entertainment this stanza comes only from the contestants paying the forfeit which range from riding in a baby down Fifth Avenue to having a belt locked on a person—the key to be delivered until midnight a messenger to the home of the tim. Commercial copy is usually the light side and the half passes too quickly if the consequences are amusing. They usually are.

#### "TRY SMILIN'"

By RAY SEELEY

(No. 21-774 Folsom Prison)

IS IN THE NEWS . . .

See SATEVEPOST story on  
SINGIN' SAM

May 30 issue, Page 57

Prof. Copies and Stock Orchestras  
Mailed on Request

BELL MUSIC CO.

20 E. JACKSON CHICAGO

# Mull Problem U.S. News Head

(Continued from Page 1)

various times were Elmer Alter Lippmann, Archibald Lowell Mellett, William C. Illitt and half a dozen others or the week-end. Senators Tydings launched a heavy roadside against waste and in the Government's press. Their attack, according to has induced the Chief Executive to dust off the plate again to announce the new set-up this

running. Elmer Davis is at the edge for the chief Lowell Mellett also running up in front. Whoever is will put an end to Washington's guessing game this

## Sherwood Seen As Assistant

Seems certain that the assistants will include Deputy Robert E. Sherwood or Coordinator of Information. Radio propaganda agency headed by Colonel William M. Donovan. Donovan is definitely "out," probably for a high Army post—and Sherwood is being taken over from him, including at least Donovan's present agency, its foreign information service part of Mellett's U. S. Intelligence Service. The agency now will include all of MacFie of Facts and Figures, propaganda section of Vice-Wallace's Board of Economic Welfare in addition to the services of Army, Navy Production Board. The center run by Byron Price and Rockefeller's Office of Inter-Affairs are not expected big new war information

## Relief to COI and OFF

encies which are sure to be opportunities for improved cooperation under the proposed set-up. An's COI and MacLeish's point out that both are now processing much of type of source material—for domestic morale and purposes, and Donovan's foreign consumption via shortwave stations. If the plan goes through, these may have a common aim, possibly even pooling monitoring and analysis sec-

a few heads may be lopped off, it is not expected that total reduction of personnel from reorganization. The recently bitten deeply into it, and the expectation of a shakeup has prevented. Thus, a pooling of functions correlation of activities of employees would probably first noteworthy results coordination of war informa-tors.

# PROMOTION

## Newspaper-Radio Tieup

"Radio Gravure" is the title of a new quarter-hour, Saturday morning program being aired by WPAT, Paterson, N. J. Program, which is designed to promote sales of the Newark "Sunday Call," with which WPAT has just completed a mutual promotional tie-up. Is a dramatized narrative, with appropriate music and sound effects, previewing stories scheduled to appear in the rotogravure section of following day's "Sunday Call." Broadcast is heard from 12 noon until 12:15 on Saturdays.

## OCD Booklet Giveaway

Lone Star Beer, heavy radio time buyer, is promoting a give-away in the form of a booklet outlining Civilian Defense and what to do in the

## Blue Network Shows Set For Early Debut

(Continued from Page 1)

into the 9:30-10 p.m. (all times EWT) spot on the Blue beginning this Sunday. Deliberately on the corny side, show will consist of mass singing by the studio audience up to a certain point in the song when, at a pre-arranged signal, all will stop except one member of the audience with a microphone who will carry on alone until, at another signal, entire audience again picks up the tune.

Four microphones will be scattered in the audience, permitting of impromptu solos, duets, trios and quartets on the signal when the general audience stops. Cash prizes will be awarded for best (and worst) voices. Program is a General Amusement Corp. package.

Lew Valentine, in addition to his "Sing for Dough" assignment, has taken over the emcee duties on the Blue's "Swap Nite" program, heretofore handled by H. Allen Smith.

On Sunday, June 14, "The Army-Navy Game," an all-service contest program, with prizes going to Army and Navy Relief, begins a regular weekly schedule on the Blue, Sundays from 4:30-5 p.m. Created by Herb Moss and Allen Funt, "Army-Navy Game" was air-auditioned last May 13 on the Blue. Fred Uttal will be emcee, awarding prizes to service teams matching wits, singing, acting, etc.

## Negro Show June 17

Idea for a regular weekly program to serve as a showcase for outstanding Negro talent will be tried out Wednesday, June 17, during the "Cab Calloway's Quizzicale" time, 9:30-9:55 p.m., with Calloway as emcee. "Quizzicale" format will be dropped for this one program, although it is not intended to discontinue the program altogether. An impressive array of leading colored artists is being lined up for the June 17 broadcast and if successful the idea may be continued with a permanent emcee other than Calloway whose band dates keep him on the road most of the time.

emergency. The offer is not merely a test but a good-will gesture on part of the brewery officials. Offer is being made on the "Lone Star News," aired each evening over KTSA, San Antonio.

## Anns. Trailer Swap

Deal whereby free announcements are exchanged for promotional sound trailers has been set by KQW, San Francisco outlet for CBS, with the Nasser Brothers' theater chain of northern California. Eight theaters of the circuit, all located in the San Francisco Bay area, will use the station plugs, which will feature the voices of different station personalities—some local staffers and others heard regularly via the CBS network lanes.

## New Station Granted; Other Action By FCC

(Continued from Page 1)

Columbus, Ohio, and relay stations to the Forest City Publishing Co. on condition that no authority contained in action would be construed as a finding with respect to, or as a future approval of any future transfer of control of licensee arising out of changes in stockholding of Forest City Publishing Co. or otherwise. This is understood to be eliminating an intermediary corporation.

A voluntary assignment of license was granted for station WJZM, Clarksville, Tenn., from William D. and Violet Hudson to Roland Hughes, for a total consideration of \$26,500.

The Western Evergreen Broadcasting Assn. of Seattle, Washington, was granted authority to transmit to and exchange programs with the Canadian Broadcasting Corp. for rebroadcasting.

## Authority Given Blue Web

The Blue Network, Inc., New York City, was granted authority to transmit programs to stations CFCF, CBL and to other Canadian Broadcasting Corp. stations.

W6XLA, Television Productions, Inc., of Los Angeles, was granted construction permit for a new television relay station (in lieu of earlier permit which expired Oct. 15, 1941) to operate on frequencies 204.000-216.000 kilocycles (channels 11 and 12), 800 watts peak visual power only. A-5 emission.

Station WBYN, Brooklyn, N. Y., yesterday applied for a modification of license for removal of its main studio from 1 Nevins Street, Brooklyn, to 132 West 43rd Street, New York City.

Hearst Radio, Inc., of San Francisco, applied for permission to assign license for station KYA by sale to the Palo Alto Radio Station, Inc.

## Joins WABC Announcers

Sandy Baker, formerly a member of the announcing staff of WWRL and more recently with WBT, Charlotte, has joined WABC where he will serve as staff announcer.

# "Time Broker" Query Of 'Language' Outlets

(Continued from Page 1)

—and influence—among foreign born listeners.

Possible wartime dangers inherent in such a setup if the licensee does not have complete knowledge and control over the content of such programs were impressed upon NAB members by Lee Falk of the Office of Facts and Figures at the recent NAB convention in Cleveland following which a foreign language station committee for voluntary control was created.

Members of the committee headed by Chairman Arthur Simon of WPEN, Philadelphia, are scheduled to meet in Falk's office this afternoon. In addition to matters of organization and procedure, the group will consider a proposed code on foreign language broadcasts which will include a proposal on block-booking. The committee is also seeking office space in Washington.

## Program Details Wanted

Through direct communication with the individual radio stations concerned, the FCC said yesterday, it would seek to learn the following facts about "Time Brokers": Their precise relationships with the stations over which they operate, the titles and nature of their programs, and also whether in the opinion of the licensees there are objections to, or useful functions for the broker system.

Copies of contracts and agreements concerning the foreign language operations of brokers and stations are to be filed at the offices of the Commission.

## "Men-Machines-Victory" Set For Blue Start Friday

(Continued from Page 1)

Irvin, formerly president of U. S. Steel Corp. and presently chairman of the Fund, will appear as guest speaker to present the aims of the series. The War Production Fund To Conserve Manpower was organized as a result of a proclamation of President Roosevelt calling upon the National Safety Council to mobilize its resources in a drive against accidents.

## MORE BUSINESS

**SALES** are made, not born. Factual presentation based on accurate market survey makes it possible for salesmen to increase sales from present sponsors and new prospects. Available now, sales and sales-promotion man, seven years in broadcasting. Excellent record of accomplishment, best references, draft exempt, broad knowledge of exploitation, publicity, special events. Knows how to handle tough competition. Details on request. Write RADIO DAILY, Box T, 1501 Broadway, New York City



# Coast-to-Coast



**H**OWARD RAY, program director of KPRO, San Bernardino, Cal., conceived a unique idea for the local USO drive. USO will furnish a date to the uniformed man winning a contest held over the station for the best "tall tale," gag, etc. Winner may specify type of girl he prefers; local merchants will shower the couple with presents, free dinner, free taxi cab rides, and present them as the guests of honor at a big dancing party held by the USO on June 16. Details of the contest are broadcast every day on KPRO's "Merchants' Salute to Fighting Men" program.

\* \* \*

"The Future of Asia" will be the subject of a broadcast forum to be presented over WHN, New York, Thursday, at 10-10:30 p.m. Dr. William Agar, educational director of the Freedom House and vice-president of the Fight for Freedom committee, will act as moderator for the discussion. Others participating in the round-table are: Alexander Kiralfy, author of "Victory in the Pacific"; Krishnalal Shridharani, representative of India and author of "My India—My America"; and Dr. Lin Mousheng, editor of the "Contemporary China."

\* \* \*

As a portion of "This Nation at War" program, WTRY, Troy, N. Y., moved its microphones into the home of Fred M. Patrie of Albany. He and two sons are employed at the American Locomotive Works in Schenectady, his daughter is employed as a nurse in a local hospital, and last but not least, Mrs. Patrie, besides her household duties, works as a maid in a local hotel. Bob Lewis handled the announcing trick for WTRY.

\* \* \*

Eileen Pittillo, secretary in the commercial department of WWNC, Asheville, N. C., is now displaying a diamond engagement ring. The other half of the twosome is Charles Beard of the engineering department.

\* \* \*

New additions to the staff of WFBC, Greenville, South Carolina, are Bob Youmans and Charlie Davis, announcers, and Sue Jones, commercial department. Youmans comes to WFBC from KPAC, Texas. Davis joins WFBC, from the announcing staff of WISE, Asheville, N. C., and Miss Jones was formerly on the sales staff of WMRC, Greenville.



June 3

Ruth Carhart	Bob Hutton
Herman Larson	Joey Nash
Jan Peerce	Dave Rose
Warren Sweeney	

After seeking a talented girl vocalist for five years, Sammy Kaye, the swing and sway maestro, has finally added a songstress to his outfit. She is 17-year-old Nancy Norman, whom Kaye discovered at a Roosevelt High School dance in Hollywood, Cal. Nancy is currently singing with the band at the Essex House, New York, broadcasting over NBC several times a week.

\* \* \*

"Music by Black," specifically, by Norman Black, melody maestro of WFIL, Philadelphia, will not only change, but double his time on the Blue Network Saturday mornings, beginning June 6. Instead of the previous 15 minutes, 12:15-12:30, Black will play on the Blue for half an hour, 12-12:30. Music menu is mainly made up of light concert selections.

\* \* \*

Lily Pons, Metropolitan Opera soprano, and Andre Kostelanetz, her conductor-husband, celebrated their fourth wedding anniversary yesterday in Silvermine, Conn., where they were married on June 2, 1938 as the surprise climax to a garden party held at Miss Pons' home.

\* \* \*

Alvino Rey and his orchestra, with the four King Sisters, will succeed Kay Kyser's orchestra as the featured band on WPAT, Paterson, N. J., "Sundown at Meadowbrook" broadcasts commencing Friday evening, June 5. With the arrival of Rey's band on the program, broadcasts will be lengthened to one half hour, the new time being from 7:30-8 p.m., Tuesdays through Saturdays.

\* \* \*

Patricia Pritchett, new to radio, has started work at KWK, St. Louis, as receptionist. Louise Steffens, former receptionist, has been placed in charge of music clearance. Edward Wilson, formerly of WLS, Chicago, has joined the announcing staff. His ten years in radio have included all types of announcing. Claire Harrison, continuity director, recently married John Cari-Cari of the U. S. Army Air Corps stationed at Scott Field. She will remain with the station.

\* \* \*

Richard Peck, formerly with KARK, Little Rock, Ark., has joined the staff of WOW, Omaha, Neb., as a broadcast operator. Don Larson, Omaha organist, has replaced Eddie Butler as staff organist. Butler has enlisted in the Navy. Bill Wiseman, promotion manager, has accepted an invitation to speak before the Kansas City Advertising Club, June 8.

\* \* \*

"The Happy Medium," new novelty tune by Bill Watters and Harvey Brooks, getting MBS network introduction by Johnny Richards Orchestra from Zucca's in Hermosa Beach, Calif. Watters, formerly New York and Hollywood publicist, is now in the Navy and recently wrote "Fighting Sons of the Navy Blue," published by Vanguard Songs, Inc.

WFBC, Greenville, S. C., broadcasts the weekly meetings of the "Popeye Club" from the stage of the Rivoli Theater in Greenville. Meetings are presided over by Bud Watson, of the WFBC staff. Program is aimed at the juvenile listeners from eight to 18 years.

\* \* \*

Hoyt Andres, recently of KWK, St. Louis, and formerly with WOAI, San Antonio, Texas, has joined the KMOX, St. Louis, announcing staff. Hoyt is particularly identified with WOAI for his special events announcing of Army shows from Randolph Field and Fort Sam Houston. Jim Moran, studio technician for KMOX, recently returned from his vacation and is back in harness.

\* \* \*

Robert Artman, engineer for WTAQ, Green Bay, Wis., resigned his post recently at the transmitter in West DePere, to take over new duties with the Army Signal Corps, as a teacher in the Radio Technician courses. His first assignment was at West DePere and Green Bay. He fills out the classes started by the Rev. L. F. Jacobs, Ph.D., St. Norbert College, who also joined the Signal Corps. St. Norbert College owns and operates WTAQ.

Jerry Wayne, CBS singer recently did his first solo record for Beacon Records, is sending his own expense, copies of the disk, "This Will Be a Lonesome Summer," to the various Army stations throughout the country. Head of the new label, is coming an album of "Home Front" for Wayne, as a morale build.

\* \* \*

Howard W. Davis, J. K. and W. W. McAllister, all Antonio, have purchased radio station KPAB from J. B. Morton business man. Davis and McAllister are operating as the Walmac Corporation and operate radio station KM-Antonio. KPAB operates on a frequency of 1490 kHz with a power of 250 watts. Studios will be built in the Hotel here. Trio plan to organize Laredo Broadcast Corp. with who also operates KM-A.

\* \* \*

Ray Sentker, assistant producer of KSL, Salt Lake City, became the father of a baby boy, Raymond, May 19. Ben B. member of the technical staff of KSL transmitter, received a call from the stork the day before a fine baby girl.

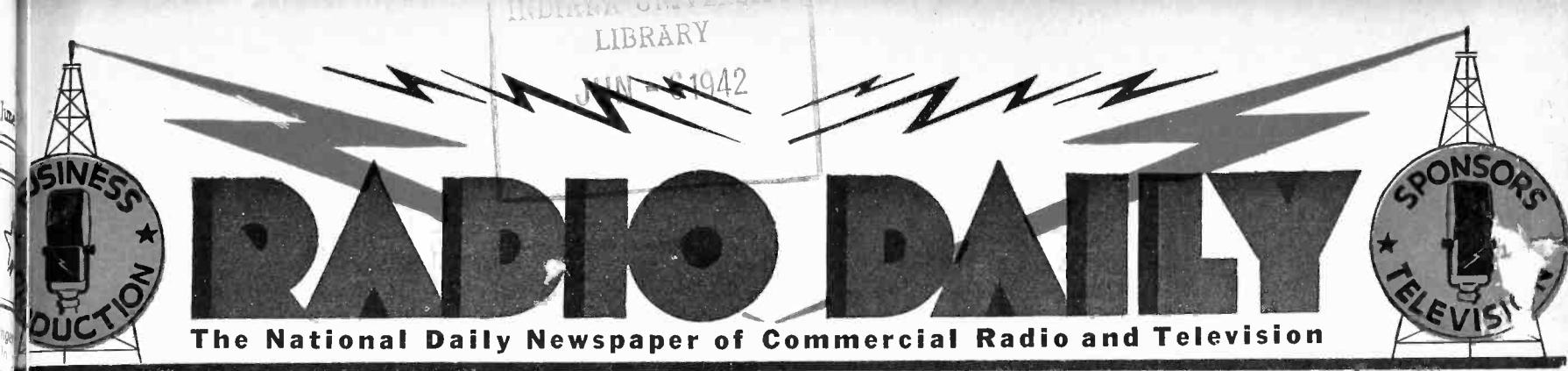


**WEVD**  
5000 WATTS

**NEW YORK'S STATION OF DISTINCTIVE FEATURES**  
The unique position of WEVD with a large section of Metropolitan New York's radio audience is evidenced by—

1. The feature boxes of newspaper radio program pages.
2. The large number of famous advertisers on the station continuously year after year.  
Ask for "Who's Who On WEVD" . . . sent on request.

**WEVD—117-119 West 46th St., New York, N. Y.**



The National Daily Newspaper of Commercial Radio and Television

L. 19, NO. 47

NEW YORK, N. Y., THURSDAY, JUNE 4, 1942

TEN CENTS

# MBS At Sanders Hearing

## No 1-Hour Sponsors New Time Over NBC

General Foods and Bristol-Myers yesterday formally renewed their one-hour evening time blocks on NBC. General Foods renewed for another year the Thursday 8-9 p.m., 30-minute hour while Bristol-Myers re-signed the Wednesday 9-10 p.m. segment.

Programs involved are Eddie Can-er "Time to Smile," occupying the first half of the Bristol-Myers hour on 36 stations for Ipana and Salutistica (Young & Rubicam) and

(Continued on Page 2)

## Ascap's Better Relations Extended To Movie Exhibits

Atlantic City—Indicating further unchanged attitude of Ascap toward its customers, John G. Paine, Ascap general manager, pledged better future relations with the picture industry at the opening session of the Allied Theater Owners of New Jersey annual convention at the Ambassador Hotel here yesterday. Paine told the convention of the removal of Ascap's lawyer-representatives and substitution of good

(Continued on Page 2)

## "Times" Correspondents Set For WMCA Broadcast

Round table discussion on the war to include correspondents who arrived on the S.S. Drottningholm in the exchange of nationals with the Axis, will be featured in an hour and a quarter broadcast on WMCA, New York, next Tuesday, June 9.

(Continued on Page 2)

## Army-Navy Relief

An afternoon-and-evening show at Madison Square Garden, with same bands, radio and recording stars, is being planned by the Record Masters of Ceremonies Committee of the U. S. Treasury's War Bond Campaign headed by Dick Gilbert, WGN disk twirler. Proceeds of the affair, tentatively set for June 20, will go to the Army and Navy Relief Fund.

### Sobriquet

Not content with calling its new cooperative sponsorship plan merely "teamed sponsorship," Blue Network staffers have been racking their brains for a more descriptive handle. Leading candidate thus far was devised by Jack Sullivan, of the WJZ promotion department, who offers: "Kilocycle Build for Four."

## Mutual May Billings Show Increase Of 48%

Mutual billings last month, reflecting the loss of Coca-Cola's "Spotlight Bands" series which terminated on the network May 2, dropped from the approximate 100 per cent increase over comparable months of 1941 which they had been running, but continued close to the 50 per cent mark. Figure for the month of May was \$748,745, an increase of 48.6 per

(Continued on Page 2)

## Satevost Campaign On 35 In Major Markets

Curtis Publishing Co. this week began an intensive spot campaign for the "Saturday Evening Post" on approximately 35 stations in major markets. Plugging the magazine's new format and specific articles (currently Jan Henrik Marsman's "I Escaped From Hong Kong"), the one-minute announcements total 17 per week per market, where time is

(Continued on Page 2)

## "Language" Committee Meets; Fly Offers Full Cooperation

## Philco's Net Profit Shows 1st Quarter Gain

Philadelphia—Gross sales of Philco Corp. totaled \$17,139,891 in the first quarter of 1942, as compared with \$16,476,996 in the corresponding period a year ago, it was announced yesterday by James T. Buckley, president. Net income after provision for estimated Federal and State income

(Continued on Page 2)

## McCosker Supports FCC Administration And Sees No Cause For Revision; Deplores Court Procedure

## BVC Fears Drafting Of Key Radio Execs

Washington Bureau, RADIO DAILY Washington—Concern over the possible effects upon radio of the new War Manpower Act has been voiced by the Broadcasters' Victory Council, which views with alarm the possibility that key men in broadcasting will be drafted for work in war plants even though they may not

(Continued on Page 7)

## "Dr. Christian" Awards To Be Announced June 17

Winner of the \$2,000 "Dr. Christian Award" for the outstanding radio script will be announced June 17 on the regular weekly "Dr. Christian" broadcast on CBS, it was announced yesterday in making public the names of the judges. Walter Wanger, mo-

(Continued on Page 2)

## Angott-Montgomery Bout Bought By Adam On Blue

Adam Hat Stores, Inc., will sponsor the broadcast of the lightweight bout between Sammy Angott and Bob Montgomery, Monday, June 15, over

(Continued on Page 2)

Washington Bureau, RADIO DAILY

Washington—Hearings before the House Interstate and Foreign Commerce Committee on the Sanders Bill resumed yesterday morning with an appeal from Alfred J. McCosker, chairman of the board of Mutual Broadcasting System and president of WOR, that no new legislation be enacted which would hamstring the Federal Communications Commission and further delay enactment of its proposed network regulations.

Indicating MBS support of the FCC in no uncertain terms, McCosker was the first witness in the course of these protracted hearings to voice all-out support of the chain regulations, in

(Continued on Page 6)

## NBC Signs Gram Swing To Exclusive Contract

Raymond Gram Swing has signed an exclusive contract with NBC and will switch from Mutual to the Red network in September, it was learned yesterday. Swing, one of the top radio news commentators, will re-

(Continued on Page 7)

## NLRB Renders Report Anent WQAM Employee

Washington Bureau, RADIO DAILY Washington—Reinstatement with back pay from Dec. 10, 1941, for announcer Fred Handrich, WQAM, Miami, Fla., was recommended by

(Continued on Page 2)

## "CBS Mail Bag"

On the theory that "this nation can provide substitutes for everything except letters from home," CBS this week launched the "CBS Mail Bag" which goes to all Columbia men in the service. Edited by Jack Hoins, it consists of excerpts from letters written to the network by ex-staffers now in the armed forces and includes a page of their pictures.

## AGENCIES

RADIO and other media in the New York area on Thursday will begin an integrated campaign on behalf of the Treasury Department war pledge campaign of Greater New York, with the objective of selling approximately \$2,000,000 worth of War Bonds annually in this market. Cooperation of all media, advertisers and agencies has been assured.

SWERL, new concentrated laundry soap, is being introduced in test markets this week by H. J. Heinz Co., through Maxon, Inc., Detroit. Test cities are Syracuse, N. Y., and Grand Rapids, Mich.

THE GERTH-KNOLLIN Advertising Agency of San Francisco has been split into two separate organizations. Edward P. Gerth is now the sole owner of the Gerth-Pacific Advertising Agency, and James C. Knollin heads the Knollin Advertising Agency. Both have offices at 68 Post street.

### Canada Sponsored Shows On Increase Says Murray

(Continued from Page 1)

mony, as at his previous appearance, was read from a 57,000-word brief, which he will continue to present at the hearings next week. No transcript of the brief was made available for the press, it being entered on the record only as Maj. Murray read it. There were a few interruptions to have the witness repeat statements presented.

Efforts had been made to provide all possible facilities for promising new talent, Maj. Murray said. Between March, 1939 and Dec. 31, 1941 more than \$2,400,000 was paid by the CBC to Canadian artists, musicians, authors and composers.

There had been a downward trend in the ratio of commercial programs to sustaining programs, Maj. Murray told the committee. In the past year commercial programs accounted for 14 per cent of the CBC network broadcasting. In accepting commercial business, he said, revenue was not the only factor considered. He then referred to the increase of Canadian commercial programs and said private stations had given cooperation in giving wide distribution to programs designed to further the war effort.

#### Lauds Employees

Maj. Murray also spoke highly of the efficiency of the 657 employees of CBC.

Touching on radio in education, Maj. Murray said Canadian schools have failed to take full advantage of the use of radio in education. Radio offered great educational opportunities, especially in rural areas, he said, but as yet general advantage has not been taken by Canadian educational institutions. Only in Nova Scotia and British Columbia, he concluded, is school radio being used to any appreciable extent.

## WORDS AND MUSIC

By Sid Weiss

**O**UR TOWN: Two scenes in the Warner smash, "Yankee Doodle Dandy," were shot here in town and directed by Charlie Martin, the Philip Morris Playhouse ace. One was the scene with Cagney talking to FDR (using Bill Adams' voice as a dub-in); Martin received a personal wire of congratulations from Jack Warner....Speaking about Martin, his guestar on the "Playhouse" this week will be Geo. Raft. For the assignment, Raft, through his agent, demanded \$3,500. After considerable haggling, he agreed to take \$3,250—providing that the remaining \$250 went to his "bodyguard," Killer Gray....That dread experience which all of us fear at one time or another—that of accidentally wearing shoes from different pairs—happened to genial Mose Gumble the other day. Lucky for Mose they were both brown!...Dogs are being enrolled for defense purposes and Kate Smith hopes for a 1-A rating for her cocker spaniel, Freckles....Jack Benny sent Ed Gardiner a wire saying that "Duffy's Tavern" was the funniest thing on the air Tuesday nites.

☆ ☆ ☆

Last week, Muriel Pollock was signed for the music on the CIO program called "Win the War" on WQXR. Not to be outdone, the A.F. of L. readied a new show over WEAF. Miss Pollock has been signed for that show, too!...Marcia Neil the new attraction at the Weylin Bar with her songs and pianoing....That pretty gal on Jacques Renard's arm these nites is his pretty 22-year-old daughter, Wini, from Beverly Hills....Larry Elliott has become a dollar-a-year man in the Treasury Bond Drive....Geo. F. Putnam has offered his services to the U.S. Civil Service as announcer of their one-minute recruiting transcriptions....Saturday "Evening Post" gave a great break to "Singin' Sam" in its current issue, relating the circumstances surrounding the cancellation of the big publicity campaign on "Try Smilin'" last year.

☆ ☆ ☆

**FUN FILLERS:** We're still laughing at Martha Raye's gag, entertaining the boys at the Stage Door Canteen. "As I was coming in here," cracks Martha, "a fellow came up to me and said: 'Miss, I haven't had a bite in five days. So I bit him!'....Alton Cook's line about Earle Ferris is another howl. He says Earle is the only guy in the world who rented a piano so's he could tune up his mandolin....During his recent Victory tour, Groucho Marx was approached by a woman who said: 'Pardon me, are you Harpo Marx?' 'No,' replied Groucho. 'Are you?'....With House Jameson being drafted into the Army next week, a terrific possibility is opened up. Supposing he gets assigned to Ezra (Sergeant) Stone's company—thus making his "radio son" his army superior!

☆ ☆ ☆

**OF THEE I SING:** The Blue Network's decision to let down the bars on spy stories, thus bringing in Phil Lord's "Counter Spy" series every Monday nite. The programs aren't episodic, each one being a story in itself dealing with counter-espionage....Bob Conway's intelligent newsful headlines that wind up the WNEW—"Daily News" hourly broadcasts....The rousing rhythm of Irene Beasley's tune, "I've Got a Job to Do for Uncle Sam"....Ditto "We Don't Want No Goosestep Over Here" penned by Ray Seeley (an inmate of Folsom Prison) and published by Bell Music Co...."Other People's Business" heard daily on WQXR—as slick a show as its title, with credits going to Wilbert Newgold and Alma Dettinger....The consistently swell job Nellie Revell turns in each week. Nellie can give most of the others cards and spades and why she hasn't been sold yet will always come under the head of "mysteries" to us....Broadway's offering of "Uncle Harry," which is worthwhile viewing if for no other reason than to sample the superb toiling of Eva LeGallienne, Joseph Schildkraut and radio's own Addie Klein. Addie, whom we last caught in "Brooklyn, U.S.A.", is right at home in this Big Time company as the nagging, snarling and shrewish old maid sister.

☆ ☆ ☆

—Remember Pearl Harbor—

## PROGRAM REVIEW

#### "Counter Spy"

Somewhat over-melodramatication which debuted under title of "Counter-Spy" on the Network Monday night 10:10:30 EWT, via WJZ, appears to be in that any reminder of the matter how inconsequential, has cumulative effect on this war effort. Half-hour show is suited to the 5-7 p.m. period; it probably would be received cordially by a children's audience rather than the adult audience at its present air-time. Truth set lurking submarines for get-and penthouse radio transmitter used in the first episode of this are a bit too much for the listener to take in when all he has to do is to listen to his news commer or read his newspaper to get a and much more exciting fare.

The first program undoubtedly limited in telling its story as time was used in introducing main character, who will come in subsequent episodes. It starts off with a rather effective belligerent interrogation to give the listener proper background for the story. Sound effects throughout were only redeeming feature of the production. Series is produced by Phillips H. Lord, independent producer, and is currently aired on a sustaining basis as a tribute to conducting our country's espionage activities.

#### "Truth or Consequences"

Procter & Gamble show heard the Red Saturdays at 8:30-9 plugging Ivory Soap, features R. Edwards as emcee and stuntman upper. A question is asked and the contestant fails to give the correct reply within a limited time consequence must be paid or not. The comedy and entertainment in this stanza comes only from the contestants paying the forfeit which range from riding in a baby carriage down Fifth Avenue to having a belt locked on a person—the key to be delivered until midnight to a messenger to the home of the winner. Commercial copy is usually on the light side and the half hour passes too quickly if the consequences are amusing. They usually are.

#### "TRY SMILIN'"

By RAY SEELEY

(No. 21-774 Folsom Prison)

IS IN THE NEWS . . .

See SATEVEPOST story on  
SINGIN' SAM

May 30 issue, Page 57

Prof. Copies and Stock Orchestras  
Mailed on Request

BELL MUSIC CO.

20 E. JACKSON CHICAGO

# Mull Problem U.S. News Head

(Continued from Page 1)

various times were Elmer Walter Lippmann, Archibald Lowell Mellett, William C. Millitt and half a dozen others. After the week-end, Senators Tydings launched a heavy roadside against waste and in the Government's press. Their attack, according to them, has induced the Chief Executive to dust off the plate again to announce the new set-up this

is running, Elmer Davis is to ave the edge for the chief. Lowell Mellett also run-will up in front. Whoever is will put an end to Washington's favorite guessing game this

## Sherwood Seen As Assistant

no seems certain that the as-suchies will include Deputy Director Robert E. Sherwood of Office of Coordinator of Information. shortwave propaganda agency headed by Colonel William (Bill) Donovan. Donovan is to be definitely "out," probably for a high Army post—and right Sherwood is being asked to take over from him. In addition to including at least of Donovan's present agency, all its foreign information service part of Mellett's U. S. Information Service, the agency now will include all of MacLeish's Office of Facts and Figures, the propaganda section of Vice-Chairman Wallace's Board of Economic Welfare in addition to the main services of Army, Navy War Production Board. The center office run by Byron Price and Rockefeller's Office of International Affairs are not expected to be big new war information

## Benefit to COI and OFF

encies which are sure to be opportunities for improved cooperation under the proposed set-up of Donovan's COI and MacLeish's. It is pointed out that both are now processing much of the type of source material—For domestic morale and propaganda purposes, and Donovan's for foreign consumption via shortwave stations. If the union goes through, these agencies may have a common room, possibly even pooling monitoring and analysis sec-

few heads may be lopped off, it is not expected that general reduction of personnel will result from reorganization. The has recently bitten deeply into and the expectation of a major shakeup has prevented. Thus, a pooling of functions and correlation of activities of reset employees would probably first noteworthy results coordination of war informants.

# PROMOTION

## Newspaper-Radio Tieup

"Radio Gravure" is the title of a new quarter-hour, Saturday morning program being aired by WPAT, Paterson, N. J. Program, which is designed to promote sales of the Newark "Sunday Call," with which WPAT has just completed a mutual promotional tie-up, is a dramatized narrative, with appropriate music and sound effects, previewing stories scheduled to appear in the rotogravure section of following day's "Sunday Call." Broadcast is heard from 12 noon until 12:15 on Saturdays.

## OCD Booklet Giveaway

Lone Star Beer, heavy radio time buyer, is promoting a give-away in the form of a booklet outlining Civilian Defense and what to do in the

emergency. The offer is not merely a test but a good-will gesture on part of the brewery officials. Offer is being made on the "Lone Star News," aired each evening over KTSA, San Antonio.

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## Blue Network Shows Set For Early Debut

(Continued from Page 1)

into the 9:30-10 p.m. (all times EWT) spot on the Blue beginning this Sunday. Deliberately on the corny side, show will consist of mass singing by the studio audience up to a certain point in the song when, at a pre-arranged signal, all will stop except one member of the audience with a microphone who will carry on alone until, at another signal, entire audience again picks up the tune.

Four microphones will be scattered in the audience, permitting of impromptu solos, duets, trios and quartets on the signal when the general audience stops. Cash prizes will be awarded for best (and worst) voices. Program is a General Amusement Corp. package.

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## New Station Granted; Other Action By FCC

(Continued from Page 1)

Columbus, Ohio, and relay stations to the Forest City Publishing Co. on condition that no authority contained in action would be construed as a finding with respect to, or as a future approval of any future transfer of control of licensee arising out of changes in stockholding of Forest City Publishing Co., or otherwise. This is understood to be eliminating an intermediary corporation.

A voluntary assignment of license was granted for station WJZM, Clarksville, Tenn., from William D. and Violet Hudson to Roland Hughes, for a total consideration of \$26,500.

The Western Evergreen Broadcasting Assn. of Seattle, Washington, was granted authority to transmit to and exchange programs with the Canadian Broadcasting Corp. for rebroadcasting.

## Authority Given Blue Web

The Blue Network, Inc., New York City, was granted authority to transmit programs to stations CFCF, CBL and to other Canadian Broadcasting Corp. stations.

W6XLA, Television Productions, Inc., of Los Angeles, was granted construction permit for a new television relay station (in lieu of earlier permit which expired Oct. 15, 1941) to operate on frequencies 204,000-216,000 kilocycles (channels 11 and 12), 800 watts peak visual power only, A-5 emission.

Station WBWN, Brooklyn, N. Y., yesterday applied for a modification of license for removal of its main studio from 1 Nevins Street, Brooklyn, to 132 West 43rd Street, New York City.

Hearst Radio, Inc., of San Francisco, applied for permission to assign license for station KYA by sale to the Palo Alto Radio Station, Inc.

## Joins WABC Announcers

Sandy Baker, formerly a member of the announcing staff of WWRL and more recently with WBT, Charlotte, has joined WABC where he will serve as staff announcer.

# "Time Broker" Query Of 'Language' Outlets

(Continued from Page 1)

—and influence—among foreign born listeners.

Possible wartime dangers inherent in such a setup if the licensee does not have complete knowledge and control over the content of such programs were impressed upon NAB members by Lee Falk of the Office of Facts and Figures at the recent NAB convention in Cleveland following which a foreign language station committee for voluntary control was created.

Members of the committee headed by Chairman Arthur Simon of WPEN, Philadelphia, are scheduled to meet in Falk's office this afternoon. In addition to matters of organization and procedure, the group will consider a proposed code on foreign language broadcasts which will include a proposal on block-booking. The committee is also seeking office space in Washington.

## Program Details Wanted

Through direct communication with the individual radio stations concerned, the FCC said yesterday, it would seek to learn the following facts about "Time Brokers": Their precise relationships with the stations over which they operate, the titles and nature of their programs, and also whether in the opinion of the licensees there are objections to, or useful functions for the broker system.

Copies of contracts and agreements concerning the foreign language operations of brokers and stations are to be filed at the offices of the Commission.

## "Men-Machines-Victory" Set For Blue Start Friday

(Continued from Page 1)

Irvin, formerly president of U. S. Steel Corp. and presently chairman of the Fund, will appear as guest speaker to present the aims of the series. The War Production Fund To Conserve Manpower was organized as a result of a proclamation of President Roosevelt calling upon the National Safety Council to mobilize its resources in a drive against accidents.

## MORE BUSINESS

**SALES** are made, not born. Factual presentation based on accurate market survey makes it possible for salesmen to increase sales from present sponsors and new prospects. Available now, sales and sales-promotion man, seven years in broadcasting. Excellent record of accomplishment, best references, draft exempt, broad knowledge of exploitation, publicity, special events. Knows how to handle tough competition. Details on request. Write **RADIO DAILY**, Box T, 1501 Broadway, New York City



# Coast-to-Coast



**H**OWARD RAY, program director of KPRO, San Bernardino, Cal., conceived a unique idea for the local USO drive. USO will furnish a date to the uniformed man winning a contest held over the station for the best "tall tale," gag, etc. Winner may specify type of girl he prefers; local merchants will shower the couple with presents, free dinner, free taxi cab rides, and present them as the guests of honor at a big dancing party held by the USO on June 16. Details of the contest are broadcast every day on KPRO's "Merchants' Salute to Fighting Men" program.

\* \* \*

"The Future of Asia" will be the subject of a broadcast forum to be presented over WHN, New York, Thursday, at 10:10-10:30 p.m. Dr. William Agar, educational director of the Freedom House and vice-president of the Fight for Freedom committee, will act as moderator for the discussion. Others participating in the round-table are: Alexander Kiralfy, author of "Victory in the Pacific"; Krishnalal Shridharani, representative of India and author of "My India—My America"; and Dr. Lin Mousheng, editor of the "Contemporary China."

\* \* \*

As a portion of "This Nation at War" program, WTRY, Troy, N. Y., moved its microphones into the home of Fred M. Patrie of Albany. He and two sons are employed at the American Locomotive Works in Schenectady, his daughter is employed as a nurse in a local hospital, and last but not least, Mrs. Patrie, besides her household duties, works as a maid in a local hotel. Bob Lewis handled the announcing trick for WTRY.

\* \* \*

Eileen Pittillo, secretary in the commercial department of WWNC, Asheville, N. C., is now displaying a diamond engagement ring. The other half of the twosome is Charles Beard of the engineering department.

\* \* \*

New additions to the staff of WFBC, Greenville, South Carolina, are Bob Youmans and Charlie Davis, announcers, and Sue Jones, commercial department. Youmans comes to WFBC from KPAC, Texas. Davis joins WFBC, from the announcing staff of WISE, Asheville, N. C., and Miss Jones was formerly on the sales staff of WMRC, Greenville.



June 3

Ruth Carhart  
Herman Larson  
Jan Peerce  
Warren Sweeney

Bob Hutton  
Joey Nash  
Dave Rose

After seeking a talented girl vocalist for five years, Sammy Kaye, the swing and sway maestro, has finally added a songstress to his outfit. She is 17-year-old Nancy Norman, whom Kaye discovered at a Roosevelt High School dance in Hollywood, Cal. Nancy is currently singing with the band at the Essex House, New York, broadcasting over NBC several times a week.

\* \* \*

"Music by Black," specifically, by Norman Black, melody maestro of WFIL, Philadelphia, will not only change, but double his time on the Blue Network Saturday mornings, beginning June 6. Instead of the previous 15 minutes, 12:15-12:30, Black will play on the Blue for half an hour, 12-12:30. Music menu is mainly made up of light concert selections.

\* \* \*

Lily Pons, Metropolitan Opera soprano, and Andre Kostelanetz, her conductor-husband, celebrated their fourth wedding anniversary yesterday in Silvermine, Conn., where they were married on June 2, 1938 as the surprise climax to a garden party held at Miss Pons' home.

\* \* \*

Alvino Rey and his orchestra, with the four King Sisters, will succeed Kay Kyser's orchestra as the featured band on WPAT, Paterson, N. J., "Sundown at Meadowbrook" broadcasts commencing Friday evening, June 5. With the arrival of Rey's band on the program, broadcasts will be lengthened to one half hour, the new time being from 7:30-8 p.m., Tuesdays through Saturdays.

\* \* \*

Patricia Pritchett, new to radio, has started work at KWK, St. Louis, as receptionist....Louise Steffens, former receptionist, has been placed in charge of music clearance....Edward Wilson, formerly of WLS, Chicago, has joined the announcing staff. His ten years in radio have included all types of announcing....Claire Harrison, continuity director, recently married John Cari-Cari of the U. S. Army Air Corps stationed at Scott Field. She will remain with the station.

\* \* \*

Richard Peck, formerly with KARK, Little Rock, Ark., has joined the staff of WOW, Omaha, Neb., as a broadcast operator....Don Larson, Omaha organist, has replaced Eddie Butler as staff organist. Butler has enlisted in the Navy....Bill Wiseman, promotion manager, has accepted an invitation to speak before the Kansas City Advertising Club, June 8.

\* \* \*

"The Happy Medium," new novelty tune by Bill Watters and Harvey Brooks, getting MBS network introduction by Johnny Richards Orchestra from Zucca's in Hermosa Beach, Calif. Watters, formerly New York and Hollywood publicist, is now in the Navy and recently wrote "Fighting Sons of the Navy Blue," published by Vanguard Songs, Inc.

WFBC, Greenville, S. C., broadcasts the weekly meetings of the "Popeye Club" from the stage of the Rivoli Theater in Greenville. Meetings are presided over by Bud Watson, of the WFBC staff. Program is aimed at the juvenile listeners from eight to 18 years.

\* \* \*

Jerry Wayne, CBS singer recently did his first solo record for Beacon Records, is sending his own expense, copies of the disk, "This Will Be a Lonesome Summer," to the various Armed Forces throughout the country. Jerry, head of the new label, is continuing an album of "Home Front" for Wayne, as a morale builder.

\* \* \*

Howard W. Davis, J. K. and W. W. McAllister, all Antonio, have purchased radio station KPAB from J. B. Morton business man. Davis and McAllister are operating as the Walmac and operate radio station KM Antonio. KPAB operates on a frequency of 1490 k with a power of 250 watts. Studios will be built in the Hotel here. Trio plan to organize Laredo Broadcast Corp. with who also operates KMAC, in

\* \* \*

Ray Sentker, assistant program director of KSL, Salt Lake City, came the father of a baby boy Raymond, May 19....Ben B member of the technical staff of KSL transmitter, received a from the stork the day before a fine baby girl.

**NOW FULL WATTS**

**WEVD**

5000 WATTS

1330 KILO.

**NEW YORK'S STATION OF DISTINCTIVE FEATURES**

The unique position of WEVD with a large section of Metropolitan New York's radio audience is evidenced by—

1. The feature boxes of newspaper radio program pages.
2. The large number of famous advertisers on the station continuously year after year.

Ask for "Who's Who On WEVD" . . . sent on request.

**WEVD—117-119 West 46th St., New York, N. Y.**



# RADIO DAILY

The National Daily Newspaper of Commercial Radio and Television



L. 19, NO. 47

NEW YORK, N. Y., THURSDAY, JUNE 4, 1942

TEN CENTS

## MBS At Sanders Hearing

### No 1-Hour Sponsors New Time Over NBC

General Foods and Bristol-Myers yesterday formally renewed their hour evening time blocks on NBC. General Foods renewed for another year the Thursday 8-9 p.m. M. hour while Bristol-Myers re-entered the Wednesday 9-10 p.m. slot.

Programs involved are Eddie Canetti's "Time to Smile," occupying the first half of the Bristol-Myers hour on 36 stations for Ipana and Salutica (Young & Rubicam) and

(Continued on Page 2)

### Ascap's Better Relations Begun To Movie Exhibits

Atlantic City—Indicating further unchanged attitude of Ascap toward customers, John G. Paine, Ascap general manager, pledged better future relations with the picture industry at the opening session of the Allied Theater Owners of New Jersey annual convention at the Ambassador Hotel here yesterday. He told the convention of the arrival of Ascap's lawyer-representatives and substitution of good

(Continued on Page 2)

### Times' Correspondents Set For WMCA Broadcast

Round table discussion on the war to include correspondents who arrived on the S.S. Drottningholm in exchange of nationals with the Axis, will be featured in an hour and a quarter broadcast on WMCA, New York, next Tuesday, June 9.

(Continued on Page 2)

### Army-Navy Relief

An afternoon-and-evening show at Madison Square Garden, with same bands, radio and recording stars, is being planned by the Record Masters of Ceremonies Committee of the U. S. Treasury's War Bond Campaign headed by Dick Albers, WMCA disk jockey. Proceeds of the affair, tentatively set for June 20, will go to the Army and Navy Relief Fund.

#### Sobriquet

Not content with calling its new cooperative sponsorship plan merely "teamed sponsorship," Blue Network staffers have been racking their brains for a more descriptive handle. Leading candidate thus far was devised by Jack Sullivan, of the WJZ promotion department, who offers: "Kilocycle Build for Four."

### Mutual May Billings Show Increase Of 48%

Mutual billings last month, reflecting the loss of Coca-Cola's "Spotlight Bands" series which terminated on the network May 2, dropped from the approximate 100 per cent increase over comparable months of 1941 which they had been running, but continued close to the 50 per cent mark. Figure for the month of May was \$748,745, an increase of 48.6 per

(Continued on Page 2)

### Satevepost Campaign On 35 In Major Markets

Curtis Publishing Co. this week began an intensive spot campaign for the "Saturday Evening Post" on approximately 35 stations in major markets. Plugging the magazine's new format and specific articles (currently Jan Henrik Marsman's "I Escaped From Hong Kong"), the one-minute announcements total 17 per week per market, where time is

(Continued on Page 2)

### "Language" Committee Meets; Fly Offers Full Cooperation

#### Philco's Net Profit Shows 1st Quarter Gain

Philadelphia—Gross sales of Philco Corp. totaled \$17,139,891 in the first quarter of 1942, as compared with \$16,476,996 in the corresponding period a year ago, it was announced yesterday by James T. Buckley, president. Net income after provision for estimated Federal and State income

(Continued on Page 2)

### McCosker Supports FCC Administration And Sees No Cause For Revision; Deplores Court Procedure

### BVC Fears Drafting Of Key Radio Execs

Washington Bureau, RADIO DAILY Washington—Concern over the possible effects upon radio of the new War Manpower Act has been voiced by the Broadcasters' Victory Council, which views with alarm the possibility that key men in broadcasting will be drafted for work in war plants even though they may not

(Continued on Page 7)

### "Dr. Christian" Awards To Be Announced June 17

Winner of the \$2,000 "Dr. Christian Award" for the outstanding radio script will be announced June 17 on the regular weekly "Dr. Christian" broadcast on CBS, it was announced yesterday in making public the names of the judges. Walter Wanger, mo-

(Continued on Page 2)

### Angott-Montgomery Bout Bought By Adam On Blue

Adam Hat Stores, Inc., will sponsor the broadcast of the lightweight bout between Sammy Angott and Bob Montgomery, Monday, June 15, over

(Continued on Page 2)

Washington Bureau, RADIO DAILY

Washington—Hearings before the House Interstate and Foreign Commerce Committee on the Sanders Bill resumed yesterday morning with an appeal from Alfred J. McCosker, chairman of the board of Mutual Broadcasting System and president of WOR, that no new legislation be enacted which would hamstring the Federal Communications Commission and further delay enactment of its proposed network regulations.

Indicating MBS support of the FCC in no uncertain terms, McCosker was the first witness in the course of these protracted hearings to voice all-out support of the chain regulations, in

(Continued on Page 6)

### NBC Signs Gram Swing To Exclusive Contract

Raymond Gram Swing has signed an exclusive contract with NBC and will switch from Mutual to the Red network in September, it was learned yesterday. Swing, one of the top radio news commentators, will re-

(Continued on Page 7)

### NLRB Renders Report Anent WQAM Employee

Washington Bureau, RADIO DAILY Washington—Reinstatement with back pay from Dec. 10, 1941, for announcer Fred Handrich, WQAM, Miami, Fla., was recommended by

(Continued on Page 2)

### "CBS Mail Bag"

On the theory that "this nation can provide substitutes for everything except letters from home," CBS this week launched the "CBS Mail Bag" which goes to all Columbia men in the service. Edited by Jack Hoins, it consists of excerpts from letters written to the network by ex-staffers now in the armed forces and includes a page of their pictures.

(Continued on Page 5)



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

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## FINANCIAL

(Wednesday, June 3)

### NEW YORK STOCK EXCHANGE

	High	Low	Close	Net Chg.
Am. Tel. & Tel.	115 3/8	115 1/8	115 1/8	- 2 3/8
Gen. Electric	25 1/4	25 1/4	25 1/4	- 3/8
Philco	8	7 3/4	7 3/4	- 1/4
RCA Common	3	2 7/8	2 7/8	....
RCA First Pfd.	50 1/4	50	50	....
Stewart-Warner	6 1/8	6 1/8	6 1/8	....
Westinghouse	70 1/4	70 1/4	70 1/4	+ 1/8
Zenith Radio	11 1/8	11 1/8	11 1/8	+ 1/4
<hr/>				
OVER THE COUNTER				
Farnsworth Tel. & Rad.	1 3/4	2		
Stromberg-Carlson	43 3/8	53 3/8		
WCAO (Baltimore)	15	18		
WJR (Detroit)	17 1/2	19		
Bid Asked				

## NLRB Renders Report Anent WQAM Employee

(Continued from Page 1)

NLRB Trial Examiner W. P. Webb. In an intermediate report, Webb recommended that the Miami Broadcasting Co., operators of WQAM, cease discouraging membership in the American Federation of Radio Artists, AFL, or any other union of employees.

He found that the company had demonstrated active "hostility" toward the organization of its employees through the anti-union statements of three of its supervisory employees. Handrich, treasurer of the WQAM AFRA local, was dismissed Dec. 10, 1941, and reinstatement was refused him, Webb found, because of his union activities.



## "Times" Correspondents Set For WMCA Broadcast

(Continued from Page 1) from 8:45-10 p.m. The program will originate from the New York "Times" Hall in New York City. Participants in the broadcast include Harold Denny, who covered the British campaigns in North Africa; Herb Matthews and Cian Ferrer, Rome correspondents for the New York "Times," and Cyrus Sulzberger, who covered the Balkans and arrived recently from assignment in Russia. Anne O'Hare McCormick will be moderator. Featuring spontaneous discussion of the war by active correspondents of the New York "Times" covering battle and diplomatic fronts in Europe, Asia and Africa, the program will be preceded by an address by Arthur Hays Sulzberger, publisher of the New York "Times." A specially invited group of guests will attend the program.

## "Dr. Christian" Awards To Be Announced June 17

(Continued from Page 1) tion picture producer and director, Ben Hibbs, editor of the "Saturday Evening Post," Antoinette Perry, stage director and chairman of the board of the American Theater Wing, Dorothy McCann, producer and editor of the "Dr. Christian" radio show, and Jean Hersholt, star of the show, are judges.

More than 9,000 radio scripts were entered for the award. Chesebrough Manufacturing Co. sponsors the "Dr. Christian" program, through McCann-Erickson, Inc.

## Satevepost Campaign On 35 In Major Markets

(Continued from Page 1) available, being spotted Tuesdays, Wednesdays and Thursdays. "Post" hits the stands Wednesdays. Locally, WOR, WJZ and WEAF are receiving the business.

While current commitments by Curtis are of short-term duration, it is expected the campaign will be continued for an indefinite period, with decision on this due today. "Satevepost" ran a spot campaign a year ago. BBD&O handles the Curtis account.

## Angott-Montgomery Bout Bought By Adam On Blue

(Continued from Page 1) more than 100 stations of the Blue Network. Originating at Shibe Park, Philadelphia, the fight will be aired from 10 p.m., EWT, to its conclusion. Glicksman Advertising Co. is the agency.

## WROK Promotes Dixon

Rockford, Ill.—John J. Dixon, program director of WROK, was promoted to the post of commercial manager and assistant business manager. Maurice P. Owens, station sportscaster and chief announcer, succeeds Dixon as program director.

## Philco's Net Profit Shows 1st Quarter Gain

(Continued from Page 1) and excess profits taxes totaled \$286,035 or 20.84 cents per share of common stock in the first quarter of 1942. This compares with net income, after adjusted taxes, of \$269,772 or 19.66 cents per share in the corresponding period a year ago.

Company's reserve for estimated income and excess profits taxes in the first quarter of 1942 has been provided on the basis of its understanding of the recommendations recently made by the House Ways and Means Committee in the framing of the 1942 revenue bill. Income and excess profits taxes for the first quarter of 1941 have been adjusted since the report for that quarter was issued last year to reflect the effective tax rates actually incurred on the entire year's operation.

## Two 1-Hour Sponsors Renew Time Over NBC

(Continued from Page 1) "Mr. District Attorney," which follows Cantor on behalf of Vitalis via 87 stations (Pedlar & Ryan). Effective July 1, Cantor vacations for 13 weeks with "Those We Love" filling in.

"Post Toasties Time," formerly "Maxwell House Coffee Time," occupies the first half-hour of the General Foods time via 94 stations, through Benton & Bowles, while "Aldrich Family," for Postum fills out the hour on a 90-station hookup. Young & Rubicam handles the latter.

## Mutual May Billings Show Increase Of 48%

(Continued from Page 1) cent over the same month last year when billings were \$503,922.

Cumulative total, however, continues near the 100 per cent mark, being \$4,669,731. This is 90.96 per cent over 1941's five-month cumulative figure of \$2,445,368.

## Cowl-Pemberton Guests

With "The Place of the Theater in War" as the subject for discussion on tonight's broadcast of "America at War" over WHN, the program will have as guests Jane Cowl and Brock Pemberton, producer. Both have been dominant figures in the activities of the American Theater Wing. Leo M. Cherne is moderator of the program.

## WINX To Foreman

The Foreman Company, station rep firm, has been appointed to represent WINX, Washington, D. C.

## AVAILABLE

Station or Commercial Manager. Familiar with every phase of the industry . . . experienced in sales and production . . . a business go-getter. Excellent background and creative ability. Now employed, but would make the right change. Sober, ambitious and reliable. Highly recommended. 3-A Southeast preferred. Box 539, Radio Daily, 1501 Broadway, New York City.

## COMING and GOING

FRANK E. MULLEN, vice-president and general manager of NBC, and C. L. MENSER, president in charge of programs, returned yesterday from Indianapolis where they attended the WIRE dinner honoring Niles Trammell Governor Schriener of Ohio.

GEORGE LASKER, general manager of WB Boston, in and out of town yesterday on business.

CECIL BROWN, CBS Far East correspondent in Chico, Calif., tonight, for the 18th in coast-to-coast series of lectures.

JAMES T. MILNE, manager of WELI, Haven station which joins the Blue Network June 15, was in town yesterday for conference at Rockefeller Center.

CHARLES M. ROBERTSON, JR., director radio for the Ralph H. Jones Company, Cincinnati visiting the Jones offices in city as well as the World Broadcasting System.

FULTON LEWIS, JR., in Kearney, N. J., night, where he will broadcast his "Produce for Victory" program from the plant of Woburn Degreasing Co.

FRAN ALLISON has returned to Chicago to resume her "Sister Emmy" series on WB. She had been with the Ransom Sherman in Hollywood.

CAB CALLOWAY back from Fort Dix personal appearance to open an engagement at the St. Moritz.

## Ascap's Better Relations Extended To Movie Exhibitors

(Continued from Page 1) sound businessmen who, he said, could "talk to the exhibitor in his own language."

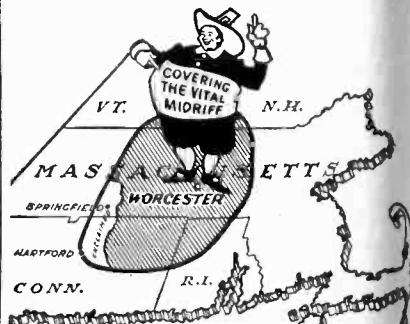
Ascap is making a study of the shift of population because of war conditions and would treat the situation in a fair way, he said.

The motion picture companies Paine stated, would like to unload their music publishing firms as they have not turned out to be the rosy thing they promised to be.

## Stork News

John B. Hymes, Jr., first son of Lord & Thomas' time buyer, was born Tuesday morning at Saint Elizabeth Hospital here. Mrs. Hymes reported doing nicely. Father is past president of the Radio Executives Club of New York.

## When you buy time—BUY AN AUDIENCE



WTAG WORCESTER

# OUR PRICE CEILING IS 10 YEARS

**OLD . . .**



**I**t's a fact that WCAU is still selling a 1942 market at 1932 prices. Our new rate card #22 has been modernized. It looks different from its predecessors but its basic structure is just the same. That was fixed voluntarily a decade ago.

Today, WCAU's commodities—coverage and listeners in the rich Philadelphia Market—are more valuable than ever. For instance the number of radio homes in WCAU's primary area have increased 24.7% since 1932. Yet, you pay no more to reach them because—"Our Price Ceiling is 10 years old".



----- **50,000 WATTS IN ALL DIRECTIONS**

Philadelphia • WCAU Building, 1622 Chestnut Street . . . New York City • CBS Building, 485 Madison Avenue . . . Chicago, Ill. • Virgil Reiter, 400 N. Michigan Ave. . . . Boston, Mass. • Bertha Bannon, 538 Little Building . . . Pacific Coast • Paul H. Raymer Co.

## Chicago

By FRANK BURKE

CONFIRMING RADIO DAILY's story of Monday, Eddy Duchin has been given a commission as a lieutenant in the United States Navy and will report to Great Lakes, Ill., around August 1 as an assistant to Lieutenant Commander Eddie Peabody, in charge of the music and entertainment division. It is probably that Lieutenant Duchin will direct the navy post rhythm orchestra when the Blue Network's "Meet the Navy" show goes commercial for Hallmark in August.

First Annual Ralph Atlass Scholarship to be awarded each year to the outstanding student majoring in radio at Northwestern University School of Speech, went to Vera Bantz, a junior at Northwestern. The Atlass Scholarship award was made possible by the president of WJJD as an expression of the outstanding contribution to radio made by the radio group at the University. With the termination of the regular school year the "Radio Playshop's" Sunday afternoon broadcast of original dramatic plays will recess until the start of the regular fall semester of the school.

Dr. Gerhard Schacher, WIND news analyst, is the author of a new book, "He Wanted to Sleep in the Kremlin," which goes on sale next week. WIND has arranged for 1,000 pre-publication copies to be made available to radio listeners with the personal autograph of the author.

Charles Victor, WGN announcer, is off to Hollywood to launch his movie career in RKO's "Red Hot and Blue." Assignment came from a chance meeting with Ken Whalen, RKO producer, while Victor was doing a man-on-the-street broadcast from Chicago.

"Bluejacket Hop," a weekly dancing party for sailors and their girl friends, will be held in Blue Network's Chicago studios starting Saturday morning, June 6, and will be aired from 10-10:30 a.m., CWT. Studio swing band, "The Swabs," will play for the party and the "Escorts and Betty" and Michael Roy, emcee, will head a radio floor show. Sailor's uniform will be ticket of admission and the show will continue weekly until July 4 as a special feature of navy recruiting month in Chicagoland. It's the first time a studio in Chicago has been turned into a ballroom or supper club.

## Flagstaff Foods Spots

Testing locally via the Bessie Beatty program on WOR, Greenspan Brothers, Perth Amboy, N. J., has initiated its first campaign in behalf of Flagstaff Foods through Weiss & Geller, Inc. Greenspan Brothers, specializing in canned goods, mostly juices, vegetables and fruit, serve over 3,000 independent grocers, the majority in the New Jersey area, and will participate Monday through Friday, 11:15-12 noon.



## Little Shots About Big Shots!

• • • Rins bought the Edna May Oliver show which Gosch & Harris wrote and produced . . . WOR obtained the radio rights to "Superman" for five years . . . Nobody seems to have a copy of the script or recording of "Here's Morgan" program of Tuesday nite. Morgan did a satire on Mutual in which he called execs by their real names, kidded 'em for losing "The Lone Ranger" and other important properties, starting with a "500 station hook-up" and suddenly "one station disappears from the south" and a hunt is made all over the country to locate the missing station. He cited that Fred Weber, who wears \$2 shirts may be forced to wear 59-cent shirts hereafter, etc., etc. It was a riot for the trade and it's too darn bad that a recording or script isn't being made available to us in order to give an accurate transcript of the goings-on! . . . Listening to WHN and Adrienne Ames' film chatter, we found the young lady had a great delivery with some fairly good news. However, the production on the show was a riot. Miss Ames was reading the farewell tribute O'Brien of the "Chicago Daily News" wrote about his son. It's a beautiful hunk of literature and has been repeated on many national programs. The young lady was doing well for three-quarters of the time when, from out of nowhere and for no apparent reason, an old (but old!) recording of "Memories" is put on as background to the talk. If ever there was a "lulu" on the air, this combination topped it! . . . WEAF has a new 15-minute show before 9 a.m. each morning, a swing session called "Jam for Breakfast" which features a small combination with Irving Miller. We hope that some of the station execs would hear the stanza—because it merits a better spot. It's the hottest rhythm combo on the air today—barring none! . . . Vera Barton, CBSinger, is being taught too many of Dinah Shore's tricks which never help one to become an individualist. . . . Pencilled note just found in our possession calls attention to Kay Lorraine, recently heard on Sunday in place of Brad Reynolds. The young lady was darn good and was the best sustaining singer we've heard since Dinah, who by the way, was the first artist in many years to make the Big Time from the Sustaining Sessions.

• • • KFWB has two N. Y. agencies interested in "Face the Music" which they tried out two years ago. Show features top bandleaders being asked queries on the style of "Information, Please." Audition record featured Jan Garber, Benny Goodman, Phil Harris, Skinnay Ennis and Guy Lombardo. Some believe it's the first time Garber and Lombardo were on a broadcast together. . . . Best advertising build-up in the industry this past year was in the interest of Swan Soap. Commercials are dynamite. Billboard copy also good. . . . Tommy Riggs is on the west coast lining up writers for the take-over on the Burns & Allen stanza. Roy Wilson is still in Florida building a defense product for the government. . . . At the "Can You Top This?" luncheon yesterday at the Green Room, Jack Dempsey was on the verge of giving Roger Bower a hot-foot when a waiter informed the director that he was wanted on the phone. Attempts to get back at Dempsey were futile. Jack was seated between a dozen guys with his back to the wall. Top (true) story concerned Nick Keeseley and his Siamese cat. . . . Which reminded Harry Hershfield of an experience with a Siamese cat to which Sen. Ford, Pat Barnes, Cliff Hall and Joe Laurie, Jr., told tales of pusseycats. Cliff Hall's imitation of a straight man rehearsing for a broadcast of laughs, was terribly amusing. . . . Ray Bloch's music on the Philip Morris stanzas still thrills us. . . . Still can't see the logic behind Chesterfield's radio time schedule. Fred Waring nicely on the Red from 7-7:15 p.m. and Glen Miller on CBS thrice weekly at 7:15-7:30 p.m. Both good shows, true. But the time arrangements don't add up. . . . Lanny Ross is on the farm resting. . . . A deal was in the wind last week for Allan Jones to do a five-time-a-week radio series. What's happened we won't know. . . . Rene Gekiers, who plays "Rod Elgin" on the "Helen Trent" series via CBS, was inducted into the army last week.

—Remember Pearl Harbor—

## San Francisco

EXTREMELY deep inroads have been made in recent weeks on the staffs of CBS and its local affiliate KQW, by the local office of the Coordinator of Information, government propaganda agency. Ralph Scott, CBS production manager, heads the 100 going over to the federal agency. Others are Al Hunter, news writer; Sidney Rogers, news commentator; KQW; Mort Werner, KQW master of ceremonies and vocalist; and Donald Unger, CBS office manager.

Previously, J. Clarence Myers left his publicity and production job at KYA to join the COI writing crew. CBS and KQW have taken up the slack partly by consolidation of various positions, and by adding some new personnel. Chief among the latter is Fred Briggs, former KYA production chief, who succeeds Scott as CBS production manager. Phil Woodyat, just out of Stanford University, has joined KQW's news writing staff.

Those still on the job at the CBS headquarters include Art Kemper, Coast sales head; Charles Morris, local sales manager, and Matt Houlihan, publicity.

Mel Venter, KFRC, San Francisco special events man, has begun a new weekly program entitled "Meet the Press." Intended to establish better relations between newspapers and radio stations, the show features interviews with prominent newsmen of the city and state.

## Civilian Air Corps Show Starts On WKRC Tonight

Cincinnati—Having for its purpose the dissemination of information concerning the role of the Civilian Air Corps in the defense effort, WKRC tonight will inaugurate a new weekly public service series titled "Civil Air Patrol" to be heard each Thursday at 8:15 p.m. Members of the Cincinnati and Middletown air patrols will be presented on the programs, which will be supervised by Bernice Williams Foley, WKRC's educational director, in cooperation with Paul Mason, local correspondent of the Associated Press.

Two members of the WKRC staff, Chief Engineer Jack Tiffany and Auditor James Cullen, are members of the local air patrol.

## MORE BUSINESS

SALES are made, not born. Factual presentation based on accurate market survey makes it possible for salesmen to increase sales from present sponsors and new prospects. Available now, sales and sales-promotion man, seven years in broadcasting. Excellent record of accomplishment, best references, draft exempt, broad knowledge of exploitation, publicity, special events. Knows how to handle tough competition. Details on request. Write RADIO DAILY, Box T, 1501 Broadway, New York City

## GUEST-ING

JOHN PAUL DICKSON, Mutual respondent who returned in the "Drottningholm," on "Nothing," tomorrow (Mutual, 9:30 p.m.).

HENDRICK EUSTIS, editor of Red Cross magazine, "The" on "Thus We Live," tomorrow (WABC-CBS, 9:45 a.m.).

AREN HULL and JOANA CHI on the "Ellery Queen" Saturday (NBC Red, 7:30 p.m.).

ORM N THOMAS and GEORGE OLKY, discussing "The Influence of Congress Today," on the "Platform" show, Saturday (CBS, 7 p.m.).

ON BENDITZKY, pianist, on "Eric Loves a Melody," Saturday (Mutual, 9 p.m.).

ADRIENNE CARROLL, on the "Highway" program, Saturday (Red, 11 a.m.).

MARINE BRIDGES, soprano; ERIC FIELD, tenor, and BOB REECE, baritone, on the St. Municipal Opera program, Sunday (WABC-CBS, 1:30 p.m.).

NEVE ROWE, on the Coca-cola program, Sunday (WABC-CBS, 1 p.m.).

YOND CLAPPER, LOUIS MFIELD, OWEN LATTIMORE, LAC DEUEL and JAY ALDISING "What Are Our Peace" on Theodore Granik's "American of the Air," Sunday (Mutual, 8 p.m.).

ARTHUR and CLAUD KAHN, most talented student" of St. University, on Fred Allen's "Star Theater," Sunday (CBS-3S, 9 p.m.).

MAX ASTMAN, author and founder of "The Masses," and DR. RYNAIDLER, executive director of the League for Industrial Democracy, discussing "Is Democratic Possible," on the "Wake Up America" program, Sunday (WJZ-Network, 3 p.m.).

VINCENT C. DONOVAN, director of the Catholic Youth Assn., on "Mutual's Radio 1," Sunday (WOR-Mutual, 11:35 p.m.).

Wilson Gray To Navy  
Wilson Gray, CBS commercial contractor, goes into the Navy to Lt. Commander, his duties now being taken over by Chick, who also will continue to oversee the work of the copy department. Gray has been for a number of years.

## "Language" Committee Meets; Fly Offers Full Cooperation

(Continued from Page 1)

ated at the recent NAB convention in Cleveland. Simon presided at yesterday's meeting, which elected J. S. Hopkins, WJBK, Detroit, Vice-Chairman; Joseph Lang, WHOM, New York, Treasurer, and Griffith Thompson, WBRY, Brooklyn, Secretary. All were present except Thompson.

Other station representatives attending the meeting were Fred Coll of WHOM, who is handling publicity for the group and Harry Henschel of WOV.

The Committee announced that all radio station personnel having any concern with the preparation, or presentation of foreign language programs would be fingerprinted. Arrangements were made to use the official FBI fingerprint forms for the purpose. An estimated 5,000 persons fall within the affected category.

This personnel will have questionnaires to fill out, in addition to being fingerprinted.

Supplementing the matter of controlling foreign language programs now being carried by the stations, Falk announced that a number of new

anti-Axis programs in foreign languages will be made available by Federal agencies shortly to the stations. These will include transcriptions.

In a special communication addressed to Simon, FCC Commissioner James Lawrence Fly congratulated the group and stated that, "the vital importance of the objectives sought to be achieved by the voluntary code which your committee has drafted cannot be over-emphasized."

Philadelphia—Proposed code to be used by foreign language stations has been forwarded to some 200 station managers by Arthur Simon, chairman of the Foreign Language Radio Wartime Control. Along with the Code is a questionnaire to be filled out by all personnel working in "language" stations. Four-page questionnaire is a "personal history statement," which is to be sworn to and notarized. Questions are pertinent and space is allotted in the questionnaire for 10 fingerprints.

The Code itself reads as follows:

### Voluntary Code of Wartime Practices For American Broadcasters Presenting Programs In Foreign Languages

Whereas the foreign language broadcasters of America have a unique opportunity and responsibility to make this channel of communication a positive force in the Victory Program of the United States of America and the United Nations; and whereas to achieve this goal, they have unanimously adopted the following voluntary code of wartime practices for American Broadcasters Presenting Programs in Foreign Languages.

1. The broadcasters will continue faithfully to observe the Code of Wartime Practices for American Broadcasters issued by the Office of Censorship.

2. The broadcasters will continue to assume complete responsibility for the selection, content, and presentation of all foreign language programs.

3. The broadcasters will carefully monitor and check all foreign language programs. They will obtain a complete script in advance and any deviation from the script will result in the program in question being cut. They will also give particular attention to remote broadcasts.

4. The broadcasters will examine carefully the background of all persons connected in any way with the preparation or presentation of foreign language programs and will establish and faithfully follow a procedure for the clearance of personnel based upon the following steps:

(a) The questionnaire shall be filled in by all personnel. All personnel shall be fingerprinted. One original and copy of the questionnaire, fingerprints, and

other pertinent information shall be forwarded to the Executive Committee.

- (b) The Executive Committee shall make final decisions on suitability of personnel.
- (c) All foreign language stations will be notified relative to decisions of the Committee regarding personnel.
- (d) The broadcasters agree to abide by the decisions of the Executive Board in regard to personnel sponsors and programs.
- 5. The broadcasters will cooperate wholeheartedly with interested public and private agencies, and particularly with recognized anti-Axis groups, in the selection of program material.

6. The broadcasters pledge adherence to the letter and spirit of this Code and will report violations thereof to the Committee as well as to the appropriate authorities.

7. Broadcasters will give particular attention to those programs known as "Block Time Sales."

8. All foreign language programs will continue to contribute to the war effort.

- (a) Stations will broadcast, according to the limitations of their foreign language time, as much anti-Axis, pro-Democratic program material as may be deemed necessary by the Committee.

Therefore, I pledge that station... will abide by the Voluntary Code of Wartime Practices for American Broadcasters Presenting Programs in Foreign Languages.

## AGENCIES

WALTER WEIR, vice-president of Lord & Thomas, will address an industry-wide conference to discuss how advertising and publicity people can best be integrated into the war effort, at the Park Central Hotel tonight. The meeting, which is being sponsored by the Advertising Mobilization Committee, an affiliate of the American Advertising Guild, will also hear speeches by Genevieve Tabouis, noted French journalist, Aubrey Mallach, director of the Manhattan OCD, Tom Fizdale and Capt. Sergei Kournakoff.

ALLIS-CHALMERS has completed its line-up of 40 stations for its War Bond contest, through Bert S. Gittins Advertising, Milwaukee. Additional stations are: WBT, WCCO, KNX, KOA, KGNC, WOWO, KDKA and WGY.

RADIO is among the media under consideration for a special Summer drive in behalf of Legend and Lango and Golden wines, according to Weiss & Geller, Inc., newly appointed agency of Central Winery, Inc., Fresno, Cal.

UNITED BREWERS INDUSTRIAL FOUNDATION has named J. Walter Thompson Co. to handle its advertising.

PLANTERS NUT & CHOCOLATE CO. next week expands its spot campaign for Planters Salted Peanuts to the Boston market via news sponsorship on WEEI. J. Walter Thompson handles.

MAYOR LaGUARDIA spoke yesterday at the luncheon meeting of the Advertising Club of New York.

## Cravens Format Change

With shift from a morning spot to the 4:45-5 p.m. time on WNEW, Kathryn Cravens, station's women's commentator, has changed the format of her program to include guest interviewees. Guest schedule next week, in order Monday through Friday, is: Erlad Harrington, interior decorator; Frank Buck, Elizabeth Hawes, Clara Bell Walsh and Anna Case.



# McCosker, At Sanders Hearing Supports FCC's Administration

(Continued from Page 1)

fact, he warned that their nullification would spell the doom of free competition in network broadcasting.

McCosker testified, "if the regulations or their substantial equivalent are not put into effect, and if for the first time in years free competition in network operation is not made possible, it is not reasonable to expect that any other group will attempt to project or operate a national network. If Mutual, after a try of over seven years, cannot firmly establish itself, with all the advantages it offers, no one outside of an insane asylum would try it again. The man who would try it would need a guardian more than he would need a wave length."

#### Recounts Caldwell's Views

The first MBS official to take the stand in the hearing broadly outlined the organization and operation of MBS and its relations with affiliates before stating his position on the Sanders Bill, HR 5497. Anticipating testimony by Louis Caldwell, general counsel, who will probably get to the stand today, McCosker said, "our counsel, I know, has the view that while some of the suggested amendments are proper, others go entirely too far in restricting the Commission's legitimate functions and will lead to worse evils than those they are designed to prevent."

McCosker charged that "certain people," later identified in direct questioning as NBC and CBS, came to Congress, first to the Senate and now to the House Committee, not because they were "very much interested in the technical procedural parts of this bill but because they don't like the Commission's decisions resulting from public hearings on the new law and are afraid that the courts will uphold what the Commission has done."

#### Cites FCC "Patience"

The MBS witness said the FCC could be more fairly accused of being "too patient and too slow" than of not giving "full, fair and patient hearing" to all interested parties. He stressed that in all the hearings and arguments on the regulations, the Commission's report "has not once been attacked for any inaccuracy in its finding of fact."

Referring to the amending of three regulations and indefinite suspension of a fourth last October following MBS's petition for modification, McCosker remarked, "since then we have been in court, NBC and Columbia having filed a suit in the Federal Court in New York to set aside the Commission's order and enjoin it from putting the regulations into effect. After another set of briefs, and two days of legal argument, two out of three judges in the lower court held it did not have jurisdiction. NBC and Columbia then appealed to the Supreme Court—more briefs and more argument—and only the day

before yesterday, by a vote of 5 to 3, the Supreme Court held the lower court was wrong and that it had jurisdiction after all.

#### Sees No Govt. Ownership

"Now I understand we must go back to the court in New York and argue the whole matter over again, perhaps go through a trial with witnesses and then back to the Supreme Court. In the meantime, here we are, testifying about the same facts and arguing about the same questions of law before this Committee, over four years after the Commission started the proceedings, with the end not yet in sight. I begin to understand what Shakespeare meant by the law's delays."

McCosker observed he had not been able to find in the Commission's network order any tendencies toward government ownership of stations, or that the Commission suffers from a common-carrier complex. The MBS official went on, "if either charge has any foundation, I don't know what it is and have not observed any basis for it."

He added, "that the Commission was acting to restore and increase competition so there will not be any need either for regulation of rates and other kinds of regulations of the common carrier variety, or for having the government take over industry."

#### Objects to Amendments

The MBS board chairman registered specific objections to three of the proposed amendments in the Sanders Bill, which he said would "cause further delay, deprive the Commission of its power to adopt such regulations, or cast doubt on that power." He pointed these out as Sections 6 and 7 and the proposal of the NAB to insert "certain language" in Section 326 of the Act, which, according to McCosker, "denies the Commission the power of censorship over radio." He said the insertion, although apparently concerned with freedom of speech, would actually deprive the Commission of "such power as it has exercised in adopting network regulations."

The MBS chairman said, "to me it is a somewhat unholy alliance—this attempt to couple the matter of network-affiliation contracts and the question of monopoly with the cause of freedom of speech."

#### Opposes Licensing of Networks

McCosker indicated that General Counsel Caldwell would elaborate on MBS objections to Section 6, which McCosker charged would radically reduce the FCC's powers over license transfers and deprive it of one of its most important legal powers in the court proceedings over the network regulations.

McCosker levelled his most important objections to Section 7 (Clauses 1, 3, 4), charging that these would deprive the Commission of its present powers "over the subject matter of

network regulations." He said that Mutual is opposed to any licensing of networks, and went on, "it seems to us that to license networks is to invite the very sort of governmental interference that NBC and CBS profess to fear—control over programs and control over rates—in other words, censorship and common carrier regulation. There is nothing else to regulate, unless those who urge such an amendment entertain illusions that by a rigid licensing system they can keep down the number of competing networks."

#### Asks NBC, CBS Opinions

McCosker indicated that Mutual would like to have NBC and Columbia present to the Committee, "the exact language of amendments they believe should be made to the Communications Act." He questioned, "Have the exclusive and option-time contracts of NBC and Columbia been the cause of evils which the government should try to eradicate and prevent in the future? The Commission's report demonstrates the existence of such evils in overwhelming fashion."

McCosker insisted that Mutual's future, and the future of all networks, depends upon not being so restricted by government regulations that they cannot engage in sound, efficient, and profitable operations.

#### Voices Hope for Harmony

"We have never departed from that point of view," he said, "and I can assure you that no one in Mutual has had the attitude of wanting to see confusion or impairment of network broadcasting simply in the hope of being able to grab something out of the wreckage."

McCosker concluded his testimony with the hope that during the next two or three years, a more truly American system of broadcasting will develop, and that harmony will be restored in the industry.

McCosker's testimony and questioning by Committee members occupied the full hearing yesterday. McCosker referred the Congressmen to answers for technical and legal questions to Mutual's general manager, Fred Weber, and Attorney Caldwell. After questioning of McCosker is completed today, it is expected that Weber's testimony will consume the rest of the day.

#### Questioned by Congressmen

During the questioning of yesterday's witness, some members of the Committee provided some amusing confusion over what McCosker meant by exclusive station contracts. Representative James P. McGranery of Pennsylvania waved an MBS publicity sheet announcing exclusive coverage of a sports event. He asked whether this was not in the same category as NBC and Columbia for bidding its affiliated stations to take programs from more than one network.

Representative Oscar Youngdahl of

## War-Program Ide

### WFIN's Defense Club

WFIN, Findlay, Ohio, is cu airing a daily program titl "1330 Defense Club." Mem in the club is obtained by in one or more war stamps w name of the donor written the face. The unique aspects club are the fact that these are pasted in various designs walls of the large studio wi pledge that they will remain for the duration of the War gives assurance that the gover will have the use of the money for the purchase of the stam during the time that it is most. Another aspect in whi plan is unique is that at the clusion of the war all of the s will be donated to whatever N Veteran's Organization is a growth of this second world

Among the various designs w out on the walls of the stud stamps are flags, the rising sun an ax. All of the stamps o rising sun are dedicated to G Wade Van Atta, a Findlay boy was killed in Pearl Harbor.

One hundred per cent member are sent in for families, factori other groups. Among the em persons who have sent in stamp membership are John W. Br Governor of the state of Ohio Lynn U. Stambaugh, the Nat Commander of the American L A great number of different s are represented in the membe of the "WFIN 1330 Defense C The names of new members are on each broadcast and are plac the bulletin board in the rece room. The membership to dat 1288. Special recognition is p for the 1330th member.

Features of the broadcast in at tion to those mentioned are patri music furnished by guest music and on transcription; and gu speakers who urge the pu-phase war bonds and stamps and who plain various defense measures who aid in any way possible in g information to the people w would be of benefit to the U Government in any phase of our w effort. The idea for the "WFIN 1 Defense Club" was originated by Maurice Dunlap, commercial ma ger of WFIN.

Minnesota inquired whether station would continue to give as much rad time to Congressmen if the "exclu sive" clause were removed in FCC's new regulations. It is expected that Weber will enlighten the Com mittee members on such weight problems today.

The interested audience which ha filled the Committee room yesterda afternoon included NAB Preside Neville Miller, John Shepard, 3rd BVC head; Edward Klauber, CB v.-p., and other prominent industry officials.

# Fears Drafting Key Radio Execs

(Continued from Page 1)  
 all for active military duty. In the past 18 months the industry has been with "furrowed brow and pained heart the inroads of men in service," says BVC. "It has sent great numbers of its trained men and skilled workers to the front lines of America's forces. The sacrifices have been gladly; appeals for demobilization are relatively few. This is and wars are won by doing

**sites Radio's War Role**  
 At, you understand, by doing everything." BVC considers a portion of its current war effort. "Broadcasting is a force to accomplish certain vital results with unprecedented speed. Unprecedented speed. Broadcasting is the nation's biggest morale booster. Broadcasting is the most thorough link between American people and their sons. But broadcasting isn't like a grandfather clock. You can't wind it up, live it standing by itself in the corner and expect it to keep running smoothly while everyone goes to work.

The ring that makes broadcast run the energy of trained men who have spent years in mastering techniques of mass communication, has done their work so well that the family radio has become a trusted member of the average household. All those who make broadcasting run will be replaced in a few months in their ears. They have a job to do which, in its way, is as important as crushing the Axis as the who assemble anti-aircraft guns.

BVC, therefore, views with alarm the possibility that restrictions may be imposed upon the industry under the new Manpower Act which permits drafting of all men for war plants. Broadcasting, we are war plant too. Instead of lathes, it deals with ideas and aspirations and information, and war will be won as much by the heads of men as by busy men who works on an assembly line day after day, and now what he's working for, automation. In Axis lands, they automata.

**Manpower Replacements Essential**  
 Dr. BVC does not advocate further men shouldn't be in broadcasting for war. The armed forces will absorb many of them. The industries will probably get numbers of others, either volunteers or otherwise. Broadcasting must supplement—and at the same time working harder at the task of telling people what they should do to achieve victory. Leadership, however, is a different matter. The War Manpower Commission states that men up to age 45 are eligible for service in the

## PROMOTION

### WMAL News Letter

Capitalizing on the tremendous increase in population in Washington, D. C., WMAL, Washington, D. C., under the signature of its commercial manager, John H. Dodge, is sending out letters to potential clients, reminding them of the increase in market without an increase in card rates. Letter starts off by saying: "It's like buying a two-station network for the price of one," and follows out the idea by informing recipients that the rate card was made in 1937 for a market of a half-million population and that it remains the same even though that market has doubled. Mention of the Blue Network affiliation and improvements in local programming is also made.

### Knowlson, WPB, Issues Definition Of Phonograph

Washington—In order to clear up all doubts as to final assembly of radios and phonographs after all manufacturing operations have been completed, J. S. Knowlson, WPB director of industry operations, has issued an interpretation of Limitation Order L-44. This interpretation expands the definition of a radio to television receivers, blackout devices using vacuum tubes and combination radio receivers and transmitters.

The definition of a phonograph or other record player is stated to include any wireless record player with tubes and turntables to be used for the reproduction of sound discs. Persons who merely assemble or convert sets produced by someone else, it is made clear, are not bound by the restrictions of L-44.

### Decca Dividend

Directors of Decca Records, Inc., have declared an extra dividend of ten cents per share on the company's capital stock in addition to the regular quarterly dividend of fifteen cents per share. Both are payable June 30 to stockholders of record June 16.

### Dr. Angell Addresses Conference

Dr. James Rowland Angell, former president of Yale University and public service counselor for NBC, addressed the Connecticut State Conference Toward Victory at New Haven, Tuesday night. His subject was "Education in War Time."

factories and on the assembly lines. Only farm workers have been considered important enough to merit exemption. We find ourselves fearful that radio cannot carry on the work expected of it if its leaders—the stations managers and other vital executives between 35 and 45—are taken away from their desks to occupations that make no use of their long-accumulated skill in the kind of mass communication America calls today for national unity. Therefore, the BVC is at work on the matter in behalf of broadcasting and, we feel, national unity."

### War-Industry Folders

"Straight to the Objective," "Concentrated Coverage," "A Word to Wise Strategists" and "Air Supremacy" are titles of four four-page folders being distributed by KDYL, Salt Lake City, to a selected list of clients and time buyers. Following the theme of its individual title, each promotion piece uses an angle in local defense situation, to carry out the copy on the inside pages. Folders are printed in two colors. Back page on each folder is the same except for the use of color, using the station seal which has the following inscription: "The Value of Information Is Measured by Its Reliability." The war effort has stepped up activity in the area considerably.

### NLRB Recommends End Of Emerson Employee Unit

Washington—NLRB Trial Examiner Tilford Dudley in an intermediate report has recommended the disestablishment of Emerson Radio Corporation's Independent Employees Association as a collective bargaining unit. The examiner found that the independent union was created as a "culmination of the respondent's long-campaign" against Local 120, United Electrical, Radio and Machine Workers of America, CIO. He reported that during March and April, 1941, company supervisors spent "both time and money" in a loosely organized "neither" group which fought the union during the election campaign and took the form of a labor organization when the election was called off.

### Serialize "Kitty Foyle"

"Kitty Foyle," best-seller by Christopher Morley, will be adapted serially for "Stories America Loves" starting next Monday on CBS. It will be heard Monday through Friday from 10:15-10:30 a.m. with a re-broadcast at 11:45 a.m.

### Planters Renews Putnam

Planters Nut & Chocolate Co. has renewed the "News by George F. Putnam" on WEAF, Tuesdays, Thursdays and Saturdays at 6:15 p.m., EWT, for Planters Peanuts. J. Walter Thompson is the agency. Putnam currently carries 14 quarter-hour news periods weekly on WEAF, in addition to his emcee spot on the official "Army Hour" on NBC.

### Film Contract For Goodwin

Bill Goodwin, announcer heard on the Bob Hope program and other important air shows, has been signed to an acting contract by Paramount and given a role with Claudette Colbert and Fred MacMurray in "No Time for Love." Goodwin will be seen as the editor of a magazine on which Miss Colbert works as photographer.

## NBC Signs Gram Swing To Exclusive Contract

(Continued from Page 1)

ceive a salary from the network even for sustaining broadcasts on a par with commercially sponsored news analysts, it is understood. Swing's contract with Mutual, where he is now featured Mondays, Thursdays, Saturdays and Sundays, at 10 p.m., EWT, expires in September and, despite all Mutual offers, the commentator decided not to renew.

Meanwhile, Mutual yesterday announced that Swing's twice weekly broadcasts for General Cigar Co. (White Owls) had been renewed for another 52-week period and the network professed to know nothing about Swing's new contract with NBC. Fred Weber, MBS general manager, was in Washington attending hearings on the Sanders bill and could not be reached for comment.

### facts Cancellable

Year contracts, while nominally for 52 weeks, are cancellable at 13-week intervals, and should Swing, whose contract is with the network, not the sponsor, move to NBC before completion of the first 13-week cycle under General Cigar sponsorship, the contract presumably would be voided. Or General Cigar might elect to retain the time and substitute another commentator.

White Owls are plugged on Swing's Monday and Thursday broadcast via 85 Mutual stations, with the renewal becoming effective Thursday, June 25. The commentator's Saturday and Sunday stints are sustaining.

NBC, with both Swing and H. V. Kaltenborn, will have the two top commentators on the air, both probably sharing honors as leading analysts from a prestige viewpoint.

### WCHV Sells Baukage

Charlottesville, Va.—C. H. Williams Co., department store, have signed contracts for the sponsorship of "Baukage Talking," Blue Network cooperative newscasts, over WCHV. Sponsorship begins June 5.

S.  
O.  
T.



# Coast-to-Coast



**J**ESTERS Trio and Warren Sweeney, announcer, have cut 80 ETs for Quality Bakers of America. Transcriptions, which were cut at Empire Broadcasting Corp., advertise Flavor-Range bread. Eugene L. Bresson handled the production.

\* \* \*

Personnel changes at WOR, New York: George C. Kiernan of the sales service division has resigned to go with the Warner Chemical Co.; Florence Connelly has joined the recording and engineering staff replacing Junumae Fallon, who is taking an extended leave of absence; Frances Neale has replaced Virginia Cornish in the engineering office. Latter has been transferred to the publicity department; Richard Schwarz is the newest member of the mailing room staff.

\* \* \*

San Francisco's United Nations dinner was recorded and played back over KPO of that city last week. Sponsored by the Citizens For Victory Committee, the dinner was arranged to promote understanding among the nationals of countries engaged in the struggle against Axis aggression. Consuls of the various countries spoke at the banquet.

\* \* \*

WBBM, Chicago, aired a special broadcast last week closing the station's 4th annual Radio Guild Competition. Eleven local youngsters aired their talents during the program. Organized under the auspices of the Chicago Boys' Club and the Board of Education, the contest was planned for the benefit of local boys who are interested in broadcasting. Special airing presented a dramatic script prepared by students of the Northwestern University Radio Workshop.

\* \* \*

Val Schneider, chief salesman at WTAQ, Green Bay, Wis., finds there's more to being an air raid warden than meets the eye. Elected recently by the residents in his block, he has found that he can't seem to sell his fellow workers on the idea of acting as first aid victims. He had ample opportunity to practice on himself a short while ago when he attempted to take on the job as lumberjack at his father-in-law's cottage. The blisters are fairly well healed by now, in spite of his first aid efforts.

1	9	4	2
5	7	6	1
12	3	14	11
17	18	19	20
21	22	23	
25	26	27	28
29	30		

June 4

Jack Arnold	Sidney Breese
Jack Hollister	Betty Ito
Marvin Kirsch	Ed Lindstrom
Carlton E. Morse	Erno Rapee

Mary McCord Brown, society editor of the Denver Scripps-Howard "Rocky Mountain News," is preparing a woman's show for KOA. Several sponsors awaiting audition. Mrs. Brown has been heard on Denver stations before. She conducted a gardening program for several years on one outlet.

\* \* \*

WMAL, Washington, D. C., is currently plugging the use of "started" War stamp collections in books as gifts for children finishing the school year, merit awards, etc. Idea is used on the station "cut in" during the peak audience period of the "Baukage" news program at 1 o'clock. Value of stamps sales for kid-gift use stressed are: The sale of each stamp means that much more equity in a War Bond; the child's "collector" instinct is appealed to, stimulating further sales; the future of the child, of his school, of the American way of life, is being preserved by each sale.

\* \* \*

Seventh grade students of the Allen school in Dayton, Ohio, recently presented a First Aid "quiz" over WHIO, that was both informative and entertaining. One student acted as quiz master and the others answered such questions as, "How would you treat shock of a severe nature?" The Dayton Superintendent of Schools was so pleased with the broadcast that he told the youngsters they could stay out of school all morning.

\* \* \*

Al Simon, of radio staff of Greater New York War Bond Pledge Campaign, accepted the idea of WBNX, New York, to salute blocks in the borough responding 100 per cent when drive gets under way June 14. WBNX innovation will be applied to stations in other boroughs of the city.

\* \* \*

Orville Stone has been appointed program director of CFCH, North Bay, Ont....Bob Woolner, CFCH musical director, has announced his departure in the very near future in order to join the Canadian air force. Independent local grocers have started a "Market Basket" program on CFCH.

\* \* \*

"Training Camps and Insignias," a promotion folder being distributed by WWRL, Woodside, N. Y., has proven so popular that another printing was necessary to comply with many requests from listeners, theaters, stores, and night clubs for the colorful giveaways which show how to denote the rank of men in uniform and the location of camps.

\* \* \*

Julius Leonhard has resigned as announcer with WBRK, Pittsfield, Mass., and is now on vacation prior to entering the Army. He was entertained at the Wendell Hotel by members of the station staff. He has been succeeded at WBRK by Leonard Lovendal.

WWL, New Orleans, has received a letter from Commander P. E. Gillespie, U.S.N.R., commander of the U. S. Naval Reserve Aviation base at Kenner, La., in which the latter thanks the station for first-aid assistance rendered by engineers Bobby Grevembery and Eddie Dutreil following a training ship crash. Accident occurred near the WWL transmitter.

\* \* \*

Vacation plans from KMOX, St. Louis: C. Cabanne Link, publicity director and St. Louis OCD radio coordinator, will visit relatives in Cincinnati, and also spend some time at St. Albans, Mo., during his current vacation....Bob Dunham, special events announcer, is going to divide his time between Chicago and Sioux Falls, S. D....Russell Lesker, mail clerk to Mascotah, Ill....Clare Lang, stenographer, to Meramac....Ethel Young, telephone operator, to the Ozarks....Margaret Hart, assistant to the director of promotion, will tour the midwest....Harold L. Zimmer, continuity writer, to Lake Killarney, Mo....Paul Wills, production assistant, on a fishing trip in the Ozarks....Paul Shock, studio technician, will visit his folks in Ohio.

\* \* \*

Bill Hightower, who recently joined the announcing staff of NBC, has signed a management contract with National Concert & Artists Corp. for all booking other than his NBC announcing assignments....Sue Read, featured NBC television artist, has been booked by the NCAC Lecture Division to speak today at the Fortnightly Club of Rockville Centre, L. I.

\* \* \*

"Flying for Freedom" program over CKOC, Hamilton, Ontario, sponsored by the Imperial Tobacco Co., has been extended for another eight weeks, which will make a total of 26 weeks from the beginning of the series. Program dramatizes the exploits and activities of the R.C.A.F....CKOC is the Hamilton station carrying the General Motors show on Tuesday nights. "Cheers From the Camps."

\* \* \*

Rhona Lloyd, veteran women's program commentator, has returned to KYW, Philadelphia, where she is airing a five-day-a-week program. Broadcasts are sponsored by the Philadelphia Dairy Products Co. for Dolly Madison Ice Cream and business was placed by Scheck Advertising Agency, Newark, N. J....James P. Begley, KYW program manager, has announced the addition of several new musical shows on the station: "Modern Music" features the staff orchestra and is fed to the NBC network on Sundays; "Dancing Preview" is another staff artist program fed to the NBC network on Saturdays; other musicals are "Show Tunes," "Americana" and songs by Dorothy Veronica Sims heard Sundays, Thursday evenings and Sunday noon respectively.

Fred Barr, conductor of Woodside, Long Island, "1600 daily afternoon record show," a letter this week signed by members of the Euclid Candy Co., York, saying that listening show helped them make candy doesn't know how—but as they listen it's okay by him.

\* \* \*

"40-Mile Club" will soon be to listeners of WLAC, N. Tenn., when it inaugurates a campaign in connection with the movement to conserve. "40-Mile Club" pledges its members not to drive over 40 miles at any time, thereby preventing accidents and conserving at the same time.

\* \* \*

Announcement has been made of the marriage on May 16, of Mary Brooms, of Chicago, to Gillis, of the WOZO-WGL, Wayne, Ind., sales department. Gillis is connected with the G. Amusement Corp., of Chicago.

\* \* \*

Ruth Lyons, woman commentator for WKRC, Cincinnati, Ohio, practically every day of the week for Ruth includes, an appearance with Mayor James G. Slifer, Monday, June 8, to inaugurate a campaign to send cigarettes to boys in service. Tuesday, she will be a guest of the Norwood Musical Club luncheon, will conduct a musical quiz for the members; Wednesday, she will act as judge for the finals in the inter-fraternity sing at the University of Cincinnati.

\* \* \*

KFEL, Denver, is the first station to acquire the Chicago "News" foreign wire, station manager O'Fallon announced this week. Arrangements have been completed between the Mutual Denver and Charles E. Lounsberry of the Knox's newspaper. The news will be supplied KFEL on an automatic wire every morning of the week and it is expected that newsman Bill Welsh will build a daily on the material derived therefrom. The news printer will be installed as soon as one is available. O'Fallon said he expects to have the new service in operation within six weeks.

## KWID's Formal Debut Around End Of Month

San Francisco—Shortwave station KWID, operated by Associated Broadcasters, Inc., has begun nightly programming, and expects to be on regular nightly schedule of broadcasts to the Far East by late June. The station has new studios with KSFO in the Mark Hopkins Hotel, and will be in collaboration with GE's KGEI in sending programs to the Orient and Australia.



19, NO. 48

NEW YORK, N. Y., FRIDAY, JUNE 5, 1942

TEN CENTS

# Sanders Hearing Angles

## Treasury's '10% Club' Radio's Biggest Drive

Treasury Department's "10% Club" which will be promoted by all stations during the period June 14-18, has been termed "probably largest assignment yet handed broadcasting" by the Broadcasters Safety Council. Admittedly one of Treasury's last-resort schemes to sell War Bonds and Stamps in of recommending compulsory wage deductions, radio has been called upon by the Office of Facts and

(Continued on Page 5)

## Fleischmann's Yeast Easing Off Commitments

Standard Brands is dropping all advertising of Fleischmann's yeast for the summer, with no decision reached as yet on whether or not current programs will resume in Fall. "I Love a Mystery," broadcast Mondays from 8-8:30 p.m., VTN 63 Blue stations, will fade along the broadcast of June 29 after run of 39 weeks. "What's My Line" with Arlene Francis and John Reed King, aired Tuesdays

(Continued on Page 2)

## Campbell Named Manager For Radio Sales In West

Chicago—Wendell B. Campbell has been named western sales manager of CBS Radio Sales with headquarters at WBBM here. Campbell, who began with Radio Sales here for just three years, replaces Henry Kish, who left to join the Signal Corps of the War Department.

### No Talk

spotlight its new "find," 20-year-old Freddie Stewart, WJZ, beginning June 9 will place the star in the first seven minutes of the 10:45-11 p.m. spot, Monday through Friday, currently occupied by the "Texas Rangers" who therefore will fill out the remaining half of the period. Without any preliminary announcement, Stewart will sing three songs nightly.

### The Topper

On WOR's "Can You Top This?" red-bearded Peter Donald hit the ultimate mark of 130 on the "Laugh Meter" with a gag submitted by a listener. Yesterday he received a letter from that listener which read: "I was particularly interested to hear your version of that joke. You see, I heard Peter Donald, Senior, your father, tell that same yarn at Tony Pastor's back in 1903!"

## Network Heads To Aid War Production Fund

Support of leaders of the radio, motion picture and publishing industries for the national accident prevention drive undertaken by the War Production Fund to Conserve Manpower of the National Safety Council was pledged at a meeting yesterday in the Union League Club here. A committee, including among its members Niles Trammell, president of NBC, and William S. Palcy, president

(Continued on Page 6)

## Kraft Cheese Renews "Gildersleeve" On Red

Chicago—Kraft Cheese Co. has renewed the "Great Gildersleeve" program on its present network of 68 NBC Red stations, effective August 30, when the program returns to its Sunday, 5:30-6 p.m., CWT, period after a summer hiatus. Renewal set

(Continued on Page 2)

## IFC Committee Asks Questions Of Weber Relating To Affiliate Contracts; Public First Consideration

## Strong Radio Turnout For PAAC Annual Meet

West Coast Bureau, RADIO DAILY Los Angeles—Radio will play its usual important role in the annual Pacific Advertising Association Convention at Paradise Inn, Mount Rainier National Park, Washington, June 21-25. Don Thornburgh, vice-president in charge of Western Division of CBS, will be a member

(Continued on Page 3)

## Johnson's Floor Wax Reducing Summer Web

Effective Tuesday, July 7, when Meredith Willson and his orchestra take over as summer replacement for "Fibber McGee & Molly," S. C. Johnson & Son, Inc., will drop 42 U. S. stations from its network of 120 NBC Red and CBC outlets, leaving

(Continued on Page 2)

## Southern Outlets Form "Daniel Boone Network"

Three-station regional network to be known as the Daniel Boone Network has been formed by WISE, Asheville, N. C., WOPI, Bristol, Tenn.-Va., and WKPT, Kingsport,

(Continued on Page 2)

## "Language" Wartime Control Offered Full Co-Op Of RDG

### Zenith Radio Earnings Reach \$3.32 Per Share

Consolidated net profit for the year ended April 30 for Zenith Radio Corp. and its wholly owned subsidiaries amounted to \$1,637,049.25, according to the company's annual report released this week. In his report to the stockholders, accom-

(Continued on Page 2)

Radio Directors Guild yesterday offered its services to the Foreign Language Broadcasters Wartime Control Committee. Organization, comprised of the leading radio directors in the country, will seek to provide suitable wartime foreign language programs to meet every war need, provided none of this work shall interfere with such of its members already doing work for the government or any pro-

(Continued on Page 5)

Washington Bureau, RADIO DAILY Washington—Mutual's second day of testimony before the House Committee conducting hearings on the Sanders bill yesterday was short but not particularly sweet. The appearance on the stand of Fred Weber, MBS general manager, found members of the Committee on Interstate and Foreign Commerce in a more restive frame of mind than on Wednesday, when MBS board Chairman Alfred McCosker was permitted to present his prepared testimony without interruption. Scarcely had Weber

(Continued on Page 6)

## Can Link 81 Stations CBC Official States

Ottawa—The CBC now can link 81 Canadian stations in network broadcasts, Dr. A. Frigon, assistant general manager of CBC, told the House of Commons special committee on radio broadcasting now in session here. It was anticipated Major Gladstone Murray, general manager, would resume testimony but Dr. Frigon re-

(Continued on Page 3)

## Paper Saving Campaign Finds FCC Out In Front

Washington Bureau, RADIO DAILY Washington—While "paper economy" campaigns are just getting under way in most government agencies,

(Continued on Page 2)

### Commander Smith

Albany—The Albany area Civilian Air Patrol elected Harold E. Smith, general manager of WOKO, commander of their squadron here over the Memorial Day weekend. Smith, who has flown for years, has based his airplane at the East Greenbush airport and makes it his business to take a daily stint in the CAP work.



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JOHN W. ALICOATE : : : Publisher

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

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

## FINANCIAL

(Thursday, June 4)

### NEW YORK STOCK EXCHANGE

	High	Low	Close	Net Chg.
Am. Tel. & Tel.	115 1/8	115 1/8	115 1/8	+ 1/4
CBS A	12	12	12	+ 1/4
CBS B	12 1/8	12	12 1/8	-
Gen. Electric	25 7/8	25 3/4	25 7/8	+ 1/4
Philco	8	8	8	+ 3/8
RCA Common	3	3	3	-
RCA First Pfd.	50 3/4	50 3/8	50 3/4	+ 3/4
Westinghouse	72	71 7/8	72	+ 1/2
Zenith Radio	11 1/8	11 1/8	11 1/8	-
<b>NEW YORK CURB EXCHANGE</b>				
Nat. Union Radio	5/8	5/8	5/8	+1-16
<b>OVER THE COUNTER</b>				
Farnsworth Tel. & Rad.	1 3/4	2		
WCAO (Baltimore)	15	18		
WJR (Detroit) Xd.	16 1/2	18 1/2		

### Johnson's Floor Wax Reducing Summer Web

(Continued from Page 1)  
ing a hookup of 78. Show occupies the 9:30-10 p.m., EWT, period in behalf of Johnson's Floor Wax.

It was assumed, although no announcement to the effect was made, that stations dropped would be picked up again in the Fall when "Fibber" returns.

Needham, Louis & Brorby, Inc., Chicago, is the agency on the account.

### Kraft Cheese Renews "Gildersleeve" On Red

(Continued from Page 1)  
through Needham, Louis & Brorby, Inc., here, is for 44 weeks. Final broadcast in the current series will be June 28.

### "Don Norman" From East

"Your Date With Don Norman," popular domestic relations series which has been originating from Chicago for seven years, is now being broadcast from New York. The programs will be heard over Mutual, Monday through Friday from 1:45-2 p.m., airing from the studios of WOR.

### Zenith Radio Earnings Reach \$3.32 Per Share

(Continued from Page 1)  
panying the financial statements, E. F. McDonald, Zenith president, stated that the year in many respects was the most satisfactory in the history of the company. Net profit is equal to \$3.32 per share on the nearly 500,000 shares of stock currently outstanding.

McDonald reported that sales for the past year were the largest in the company's history, exceeding the previous year's record by 44 per cent. Progress during the year was attributed to radical new developments, advanced engineering, outstanding values and a broad, aggressive sales program. Continued progress was forecast by McDonald, after reviewing the year's highlights. Although Zenith facilities were devoted entirely toward the war effort, the company's FM and television operations would continue on a limited basis, McDonald revealed in his report.

### Southern Outlets Form "Daniel Boone Network"

(Continued from Page 1)  
Tenn. All three outlets of the new chain are NBC Red Southeastern Group affiliates and are available individually and in combination. Coverage is claimed in the area bounded by the Appalachians, the Blue Ridge and the Great Smoky Mountains. Stations are all located in cities in which there is considerable war industry.

### Expect New House Vote On Dr. Watson's Salary

Washington Bureau, RADIO DAILY

Washington—With Senate and House conferees deadlocked over several items in the Independent Offices Appropriation bill, Rep. Woodrum announced yesterday that the disputed measures would be returned to the House for another vote. While the TVA revolving fund provision caused the most protracted debate in conference, another measure on which the conferees could not agree was a House rider forbidding the FCC to employ Dr. Goodwin Watson, its chief propaganda analyst. The Senate voted against the rider.

Woodrum said that the Watson rider would probably be brought up for vote again in the House next Tuesday.

### NCAA Meet to Stern

The N.C.A.A. track and field championships, biggest spring event left on the 1942 college sports calendar, will be covered by Bill Stern, under terms of a new three-year contract announced by the NBC director of sports. Stern's trackside reports of the outstanding events will be broadcast over NBC on June 13 from the University of Nebraska stadium at Lincoln. The contract announced by Stern confers exclusive broadcasting rights on NBC through the 1944 track meet.

### Paper Saving Campaign Finds FCC Out In Front

(Continued from Page 1)  
the FCC revealed yesterday that it has been under such a regime for more than a year.

Information Officer Edgar M. Jones estimated yesterday that economy efforts instituted by his predecessor in May, 1941, have resulted in an annual saving of five million sheets of mimeo stock. "Our rules and regulations change from time to time, and some mimeographing is connected with these changes," Jones said. "Notifications are sent only to the licensees affected. Printed copies of the rules are available through the Government Printing Office. The only other printed matter now issued by the Commission are its annual reports, and the yearly statistics of the communications industry in the United States.

"The report was trimmed from 250 to 66 pages, reflecting considerable saving in paper and even more important, in labor." Within the first five months under the economy regime, paper consumption for Commission publications was cut in half, and mailings by 60 per cent, according to Jones.

Here are some of the items which have been completely discontinued or deleted from FCC mimeographed notices and releases: list of broadcasting stations by call letters, frequencies and states; general information releases; from-the-mailbag excerpts from FCC letters; tentative hearing calendars; certification of attorneys; filings of new common carrier tariffs; Commission orders on interlocking directorates; monthly duties of temporary authorizations for broadcast stations; and Commission actions in other than broadcasting cases.

It was pointed out, however, that the occasional orders issued by the Defense Communications Board relative to the war policies for various communications elements are distributed by the FCC publications section.

### Fleischmann's Yeast Easing Off Commitments

(Continued from Page 1)  
from 8-8:30 p.m., EWT, on 38 Mutual stations, plus Colonial and Don Lee networks, will be discontinued June 30, having completed twenty-six weeks.

Although not currently affected by priorities, either in product or package, Fleischmann is deferring Fall plans for the present. Kenyon & Eckhardt, Inc., handles the account.

### UP Reporter On WOV

Elinore Packard of the United Press who returned this week on the S.S. Drottningholm will deliver on WOV tomorrow, an address directed to the predominantly Italian daytime audience of the station. Heard from 4:15 p.m., the theme of the talk will be the rallying cry of Italian-Americans, "America's Victory Means Italy's Freedom." Miss Packard will speak in English.

### COMING and GOING

LINUS TRAVERS, vice-president in charge of sales and production for WNAC and Boston, and for the Yankee Network, spent a few days here on station and network business.

EDWARD E. BISHOP, vice-president and general manager, and EDWARD E. EDGAR, commercial manager, of WGH, Newport News, returned to their Virginia headquarters for a short stay in town.

BEN SELVIN, of Muzak, is back from a business trip which took him to the Montreal and Ottawa territories.

GENE WYATT, commercial manager of Buffalo, is in New York for conferences with the local representatives of the station.

J. F. WHALLEY, business manager, and LIAM R. RAY, manager of the press department of NBC, in town on business.

DAVE GORDON, associated with Gene in his western Ascap, BMI and Sunshine publishing firms, returned to the Coast yesterday after spending a week here.

RALPH G. MATHESON, general manager of WHDH, new Blue Network affiliate in Boston, was in town yesterday for business talks at the Reller Center.

WILLIAM EDGERTON, chief engineer of San Antonio, has returned from a three-week trip to the Rio Grande valley.

BRUFF W. OLIN, JR., general manager of WKIP, Poughkeepsie, in New York, visiting at Blue Network and station headquarters.

ED BUCKALEW, merchandising manager of the CBS Pacific network, in New York for conferences at the home office.

### Ickes Speaks June 11

Secretary of the Interior Harold Ickes speaks over CBS on "Mid-Motor Freight" from the Stevens Hotel, Chicago, on Thursday, June 11. He addresses the Central Motor Freight Association on tire rationing movements and related problems. Program will be heard from 10:30-10:45 p.m., EWT.

### Appoint Steel Correspondent

Johannes Steel, commentator for WMCA, New York, was appointed American correspondent of the Free French Government newspaper, "Marseillaise," published in London. Steel will file cable reports regularly on American political opinion concerning the Free French movement and Vichy France, as well as social and economic developments created by the war.

### MORE BUSINESS

SALES are made, not born. Factual presentation based on accurate market survey makes it possible for salesmen to increase sales from present sponsors and new prospects. Available now, sales and sales-promotion man, seven years in broadcasting. Excellent record of accomplishment, best references, draft exempt, broad knowledge of exploitation, publicity, special events. Knows how to handle tough competition. Details on request. Write RADIO DAILY, Box T, 1501 Broadway, New York City.

# Link 81 Stations CBC Official States

(Continued from Page 1)

to continue his evidence. Out-CBC organization and division responsibilities, Dr. Frigon said is paying particular interest to areas, using 10,000 miles of net-work for this purpose. Eleven low-power repeater stations will be in operation in a few months to reach areas, he said.

### Describes Duties

Dr. Frigon told the committee the committee of the CBC, with him as chairman, had carried on assigned to an executive committee by an order-in-council passed April, 1941. (Rene Morin, chairman of the CBC Board of Governors, only told the committee appointed the executive committee had been delayed pending appointment of a governor to fill a board vacancy.) Dr. Frigon said his duties as assistant manager included authority over engineering, commercial operations, and secretariat. His financial duty was to see that expenditures were in accordance with the budget and with provisions made by the Board of Governors.

Its revenues last year had been read, both from commercial program and license fees, with the license fees providing the larger income. In view of war conditions, provision was being made for a possible reduction in commercial revenues further.

A supply of engineering personnel had become a serious problem as a result of movements and loan of men to armed forces. Personnel also been loaned to assist in the construction of a high-power short-wave station for the Free French at Brazzaville, French Equatorial Africa. The station had been designed by the central CBC staff with expenses paid by the Free French movement, at the request of General Charles de Gaulle, leader of the Free French.

### Coldwell Corrects Self

At the conclusion of the day's session, M. J. Coldwell, C.C.F. party member, told the committee a reference had been made at a previous session to R. Holland, a member of the CBC Board of Governors was present. Coldwell said he had referred Holland as counsel for Farnsworth Corp. and later he learned that Holland had not been present for the corporation for several years.

**BNX NEW YORK**  
WITH THE MOST INTIMATE AND  
LIVELY PROGRAM APPROACH  
TO AMERICA'S LARGEST MARKET

**WATTS Directional**

# WARTIME PROMOTION

### For MacArthur's Men

Through collaboration of Red web outlet KPO and General Electric's shortwave KGEI, San Francisco, General Douglas MacArthur and his troops in Australia will be able to listen in June 13, on the gigantic "MacArthur Day" celebration to be staged in Kezar Stadium. A half-hour of the city's spectacular salute to America's fighting hero will be relayed to the south Pacific by KGEI, in a rebroadcast of an earlier program scheduled on KPO.

Arrangements have been made to make certain that America's fighting men will be informed of the broadcast, and ready to listen in.

### Pride In Programming

Programming on WBBM, Chicago, comes in for a plug in a recent letter signed by J. L. Van Volkenburg, assistant manager of CBS's western office. Letter calls attention to the winning of a NAB prize for the "finest civilian defense program" among the super-power stations at the Cleveland convention. Accompanying the letter is a facsimile of a report of reception by a listener in New Zealand. Mention is made that WBBM reception in distant lands is less important than local programming ingenuity. Closing paragraph of the letter reads: "WBBM's writers, directors and producers have fixed bomb sights on our war programs to guide them deep into human emotions. As they have done for advertisers, now for the nation they aim at spectacular action from mighty middle America. This time the most important action they have ever sought—Victory."

### WHOM's 10% Bond Drive

Joseph Lang, general manager of WHOM, has arranged a one-hour broadcast this Sunday morning from 11:30 a.m.-12:30 p.m. in the form of a large Italian production featuring prominent speakers and Italian stars. The purpose of the broadcast is to get the listening audience to place 10 per cent of their income in the purchase of War Bonds and Stamps.

Lang is making arrangements to accept the pledges by telegraph and through the mail and then turn them over to the Minute Men Organization to follow up and see that the pledges are put into effect and the Government gets the money. Wires will be read after the one-hour has elapsed and letters followed up later.

### "Men Of Courage"

A five-minute sustainer run five days a week called "Men of Courage" is being broadcast by WSB, Atlanta, to highlight for listeners stories of

### Joins NBC Central Division

Chicago—Robert Flanigan, formerly with World Broadcasting System and International Radio Sales, has been added to the local and spot sales staff of NBC, central division.

America's heroes in the present war. Scripted by WSB producer Jimmy Bridges, the show tells its story first, holding the identity of the war hero until last. Subjects for future shows include not only heroes on the fighting fronts, but on the production lines and in governmental administrative positions.

### Movie-Radio Tieup

KOA, Denver, saw to it that the new Rialto Newsreel Theater got off to a flying start. Two special broadcasts marking the theater's opening recently, one of them being transcribed for play-back later at night. After the opening guns were fired, KOA went on a regular two-a-day schedule of newscasts from a special glass-enclosed remote control booth in the theater lobby. A teletype has been installed and flash war bulletins are posted on a special board in the lobby.

In addition, arrangements have been made to interrupt the theater program with special news flashes from KOA which warrant such attention. Theater is one of the Fox Intermountain group, with whom KOA has had a tie-up for mutual exploitation over a period of years.

### OCD Award

The first award of the Civilian Defense Badge of Honor, new decoration for outstanding service by civilian defense workers, will be made in a broadcast on KDKA, Pittsburgh, Friday evening at 10:30. The recipient will be Frank Quinter, junior air raid warden of Allegheny County, whose knowledge of first aid acquired during his warden's training enabled him to save the life of a drowning companion. The award will be made by Adolph Schmidt, chief of the Air Raid Warden Service of the County Defense Council. The Badge of Honor was recently established by the Allegheny County Defense Council as a form of recognition for meritorious work by the "man behind the front."

### Labor Symposium

"Labor In War" is providing the basic theme for a series of round table discussions sponsored by the Labor Division of the War Production Board, which are currently being aired via KPO, San Francisco, during the week of June 1-7. During the week 30 outstanding authorities on phases of labor activity, including nationally-known labor officials, university faculty members, army officers and representatives of governmental wartime agencies are to be heard. One program is scheduled for each day.

### Clarke Set For MBS

Buddy Clarke and his orchestra will be heard from the Cocoanut Grove of the Park Central Hotel, New York, over Mutual several times weekly, effective the week of June 8.

# Strong Radio Turnout For PAAC Annual Meet

(Continued from Page 1)  
on the panel entitled "What Is the Public Attitude Toward War-Flavored Ads?"

Hollywood radio luminaries who will attend include Sidney Strotz, vice-president in charge of the Western Division, National Broadcasting Company; Bud Berend, NBC sales manager; Syd Dixon, NBC spot sales manager; and Tracey Moore, Blue Network sales manager and president of the Los Angeles Advertising Club.

### Charles Myers Chairman

Charles Myers, manager of stations KOIN and KALE, Portland, is slated as chairman of the Radio Breakfast Session. William B. Ryan, manager of KGO, San Francisco, and president of the San Francisco Advertising Club is a participant on the panel "Should Advertising Copy Be More Factual and Less Emotional During War Time?" Howard Lane, manager of the KFBK Sacramento and the McClatchey Broadcasting System, will participate in the panel on "What Is Happening to Advertisers Whose Output is Curtailed Because of War Production?" Earl Hedrick, manager KSLM Salem, is slated for the panel on "How and to What Extent Should Advertising Copy Contribute to the War Effort or Should It Stick to Its Knitting?"

C. E. Hooper, president of the C. E. Hooper, Inc., radio research organization, will attend from New York and participate in the panel on "What Do the General Economic Factors and Trends Hold for Advertising?"

### Brockington To London

Montreal—Leonard W. Brockington, K. C., former chairman of the board of governors of the Canadian Broadcasting Corp., has accepted an invitation from the British government to go to London as an advisor on Empire affairs to Brendan Bracken, British minister of information.

### Lewis Changes Date

Fulton Lewis, Jr., Mutual's reporter on national war industries, brings his "Production for Victory" broadcast from the Woburn Degreasing Co., Kearney, N. J., to the network on Thursday, June 11, from 10:30-10:45 p.m. EWT, instead of June 4, as originally scheduled.

**THE PENTHOUSE**  
**SERENADE**  
with  
**Latin American Tunes**  
Does  
**A SELLING JOB**  
IN PHILADELPHIA  
**WPEN**  
5000 WATTS 950 KC

## Los Angeles

By JAC WILLEN

**D**OB BURNS and his popular "Arkansas Traveler" role will bow off the air for the summer on June 9, but with announced plans for a new series of adventures to return to the air in the early weeks of September.

Gail Patrick and Virginia Sale are appearing in a series of dramatic shows over CBS West Coast network in an urgent appeal for Red Cross nurses' aides. Shows are produced by the American Red Cross.

A baby girl (6 lbs.-13 ozs.) was born to the wife of Harrison Holliday, general manager of KFI, Monday, June 1, at the Cedars of Lebanon Hospital. She has been named Victoria Holliday.

Dix Davis is the best "kid" actor who has worked on Edward G. Robinson's "Big Town" show; this season, according to a vote just taken by regular members of the cast and the production staff of the series. Davis, who has been heard on seven Rino broadcasts, received 14 votes to win. Tommy Cook was a runner-up, with three ballots. Davis was guest of honor at an ice cream party before the "Big Town" show went on the air yesterday.

"I Dood It" makes its first appearance as a song number with the announcement by Columbia Pictures that the number is being pre-recorded by the Vagabond Quartette, as an added feature of "The Spirit of Stanford," starting production this week.

Gary Breckner, long-time favorite of Southland audiences, returned as "Clerk of the Court" when "Judge Leroy Dawson" convened the KFI "Quiz Court" at 9 o'clock Wednesday evening.

Leonard L. Levinson, writer, this week received a citation from Henry Morgenthau, Jr., Secretary of the Treasury, for "distinguished services rendered in behalf of National Defense" . . . for his part in stressing the purchase of bonds and stamps on the "Gildersleeve" show.

"Hedda Hopper's Hollywood" broadcasts will be continued throughout the summer with no intermission.

Starring Mary Astor, Elsie Janis and the St. Brendan's Boys Choir, a special half-hour of entertainment was broadcast June 1, on behalf of the American Red Cross Volunteer Nurses' Aides over NBC Red at 9 p.m. PWT. Donna Fargo scripted the drama. Douglas MacLean, former star and now a producer, played in support, with Frances Trieste, Bowen McCoy and Louise Floyd comprising the remaining cast.

### "Aldrich Family" Hiatus

"Aldrich Family," which has just been renewed for another 52-week cycle by General Foods on NBC Red, will take its usual hiatus beginning July 9. Aired in behalf of Postum, the show will resume August 13 in its Thursday, 8:30-9 p.m., EWT, spot on 90 Red stations.

Young & Rubicam is the agency.



### Last Word on First-Hand News!

• • • "Duffy's Tavern" finds itself again a war casualty. Show folds after the June 30th airing. First Chick cancelled the series due to the metal situation and Sanka's cancellation now, is reported to be necessary due to the sponsor's inability to obtain a lot of coffee! . . . Lou Holtz will start a fifteen-minute weekly show on CBS Sunday nites at 7:15 with a band and singer! . . . Eddie Cantor now plans to do his entire 39-week series next season from army, navy and marine bases—cutting out studio shows completely! . . . Much talk around about Kay Strozzis "Victorian Rebels" which was aired on NBC for General Mills with Peter Donald. May become a series! . . . Bert Gordon remains with the "Time to Smile" shows next year! . . . Dorothy Kilgallen has been renewed for 13 weeks! . . . "Listen, America" moves to the 9 p.m. Friday nite spot on the Blue—vacated by "March of Time"! . . . Kate Smith will stop in Washington to visit with her mother en route to Langley Field in Virginia for Sunday's "Spirit of '42" airing.

• • • Here's a bit of contrast for you: Ted Slade, the sound effects man, put in a busy half-hour Sunday nite on "Inner Sanctum." The various sound effects called for by the script required the use of three doors, a window equipped with shades and Venetian blinds, a French door, two chests of drawers, a box of glass fragments, three turntables, a dozen records, a Chinese gong, a gravel box, a rake, a hatchet, a pistol, two whistles, a kazoo, a pair of food tongs, an electrical switch and two pieces of rubber sponge! . . . All in all, Slade puts in a busy 30 minutes! . . . An hour later, Ted turned up on the "Hour of Charm" show. This time, his duties were ridiculously simple. All he had to do was hold a metronome up to the microphone—to indicate the passing of time!

• • • Temporarily stationed at Lowry Field, Denver, Colorado is Second Lieutenant Robert Ruick, son of the Lux Theater's announcer, Melville Ruick! . . . Youngster disclosed this week that his father, an officer in the first World War, has been granted a commission for the duration of the present conflict. As a captain, Ruick will be attached to the public relations department of the newly-activated air base near Santa Ana, California. Arrangements have been made with the War Department to allow him two days off each week in order to continue his chores with the Lux show. . . . Young Ruick, a bomber pilot, hopes to visit his dad before shoving off for foreign combat duty! . . . Blue Network on Wednesday evening invited the press to take an official look at its new offices and board room! . . . throwing a cocktail party meantime that revealed the Blue as gracious a host as its nearby neighbor! . . . with all officials on deck from Mark Woods down! . . . the turnout was fine and the newly opened quarters, snazzy to say the least.

• • • The entire personnel of WBT is conscientiously performing its duty of keeping all outsiders away from the station's vulnerable zones. The other day Jack Knell, WBT news editor, accosted a strange man in the hall. "Who are you?" asked Knell! . . . "Grant Carey"! . . . "Yes, and I'm Gable Clark," returned Knell! . . . "No. Really, I am," said the stranger. "The control room engineer will identify me"! . . . With Knell's suspicions mounting by the minute, they marched across to the control room where the engineer, suspecting the good old horse-play, said, "Why, no. I've never seen the guy before." Knell's hand was on the intruder's collar before the engineer realized this was no kidding. He identified the fellow as the new transmitter engineer, recently transferred to WBT from New York, and the name actually was Grant Carey! . . . Knell's suspicions disappeared immediately, but Carey is still looking around a bit warily, and he now clutches his identification card with a death-defying grip.

— Remember Pearl Harbor —

## Chicago

By FRANK BURKE

**W**. J. McEDWARDS, NBC Chicago local and spot salesman, has elected 1942 president of the Athletic Association. Others elected were H. D. Crissey, 1st vice-president; L. Anderson, 2nd vice-president; Laura Satterwhite, secretary; John Wehrheim, treasurer. Committee chairmen are Robert Brubaker, bowling; Irene Shields, members; Jill Anderson, social; E. M. H. baseball; Frank O'Leary, golf; A. Weidenheim, tennis; Hugh Adfa swimming; Adeline Smith, riding; R. R. Jensen, camera.

Miss Margaret Brummel of Cen Stenographic at NBC, has replaced Annamae Dorney as secretary. William Ray, manager of the press department at NBC, Miss Dorney was tendered a farewell party by press department associates this week. She leaves for Minneapolis to join her husband, James Griffin.

### Carter Products Setup

Carter Products, Inc., will do "The Good, Old Days," currently aired on 9 stations of the Blue Network, and add the nine affiliates to the line-up for "Inner Sanctum Mystery" effective with the broadcast of June 21. Both programs will be broadcast in behalf of Carter's Liver Pills. Under the new arrangement, "Inner Sanctum Mystery" aired Sundays from 8:30-9 p.m., EW will be aired on 81 Blue stations. Stack-Goble Advertising Agency handles the program. "The Good Old Days" currently is broadcast the same time, with Street & Finn in charge.

### Returned Reporter Collapses

John Paul Dickson, MBS correspondent in Berlin, who returned this week from Europe after six month internment in Germany, collapsed after his appearance at the Overseas Press Club luncheon this week. He has entered Doctors' Hospital in New York for observation.

## Going to NEW YORK?

### Stay "Where Radio City Meets Times Square"

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

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

Reasonable All-expense Tours. Write for details.



HOTEL

**VICTORIA**

AT RADIO CITY 7th AVE. at 51st ST. NEW YORK

RONALD A. BAKER, Manager

# "Language" Control Held Help Of RDG

(Continued from Page 1)  
U. S. agencies may now have in  
works or extant. George Zachary,  
agent of the RDG, will further  
negotiate with Arthur Simon, general  
manager of WPEN, Philadelphia, on  
terms of cooperation by its mem-  
bers. Naturally, this will pertain  
to members as are versed in  
the code.

**Ryan Attends**  
In the meantime, the "language"  
committee is consolidating its posi-  
tion following the meeting held in  
Washington Wednesday, and the  
call out of its station personnel  
standards and Code.

Frank Ryan of the Censorship  
Committee's Office was in attendance  
as Lee Falk of the foreign  
language department of the OFF.  
He also wrote to the "language"  
committee stating in part: "We were  
very much interested in this at-  
tempt at self-regulation and that we  
would go as far as we could in  
digging behind the committee in its  
formulations of the regulations which  
we suggest."

The full cooperation from the  
Committee forthcoming is indicated in  
a letter received by Simon from  
Chairman J. L. Fly. Fly's letter  
is in full:

**"Vital Importance"**  
I will thank you for your letter  
and enclosures.  
I am glad to know that the plans  
of foreign language broadcasters,  
which we have discussed in recent  
conferences, have crystallized so  
well and that your committee has  
taken its work without delay.  
The vital importance of the ob-  
jectives sought to be achieved by the  
language code which your commit-  
tee drafted cannot be over-em-  
phasized. It is fitting and proper that  
the industry itself has taken the initia-  
tive in this matter.

For effective, the program must  
be 100 per cent effective. To be 100  
per cent effective, it must have the  
cooperation of all of the foreign language  
broadcasters. I assume you will keep  
us informed of the progress made.  
Needless to say, it is hoped that  
you will be able in the very near  
future to tell me that the Foreign  
Language Broadcasters Wartime Con-  
trol has achieved 100 per cent coop-  
eration from all the foreign language  
stations. I know that you can confi-  
dently expect the hearty cooperation  
of the interested agencies of the Gov-  
ernment.

**Promises Cooperation**  
Following out the lines of our  
discussions, the Commission  
recently announced publicly that it  
was undertaking to gather basic data  
and intensive study of the "time  
situation, which is covered in  
your Code. Let me repeat  
many thanks for your continued  
cooperation in connection with this

I believe that groundwork has  
been laid for genuine and effec-

## WHO'S WHO IN RADIO

### WILLAN C. ROUX

**W**HEN Willan C. Roux is introduced to a stranger, he is quick to point out the unusual spelling of his given name. Not that it really makes much difference as Roux is a very friendly individual and it's not long before he is just "Bill," a tag by which he is known to his many friends in the industry.

Bill Roux is a real New York City metropolitanite, having been born across the Hudson in Newark, N. J. All but the four years of his life, when he was away at college, have been spent in and around the big city. He attended Newark Academy from which he graduated in 1919. Brown University in Providence conferred a Bachelor of Philosophy degree upon him in 1923. Since then he has been connected with advertising and the greater part of the time he has been in radio. His first job was in the advertising department of L. Bamberger & Co. where he was employed for three years. He left the department store after reaching the position of assistant to the advertising manager. Next phase in his business career was in the advertising agency field. After working for a year in advertising agency, he formed a partnership and operated a general agency business for nearly four years. Two years of the national depression ended the agency and resulted in Roux's entrance into the broadcasting business.

In 1932 Bill Roux joined the National Broadcasting Co. where he worked in various promotion capacities including sales promotion manager for the NBC local service bureau and NBC advertising manager. Leaving NBC at the end of 1937 he worked for International Radio Sales, station rep firm. After six months with the latter organization he returned to network radio with the Columbia Broadcasting System in that network's promotion department. Roux rejoined NBC in December 1939 as sales promotion manager of WJZ and WEAF. In 1941 he became national spot and local sales promotion manager, which job he now holds.

Roux was married in June 1929 and is the father of two children, a boy aged 12 and a girl, six. He lives near his native Newark in South Orange, N. J., where he constantly pets petunias and sprays roses from early spring to late fall. Besides gardening, his favorite hobby is sailing of which he does much at his summer home in Maine.



NBC's "Bill" Roux.

### NAB's Award To KGO Inspires Special Show

San Francisco—Capitalizing on a citation of merit awarded at the recent NAB convention, listing it as the regional station which has developed programs best-designed to inspire listeners to aid in the war effort, KGO will broadcast a special half-hour broadcast, titled "San Francisco Reports to the Nation," on Tuesday night, June 9. The program will be released to coast Blue network outlets, and is believed to be the first time a radio station has reported to the general public on its city's war effort. A tieup has been made with the Chamber of Commerce, and President Will Merryman will present the NAB award officially to a KGO representative. The show will be aired before an invited audience in the new Radio City here, dramatizing the city's activity in shipbuilding, Army and Navy functions, blood bank, war bond sales, etc. KGO musicians, vocalists and dramatists will take part in the broadcast and in an aftershow. Helen Morgan is writing and producing.

tive cooperation and you may be assured of our sincere desire to support the efforts of the Foreign Language Broadcasters Wartime Control."

### 'Nature Sketches' On Red Back On The Air June 13

"Nature Sketches," a radio course in natural history which has been a regular summer feature of the NBC Public Service broadcasts for several years, returns to the Red network on June 13. The program will be heard each Saturday from 3-3:15 p.m. Broadcasts will be built around a nature study field tour conducted in Rocky Mountain National Park, Colorado, by Raymond Gregg, Park naturalist. In the programs this summer, emphasis will be placed on the value of America's play areas for recreational purposes and the need for outdoor life in the war effort.

"Nature Sketches" is to be fed to the network from KOA, Denver, under supervision of Clarence Moore, KOA public service director.

### "Lost Dutchman" On KRE

Berkeley, Calif.—"The Lost Dutchman" series has been revived on KRE, with Paul Armstrong as narrator. KRE also has added pickups from the Second Church of Christ Scientist, and two public service programs staged in cooperation with the Public Schools Dept. Bill Bither and John Brenner are producing the latter two programs.

## Treasury's '10% Club' Radio's Biggest Drive

(Continued from Page 1)

Figures to give the plan its ultimate in cooperation. "The 10% Club," the OFF states, "is the greatest 'drive' of all time. Radio has had big promotions before—big contests, big 'mail-in' drives, big sales campaigns. But radio has never before had anything like the 10% Club."

### "Fact Sheet" in Offing

The plan, as reported here previously, is an effort to sign every wage-earner in the country to a definite promise that he will invest at least 10 per cent of his paycheck every week in U. S. War Bonds. Appropriate insignia, including 10% Club buttons, window stickers, etc., will be a part of the campaign.

OFF shortly will issue a comprehensive "fact sheet" covering all phases of the plan for use by stations, networks, advertisers and agencies in building programs around the campaign. "Get behind it," the BVC has advised radio stations. "Dramatize it, pack it with patriotic emotion, highlight it with music—in short, if there was ever a reason for pulling out all the stops this is it."

### 52 Programs Scheduled

Indicative of the importance attached to the 10% Club by the OFF is the network allocation schedule for the week of June 15-21, initial week of the drive. Just issued by the Government agency, the week's schedule calls for practically 50 per cent of all wartime plugs to go to the 10% Club. Of 106 network programs scheduled to air specific Government messages during the week, 52 will plug the Treasury plan.

### Dorothy Donnell To OEM

Washington—Dorothy Donnell, pioneer in New Deal radio presentations, has just joined the OEM radio section. She is working on a program tentatively entitled "Seven Million Sons." Miss Donnell is the author of the "I Am An American" series, "I Hear America Singing," and other well-known Federally-sponsored shows. She has produced programs for the Labor and Justice Departments, and for the Federal Security Agency.



## PROGRAM REVIEWS

**"Black Satin Swing"**

Excellent ensemble which seems to have a very definite mind in back of it, dispensing novel arrangements and instrumentation that cannot help but click with many listeners. Strings and woodwinds seem to be the make-up of the organization, the former being particularly good in giving the lift whenever it is needed. Heard Thursday night over WMCA 8:05-8:30 p.m., the 25 minutes proves a pleasing and highly entertaining session.

Last night's program was a series of tunes built around "Famous Women of Song," such as "Sweet Sue," "Dinah," "Rosemarie," "Peg O' My Heart," and others. It proved worthwhile-listening; each week at the same time, apparently, the idea around which the songs are built, is varied. Don Bryan, conducting, has a great little novelty and should certainly keep on plugging this type of combination; anything different from the usual run. Van Heusen, baritone, does the vocals, and pleases at all times, possessing an excellent delivery in the "crooner" manner.

**Network Heads To Aid War Production Fund**

(Continued from Page 1)

of CBS, was formed at the meeting to assist in the advancement of the fund-raising project.

An organization of business and industrial leaders, the Fund was established to obtain adequate financial support for expansion and intensification of the work of the National Safety Council in accordance with the proclamation of President Roosevelt calling upon the Council to "mobilize its nation-wide resources in leading a concerted and intensified campaign against accidents" to assure maximum war production.

In addition to Trammell and Paley, other members of the radio-motion picture-publishing committee formed yesterday are: William Chenery, Crowell-Collier Publishing Co.; J. V. Connolly, president, King Features Syndicate, Inc.; Fred S. Ferguson, president, N.E.A. Service, Inc.; Ben Hibbs, editor, Curtis Publishing Co.; James H. McGraw, president, McGraw-Hill Publishing Co., Inc.; Lawrence B. Morris, Radio Corp. of America; George J. Schaefer, president, R-K-O Corp.; Arthur Hays Sulzberger, president, New York Times Co., and William B. Warner, president, McCall Corp.

William G. Chandler, of the Scripps-Howard Newspapers, is chairman of the committee.

**Fred Barrett Joins Compton**

Fred Barrett, formerly manager of the media department of Lee Anderson Agency, Detroit, has joined the media department of Compton Advertising, Inc.

**Mutual Continues Testimony At Hearing On Sanders Bill**

(Continued from Page 1)

began to deliver a long, and elaborately illustrated statement favoring the FCC's proposed new network regulations when the Congressmen decided to probe more informally into the broadcasting industry's attitude toward the new regulations.

Chairman Clarence F. Lea asked Weber to tell "in a few plain words what the fight's about."

**Weber's "Nutshell" Description**

The MBS general manager said it boils down to the fact that if these regulations are not introduced, a situation will continue where other networks "cannot compete on equal terms with NBC and Columbia." Weber said his purpose in appearing before the Committee was to show specifically how the option-time and exclusivity provisions of Mutual's two competitors had, as he charged, "been exploited to prevent the establishment or growth of any new national network."

Chairman Lea said that the Committee wanted to place competition on a fair basis in the public interest, and that the entire deliberations centered on the proper manner of doing so.

Rep. Sanders of Louisiana, whose name appears on the bill calling for reorganization of the FCC, expressed the opinion that a Constitutional question might be involved in preventing station owners from selling option time. He went on, "Of course, if public interest required such a restriction, it may be possible to do it. I would not be willing to legislate for the advantage of one chain or another, but I am interested in what is best for the American public."

**Calls Exclusivity Unfair**

Weber, in opposing exclusive contracts, said that both NBC and CBS had built themselves up without such contracts and that the affiliated stations had first resisted them. He charged that exclusivity was an unfair practice introduced shortly after the formation of MBS to prevent its further development.

The MBS manager explained that under the network regulations, no station would be compelled to take the first chain program offered it, but that it would no longer be restricted from freely choosing such programs.

**McGranery Heard Again**

A light moment in the discussion of "exclusivity" was provided by Rep. Martin Kennedy of New York, who observed that he had been unable to find the term in any dictionary. He said he had also called the Congressional Library about it but that apparently no one in Washington knew exactly what exclusivity meant.

Another Committee member suggested that the word might have been created by executive order.

Both on Wednesday and yesterday, Rep. McGranery of Pennsylvania in-

**To the Colors!**

JAMES SHATTUCK, assistant editor in the CBS commercial edit department, has been called to a service in the U. S. Navy as a tenant junior grade. He is being placed by James F. Burke, former assistant manager of the CBS program service division.

—VVV—

RENE GEKIER, radio actor in the cast of the "Romance of E. Trent," CBS strip serial from Chicago, has been inducted into the Army.

—VVV—

JAMES L. HOWE, manager of WBTM, Danville, Va., has left to join the United States Army Corps as a second lieutenant. He succeeded as manager by Sam Guyer, formerly WBTM sales manager.

—VVV—

JAMES BOLAND, accounting clerk of WSB, Atlanta, and MERLE ABNER, bass singer with WSB's "Swing River Boys" quartet, have been inducted into the Army and are at Fort McPherson, Ga.

—VVV—

PERRY LAFFERTY, formerly of WBYR, Waterbury, Conn., and recently a CBS producer, is now in the armed forces of the country.

—VVV—

JOHN GJERULDSEN of the transmitter staff of WOR, New York, joined the Army. He is replaced by Henry E. Harrison.

—VVV—

HARRY C. BUTCHER, CBS vice-president in charge of Washington operations, has been called to active duty in the Navy as a Lieutenant Commander. He is attached to Office of the Director of Naval Communications.

—VVV—

BILL PHILLIPS, announcer of WOKO, Albany, N. Y., has enlisted in the Army Aviation Corps and will become a cadet early this month.

—VVV—

JAMES SHATTUCK, assistant editor in the CBS commercial edit department, has been called to active service in the U. S. Navy as a Lieutenant Junior Grade. James Burke, former assistant manager of the CBS program service division, has been appointed to fill Shattuck's post.

—VVV—

JERRY STONE, publicity director and chief announcer of WDAS, Philadelphia, has entered officers' training school.

**"TRY SMILIN'"**

By RAY SEELEY

(No. 21-774 Folsom Prison)

**IS IN THE NEWS . . .**

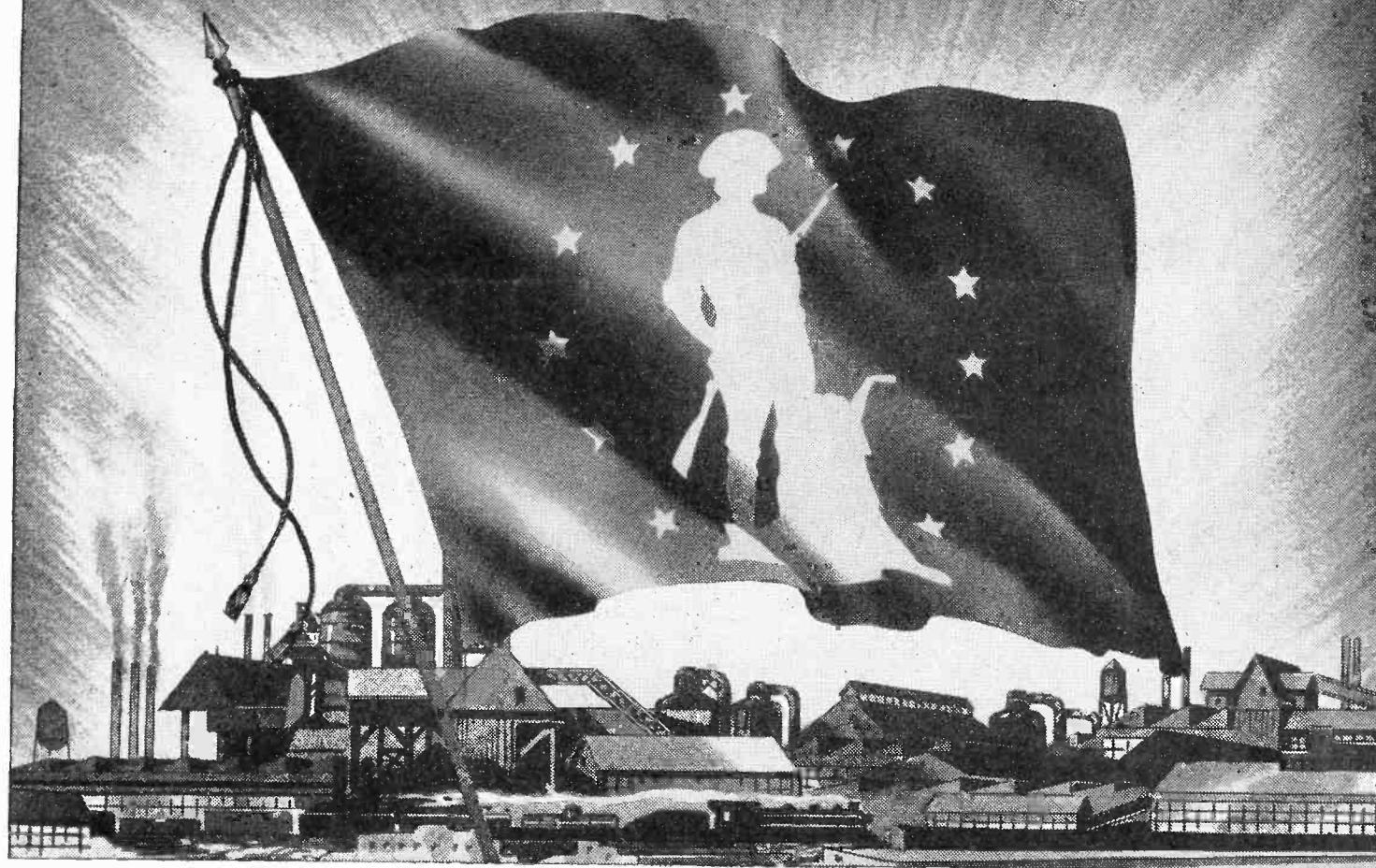
See SATEVEPOST story on  
**SINGIN' SAM**

**May 30 issue, Page 57**Prof. Copies and Stock Orchestras  
Mailed on Request**BELL MUSIC CO.**

20 E. JACKSON CHICAGO



A WAR MESSAGE FROM THE UNITED STATES TREASURY DEPARTMENT



*Next to the Stars and Stripes . . .*

## AS PROUD A FLAG AS INDUSTRY CAN FLY

Signifying 90 Percent or More Employee Participation in the Pay-Roll Savings Plan

**I**T doesn't go into the smoke of battle, but wherever you see this flag you know that it spells Victory for our boys on the fighting fronts. To everyone, it means that the firm which flies it has attained 90 percent or more employee participation in the Pay-Roll Savings Plan . . . that their employees are turning a part of their earnings into tanks and planes and guns *regularly*, every pay day, through the systematic purchase of U. S. War Bonds.

You don't need to be engaged in war production activity to fly this flag. Any patriotic firm can qualify and make a vital contribution to Victory by making the Pay-Roll Savings Plan available to its employees, and by securing 90 percent or more employee participation. Then notify your State Defense Savings Staff Administrator that

you have reached the goal. He will tell you how you may obtain your flag.

If your firm has already installed the Pay-Roll Savings Plan, now is the time to increase your efforts: (1) To secure wider participation and reach the 90-percent goal; (2) to encourage employees to increase their allotments until 10 percent or more of your gross pay roll is subscribed for Bonds. "Token" allotments will not win this war any more than "token" resistance will keep our enemies from our shores, our homes. If your firm has yet to install the Plan, remember, TIME IS SHORT.

*Write or wire for full facts and literature on installing your Pay-Roll Savings Plan now. Address Treasury Department, Section D, 709 12th St., NW, Washington, D. C.*

*Make Every Pay Day "Bond Day"*



U. S.

# WAR Bonds • Stamps

This Space is a Contribution to Victory by

RADIO DAILY



# Coast-to-Coast



**SPEAKERS** at the Overseas Press Club Luncheon in New York, this week, were foreign correspondents who arrived in America recently from Europe, after being exchanged for Axis prisoners. List of the correspondents include: John Paul Dickson, Mutual Broadcasting System; Camille Cianfore, "New York Times"; Herbert Mathews, "New York Times"; Reynolds Packard, U.P.; Eleanor Packard, U.P.; Livingston Pomeroy, U.P.; Clinton Conger, U.P.; Glen Stadler, U.P.; Hugo Speck, International News Service.

\* \* \*

On June 29, the time of Gertrude Berg's popular radio serial, "The Rise of the Goldberg's," on Columbia, will be Monday to Friday, 1:45-2 p.m. The current schedule is Monday to Friday, 2:45-3 p.m.

\* \* \*

Stuart Sisters, who were formerly with Orrin Tucker's orchestra before he enlisted in the Navy, will join Bob Allen and his orchestra, currently playing at the New Pelham Heath Inn, Bronx, New York. This will be the girls first New York night spot appearance, having only been in the city once before with Tucker at the Paramount theater.

\* \* \*

Sonya Barrett has joined the staff of CKRN, Rouyn, Que., as traffic manager....CKRN's Goldman Band has been sold to a coal company for the three summer months, as a tie-in to the Government's request that householders "buy coal now."

\* \* \*

Scott Colton, WHN, New York, best known for his handling the nightly 1-3 a.m. record stint known as "One-Two-Three," had to be rushed to the hospital for an appendicitis operation. In his absence, Lewis Charles is filling in for the late dialers.

Beginning Tuesday, June 9, WNEW, New York, will present regularly, a commentary period from London via shortwave, featuring on alternate weeks, Frederick Kuh and Vernon Bartlett, veteran foreign correspondents. Program will be heard from 8:15 p.m., with Kuh beginning the series.

\* \* \*

Special program series which KSTP, St. Paul, Minn., is airing in conjunction with the St. Paul Radio Club, is expected to turn out somewhere in the neighborhood of 100 proficient radio code operators within the next five weeks. At present there are approximately 200 enrolled in the classroom sessions, being conducted in KSTP's studios both in Minneapolis and St. Paul. Instruction is given by club "hams" themselves.

\* \* \*

Recent meeting of the Radio Club of America featured a paper by Dr. Thomas T. Goldsmith, Jr., director of research of Allen B. DuMont Laboratories, Inc., on the subject, "A Description of a 20-Inch Cathode-Ray Oscilloscope." Meeting was the last of the spring session.

\* \* \*

"Behind the Scenes," a bi-weekly program interviewing stage stars on tour in San Francisco, has been introduced to the KYA schedule....Lenn Curley, KYA mikeman, has assumed the guise of "Abou Ben Ahem," giving "fatherly advice" in a new Sunday morning philosophy broadcast....Bob Goerner of the KYA announcing staff is now a cadet in the Army Air Corps....Newcomer to KYA's sports staff is Jack McDonald, doing a nightly "Sports Page of the Air."

\* \* \*

Ernest John Gill, well-known two years ago to nation-wide KPO Red network audience for his "California Concert" and "Waltz Time" programs, has been named musical director of KQW, San Francisco. He joined the Seattle musicians' local at the age of 12....San Francisco's Victory Rally in Civic Auditorium was staged for broadcasting, over several stations, by KQW's production staff.

\* \* \*

Polish Broadcasting Bureau, affiliated with WHLD, Niagara Falls-Buffalo, N. Y., and producer of the "Polish Varieties" program, has signed the Iowa Soap Co., Burlington, Ia., for the sponsorship of 6 quarter-hours weekly. Contract, in the interest of Magic Washer Soap, calls for a Polish-language strip serial.

\* \* \*

U. S. Signal Corps has appointed William R. Rogge, assistant buyer of radios and phonograph records at Bloomingdale's, to their purchasing division for radio equipment for research and development. He will be stationed in the Administrative Office of the U. S. Signal Corps at Belmar, N. J.

Armand Girard, KPO, San Francisco, baritone, replaced Tol Ware as announcer on the Herb Caen show last Sunday. Ware is entering the Army. Girard also emcees and vocalizes on KPO's "Light and Mellow" variety half hour....Hayes Hunter is the latest addition to the KPO newsroom staff. Hunter, a recent graduate of the University of California, brings three years of radio experience to his new position.

\* \* \*

Mary Grabhorn, daughter of Murray B. Grabhorn, the Blue's national spot sales manager, was married recently to Lieut. John Stewart. A reception was held at the Grabhorn home in Short Hills, N. J., after the ceremony. The couple will live in the South where Stewart is stationed.

\* \* \*

Holly Wright, chief announcer for WTAG, Worcester, Mass., has announced his resignation to join the staff of WRC, Washington, D. C. Wright will work under Carleton Smith, the President's announcer....Stork paid a visit May 23 to the home of Herbert L. Krueger, newly appointed commercial manager of WTAG....Miss Lee Ya Ching, first aviatrix of China, will be heard over WTAG this week. She will be interviewed by Dorothy B. Robinson, manager of local sales.

\* \* \*

Three week-end guests are scheduled for appearances on WMCA programs. Norman Lloyd, star of "Saboteur," will be heard on "It's the Navy" at 8:05 tonight. Broadcast is presented in cooperation with the Third Naval District. Saturday's guests include Mme. Eve Curie on the Johannes Steel program at 7:30 p.m. and William L. Batt, of the WPB, on the "Wings from Washington" broadcast at 10:03 p.m.

\* \* \*

George Bryan, newscaster, who handles 20 news periods weekly for CBS, has been selected to play the role of the villain on the "Sonny Tabor" transcribed program which is sponsored locally on a number of Mid-Western stations. Stories are adapted from Street and Smith's "Wild West Weekly" magazine. Before he entered radio, Bryan was seen in several Broadway productions.

\* \* \*

Graduation exercises from Father Flanagan Home at Boy's Town, Nebr., was fed to the Mutual network last Sunday by KBON, Omaha. Broadcast featured speakers and a musical program and was handled by Hugh Barlow of the KBON staff.

\* \* \*

John Lennhoff, who has been a part-time employee of W65H, Hartford, Conn., has been appointed a full-time junior control room operator for the summer at WDRC, Hartford. Lennhoff is receiving special training for his new post, in which he will act as a vacation replacement and auxiliary control operator.

Maxell Williams has been promoted to the position of chief engineer at WCBI, Columbus, Miss., rep. P. C. Melone....Monroe Looney, former engineer is attending the National Defense Radio School in this. Upon finishing the course, he will return to the station as a engineer....Buck Hinman has joined the WCBI announcing staff to replace Frank Everett, who is now at KFAC, Field Air Corps Technical School, Charles Holt, for the past year librarian and traffic manager, has been elevated to the post of producer, according to an announcement by WCBI general manager McRaney....Lawrence Watson, filling in as remote engineer at station.

\* \* \*

Ina Ray Hutton, who currently on tour with her all-male orchestra, will play in seven different states during the next ten days. The band will broadcast on local hook-ups from the armory in Roanoke, W. Va., as well as from Casa Loma Ballroom in Chicago. They arrive in New York on June 10 to cut a series of transcriptions for the World Broadcasting System.

\* \* \*

Artists and news broadcasters WCCO, Minneapolis, donated time and services last week in the preparation of records which will be short-waved to American troops in foreign lands, idea being that from Minnesota and surrounding states would be able to hear voices of broadcasters with which they are familiar, even when they are overseas.

\* \* \*

William Edgerton, chief engineer of station KTSA, San Antonio, returned from a three-day trip to the Rio Grande Valley where he went over the situation with the engineering department of station KRGV over which he has supervision....Frank Stewart, staff announcer for the past four years over KTSA, has resigned his post to take a Civil Service position here.

## WHOM Signs ACA Pact Covering All Announcers

American Communications Association, CIO, has signed a contract covering English and foreign language announcers at WHOM, the union announced, adding that the pact was completed after two years of organization, protracted negotiations and Labor Board proceedings. Technicians at WHOM have been under ACA contract for some time.

The new pact, which will be in effect for two years, effected wage increases ranging up to \$15 a week, according to Sidney Adler, ACA organizer, and also provides for paid vacations, holidays off, seniority rights, sick leave and other standard contract clauses.



June 5

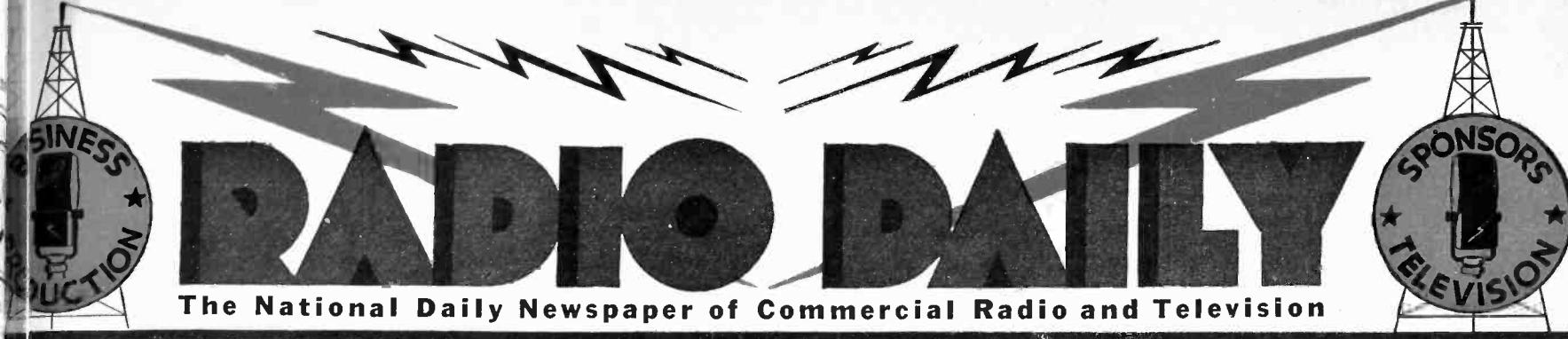
Bernie Eisen      Herbert Petty  
Merle Pitt  
Charles A. Schenck, Jr.

June 6

Dick Barrie      Tony Cabooch  
Peter Donald      Zac Freedman  
Jimmie Lunceford      Mario Messina  
R. G. Pratt      R. Carlton Rae  
William Rogow      Loraine Scott  
Charles Vanda

June 7

Glen Gray      Alois Havrilla  
Mann Holiner      Leonard Kapner  
Hyla Kiczales      Reed Snyder  
Hope Summers



The National Daily Newspaper of Commercial Radio and Television

Vol. 19, NO. 49

NEW YORK, N. Y., MONDAY, JUNE 8, 1942

TEN CENTS

# NBC's Mexican Plans

## Sanders Bill Hearing Continues With Weber

Washington Bureau, RADIO DAILY  
Washington—"If the system of American broadcasting and freedom of radio mean anything, they mean a state of fair competition and equal opportunity," MBS General Manager Fred Weber testified before the House Interstate and Foreign Commerce Committee Friday during hearings on the Sanders Bill to reorganize the FCC. "In our opinion, the Commission's network regulations will bring

(Continued on Page 7)

Buy War Savings Bonds and Stamps

## "It's War" Series on Australian Network

Los Angeles Bureau, RADIO DAILY  
Los Angeles—The four-network "It's War" series produced by the Office of Facts and Figures will be broadcast via transcription on a network of 26 Australian stations under arrangements just completed by Mac Gibson, representative here of Australia's Macquarie Network and Telstra Pty. Ltd. As was the case with the series, directed by Norman Lamm, ran on U. S. stations, it will air once weekly in Australia.

Buy War Savings Bonds and Stamps

## Ironized Yeast Anns. Expanding Air Markets

Following a highly successful test run on four Florida stations earlier, Ironized Yeast (Sterling Products) has launched further spots in an extensive basis in New York and Chicago, marking the first time the product has been promoted

(Continued on Page 7)

## Dad (Or Alive) Mike

Topeka, Kans.—Unsigned letter received by KFH of this city enclosed what the staff thought to be most unusual announcement continuity. Copy read: "Reward of \$50 cash will be paid for the arrest and conviction of the people stealing and destroying our property DEAD or ALIVE." Writer omitted his name, giving only his address.

### Esso Reports

At noon Thursday, June 11, the 200,000th regularly scheduled "Esso Reporter" program will be broadcast on one of the 34 stations currently carrying the newscasts. According to the Esso agency, Marshall & Pratt, this is "the greatest number of live programs ever used by one client." More than 47,000 newscasts are scheduled for 1942.

## OFF Allocation Meets In New York-Chicago

Meetings on the allocation plan for Government announcements on network programs will be held on Friday and Saturday, June 12 and 13, in New York City and Chicago, it was announced this week-end by the OFF. The New York meeting will take place at 2 o'clock Friday afternoon in CBS studio 22. Network and advertising agency representatives,

(Continued on Page 6)

Buy War Savings Bonds and Stamps

## Feen-A-Mint Renewals Over 100 MBS Outlets

Pharmaco has renewed its "Double or Nothing" program on more than 100 Mutual stations throughout the Summer. Broadcast Fridays from 9:30-10 p.m., EWT, in behalf of Feen-a-Mint, the program will mark its 90th consecutive airing this week when the 13-week renewal goes into effect. William Esty & Co. handles the account.

(Continued on Page 6)

Buy War Savings Bonds and Stamps

## Expect Reciprocal Program Agreement In Near Future As Net Official Readies Latin Amer. Trip

### LIBRARY June 29, Moving Day For P&G. Web Serials

Monday, June 29, will be another moving day for Procter & Gamble's network serials on NBC (Red) and CBS. On that date, which also marks the picking up of another 13-week option on the network time, P&G. will start "Pepper Young's Family" on CBS and remove "Road of Life"

(Continued on Page 3)

Buy War Savings Bonds and Stamps

## RCA Declares Dividends Of Current 2nd Quarter

Quarterly dividends on the outstanding shares of RCA \$3.50 First Preferred stock and outstanding shares of "B" Preferred stock, were declared Friday by the Board of Directors, and announced by Major

(Continued on Page 2)

Buy War Savings Bonds and Stamps

## ZBT Powder Testing—Buys First Radio Spots

Centaur Co., Rahway, N. J., is testing radio for the first time in behalf of ZBT Baby Powder, under its own name, via spots on WABC and WMCA. Eighteen evening announcements per week have been

(Continued on Page 2)

## ★ THE WEEK IN RADIO ★ ... FCC Held Reviewable

By BOB LITZBERG

In five-to-three decisions by the United States Supreme Court last week CBS and NBC were upheld in their fight to have a hearing in the New York Federal District Court against the enforcement of the FCC chain broadcasting regulations issued last year. Effect of the decisions is the staying of the Commission's order until the lower court passes on the case. The network victory was followed later in the week by Mutual's strong support of the FCC in hear-

ings before the House Interstate and Foreign Commerce Committee on the Sanders Bill. MBS witnesses Alfred J. McCosker and Fred Weber indicated their network's support of the Commission in no uncertain terms.

Foreign language broadcasters mobilized last week in a move to cooperate in every possible manner with the various government agencies in the prosecution of the war

(Continued on Page 3)

NBC is about to enter negotiations with Mexican broadcasting officials whereby a considerable schedule of reciprocal programs will be worked out, according to plans which will take vice-president John F. Royal to the Latin American country for the purpose of laying the groundwork for such an exchange. Royal is in charge of NBC's International arrangements and new developments.

Mexican officials are understood to be receptive to the plan as they feel it may offer them an opportunity to further improve relations between

(Continued on Page 7)

Buy War Savings Bonds and Stamps

## Big "Victory" Shows Set By 2 Major Webs

Washington Bureau, RADIO DAILY  
Washington—Office of Facts and Figures announced this week-end that NBC and CBS were contributing two top-ranking program series this Summer in the interests of America's war efforts. One is the "Victory Parade,"

(Continued on Page 7)

Buy War Savings Bonds and Stamps

## WPDQ's Formal Debut Planned For September 1

Jacksonville, Fla.—September 1 has been set as the opening day of WPDQ, new station located in this city and licensed to the Jacksonville Broadcasting Corp. New station will oper-

(Continued on Page 2)

## Civic Award

A plaque, in recognition of the station's activities in promoting civic pride and functions, was awarded Hearst station KYA, San Francisco, by the Chamber of Commerce. A special broadcast noted the event, with Chamber proxy Dwight L. Merryman making the presentation. The Chamber has had a weekly program on KYA for the past year.



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JOHN W. ALICOATE : : : Publisher

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

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

## FINANCIAL

(June 5)

### NEW YORK STOCK EXCHANGE

	High	Low	Close	Net Chg.
Am. Tel. & Tel.	117 3/4	117 3/4	117 3/4	+ 1/2
CBS A	12	12	12	- 1/4
CBS B	12	12	12	- 1/4
Gen. Electric	26 1/8	26 1/8	26 1/8	- 1/4
RCA Common	3 1/8	3 1/8	3 1/8	.....
<b>OVER THE COUNTER</b>				
	Bid	Asked		
Farnsworth Tel. & Rad.	1 3/4	2		
WCAO (Baltimore)	15	18		
WJR (Detroit)	17	19		

### NBC Retains Damrosch As Musical Advisor

Dr. Walter Damrosch, for 14 years conductor of the "NBC Music Appreciation Hour," will continue active affiliation with the network as music counsellor, according to an announcement Friday by Niles Trammell, NBC president. According to the NBC announcement, Dr. Damrosch will occupy NBC's key musical advisory post.

### Quincy Howe To CBS

Quincy Howe, formerly news commentator on WQXR, here, joins the CBS news analyst staff today. Beginning tonight, Howe will be heard regularly on the "World Today" series, Monday through Friday from 6:45-7 p.m., EWT.

"World Today" currently is sponsored on 37 CBS stations by United Fruit Co., but this contract is discontinued as of the broadcast of June 26.

**W M** BLUE NETWORK  
Plattsburgh, N. Y.  
CONSISTENTLY SELLING THE NORTH COUNTRY'S RICHEST MARKET  
George P. Hollingberry, Rep.

## ★ Retailers Bond Drive ★

Possibility of additional sponsorship by retail stores of special war bond and stamp promotion over local stations is indicated for the month of July.

Treasury Department officials meeting with members of its Retail Advisory Committee have arranged to hold an intensive "Retailers for Victory" campaign during the entire month, with the slogan for the drive being, "A Million Retailers Unite For War Savings — The Commandos of Main Street."

This committee suggested that radio stations prepare an additional supply of announcements and programs suitable for sponsorship by the many stores which plan to use some paid promotion in connection with the drive. It is pointed out that a kit of suggested announcements and programs suitable for sale to local sponsors, has already been sent to stations by the Treasury Department.

National Chairman for the campaign will be G. Ray Schaffer, of Marshall Field & Co., Chicago; Benjamin H. Namm, chairman of the Treasury's Retail Advisory Committee is Honorary Chairman.

### WPDQ's Formal Debut Planned For September 1

(Continued from Page 1)  
ate on a power of 5,000 watts day and night on a frequency of 1270 kc., with Robert R. Feagin, presently manager of WBML, Macon, Ga., as manager.

Corporation officers, in addition to Feagin who is secretary-treasurer, are James R. Stockton, president, and E. D. Black and E. G. McKenzie, vice-presidents. WPDQ's antennas are by Wincharger and its transmitter and studio equipment was manufactured by RCA, with supplementary equipment by Collins Radio Co. and the Gates Co. J. R. Donovan, former chief engineer of WTOC, Savannah, will occupy the same position with the new station.

### New USO Series On MBS

Members of the Army, Navy, Marine Corps, Air Forces and Coast Guard now on duty on the West Coast will have an opportunity to send messages to their families all over the nation in a new weekly series of broadcasts entitled "USO Calling the U.S.A." Programs will be aired Mondays over Mutual from 5-5:30 p.m., EWT, starting today.

With ex-film star Lieut. Ronald Reagan as master of ceremonies, the series will follow a variety show technique. Messages from the servicemen will be interspersed with music by Cy Troppe's orchestra, songs by Camilla Roma, and quips by Jack Kirkwood, West Coast comedian.

"USO Calling the U.S.A." is produced by Mel Venter, originating in the studios of KFRC, Mutual affiliate in San Francisco.

### ZBT Powder Testing— Buys First Radio Spots

(Continued from Page 1)  
placed on WMCA, plus twice weekly participations on the Adelaide Hawley program on WABC. The product, which has national distribution, largely has been exploited in the past in parents magazines, trade papers and via occasional tie-in announcements on network programs (Centaur is a Sterling Products subsidiary).

If the local spot test clicks, expansion in the medium may follow, but no further plans are being made at this time pending completion of the 13-week campaign just started. Pedlar & Ryan handles the account.

### RCA Declares Dividends For Current 2nd Quarter

(Continued from Page 1)  
General J. G. Harbord, Chairman of the Board.

The dividend on the First Preferred stock is 87 1/2 cents per share, and the dividend on the "B" Preferred stock is \$1.25 per share. These dividends are for the period from April 1, 1942 to June 30, 1942, and will be paid on July 1, 1942 to stockholders of record at the close of business June 15, 1942.

### 'New York War Day' On WNEW

"New York at War Day" will be heralded by Grover Whalen, chairman of the Mayor's Committee, in a broadcast over WNEW tomorrow from 8-8:15 p.m. Participating with Whalen on the program will be John B. Kennedy, WNEW news analyst.

## COMING and GOING

MUNROE B. ENGLAND, president and manager of WBRK, Pittsfield, Mass., in York Friday visiting with the local representatives of the station.

BOB JONES, of the Blue Network's relations department, back from a business through the New England territory.

EUGENIA CLAIRE FLATTO, of the "Life Women" and "Women's Newsreel" program on the West Coast, has arrived here to participate as hostess of the American Gold Mothers, meeting tomorrow at the Hotel Yorker.

HAROLD THOMAS, owner of WNAB, Brattleboro, is in town from Connecticut for a days on station and network business.

ANN BARBINE, program producer, is today on a three-day trip to Washington, D. C. to return Wednesday.

SHEP FIELDS in Worcester, Mass., where will supply the music for one of the proms Holy Cross College.

PARKS JOHNSON and WARREN HULL, at Hoffman Island, N. Y., today for the broadcasting of tonight's "Vox Pop" program for the U.S. Maritime Service Training Station.

LESTER GOTTLIEB, press coordinator Mutual network, back from Washington where he attended the Sanders Bill hearings.

CECIL BROWN, CBS Far East correspondent is in Los Angeles today for the final leg in the series which he has delivered in sections of the country. The start was at Des Moines on May 9.

WOODY HERMAN and his band in Baltimore for a theater date.

HORACE HEIDT in Minneapolis for the aim of tomorrow's "Treasure Chest" program for the Gold Room of the Radisson Hotel.

JOHN H. STENGER, JR., president, and A. GREBE, manager, WBAX, Wilkes-Barre, Pa., spent Friday in New York on business.

HELEN ANN YOUNG, of the program department of KSL, returned to Salt Lake City last night after spending few days in New York last week.

CARTER RINGLEP, sales manager of KMO St. Louis, in New York Friday on business moving on to Washington Saturday en route back to the station.

BILL MURDOCK, commercial manager WJSV, Washington, in New York Friday and to Atlantic City Saturday to celebrate his 14th wedding anniversary.

KINGSLEY HORTON, sales manager of WEE back in Boston today after a New York business trip.

### When you buy time— BUY AN AUDIENCE



**WTAG** WORCESTER

# e 29, Moving Day P.&G. Web Serials

(Continued from Page 1)

Columbia to NBC. "Pepper's Family," aired in behalf of soap, will run on both CBS & BC, continuing on the latter network in its present 3:30-3:45 p.m. period. On Columbia, "Pepper" moves into the 2:45-3 p.m. slot along "The Goldbergs" which goes to 1:45-2 p.m. in the spot vacated by "Road of Life." All plans for the switchover have been completed, it is understood, except decision on whether or not "The Bartons" will be continued on the old or replaced by another serial. Indications Friday were that this would remain, but final decision remains to be taken.

Following is the anticipated regimen (in order of broadcast) P.G. serials on NBC Red as of June 9: Morning hour (10:45-11:45 a.m.) "The Bartons" (?), "Road of Vic & Sade," "Against the Wind"; afternoon hour (3-4 p.m.), "Mary Marlin," "Ma Perkins," "Pepper Young's Family," "Road to Happiness."

## Lone Journey" to Continue

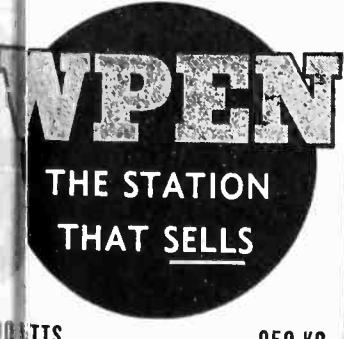
Columbia P.G. hour, 1-2 p.m., essentially the same, "Life is Beautiful," "Woman in Vic & Sade," except that "Goldbergs" replaces "Road of Life" at 1:45-2 p.m. spot. As stated "Pepper Young" goes into the "Goldberg" time, 2:45-3 p.m. "Lone Journey" will continue for its NBC Red Western hook-up 30-11:45 a.m., when "Against the Wind" replaces "Road of Life" in the same spot on the majority Red net.

Series involved in the changes Polar & Ryan, Compton Advertising, Lackett-Sample-Hummert and Bowles.

## People" on NBC From Britain

"People," the title referring to the people of England at war, is now heard each Sunday over the Red network at 1 p.m., EWT. Broadcast from Britain, it is conducted by Robert St. John, NBC correspondent who went to London following the attack on Pearl Harbor.

Philadelphia Its



## ★ THE WEEK IN RADIO ★

... FCC Held Reviewable

(Continued from Page 1)

effort. Following the FCC announcement that full information on the activities of "time brokers" on the more than two hundred stations carrying foreign language programs would be sought, the NAB Foreign Language Committee, headed by Arthur Simon, general manager of WPEN, Philadelphia, set up machinery for the desired cooperation and also drafted a proposed "voluntary code of wartime practices for American broadcasters presenting programs in foreign languages." Cooperation was indicated from all sides, including the FCC and the newly organized Radio Directors Guild.

Stations, networks and agencies throughout the country were preparing themselves last week for the summer and fall seasons. Activity on the networks included the setting of summer shows by S. C. Johnson & Son on NBC and E. R. Squibb & Sons on CBS; signing of renewals by General Foods and Bristol-Myers on NBC and J. B. Williams Co. on the Blue; the switching of Miles Laboratories programs on the Blue; and the addition of an anti-inflation series on MBS; spot business was augmented by a new campaign in 35 markets by the Curtis Publishing Co. for the "Saturday Evening Post". Survey of the Bureau of Advertising of the American Newspaper Publishers' Association revealed that national food and grocery advertisers led the national advertisers in money

spent in all types of media during 1941... Mutual's billings for May were announced and showed a 48 per cent increase despite the dropping of Coca-Cola's "Spotlight Bands" series.

List of short-wave broadcasts to soldiers overseas was increased by two last week by the addition of "We the People" and a new series under the auspices of a group of newspapers in cooperation with General Electric.... Plans for a proposed network show sponsored by the Association of American Railroads were deferred for a month.

Major networks confirmed the report that Negro musicians would be added to the personnel of their house bands.... NBC signed Raymond Gram Swing to an exclusive contract which will begin in the fall.... Warner Bros. began what is believed to be the largest local spot campaign during which \$4,000 will be spent weekly in New York City for its new picture "Yankee Doodle Dandy".... Washington reported that a central Federal information office was still being considered by the administration.

## Blue Network System For Minor OFF Items

Blue Network, under a plan set up by G. W. Johnstone, director of news and special features, has begun airing Government messages, now designated of secondary importance by the OFF, on network programs offered affiliates on a cooperative basis. While war messages designated "AA" and "A" are regularly scheduled on network sustainers, lesser classifications are more or less neglected because of crowded schedules. "B," "C" and "D" rated messages hereafter will be used exclusively as network announcements on news commentator programs offered by the Blue for co-op sponsorship, the announcements taking the place of local commercials on stations where the program is not sold.

## Ad Club Elects Fellows

Boston—Harold E. Fellows, general manager of WEEI, Boston, has been elected first vice-president of the Advertising Club of Boston. Fellows has been a member of the Ad Club since 1930 and served on the Board of Directors 1941-1942.

**WUED**  
**AND COMPANY**

**NEW YORK**  
**DETROIT**  
**CHICAGO**  
**SAN FRANCISCO**

**RADIO STATION**  
**REPRESENTATIVES**

## Miles Lab. Also Shifting Lum 'n' Abner Program

Miles Laboratories, Inc., (Alka-Seltzer) which is shifting "Quiz Kids" from Wednesday to Sunday night on the Blue Network, also is moving "Lum 'n' Abner" to a new spot on the Blue. Following the broadcast of June 29, "Lum 'n' Abner" will be broadcast Monday through Thursday from 10-10:15 p.m., EWT, with a repeat on the West Coast via transcription at 11:15 p.m., PWT.

Currently "Lum 'n' Abner" is broadcast Monday, Tuesday, Thursday and Friday from 6:30-6:45 p.m., EWT, with repeats at 8:30 and 10:30 on a total of 65 stations. Move to the later spot thus will eliminate all live repeats.

"Quiz Kids" moves to Sunday, 7:30-8 p.m., on the Blue beginning with the broadcast of July 12.

Wade Advertising Agency, Chicago, handles the account.

## NRR Adds Two Agencies

Boosting to 55 the number of contributing agencies, H. M. Kiesewetter Advertising Agency, Inc., and Weiss & Geller, Inc., have become affiliated with National Radio Records, it was announced by Fulton Dent, vice-president of NRR.

Monday, June 8,

**Los Angeles**

By JAC WILLEN

BETTY RHODES, Mutual's popular singing star and under contract to Paramount Pictures, will play opposite Bing Crosby in that studio's "Manhattan At Midnight," soon to start production.

Three new members of Hollywood's exclusive "four hundred" held an informal reception in the CBS studios after the "Hedda Hopper's Hollywood" airing of June 1. The neophytes are Hedda Hopper, Announcer Art Baker and Actress Duane Thompson, who celebrated their 400th broadcast together for the commentator's Sunkist sponsor.

Universal Studios is dickering for a contract with "Three Thirds of the Nation" songstress Connie Haines.

Ransom Sherman and his zany hotel, Crestfallen Manor, leave the airlines for their current sponsor (Procter & Gamble) June 24. Sherman's plans for a new show are indefinite.

"Blondie," which celebrated its 150th broadcast June 1, takes its first vacation since its origin three years ago when it goes off for 13 weeks, as of June 22.

Wendell Lund, newly appointed head of the Labor Division of the War Production Board, will make his first public talk since assuming his new duties over KHJ and the Mutual Don Lee net on Saturday, June 6, from 12-1 p.m., PWT. Program emanates from KHJ.

The Merry Macs chalked up a new high for a p.a. week at the Palomar Theater, Seattle, with Al Donahue and his orchestra. Figure topped \$10,000, passing Louie Armstrong's previous high. Day by day attendance peaks were reached throughout the week starting with the opener. Macs and Donahue ensconced this week at the Orpheum, Vancouver.

Jim Bloodworth, former writer-producer for Mutual Network, reported to Warner Brothers as a writer-member of the Gordon Hollingshead film shorts department.

Tip of the Week: "Girls, if you want to be happily married pick a comedian!" Mrs. Milton Berle (Joyce Mathews) thus advised aspirants to the holy estate of matrimony. "Each day," she avowed, "is a new adventure. Like being on a constant merry-go-round, and always reaching for the brass ring. Besides this . . . Milton tries out most of his jokes on me . . . and if I laugh—it's killed instantly! Those I don't like get in, but when I hear them on the program I decide I really do like them. But definitely . . . marry a comedian."

**SOUND EFFECT RECORDS  
GENNETT-SPEEDY-Q**

Reduced Basic Library Offer Containing  
Over 200 Individual Sound Effects  
Write For Details

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

**Personal Postcards To:—**

• • • BEN BERNIE: We hear that you're slated to begin a series for Wrigley's on CBS June 15 on a five-time weekly basis at 5:45 p.m.—contract for an indefinite period! . . . JAN PEERCE: George Sebastian has been renewed on "Great Moments in Music" which stars Jean Tennyson and you . . . IRVING BERLIN: You did it again with "I Left My Heart at the Stage Door Canteen," which was introduced the other nite. It's a definite smasheroo! . . . RUDY VALLEE: Your closing tribute to Jack Barrymore on Thursday's show was befitting the Great Profile! . . . RAYMOND PAIGE: Nothing new on that musical series, we understand! . . . PHIL SPITALNY: Understand that you'll announce the winner of your show Sunday in that singer-in-uniform contest! . . . FRED ALLEN: Bob Burns' sponsor wants to take that half-hour before your show on CBS Sundays—the time opposite Winchell! . . . BOB BURNS: If you move to the 9-9:30 p.m. spot on Sundays, Guy Lombardo's Colgate series may move into your vacated Tuesday nite spot! . . . LUCILLE MANNERS: Hear that Toronto went all-out for your appearance with the Promenade Symphony last week. 10,000, the record high, jammed the arena to hear you! . . . WALTER MURPHY: Hal Rorke is very pleased with your work at WEEI! . . . HARRY SALTER: Why isn't "Song of Your Life" on the air now? . . . FRANK HUMMERT: That's a nice gesture on the part of male choristers on your "Waltz Time," "America the Free," "American Melody Hour" and "Manhattan Merry-Go-Round" shows whereby any member of their singing groups inducted into the armed forces, will receive 1 per cent of the earnings of those who stay behind! Same policy should be emulated by all orchestras, dramatic serials and other performing groups in radio.

• • • CECIL HACKETT: Understand that the towers, etcetera, are all built for WINS to start operating with 50,000 watts! . . . WALTER CRAIG: Treasury Dept. will ship the recordings to you direct! . . . BILL MURRAY: Tell Bill Bacher that it was a cinch—if handled properly! . . . KATE SMITH: Barry Wood will be the singing star with you at the Navy Relief Sports Carnival, June 14th, at the Polo Grounds! . . . ARTHUR TRACY: Your shows are really wonderful these days! . . . G. W. JOHNSTONE: Heard Joe Hasel the other nite doing that race horse story and he made a great yarn of mere facts by his delivery! . . . RANSOM SHERMAN: Jimmy Saphier is in town with his bride and giving most of his time over to peddling you for a new series! . . . ALAN COURTNEY: Benny Goodman will make his award to the most popular record-program conductor on the stage of the Paramount Theater Wednesday! . . . EDDIE CANTOR: Your imitation of an Axis commentator giving the news in the Winchell manner was a riot!

• • • KAY KYSER: Mark Warnow with a 30-piece orchestra and a chorus of 12 voices joins your "College of Musical Knowledge" Wednesday and will render musical tributes to the men in the armed forces! . . . JOE RINES: When a producer on the Blue found he couldn't clear the music of "America" for a show he went and cleared "God Save the King," which is the same melody—and got the clearance! . . . BILL GERMANNT: Don't you think you'll get Doug Coulter receptive to the plan? . . . SONNY WERBLIN: Did you get the inside story from Mannie Sacks on the shoe-situation? . . . DORIS RHODES: Will you please get your husband's okay and come back to the air. Lookit Barry! . . . HARRY MAIZLISH: What is the date for your arrival here? . . . DON SHAW: When Robert Goldstein's brother, Spud, was inducted into the army, he was asked to bring any sports equipment he had (such as baseball bats, etc.). Spud showed up with a set of golf clubs! In his company he found his former caddy, also a draftee, so he made a deal with the caddy to carry his gun now! . . . DAVE DAVIDSON: Are you still with CBS in Hollywood?

— Remember Pearl Harbor —

**Chicago**

By FRANK BURKE

NEW NBC employees include C. A. Calzaretta, building maintenance clerk; Theodore Whipple, Koplar and Harry Mitchell, messengers; Elizabeth McCord, central graphic; Geraldine Goeske, and Kenneth Farris, Robert Judd Robert Oswald, guides.

The Procter & Gamble Co. has renewed its eight 15-minute Monday through Friday periods on the Red network for another 52 weeks effective Monday, June 29. The periods are between 9:45 and 10:45 a.m. CWT and 2 and 3 p.m., CWT. Programs to be heard include "The Journey," "Road of Life," "Vic Sade," "Against the Storm," "Story of Mary Marlin," "Ma Perkins," "Pepper Young's Family" and "Road to Happiness." Agencies involved in the deal include Blackett-Sampson, Pedlar & Ryan, Inc., Cotton Advertising, Inc., and Benton-Bowles, Inc.

Shell Oil Co. through J. W. Thompson Co. has renewed its one-minute announcement schedule WMAQ for an additional four weeks effective June 2, for a total of 12 announcements and the Southeast Michigan Tourists Publicity Association, through James Dixon, Jr., ordered a series of six one-minute announcements between June 8-19.

Miss Judith Waller, NBC central division public service director, scheduled to attend three education conferences during the latter part of June and early in July. She will visit the American Library Association meeting in Milwaukee, June 24 to 26 and will participate in a discussion panel on the subject, "Libraries and Radio Relationships" which will deal with the use of radio in stimulating use of libraries. On June 27 Miss Waller will attend the meeting of the National Educational Association in Denver and also the Radio Clinic of Western State colleges to be conducted by the Western Colorado State Teachers college in Gunnison, July 6-7. Miss Waller will address the latter group on "What Every Teacher Should Know About Radio."

Eddie Dunn, WBBM announcer and "Sister Emmy" confidante, has been assigned to the emcee spot on "Victory Matinee." Jim Conway, "Young America Answers" question-master assumes Dunn's announcing duties on "Profiles and Previews."

Ted Toll, former "Down Beat" editor in Chicago now on the Blue Network production staff is handling "The Bluejacket Hop," a new Saturday morning sustaining show designed for the entertainment of sailors and their girls.

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

## QUEST-ING

DETTA YOUNG and RAY MILLER in an adaptation of "Arise, My Love," on the "Lux Radio Theater," today (WABC-CBS, 9 p.m.).

CHARLES TIBBETT, on the "Phone Hour," today (NBC Red, 12 p.m.).

MARY KINSELLA and ALAN REEVES stars of "Abie's Irish Rose," "The Revell Presents," Wednesday (BC Red, 12:30 p.m.).

MARY HUSTON, on "Cavalcade of America," today (NBC Red, 12 p.m.).

CONSTANCE BENNETT, on the "Valley" program, Thursday (BC Red, 10 p.m.).

PEGGY CONKLIN, star of "Yes, Darling Daughter," on the "Grand Station" show, Friday (NBC Red, 30 p.m.).

FRANCESCO VALENTINO, baritone, the "Treasure Hour of Song," Saturday (WOR-Mutual, 10 p.m.).

DONALD M. NELSON, chairman of the War Production Board, on the "Fight Against Inflation" series, Friday (COR-Mutual, 8:15 p.m.).

WILLIAM F. SEALS, director of U.S. Flag Assn., on "Double or Nothing," Friday (WOR-Mutual, 9:30 p.m.).

ED BLORE, on "Stars Over Hollywood," Saturday afternoon (WABC-TV, 3:30 p.m.).

## IT'S AN OPPORTUNITY...

...me Station Manager to kill two birds with one stone . . . to solve personnel problem and materially increase the efficiency of his program department at the same time. I have over years' experience announcing, producing, writing, for GOOD stations. I am now profitably employed at a MIGHTY GOOD station. I'd like either an announcing opportunity with a BETTER station . . . enhance as PROGRAM DIRECTOR for up-and-coming young outlet. Expect to be paid what I am WORTH. YOU . . . no more, no less. Why write me for full particulars of my qualifications? You'll be mighty glad you did! Address Box W, Radio 1501 Broadway, New York City. Letter make it AIR MAIL!

## WARTIME PROMOTION

## Soldiers' Letters

GILBERT CONDIT, who conducts a thrice-weekly program on WPAT, Paterson, N. J., known as "Metropolitan Diary," has come up with a new "letters from the boys in service" idea. Condit has asked listeners to send in letters they receive from men in the service. Each person sending a letter which is read, in part or in its entirety, on "Metropolitan Diary," will receive a pass to the movies in his home town, or, if he prefers, a ticket for a boat ride around Manhattan Island, or from New York City up the Hudson River to Bear Mountain, and return. The service man by whom the letter was written will be sent a gift, in the name of the person sending the letter in to WPAT. "Metropolitan Diary," which is heard on WPAT every Monday, Wednesday, and Friday at 12:35 p.m., consists of a commentary by Condit on human interest stories occurring from day to day in the Metropolitan New York area.

## "Light And Mellow"

"Light and Mellow," new half-hour variety show on KPO, San Francisco, went nautical as a special broadcast from the Palace Hotel's Gold Room, the event being staged for 200 officers and men of the Navy,

and their invited guests. More than a score sailors, selected from the "Happy Hour" entertainers at the Navy base on Treasure Island, took part in the broadcast. Among them were the Navy's chorus of 12 voices, and a group of skit players. KPO staffers taking part included Karl Kalash and his orchestra, vocalists Rita Gail and Armand Girard, and comedian Elmore Vincent.



## Maritime Day Events

KALE, Portland, Ore., gave special coverage to Maritime Day by airing to the Pacific loop of the Mutual network a half-hour program describing: launching of three Liberty vessels; acquisition by Maritime Commission of as many again, completely finished and ready for sea service, and the laying of keels for three more ships. All this occurred in a single day, from midnight to late afternoon, and established a new speed and production record for shipyard firms and workers. KALE had crews of men on each event, then spliced transcriptions of same together, along with running narrative, for the network presentation. Ted Cooke produced. Mikes were handled by Johnny Carpenter and Art Kirkham. Jack Lombard was in charge of technical operations. Dick Rand acted as narrator.

MARVIN COHN has assumed the post of radio director of Grey Advertising Agency, Inc., here. He replaces James H. Lang, Jr., a vice-president, who now is handling other duties in the agency.

SPOT CAMPAIGN of Dr. Pepper Co., Dallas soft drink concern, on 130 stations will be continued until October. Dr. Pepper recently returned its account to Tracy-Locke-Dawson, Inc., Dallas.

SHERMAN & MARQUETTE, Chicago, has been named to handle advertising of Blackstone Aspirin and Califig (formerly California Syrup of Figs) by Sterling Products, and Vitafers, a vitamin wafer, for Quaker Oats.

## Roxy Theater Spots

Roxy Theater, New York, is currently running a spot campaign on stations in the metropolitan New York area, calling for 60 announcements weekly, in behalf of the motion picture, "Ten Gentlemen From West Point." Contract was placed by Kayton-Spiero, Inc. and is with the following stations: WMCA, WQXR, WWRL, WNEW, WINS, WBNX, WOV, WHN, WHOM and WAAT. One and a half minute live spots are being used.

## ACI Song Performances Resumed By Dr. Peatman

Resumption of "Audience Coverage Index Report, a National Survey of Popular Music Broadcast on Radio Networks" has been announced by Dr. John G. Peatman, director of the Office of Research, Radio Division. New reports extend their coverage to include Chicago and West Coast broadcasts not heard in New York.

The ACI ratings are based on coverage of listening audience rather than individual performances. The weekly report gives the song's ACI, title, publisher, plugs on the four major networks in New York, Chicago and Los Angeles and additional network station uses.

Only songs which receive during the week a minimum of seven different program performances with at least one full chorus each time are included in the ACI analysis, which will present the first 50 songs each week. Plugs are logged by the Accurate Reporting Service in New York and by Radio Checkup Service in the Middle West and West Coast.

## Succeeds Janet MacRorie In NBC Continuity Dept.

Stockton Helfrich, formerly assistant manager of the NBC continuity acceptance department, has been named manager of the department replacing Janet MacRorie, resigned. Eugene Juster becomes assistant manager.

## AGENCIES

## Introducing! THE DANIEL BOONE NETWORK

WISE ASHEVILLE, N. C. WOPI BRISTOL, TENN.-VA. WKPT KINGSPORT, TENN.

Covering Western North Carolina, East Tennessee and Southwest Virginia

POPULATION—471,734  
RETAIL SALES—\$226,320,000

REFERENCES—0.1—MV/M CONTOUR

LET THESE MEN TELL THE STORY!  
BURNS-SMITH Co. • NEW YORK • CHICAGO  
HARRY E. CUMMINGS, JACKSONVILLE, FLA.

## NEW BUSINESS

WOAI, San Antonio: Sunkist, thru Lord & Thomas, five trans. anns. per week; General Foods (Post Bran), thru Benton & Bowles, 15-min. trans. program, five per week; American Cigar & Cigarette Co. (Pall Mall) 189 one-min. ETs, thru Ruthrauff & Ryan; Black Flag, thru Blackett-Sample-Hummert, spot anns. for seven weeks; Colorado State, thru Max Goldberg, 14 anns.; Mission Provision Co., direct, 104 30-word anns.; Ex-Lax, thru Katz, five one-min. ETs per week; Gulf Spray, thru Young & Rubicam, two 15-min. trans. programs per week; Denver Heights Church, 15-min. program each Sunday; San Antonio Building & Loan Association, thru Wyatt, 100-word anns. per week for 26 weeks; Taylor Bedding & Mfg. Co., 15-min. program, Monday thru Friday, thru Rogers & Smith.

KROW, Oakland: Calavo Growers (Calavos), "Friendly Homemaker" participation, through J. Walter Thompson Co.; H. C. Capwell Co. (dept. store), "Barbara Lee's Hilites"; Fred Benioff (furs), femme news commentator, through Theo H. Segall agency; Golden State Co. (Golden V Milk), anns., ETs, through Ruthrauff & Ryan; American Service Pin Co. (jewelry), anns., through Northwest Radio Adv. Co.

### OFF Allocation Meet For New York-Chicago

(Continued from Page 1)  
including members of the Advertising Council set up to handle the OFF allocation plan, will attend.

The Chicago meeting will be held at 11 o'clock the following morning at the NBC studios in the Merchandise Mart. Jack Scott is handling arrangements for the Chicago meeting.

A quartet of OFF radio spokesmen, headed by Radio Coordinator Bill Lewis, will discuss the allocation plan, which began April 27, and lead an open forum on the results of the plan, on the basis of six weeks' operations. The other OFF speakers will be Douglas Meservey, assistant radio coordinator; Seymour Morris and Nat Wolfe, Hollywood liaison man.

Wolfe is expected to arrive in Washington from the West Coast today.

In addition to discussing and demonstrating the present allocation plan, the OFF speakers will announce to the gathering plans to send out background material for script writers to weave into radio programs.

It was explained that these would not be specific messages, but occasional general references to cushion announcements of forthcoming rationing orders and the like. The use of such situation allusions, especially in women's daytime series would be particularly helpful, in the opinion of Government radio men.

## WORDS AND MUSIC

By Sid Weiss

**PASSING OF BUNNY BERIGAN** climaxes the destiny of another of the boys who got their start with the CBS house band. Just about eight years ago, that band was a mighty active one, keeping up with CBS' sustaining schedule. It numbered among its members Harry Warnow, Jerry Colonna, Babe Russo, Willis Kelly and Berigan. Harry Warnow is the Raymond Scott of today, playing the music of tomorrow. Jerry Colonna is one of the topflight comedians of screen and radio. Babe Russo's band frequently camps on N.Y.'s swing street. Willis Kelly is being featured now on NBC sustainings and is on his way to bigger things. Berigan left the CBS Swing Club and came close to making the grade with his own band, but trouble dogged him to the end. Casper Reardon, the harpist, was another Swing Club favorite who met an untimely end. Mark Warnow, Ray Block and Andre Kostelanetz are also CBS staff alumni—proving that the best in radio today was born in radio yesterday.

★ ★ ★

Here's the kind of success story we like to report. The guy's name is Kim Gannon and he's a songwriter. As a matter of fact, he always wanted to be a songwriter—even when he was practicing law up in Saratoga. Wanted to so much that he tossed away his practice to invade Tin Pan Alley. For years he all but starved here and finally wound up as a counter man in a small time beanery for eating money. But he kept plugging and one day he was rewarded with a staff contract with the Warner music firms. When I tell you he turned out such lyrics as you'll find in "She'll Always Remember," "I Understand," "I'll Pray For You" and "Moonlight Cocktail," you'll agree with me that the lad had plenty on the ball. His big break came the other day. Wednesday he left for Hollywood with a fat contract to write with Arthur Schwartz for Warner pictures. His first assignment will be the Eddie Cantor film. And the Alley gave him a terrific send-off. So well-liked was he that even the other writers, in a field noted for its petty jealousies, were rooting for him to a man.

★ ★ ★

Julie Stevens signed for the lead on "Kitty Foyle." Six-month contract, too....Geo. A. Putnam isn't so sore about his coat being lifted at Colbee's—but he'd sure appreciate it if the "borrower" would only return his keys....Sandy Ortega and Frank Gallop have kissed and made up....One of the Stage Door Canteen hostesses, they say, has received no less than seven engagement rings so far. What'll happen if two of the boys stroll in at the same time!....Reminds me of that actor whose fiancee up and eloped with another guy one day. He immediately dispatched a wire to her reading: "Please consider our engagement at an end"....For a running thrill along your spine, give me Ford Bond's plea for Navy Relief as delivered on "Manhattan Merry-Go-Round" not long ago....Jane Froman practically set for a summer filler spot....Famous Door looking for a gal who doesn't mind dancing with a snake. Presumably, they don't mean the customers.

★ ★ ★

**CRITIC'S CORNER:** Maybe we're not the arty type but CBS' Workshop production of a week ago called "The City Wears A Slouch Hat," gave us a slight pain in the eardrums. Obviously, the author was trying to emulate either Saroyan at his daffiest or that surrealist nabob, Dali. In any event, the script didn't make sense to this lowbrow. The incessant pounding of drums and clashing of cymbals which were used as sound effects (heaven only knows why) made us wish we could reach the dials without disturbing ourselves....Radio Theater's production of "Ball of Fire" was listenable—but we can't forget Barbara Stanwyck's abbreviated gown in the film version....Paul Lavalle infuses his "Basin St." orchestra with the kind of bounce the fans go for....Before Pearl Harbor, the question on everybody's tongue was how radio would function in time of war. Well that question seems to have been answered—and how!....Mel Allen is doing such a slick job announcing the Giants and Yankee ball games we wouldn't be surprised if even the Dodger fans tuned in on him.

## PROGRAM REVIEW

### "Hit Parade"

This program has been on the air for some years. Changes have been made in personnel and format time to time but the basic idea of playing the top ten songs with a few extras thrown in for good measure still prevails in the forty-five minute show. Lucky Strikes airs on Saturday nights at 9. Current talents include Barry Wood as emcee, Joan Edwards, a choral group, Basil Ruysdael, Martin Block, tobacco auctioneer and Mark Warnow's orchestra.

Wood is a pleasing emcee singing the tunes best suited for his talents. Joan Edwards shares vocals with Barry and she's a style who tries to add something different than the usual vocal singers.

Martin Block is spotted doing his own particular style of comment here and there and Ruysdael's voice is supposed to lend more authority to the commercial statements. Now's music is in a simple "bounce" groove which displays a song to best advantage. Idea of tabulating songs for those interested in this sort of thing, still seems to be okay.

### KMPC Boosting Power— Joining Regional Network

Los Angeles—KMPC, Beverly Hills, is expected to assume its new power boost of 10,000 watts, full time, within the next two weeks. Current transmitter operates at 5,000 watts day and 1,000 watts night. Indications are that when new power is assumed KMPC will also debut as a link in California network which is understood to include the McClatchy group and added northern stations.

Robert O. Reynolds, KMPC manager, left for the northern cities for a conference with Howard Land, general manager of the McClatchy chain. Definite affiliation announcements are expected shortly.

### Wedding Bells

Don Dunphy, Mutual's blow-by-blow boxing announcer, will be married on Saturday, June 20, to Muriel Keating of this city. The ceremony will be performed at St. Malachy's Church.

## "TRY SMILIN'"

By RAY SEELEY  
(No. 21-774 Folsom Prison)

### IS IN THE NEWS . . .

See SATEVEPOST story on  
**SINGIN' SAM**

May 30 issue, Page 57

Prof. Copies and Stock Orchestras  
Mailed on Request

**BELL MUSIC CO.**

20 E. JACKSON CHICAGO



## B's Mexican Plans Or Reciprocal Pact

(Continued from Page 1)

countries. Speeches by President Camacho and other high officials, they hope, would gauge American audience they ever before had. Similarly, we said to welcome the opportunity better Mexican understanding of their northern neighbors.

News, public service programs, educational programs, speeches and suitable commercial and entertainment programs would probably be carried over if the agreement is reached. There are about 125 standard broadcast stations licensed in Mexico, but only 2 of these have more than 500 watts power. It is not probable that all these 29 stations would participate in the reported exchange with CBS. Line charges would be higher for smaller ones, unless the government decided to bear part of the expense.

Indication of the close relations between broadcasters in the two nations was seen in the recent visit of Mexican Director of Military Advertising, who has just returned from conferring with several important broadcasting officials in the capital. He is said to be planning to put in Mexico radio telegraphy and phone ideas studied here.

## Ironized Yeast Anns. Expanding Air Markets

(Continued from Page 1)

One-minute announcements and the use of spot in any form date back five years ago when 50 transcriptions were used. Export to other major markets may, without additional schedules being considered pending check-ups of the 13-week test just concluded locally and in Chicago. A successful spot may be adopted on a permanent basis in major population centers.

Ironized Yeast's network programs, "World Missing Heirs" on CBS "God Will Hour" on the Blue Network will not be affected, it is said, the use of spot by the stations being considered as subsidiary "extra" promotion.

Contracts for the most part or two ET announcements a week. Ironized Yeast is using WOR, WHN, WNEW and WBBM, New York, and WBBM, WLS, WCFL and WIND, Chicago. The campaign by Ironized Yeast was launched last August 7 and was so successful it has been decided to complete a full year.

It's Canadian programs, "Inner Sanctum Mystery" on a hook-up and a French language program Quebec stations, will be used, it was stated, with the result, the spot campaign may be limited to Canadian stations.

Huff & Ryan, Inc., handles the

## Hear Further MBS Argument At Session On Sanders Bill

(Continued from Page 1)

about a more truly American system and a freer radio."

In addition to presenting a mass of highly detailed prepared testimony on broadcasting operations, the MBS official in his second day as the Committee's sole witness cheerfully answered a barrage of questions. A persistent questioner was Representative Carl Hinshaw of California, who led Weber far afield from his prepared testimony to discuss transcriptions, Commission licensing policies and the relative broadcasting returns to independent stations, to sub-network operators and to chain stockholders.

The hearing adjourned early in the afternoon until Tuesday morning, when General Counsel Louis Caldwell is expected to take the stand as Mutual's third and final witness. Alfred McCosker, chairman of the board and director of WOR, was the first.

### Stresses Fourth Rule

Continuing Mutual's advocacy of the FCC's general course of action, Weber conducted the few Committee members present in the Committee room on a word tour of the controversial network regulations. He maintained that the "real dispute" centered around the fourth of the eight proposed rules, which restricts the use of option-time. Rules one and three, outlawing exclusivity provisions in network contracts and limiting the latter to two years, were related bones of contention, according to the MBS manager.

Weber also referred at length to the new corporative set-up of the Blue Network, charging that it continues, despite this, to be a 100 percent subsidiary of RCA. Weber continued, "one of the mysteries of this hearing, to us at least, is, what has happened to the Blue Network? Why hasn't it been represented at these hearings? We feel confident that if it were separately owned, and its officers were free to express their opinions, they would almost necessarily be supporting the Commission's regulations."

Weber added that the conditions under which "one, two or three organizations" could tie up all stations in cities "having three or less stations" were not unlike the "block-booking system attempted by the moving picture producers." He estimated there were only 36 cities having four or more full time stations,

### "Sanctum" Dropping CBC

Carter Products, Inc., is dropping the CBC (Canadian) stations from its "Inner Sanctum Mystery" hookup on the Blue Network Sundays, 8:30-9 p.m. EWT. Stack-Goble Advertising Agency handles.

### WKNY No Longer MBS

WKNY, Kingston, N. Y., terminated its affiliation with Mutual on Friday.

## Big "Victory" Shows Set By 2 Major Webs

(Continued from Page 1)

inaugurated over NBC last evening at 7 o'clock and the other is the "Victory Theater," which Columbia will introduce at 9 o'clock Monday night, July 20. Air time and services of the chains' leading stars, directors and writers are being contributed to the two series, according to OFF. Time ordinarily devoted to commercial announcements will be given over to Government messages of vital importance to the war effort. No commercial sponsors will be identified with either series.

### MacLeish Expresses Appreciation

OFF Director Archibald MacLeish said in announcing the two new series: "The Government is deeply appreciative of this further voluntary contribution to America's war effort—the stars, writers, directors, the advertisers and advertising agencies, the networks, and the stations, who have so generously offered their services to 'Victory Parade' and the 'Victory Theater.' This Summer may be one of the most critical times in the history of the United States. Through their appeal to large audiences, these programs will provide an additional excellent means of informing the American people of the progress of the war and the steps necessary to ultimate victory."

NBC's Sunday "Victory Parade," introduced last night by Fannie Brice, Frank Morgan and other "Maxwell House Coffee Hour" talent, will also include such well-known shows as "Mr. District Attorney" on June 14, the "Aldrich Family," Jack Benny, the "Great Gildersleeve," Burns and Allen, Kay Kyser, "Fibber McGee and Molly," Bob Hope, Rudy Vallee and others.

### "Lux Radio Theater" Included

Columbia's series will feature Cecil B. De Mille's "Lux Radio Theater," Fred Allen, "Screen Guild Theater," "Hit Parade" and other leading CBS shows.

Programs in both series will retain the basic format that has been responsible for their success as commercial shows.

## G.E. Engineer School Graduates Group of 48

Forty-eight radio men were graduated recently from an eight-week G.E. course in latest radio developments, and were given diplomas by Dr. W. R. G. Baker, G.E. vice-president in charge of the radio, television and electronics department. Twenty-three of the graduates were civilian engineers attached to the U.S. Army Signal Corps, and 25 were G.E. employees. The course was in charge of G. W. Fyler, assisted by R. D. Griffiths and B. J. Lawrence. Thirty lecturers, including G.E. engineers from Schenectady and Bridgeport, addressed the students during the course.

### Anti-Nazi League On WOV

Non-Sectarian Anti-Nazi League has started the sponsorship of a series of twice weekly programs on WOV, New York. Series consists of one program in English and the other in Italian. English program is aired at 10:15-10:30 p.m. on Saturdays and the Italian broadcast is at 3:45-4 p.m. on the same day. Guest speakers are used.



# Coast-to-Coast



NANCY PEARSON TIMMERMAN, program department member of KSD, St. Louis, on June 13 will become the bride of James Brackett Gilbert of St. Louis, and plans after two weeks away from the station to resume her duties with KSD.

\* \* \*

"Vanity Box," a new format in women's programs, made its premiere over WLIP, Brooklyn, N. Y., today, and will be heard Mondays through Saturdays, every week. "Vanity Box" features Babs Brodsky and, to a background of music, will present short bits of chatter on women's domestic problems in wartime America. Guest speakers will appear from time to time.

\* \* \*

WEEI, Boston, stars Carl Moore, Ray Girardin, Jean Collins, Bill Elliot, Ruth Casey, Josef Cherniavsky and the WEEI studio orchestra, magician Russell Swan, and Ross and Wise, of the RKO Boston Theater, are to entertain at the "Past Presidents' Day" luncheon of the Advertising Club of Boston at the Hotel Statler on Tuesday, June 9. Past presidents of the Ad Club, ranging from Tilton S. Bell (1908-1909) to John C. Nicodemus (1941-1942), are to be honored at the luncheon. Guests purchasing tickets will be allowed to bring a soldier or sailor in uniform as their guest.

\* \* \*

WSAY, Rochester, N. Y., announces the addition of Frank Silva to its news and announcing staff. Silva, widely known in Rochester, was brought to this city by WSAY from Salem, Massachusetts, where he was sports and news editor for radio station WESX. In his new capacity at WSAY, Silva will assume the duties of chief announcer and will take charge of the WSAY News Bureau. This latter capacity will include the gathering of important local news items.

\* \* \*

Helen Hiett, Blue Network news commentator, originated her regular morning newscasts Thursday and Friday, June 4 and 5, from WWVA, Wheeling, W. Va. She had come to Wheeling to participate in the "Town Meeting of the Air" Thursday at Oglebay Park.



June 8

Ruth Bailey                    Sylvia Carr  
Neville Fleeson                Don Gordon  
Jack W. Lavin                 June Meredith  
James F. Nutt                 Wayne Van Kyne

Finals in the annual golf tournament of the WTAG, Worcester, Mass., staff were held last week at the Juniper Hill Country Club in Northboro. Gold victory trophy was awarded for the second consecutive year to announcer Bob Rissling.... Jean Connelly, secretary to WTAG program production manager William T. Cavanaugh, has earned her sergeant's stripes in the Massachusetts Women's Defense Corps.

\* \* \*

Baer Field, army air base located near Fort Wayne, is richer by several soft balls and bats through the good offices of the WOWO sports department of WOWO, Ft. Wayne, Ind. Station contacted a local sporting goods store which was glad to give the base enough equipment to outfit several softball teams.

\* \* \*

Lani McIntire and his orchestra, now in their fifth season at the Hawaiian Room of the Hotel Lexington, New York, returned to the air-ways on Saturday, June 6, over WHN, New York, with three broadcasts per week, Tuesdays and Thursdays from 10-10:30 p.m., Saturdays, 1:30-1:45 p.m.

\* \* \*

June 8 marks a red letter day in the history of "Musical Clock," aired on WOWO, Ft. Wayne, Ind. At that time it resumes its 45-minute time, and also on that date a new character, "Waldo Pzxvtch," makes his debut. Since "Rudolph the Weasel" left for the army, Ed King, emcee, had not been able to find anyone to take his place, until the idea of "Waldo" was conceived. The program is heard from 6:45-7 a.m. and from 7:15-7:45 a.m. every day, Monday through Saturday.

\* \* \*

All phases of radio are covered in a series of lectures currently being delivered in the central New England area by Barry Barents, announcer at WTAG, Worcester. Speaking this week before the Worcester Exchange Club, Barents discussed "Frequency Modulation—Is It Dead?". Last week the WTAG announcer, who is in frequent demand as a speaker, addressed the Gardner College Club on "Drama in Radio."

\* \* \*

National Father's Day Committee has chosen Shirley Temple as "Junior Miss America" for 1942. As such, the young actress will deliver a recorded message via radio stations to the children of America. She will also appear on a Father's Day program on June 21 when she will deliver the message in person.

\* \* \*

Joseph L. McFarland, chief engineer of WEXL, Royal Oak, Michigan, since July, 1936, has taken a civilian position with the United States Army Signal Corps, Detroit Field Office, as an associate radio engineer. He has been succeeded by Jerome Steadley, formerly an operating engineer for the station.

Al Stevens, WFIL, Philadelphia, announcer, became the pappa of a 6-pound baby girl, May 28. She is the third addition to the family and will be called Bette-Jo, which makes the letter "B" a standby for all Al's children: Barbara-Ann, "Bud" and Bette-Jo.

\* \* \*

WWRL, Woodside, N. Y., has painted important switches and controls with phosphorescent paint so that they will glow during blackouts.... Sandy Baker, who broke into radio at WWRL, has joined the announcing staff of WABC.... WWRL is offering listeners window service banners showing a family member is in uniform.... The "Tablet," leading Catholic newspaper, devotes a large story in the current issue to WWRL and the various Catholic programs the station airs.

\* \* \*

By special request Bernie Armstrong and his KDKA orchestra will dedicate their broadcast tomorrow night at 11:05 to Lieutenant Carl O. Wyman and his fellow marines at the Marine Training Station at Mumford Point, New River, N. C. Wyman, formerly night supervisor at KDKA, wrote that he listens to the programs regularly and asked Armstrong to dedicate a number. Latter responded by dedicating the whole show which will contain special arrangements of many Marine songs.

\* \* \*

Evidence of a growing public appreciation of serious discussion on the air came out in the recent C. E. Hooper Radio report. Max Karl, WCCO, Minneapolis, educational director and chairman of the Sunday night show, "Wat's the Answer?", attributes the program's doubled Hooper rating (5.5 this year) to the timely subjects, such as the citizens' part in the current crisis. Significant in this new rating is the fact that the program is purely and simply round-table discussion, participated in by various members of the University of Minnesota faculty. Aired at the same time as "Fitch Bandwagon," the program still pulled 13.8 per cent of the available audience, a safe lead over the rest of the competition.

\* \* \*

Aviation Cadet Earl W. R Dayton, Ohio, was posthumously awarded the Distinguished Cross on March 16, 1942, by the direction of the President of the United States. On May 30, officers of V and Patterson Fields and the enlisted personnel of Patterson stood rigidly at attention as Maj. Henry J. F. Miller, commanding general of the Air Service Command pinned the medal on the breast of the hero's father. Although a few Daytonians witnessed the ring event, thousands were able to hear the impressive ceremony broadcast exclusively through the facilities of WHIO, Dayton, Ohio.

\* \* \*

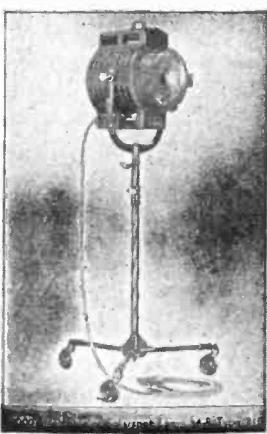
WTRY, Troy, New York, board of directors at a recent meeting approved a plan, new in the broadcasting industry, whereby 10 per cent of net income of the Troy Broadcast Co. is to be invested in War Savings Bonds. Plan is retroactive to May 1, 1942. New plan does not overlap the already 100 per cent employee participation in payroll deduction Bonds.

\* \* \*

News at WROK, Rockford: P. Jim Shelton, ex-WROK mike handled the play-by-play account of the June 1 baseball game between the Chicago Cubs and Camp G.... Soldier Shelton got his big thrill when the Army team nosed the Cubs 4 to 3.... "Camp Grand Review," Mutual network variety show originating at the Rockford now is scheduled Wednesdays at 8 p.m., EWT.... Dean's Rockford Dairies signed for a year's sponsorship of 15 minutes of the WTRY "Musical Clock".... John J. Doherty, WROK commercial manager, been named to the radio committee of the Illinois State Council of defense.

\* \* \*

It's a baby boy for the George Younglings. The new arrival, born Monday night at Mercy Hospital, has been named James Allen Youngling. George is arranger for the staff orchestra of KDKA, Pittsburgh. Youngling, known professionally as Faye Parker, is a featured singer with the orchestra.



## ★ TELEVISION ★

Equipment for Radio Stations

Charles Ross, Inc., carries the most complete line of MOLE-RICHARDSON CO. Incandescent and High Intensity Arc Lamps in the East.

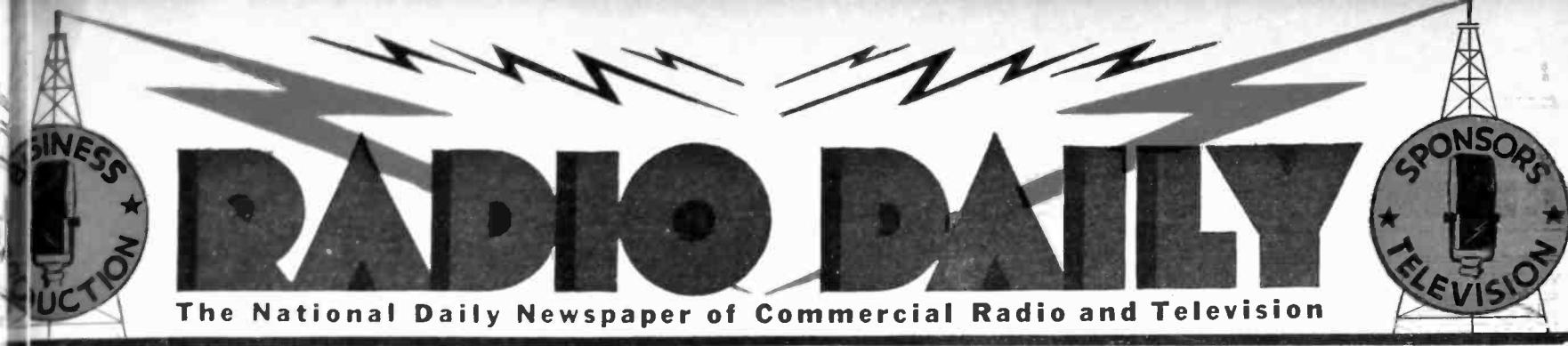
### LIGHTING EQUIPMENT

Any Purpose Anytime Anywhere

333 W. 52nd St., New York City  
Circle 6-5470-1

CHARLES ROSS, Inc.





19. NO. 50

NEW YORK, N. Y., TUESDAY, JUNE 9, 1942

TEN CENTS

# AFM Convention Threat

## Licensed Transmitters Must Be Registered

Washington Bureau, RADIO DAILY  
Washington—An order issued yesterday by the FCC requires every person in possession of a radio transmitter who does not hold a radio station license for its operation, to register such transmitter not later than August 28. The ruling applies chiefly to dealers and factories having transmitters on hand and no licensed amateur or broadcasting stations are affected. Previously issued order of the Federal Communications Board set

(Continued on Page 4)

## G. Taking Flyer in Children's ET Show

Peter & Gamble, for Guest Ivory, is taking another flyer in the children's radio program medium via transmissions of the "Superman" show on WSB, Atlanta, and KVOO. P & G sponsored Capt. Tim's "Stamp Club" on a split Red and Blue network about three years ago, but has dropped out of the kids' category since. If the current "Superman" tests produce results,

(Continued on Page 2)

## Qualifying Examinations Advanced Air Course

Chicago—Qualifying examinations for an 18-week training course in advanced radio, electronics and microphones to be given under the sponsorship of the U. S. Department of Education at the University of Chicago will be held on Sunday, June 14.

(Continued on Page 2)

## Get the Point, Adolf?

Office of Emergency Management this week takes note of the contribution of radio manufacturers to the war effort. "American tops," OEM states, "are being shipped because of that radio phonograph." Mr. and Mrs. America can't buy this year. The steel in average radio phonograph would make close to a dozen bonnets."

### No Act

Lotte Stavsky, Viennese refugee, unfolds her own life story on the "Easy Aces" program on the Blue Network. Acting the role of a Viennese actress who takes the job as assistant to the Aces' maid because her accent keeps her from a stage role, Lotte tells Mrs. Ace of her career on the other side, taking all incidents from life.

## Censorship Meeting Of N. Y. Radio Writers

At the request of Eugene Carr, assistant radio director of the Office of Censorship, G. W. Johnstone, director of news and special features of the Blue Network, has organized a meeting of radio news editors and writers of the Blue, NBC, Press Association, United Press and International News Service so that they may acquaint themselves more directly with the operations of that office;

(Continued on Page 2)

## NAB Clarifies Stand Anent Cash Discounts

"Sentiment in the industry and in NAB ranks to date is substantially opposed to a cash discount," Frank E. Pellegrin, director of the NAB Department of Broadcast Advertising, states in correcting an erroneous report (not published here) that the NAB had endorsed the principle of

(Continued on Page 2)

## Fly Sanders Bill Testimony Will Be Heard By Thursday

## Philco Television Outlet Reduces Operating Hours

Philadelphia—Reduction of its hours of operation has been announced by WPTZ, television station owned and operated by Philco Corp., in letter sent to television listeners by Paul Knight, program manager of the station. Expressing an optimistic future for television after the war is

(Continued on Page 2)

## Pres. Petrillo's Opening Speech Reveals Resolution To Cease Recordings For Use Of Radio Stations

## Canada Probe Hears Of Lost Int'l Bands

Ottawa—Nine short-wave radio bands allotted to Canada at the 1939 Cairo conference are now in use by other countries, Dr. A. Frigon, assistant general manager of the CBC told the House of Commons special committee on radio broadcasting today. The corporation, he said, had made a continuous study of short

(Continued on Page 5)

## Wrigley Replacing 'Baines' With Ben Bernie Program

William Wrigley, Jr., Co. will replace the "Scattergood Baines" serial on CBS with a variety show featuring Ben Bernie and his orchestra beginning Monday, June 15. New show will go into the current "Baines" time, Monday through Friday, 5:45-6

(Continued on Page 2)

## Pacific Coast Stations Resume Normal Skeds

West Coast Bureau, RADIO DAILY  
Los Angeles—U. S. Army Air Force officials on Sunday lifted the ban on night broadcasting by Coast radio stations after five days of precaution-

(Continued on Page 2)

Dallas—Opening session yesterday of the 47th Annual Convention of the American Federation of Musicians revealed possible threats to radio and allied industries when president James C. Petrillo, in delivering the opening address, keynoted the huge attendance to the fact that August 1, would be the date of the AFM discontinuing recordings for radio stations along with that of

(Continued on Page 7)

## Improved Facilities Cited By MBS Outlets

One hundred and thirty-six Mutual stations have made "important improvements" in transmission facilities since January 1, 1941, and 12 new Mutual stations have begun operating since that date, according to a survey by Mutual's sales promotion department, results of which have just

(Continued on Page 2)

## Stanback Adding Markets To Spot Anns. Schedule

Salisbury, N. C.—Stanback Co. is continuing to add stations to its spot schedule through J. Carson Brantley Advertising Agency here. Firm, on

(Continued on Page 2)

## "Warrior's Day"

Los Angeles—Irene Rich, whose "Dear John" program for Welch recently switched to CBS, is the author of a telegram to President Roosevelt suggesting a "Warrior's Day" holiday. Special day would be for the purpose of honoring members of our fighting forces and cheering them while they are serving their country. August 1 is the suggested date for the holiday.

(Continued on Page 7)

**RADIO DAILY**

Vol. 19, No. 50 Tues., June 9, 1942 Price 10 Cts.

JOHN W. ALICOATE : : : Publisher

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

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

**FINANCIAL**

(Monday, June 8)

## NEW YORK STOCK EXCHANGE

	High	Low	Close	Net Chg.
Am. Tel. & Tel.	120 1/2	119 1/4	120 1/4	+ 1 1/4
CBS A	11 3/4	11 3/4	11 3/4	
Gen. Electric	26 1/4	26	26 1/8	+ 1/8
Philco	33 1/4	33	33 1/4	+ 1/4
RCA Common	3 1/4	3 1/8	3 1/4	+ 1/8
RCA First Pfd.	51 3/4	51 3/4	51 3/4	- 1/4
Stewart-Warner	61/8	61/8	61/8	+ 1/4
Westinghouse	72 3/4	72 3/4	72 3/4	- 1/8
Zenith Radio	127 8/8	125 12/8	125 8/8	- 1/4
OVER THE COUNTER				
Farnsworth Tel. & Rad.		Bid	Asked	
Stromberg-Carlson		1 3/4	2	
WCAO (Baltimore)		4 1/2	5 1/2	
WJR (Detroit)		15	18	
		17 1/2	19 1/2	

**Stanback Adding Markets To Spot Anns. Schedule**

(Continued from Page 1)

behalf of its headache remedy, has placed one-minute transcribed announcements, either six or seven per week, on the following stations recently: WMAL, Washington; WRVA, Richmond, Va.; WJAR, Providence, R. I.; WPTF, Raleigh, N. C.; WBAL, Baltimore, Md.; WRC, Washington.

Brantley agency handles the Stanback account nationally, while Klinger Advertising Corp. places in the metropolitan New York area.

**Lieut. A. T. Williams**

Lieutenant A. T. "Bill" Williams of the United States Army Air Corps, former NBC engineer in New York, died on Friday. Burial will take place at the Ward Wilson Mortuary, Dothan, Ala., on Friday of this week.

**For Sale or Lease**

250 watt radio station, network connection, located in progressive expanding market. Interested only in responsible parties who can prove technical and financial ability to operate on sound basis. This sale is not forced because of economic conditions, but due to necessity of present management devoting full time to other interests. Box DL, RADIO DAILY, 1501 Broadway, N. Y. C.

**Qualifying Examinations For Advanced Air Course**

(Continued from Page 1)

Training salaries ranging between \$1,800 and \$2,600 a year and commissions in the Signal Corps, after completion of the course, are offered to qualified men, from 18 to 45, who have had a minimum of two years of college mathematics, including calculus and one year of college physics or their equivalent.

Students between 18 and 28 must apply for enlistment in the Electronics Group of the Enlisted Reserve Corps, and will be placed on inactive duty while they maintain satisfactory work in training. Upon satisfactory completion of the course, this group may be commissioned as second lieutenants. Men not physically qualified for Army duty, or who are over age will be employed as civilian engineers at salaries based upon their work in the course and their past experience. The salary paid during training will depend upon the student's qualifications. The course is tuition free, and incidental costs are estimated at \$25 or less. Each student will spend 48 hours a week in lectures, laboratory, shop, and discussion. Application blanks are available at the Signal Corps Personnel Office, Room 602, 290 West Jackson Boulevard.

**P. & G. Taking Flyer In Children's ET Show**

(Continued from Page 1)

sponsor presumably would expand in the medium. However, no definite plans in this direction are in the works at this date.

"Superman" ETs will be run on WSB, Mondays, Wednesdays and Fridays from 5:45-6 p.m. and Tuesdays, Thursdays and Saturdays on KVOO at 5:30.

Compton Advertising, Inc., handles Guest Ivory advertising for Procter & Gamble.

**Wrigley Replacing 'Baines' With Ben Bernie Program**

(Continued from Page 1)

p.m. EWT, on the same 77-station hookup. Featured on the show will be Jack Fulton and Russ Brown, male vocalists, The King's Jesters and Les Paul, electric guitarist. Auditions are currently under way to select a female singer.

Deal, set through Arthur Meyerhoff & Co., Chicago, marks the second time Bernie has been sponsored by Wrigley.

**Pacific Coast Stations Resume Normal Skeds**

(Continued from Page 1)

ary silence which began with the approach of Japanese warships to Midway and other American-held Pacific bases. Radio stations from Canada to the Mexican border were silenced at night for varying periods over the five days at the order of officers of the Fourth Fighter Command.

**Improved Facilities Cited By MBS Outlets**

(Continued from Page 1)

been made public. "In other words," MBS states, "148 Mutual stations, or 74 per cent of the entire lineup, are now doing a better job of serving the Mutual audience." Breakdown of statistics resulting from the survey reveals, in part, that:

Twenty-six per cent of affiliates increased their power; 10 per cent improved old transmitter facilities; 23 per cent installed new transmitters; 19 per cent, new transmitter sites; 38 per cent, new or improved antennas; 28 per cent, new ground systems; 24 per cent, new ground screens; 31 per cent, new program-limiting amplifiers; 17 per cent, new "feedback" installations; 35 per cent, new transmitter checking facilities; 15 per cent, better frequency, and 11 per cent, new full time operation.

**Philco Television Outlet Reduces Operating Hours**

(Continued from Page 1)

over, the letter gives as a reason for the curtailment of WPTZ's program schedule, the difficulty in obtaining essential parts and the diversion of technicians from maintenance work to governmental research. Listeners are asked to continue the practice of regularly returning program reception cards. Programs originating at the WPTZ studios as well as those relayed from WNBT, NBC's television outlet in New York, will continue to be transmitted on a reduced schedule.

**NAB Clarifies Stand Anent Cash Discounts**

(Continued from Page 1)

the cash discount and recommended it for industry adoption. "The NAB has made no recommendation one way or the other," Pellegrin states, noting that "the recent action of the Blue Network in allowing such a discount was taken entirely on its own."

**AAU Meet On Blue June 20**

The National AAU Track and Field Championships from Randall's Island Stadium on June 20 will be broadcast over the Blue Network with Joe Hasel announcing.

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**

JOHN SHEPARD, III, president of WNAC, Boston, and of the Yankee Network here for a few days on station and in business.

EDMUND CASHMAN, of Lord & Thomas in Quantico, Va., yesterday, for conference with Col. Walter A. Churchill of the Marine Corps, relative to the Kay Kyser Strike broadcast which will emanate from

A. E. SPOKES, promotion manager and program director of WJTN, Blue Network, in Jamestown, N. Y., in town yesterday visiting at Rockefeller Center.

BOB HOPE, FRANCES LANGFORD, JO COLONNA, SKINNAY ENNIS, LARRY KEA, and BOB STEPHENSON at Mitchel Field, for broadcasting of tonight's program.

JOEL LAWHON and JIM REID, of the announcing and production staff of WPTF, Raleigh, have arrived from North Carolina for a visit in New York.

JOHN G. PAINE, general manager of ABC back at his desk today after a short trip to Washington.

JEAN CONNELLY, secretary to William Cavanaugh, program and production manager of WTAG, Worcester, and MURIEL FRENCH of the station's traffic department, vacation the former in New York and the latter on C. Cod.

DANNY KAYE returning from Fort Devens, Mass., where yesterday he broadcast three programs for the entertainment of the soldiers.

JOHN B. HUGHES, Mutual's West Coast analyst, has reached New York in a coast-to-coast tour of war production centers. He will broadcast over WOR tonight and tomorrow.

GLENN MILLER and his band expected back in town today following a five-month absence during which time they traveled to Hollywood to film their second picture for 20th Century Fox.

**Censorship Meeting Of N. Y. Radio Writers**

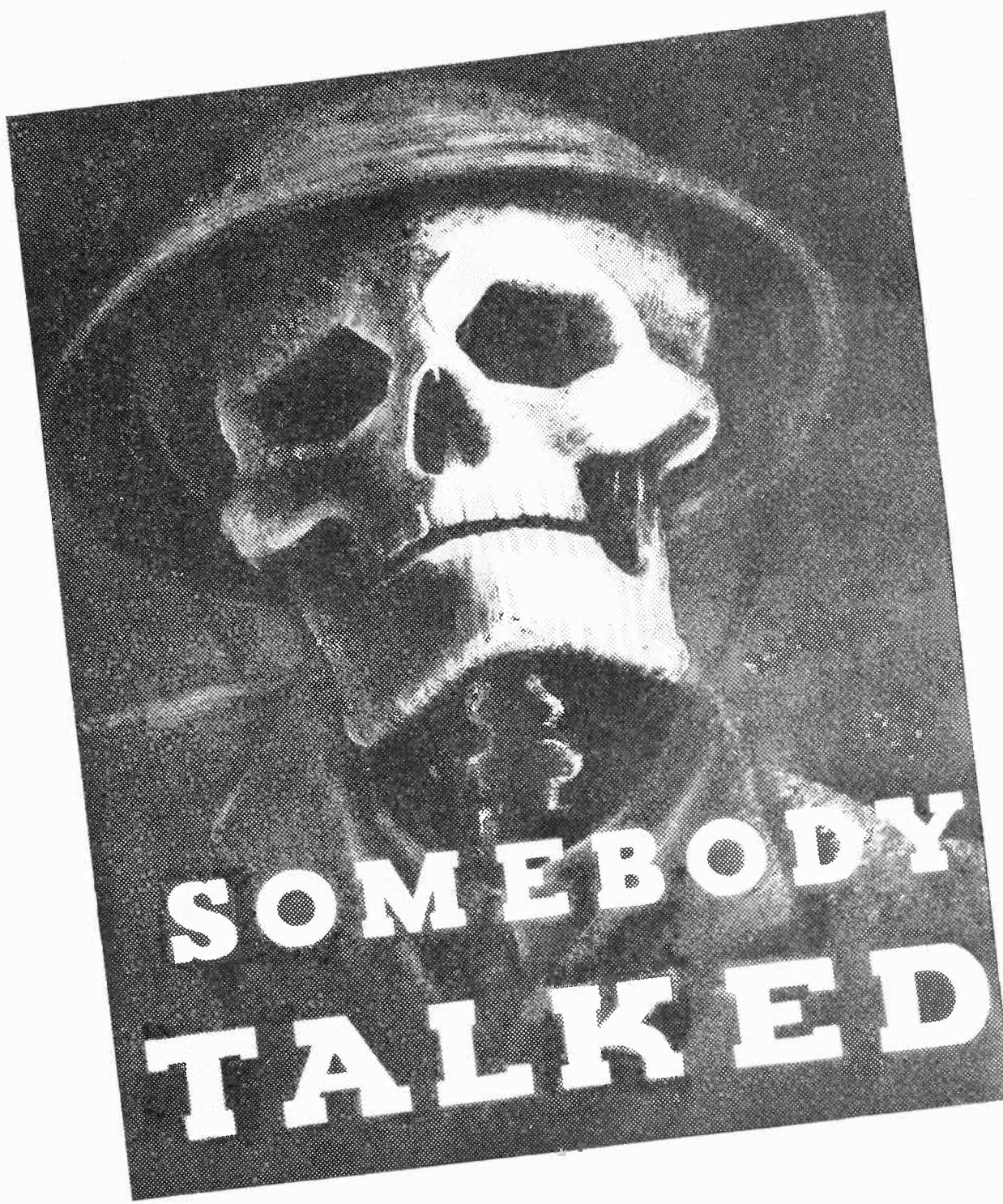
(Continued from Page 1)

Carr will address the meeting to be held tomorrow at 5 p.m., EWT.

Representatives of the Blue who will attend are Edward Tomlinson, Danny Dee, Helen Hiett and James G. McDonald, staff commentators located in New York; Dorothy Ann Kemble, continuity acceptance editor, and Ron Ferguson, manager of the script division.

**WSGN AND Alabama**  
Synonymous . . . and WSGN airs the news "every hour on the hour" — the best and latest from two major networks!

**610 Kc.**  
BIRMINGHAM  
Headley-Reed Company, Reps.  
BLUE NETWORK and Mutual



As gripping as it is grim, this poster won First Prize in a contest "to promote silence regarding the movement of military equipment and personnel". . . sponsored by the U. S. Army and WBZ, Boston. Open to all art-students in Massachusetts, the contest was won by Marguerite Miller of Chicago against 269 competitors. The newspapers co-operated . . . the students brought

their creative faculties to bear on the war-effort . . . the Army got a poster of terrific impact . . . and Westinghouse Radio Stations again demonstrated their ability to assume a leading role in the current scene, their power to deliver real public service.



## Los Angeles

By JAC WILLEN

THE "Fibber McGee and Molly" replacement for a 13-week summer period will be none other than Meredith Willson's show, "America Sings," which will hit the airwaves June 30. Harlow Wilcox has been set as announcer for the show, with a soloist still to be selected.

Claude Rains was heard in "Back Where You Came From," an Arch Oboler presentation of Sunday, June 7.

William Murray, in from New York to set transcriptions for Treasury Department's radio drive, set Bette Davis for a 15-minute program in which she will play Joan of Arc. Platters are set for over 700 outlets.

Clete Roberts, Blue commentator, had the final word among the boys along radio row in Hollywood. Clete had been signing off nightly with the fore-warning—"Watch Alaska. Remember Pearl Harbor, but don't forget Dutch Harbor."

"Lum and Abner" start their Blue Network schedule as of Monday, June 29, with the program carried throughout the nation via the Blue in all regions. Local time will be from 8:15-8:30 p.m., PWT.

George M. Cohan will receive a musical salute from Billy Mills and his orchestra on next week's "Fibber McGee and Molly" airing.

Option on Joan Davis was picked up last week by her Rudy Vallee sponsors several weeks in advance and the program renewal carries her well into the fall. Skinnay Ennis goes onto the "Fitch Bandwagon," June 14.

Bob Burns subbed for Red Skelton on a recent USO "Variety Hour."

Special platters of Andre Kostelanetz's introduction of "Mark Twain Symphony," CBS, Sunday, June 7, were made for consideration by Warner Bros. Studio as musical scoring for an impending Jesse L. Lasky production of "The Adventures of Mark Twain." Composition is by Jerome Kern.

Mayor Fletcher Bowron begins a series of information quarter-hour broadcasts, dealing with defense problems in the Southern California area, over KECA at 6:30 p.m., Thursdays.

Culminating a nine-year period of broadcasts over NBC Red and the Blue net, Irene Rich, star of the "Dear John" air series switches to CBS for a continuation of the Welch program. Gordon T. Hughes produces the show for H. W. Kastor & Sons Advertising Co., Inc.

RADIO ARTIST?  
Call

LEXINGTON 2-1100

FIRST AND FOREMOST



## The Informer!

• • • If Camels don't take Lanny Ross to emcee their hour show, Lanny may accept the emcee role on the Fleischmann half-hour which will run for nine weeks starting July 5th in the Chase & Sanborn time. Program, handled by the Kudner agency, will be a vaudeville show with a permanent emcee and orchestra plus headline acts!...Johnson Wax Co. dropped forty stations off the Fibber McGee summer replacement hook-up because they were committed to place Ransom Sherman on another half hour!...Bob Hope's show tonite was scheduled from Camp Upton and the last minute it was learned that the facilities weren't up to standard so the show will come from Mitchel Field....Groucho Marx, Jimmy Durante and Victor Moore will make guest appearances on the Maxwell House show in order to give Fannie Brice and Frank Morgan vacations on alternate weeks....Bess Johnson takes her entire radio cast to the Red Cross this week to donate blood...Arch Oboler's Plays for Americans will be short-waved in Spanish to Latin-America starting this week....CBS "Workshop" moves from Sundays to Fridays at 10:30 p.m. this week....Fred Uttal will emcee the Army-Navy program on the Blue starting Sunday—and is slated to run until Sept. 6....Moylan Sisters have received an offer from the movies....Genevieve Rowe was wonderful on the Coca-Cola show Sunday....Bill Robeson will direct "The Will to Freedom" which starts on CBS Monday at 10:30 p.m....Eddie Cantor, who originated the "March of Dimes," has submitted another plan to the Treasury Department which would net approximately \$400,000,000 annually....Ray Bloch conducting a 45-piece band and an all male chorus of 200 voices with a dramatic spot on patriotism written and directed by Charles Martin, auditioned last week for Philip Morris....Last Sunday Betty Winkler appeared on "Inner Sanctum" for the third time, playing the role of mother and daughter!...."A Date With Judy"—even before starting as the Bob Hope replacement for the summer, has been optioned for the fall....After Tommy Dorsey subs for the Red Skelton show for thirteen weeks he is slated to take over the "Doghouse" program for the same sponsor.

• • • Paul Mann is a newcomer to radio. He has been trying desperately to get a break on the Big Time....After much trying he finally got the ear of a Biow director and was given a small part two weeks ago on the CBS "Playhouse" show....Last week when George Raft guested in "Broadway" on this program, Paul Mann had two important parts which showed him off to advantage. Mann wired friends on the coast to listen to him when the repeat airing went on....He did a sterling job during the eastern show and received the plaudits of his co-workers and director after the show....Paul left the studio elated....Came time for the repeat airing to the west coast and Paul Mann didn't show up. Attempts to locate the lad were futile and the program had to go on without him. Other actors doubled up and read the man's lines....Not until the next day did the people learn why Paul Mann never showed up for the repeat program....There was a blackout in N.Y. and Paul Mann was struck by an auto during the blackout. He's recovering now.

• • • A short while back an order came through to the west coast to audition people for roles in "Abie's Irish Rose" (the plan at that time was to originate the show from there)....Benny Rubin, the great dialectician, was called in to read the part of "Solomon Levy" and another actor read the "Murphy" part on a record. This completed, the other actor was asked to leave the studio and another actor came in to read with Benny Rubin, who, this time, was to read the "Murphy" part to the other actor's "Levy" characterization....The records were sent east and the report at that time was, the fellow who played "Levy" on the first record and the fellow who played "Murphy" on the second, were the best....Both were Benny Rubin!

—Remember Pearl Harbor—

## Chicago

By FRANK BURKE

ONE new program and several newals have been announced WGN. "Builders of Dreams," organ-philosophy show featuring Stewart and sponsored by Hol Furnace Company of Holland, M through Stack-Goble Agency, sta yesterday on WGN at 12:35 p.m. will be heard every Monday, Wednesday and Friday thereafter at same time.

Renewals include "Noontime M dies," recorded for Dr. W. B. C well, Inc., and placed through S man and Marquette for 16 we Monday through Friday from 12:45 p.m. "The Deacon," homes philosophy show with Harold H man, has been renewed on WGN 26 weeks from 1-1:15 p.m. by J Puhl Products Company, thro Roche, Williams & Cunningham, Chicago.

Leslie Edgley is the father of daughter born to Mrs. Edgley in Swedish Covenant Hospital. He continuity editor for the Blue N work's central division.

Charles Irving has been added the announcing staff of WGN.

Governors of 13 states in the N Naval District will appear in Chica for the annual Navy Governors D and will be interviewed on WGN 10:45 a.m. tomorrow.

Hollie Pearce, former supervis of WBBM engineers, has been nam assistant to Chief Engineer Frank Falknor. Pearce replaces Joe Nov who is on leave of absence with t Signal Corps.

"Know Your Groceries," a spec program designed to answer man questions on food problems, will broadcast by WBBM-CBS from Chicago this afternoon, 2:30-3 pm CWT, as a feature of the National Association of Retail Grocers con vention. William Costello, CB writer and news editor, represen the consumer, posing questions f the experts.

Doris Jakeway, a member of t NBC central division music libra for 12 years, has resigned.

It is rumored that Marek Weber European conductor last heard on the "Contented Hour," is slated for a summer musical show originating in Chicago. Bert Gervis is handling the deal.

**920 CLUB**

One of America's Greatest Local Radio Programs

**WORL** BOSTON MASS.

 A logo for "920 CLUB" featuring the number 920 in a large, stylized font with a star above it. The word CLUB is written in a smaller, bold font below. Below the main logo, it says "One of America's Greatest Local Radio Programs". At the bottom, it says "WORL BOSTON MASS." with "WORL" in a large, bold font and "BOSTON MASS." in a smaller font to the right.

## Canada Probe Hears of Lost Int'l Bands

(Continued from Page 1)  
 broadcasting and approved the entry of Canada into this field but leaves the decision to be a matter of government policy. Canada could make use of bands allotted her, but programs might be subject to interference from stations established in other countries. Dr. Frigon named the countries using bands allotted to Canada. Establishment of Canadian short wave station recommended by a parliamentary committee in 1939.

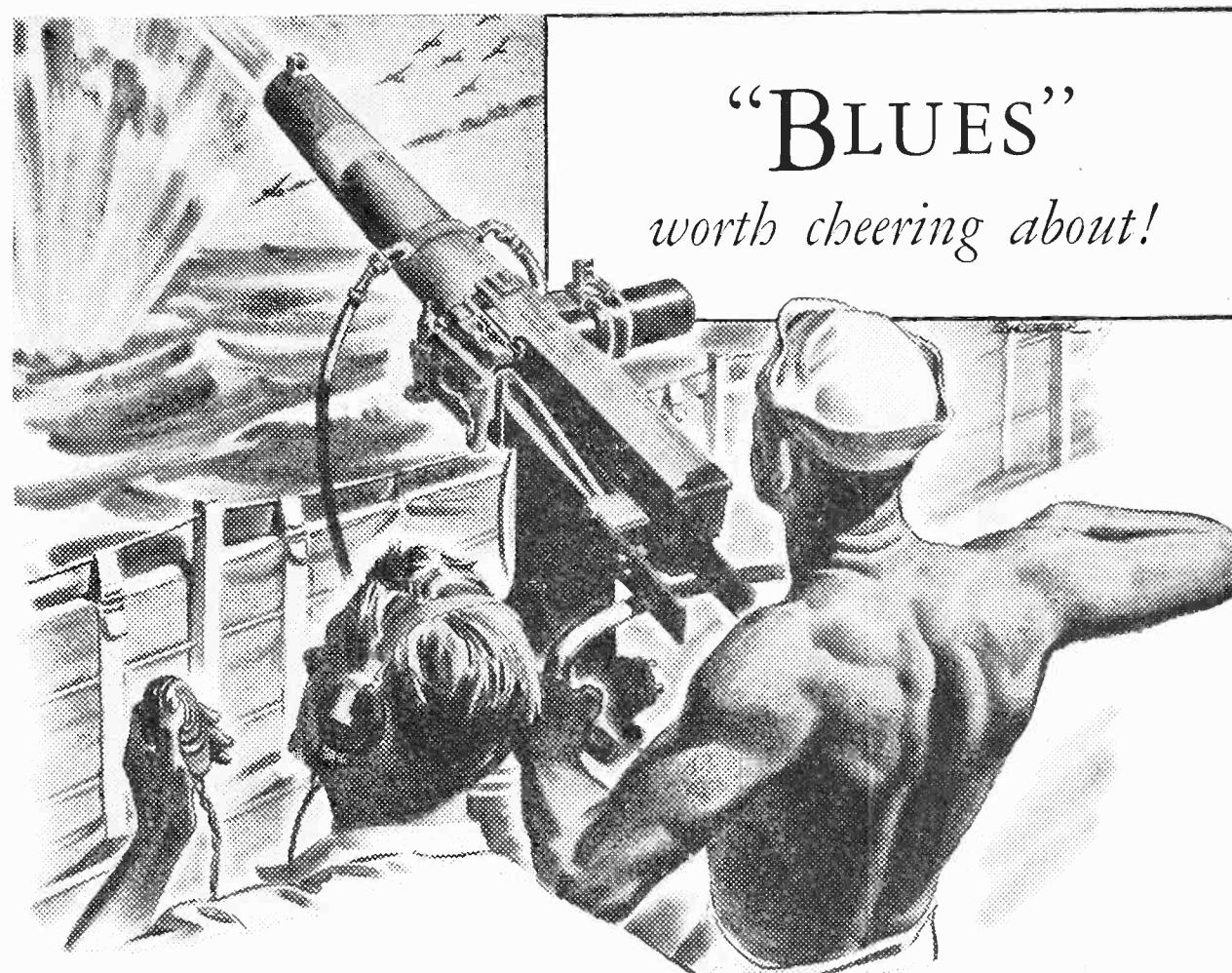
**Controversy English, French Programs**  
 At the opening of the session, Dr. Frigon resumed his evidence in regard to the French network. The French network, he said, was always subservient to the government and co-operated closely with the Free French movement. The program was designed and carried out on Canadian lines and many of the lyrics were typical of Quebec. The taste of French Canadians was different from that of English-speaking Canadians and some English language programs which had a comparatively large following in other parts of Canada had a small listenership in Quebec. The war bond programs of the French networks were the equal of those of the English network, he said.

Questioned by Arthur Slaght, K. C., by sound, M. P., as to whether Canada had lost short wave bands because of failure to use them, Dr. Frigon said short wave broadcasting was a matter of policy and international broadcasting was considered outside the jurisdiction of the C. It would take considerable time to obtain equipment; the matter received considerable study. Reports had been made to the government, Dr. Frigon said.

**WJR Operate for Government**  
 In the test report he had made estimated the cost at \$800,000 for a station with two 50 kilowatt transmitters and aerials, allowing transmission in six directions and operation would cost a minimum of \$500,000 yearly Dr. Frigon added. The program, he said, had been approved by the government. Frigon said the board took the view that it was prepared to run a station for the government but could not operate it on its revenue from license fees. Financing of the station from CBC revenues would be a service to Canadian listeners. The hearing will continue today.

## General Motors Adds CBC

General Motors Corp. has added CBC stations to its CBS network this week. "Cheers From the Air" which debuts today from 11:30 p.m. G.M. is using 116 stations, the largest CBS network at this time. G.M. is advertising for the Canadian network. McLaren Advertising Co., Ltd., Campbell-Ewald, Inc., handles account in this country.



**"BLUES"**  
*worth cheering about!*

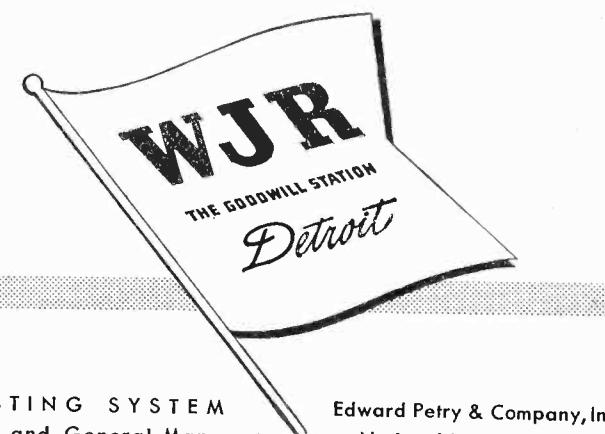
Since Pearl Harbor, more bluejackets have enlisted from Detroit than from any other district in the nation.

This didn't just happen.

When recruiting offices sought assistance, WJR assigned a staff member as civilian radio advisor. Dramatic broadcasts portraying life in Uncle Sam's Navy were created and produced. Navy news was aired in special newscasts. Naval heroes recounted their thrilling experiences before WJR microphones. And enlistments swelled.

We're proud of Detroit's men in navy blue . . . "blues" worth cheering about! Proud too, of the silver plaque presented to us "in appreciation of co-operation in furthering naval recruiting."

Still another "blue" we regard with pride is our blue Minute Man flag . . . the first issued to any radio station . . . emblematic of 100 per cent employee acceptance of the pay roll savings plan for U. S. War Bonds.



BASIC STATION...COLUMBIA BROADCASTING SYSTEM  
 G. A. Richards, President ... Leo J. Fitzpatrick, Vice President and General Manager

Edward Petry & Company, Inc.  
 National Representative

## NEW BUSINESS

WCBI, Columbus, Miss.: C. F. Sauer Co., Richmond, sponsorship of the "Breakfast Bulletin" newscast, direct; Sherwin-Williams Paint Co., sponsorship of the "Mid-Morning News," six days weekly, direct; Standard Veneer Co., sponsorship of the "Morning Headlines" newscast, six times weekly, direct; Terre Haute Brewing Co., through Pollyea Advertising Agency, five five-min. shows weekly; R. H. Alber Co., Los Angeles, renewal of "Old Fashioned Gospel Hour," one hour each Sunday, direct; R. J. Reynolds Tobacco Co. (Brown's Mule Tobacco), through J. Carson Brantley Advertising Agency, daily anns.; Radio Inn, daily anns., direct; Golden Arrow Skating Rink, daily anns.; Candidates in the Senatorial contest, four hours of time reserved for political talks.

KLS, Oakland: Standard Beverages (Par-T-Pak), anns. ETs, through J. B. Hart Adv. Agcy.; Patricia Reynolds (dramatic school), variety program; Dr. R. M. Lane (optometrist), anns.; Warner Brothers (radio dealers), anns.; Dr. Longfellow Clark, news.

### Olson Rug Returns With UP New Periods

Olson Rug Co., hit by priorities and one of the first advertisers to cancel on WOR, has returned to the station with a daily news program. Olson before this country entered the war was a user of radio on a national spot basis. It could not be learned here yesterday whether the resumption of advertising on WOR meant that schedules in other parts of the country likewise would be resumed.

Olson, which is sponsoring Prescott Robinson reading United Press news, Monday through Friday from 6:30-6:35 a.m., has a limited production of rugs and will do a direct selling job via the new WOR program, it was stated. The contract is for 52 weeks.

Presba, Fellers & Presba, Inc., Chicago, is the agency.

### Oboler Gets Break

Timely interruption in his NBC series, "Plays for Americans," which will not be broadcast this Sunday because of a special government program taking over the time, will permit Arch Oboler to be with his wife who is expecting to give birth to the couple's first child shortly. Oboler will go to Los Angeles to be at his wife's bedside.

### Joins NBC On Coast

San Francisco—Earl Mitchell has joined the NBC network sales staff as a representative working out of this city. Mitchell was most recently with the Crowell-Collier Publishing Co. and has had 15 years' of experience in serving national advertisers.

## WAR-PROGRAM IDEAS

### Army Post Originations

As a result of the appointment of a radio director in the public relations department of the Columbus Army Flying School, WCBI, Columbus, Miss., is now originating several new programs from the flying field. Among these are a daily organ recital from the post chapel; "Air Base Items," which features news of the post on a three times weekly schedule; a weekly religious program, featuring visiting choirs, musicians and clergymen; a thirty-minute minstrel show on Saturdays featuring soldier talent; a quiz show titled "Memory Baseball," which is now in preparation; and special event shows such as a broadcast of baseball games, weekly dance programs and other broadcasts.



### Local "Home And Farm" Series

WKBN, Youngstown, Ohio, has inaugurated a new five-day-a-week "Home and Farm" series, featuring discussions by members of all the various departments allied with the Department of Agriculture. Extension agents, nutritional experts, agricultural adjustment administrators, farm security superintendents and members of USDA War Boards from surrounding counties will participate in the series designed for the interest and service of rural listeners.

### Unused Transmitters Must Be Registered

(Continued from Page 1)

forth that the National Security and Defense and the successful conduct of the war demanded that the Government have knowledge of all persons who possess apparatus equipped for the transmission of radio frequency energy.

By its requirement that all unlicensed radio transmitters be registered, the FCC has taken the necessary steps to ascertain the exact locations and amounts of all equipment of this kind in the country. Consequently, the Government will be in a position to take measures to prevent use of the equipment by enemy interests, and to determine its availability for our own war needs.

The Commission requires that a separate application be made for each transmitter and that each application must be sent to the Secretary of the Commission in Washington, D. C. Application forms will be supplied by the Commission in Washington or by any of the Commission's 30 field offices throughout the country.

The WPB has sent no "formal word" nor has it yet made any "definite move" in regard to the radio equipment pool proposed by the Defense Communications Board, Commissioner Fly said yesterday. He indicated, however, that the proposal was under discussion.

### "Man With A Band"

"Man With a Band," lively new musical quarter-hour with a continuity idea, presents Jack McLean and his orchestra coast-to-coast over KHH, Los Angeles, and the Mutual Don Lee net on a regular Tuesday-through-Friday show, 2:15 p.m., PWT, which started last week. Informal and breezy, the rhythm program is definitely not just another dance-band pickup. Staged in an empty ballroom at time of an afternoon rehearsal, carefree scripting and production goes into the programs emanating from the New Paris Inn, in downtown San Diego.



### Naval Recruiting Ceremony

WPAT, in Paterson, N. J., broadcast swearing-in ceremonies for new Navy recruits from the steps of Paterson City Hall Sunday afternoon from 2:15-2:45, in conjunction with the Navy's "Avengers of Pearl Harbor" program. At 2:25 p.m. Sunday, six months to the minute after Japanese bombs crashed down on Pearl Harbor, five hundred recruiting stations across the country enrolled thousands of sailors, marines, and coast guardsmen. The Paterson enlisting ceremonies included a broadcast by the city's mayor, William P. Furrey.

### Lever Bros. Sets Web For Summer-Fall Sked

Lever Bros. with the broadcast of June 30 is discontinuing the Burns and Allen program for the summer and is dropping its Tuesday night 7:30-8 p.m., EWT, half-hour on NBC Red. Effective July 7, Lever will switch its Swan soap advertising to CBS taking over the Tuesday night, 9:30 p.m. slot vacated by General Foods' cancellation of the "Duffy's Tavern" show for Sanka Coffee. New program built around Tommy Riggs and his "Betty Lou" will be the summer replacement for the Burns and Allen show which presumably will return in the fall at the new time on Columbia.

Backing Riggs on the new CBS program will be Felix Mills' orchestra, with Jimmy Cash, tenor. Bill Goodwin will be the announcer. Riggs lately has been spotted on the Kate Smith program.

Young & Rubicam handles all of the accounts involved.

### Dreicer To WLIB

Maurice C. Dreicer has been signed as news commentator of WLIB, Brooklyn. Station inaugurates a regular five-day-a-week series at 8:15 p.m. starting tomorrow at which time Dreicer will use his individual technique of news commentary which consists of "analyzing the geo-political aspects of the news," heard frequently in the New York area.

## GUEST-INC

ALLAN JONES, on Dorothy gallen's "Voice of Broadway," (WABC-CBS, 6:15 p.m.).

ROBERT PATTERSON, Un Secretary of War, on "The F Against Inflation" series, tomor (WOR-Mutual, 8:15 p.m.).

THOMAS L. THOMAS, barit on "America Loves a Melody," urday (WOR-Mutual, 9 p.m.).

DR. GEORGE BARTON CUTT president of Colgate University, DR. HARRY D. GIDEONSE, pres ident of Brooklyn College, discuss "The Price of Free World Victory on the "People's Platform" pro Saturday (WABC-CBS, 7 p.m.).

JACK McMANUS, radio and f editor of "PM," and CECILIA AGI columnist of the same paper, on "Ellery Queen" program, Saturda (NBC Red, 7:30 p.m.).

NORMA TERRIS and JO TYERS, on St. Louis Municipal Opera program, Sunday (WAR CBS, 1:35 p.m.).

PAUL HOGAN, author of "W Germany Crack," on "This Is Our Enemy," Sunday (WOR-Mutual, 10: p.m.).

LETHIA C. FLEMING, director radio for the National Assn. Colored Women's Clubs, on "Win Over Jordan," Sunday (WABC-CB 11 a.m.).

FATHER FLANAGAN, founder Boys Town, and GLENN CUNNINGHAM, Kansas track star, on Bill Stern's "Sports Newsreel of the Air," Saturday (NBC Red, 10 p.m.).

### Acme Brewing On KFRC

San Francisco—Acme Brewing Co., makers of beer and ale, has signed to sponsor the first fifteen minutes of the "Breakfast Club," five days a week, over KFRC and seven other Don Lee stations of northern California. In addition, Acme beers will be featured on KFRC only, each morning Monday through Friday, on the Emily Barton "Victory Food Reporter" broadcast. Stations which will air the "Breakfast Club," featuring Jack Kirkwood and Tommy Harris, with Cy Trobbee's orchestra, are KFRC, KIEM, KHSL, KVCF, KDON, KYOS, KMYC, and KFRE.

### Yasha Frank To CBS Sales

Yasha Frank, formerly of the CBS program service department, has been transferred to the presentation division of the CBS sales promotion department as a writer, Dr. Frank Stanton, director of research and acting director of sales promotion, announced yesterday. Frank is in his third year at Columbia.

# AFI Reveals Threat Records For Radio

(Continued from Page 1)

checkboxes. This depends, of course, upon the passage of the resolution to that effect. Cheers that went up at Petrillo's mention of this gave the fact that there was a possibility of such a resolution being passed.

The threats in the past have not been as strong, the fact that Agent Petrillo started off with little of such a move gives credence to the fact that he himself expects this will probably work for the sake of the resolution in question. The procedure for the raft of resolutions that are turned in by hundreds of AFM Locals is for quick consideration or, the opinion is allowed to be withdrawn. If the resolution regarding recordings which no doubt had been considered by the AFM executives, was not considered worth of getting a strong vote or dealing with certain policies, it seems Petrillo would not have included it in his opening address.

## Circus Strike Mentioned

The radio resolutions on tap repeat broadcasts by transcription which is a matter of local regulation. With both New York and Hollywood already against the coast, KFEL repeats the matter mostly come down to setting a scale for such repeat broadcasts, on a national basis.

Petrillo in his speech also mentioned the fact that a circus strike of 40 musicians used replacement records made by other musicians. This he said was easily and recordings must be controlled.

Session sessions will get under way today or Wednesday.

## Hollywood Showcase Is Renewed By Hudnut

Hudnut on Friday renewed another 13 weeks its "Hollywood Showcase" program on seven stations of the CBS Pacific Coast network. Broadcast Mondays from 9:30-10 p.m., the show features Lud Gluskin's best in behalf of Du Barry and cosmetics. Renewal, effective June 29, continues the program on KNX, Los Angeles; KQW, San Francisco; KARM, Fresno; KOIN, Portland; KIRO, Seattle; KFPY, Spokane; KROY, Sacramento.

Young & Eckhardt, Inc., is the producer.

## WANTED

Producer by 250-watt New England station. Salary \$45.00. Please give full details in letter. Write Box 1501, Radio Daily, 1501 Broadway, New York.

# PROMOTION

## "Blue Boy" Correspondence

Letter from the Blue Network to agencies and advertisers is signed by "Blue Boy," name of the elephant which the network is using as a symbol in recent advertisements. Addressing the recipient as "sahib" the letter is comic in its presentation of a reminder contained in the accompanying four-page folder. Folder is titled "Comeback" and tells the story of the "man who staged a comeback because he never went away." Entire promotion is based on the idea that advertisers who remain on the air during the war will not have to stage a comeback after the conflict. Thought of the promotion is in the last paragraph of the folder's copy which reads: "If you want to keep 'em remembering your product, your brand name, call in your Blue salesman. You'll find that today, more than ever, it's easy to do business with the Blue." Agent for "Blue Boy" is E. P. H. James, Blue director of promotion and publicity.

## "Victory Auto Pool"

KFEL, Denver, has offered listeners the facilities of the station in forming an "auto pool" to aid in the conservation of rubber, gasoline and the running life of automobiles. First announced over the KFEL news service on the evening of June 4, the "KFEL Victory Auto Pool" invites listeners to obtain free registration cards at the station's studios if they desire to share autos with others in riding to and from work and in making other regular daily journeys.

## Benny Goodman On WINS To Start "Salvage" Show

Benny Goodman will inaugurate the first show in a new weekly series titled "Records For Fighting Men" to be broadcast over WINS, New York, on Friday evenings from 8-8:30 p.m. starting on June 12. Programs are aired under the auspices of Records For Our Fighting Men, Inc., newly formed organization to raise \$500,000 to buy new recordings for our armed forces. Group is beginning a salvage campaign to collect old records. New series is part of a radio appeal of the organization and will present noted guests who will ask for listeners' cooperation. Henry L. Sylvern, WINS musical director, will be host to a different member of the organization on the weekly programs.

## "Time" Using 51 Outlets

"March of Time," which moves to NBC Red, July 29, is setting up a network of 51 stations for its new Thursday, 10:30-11 p.m., EWT, period. On the Blue Network, where the program was broadcast Fridays from 9-9:30 p.m., Time, Inc., used 82 stations.

Young & Rubicam, Inc., handles the account.

## "Red Ryder" Merchandising

Serving as part of a pattern for local Blue Network station promotion on the "Red Ryder Victory Patrol Club," KGO, San Francisco, recently completed four weeks of merchandising for the "Red Ryder" show sponsored by Langendorf Bread. Using experienced showman, Willis Hubbard, as "Red Ryder" and a costumed "Little Beaver," with a sound truck unit, the KGO "Red Ryder" group toured all the important San Francisco business and neighborhood districts. Loud speakers used the actual program disks for musical interludes, with special announcements covering the "Red Ryder" show. Incidental plugs were carried for the showing of the "Red Ryder" motion picture serial at the Esquire Theater, in downtown San Francisco, which, in turn, carried lobby displays and trailers mentioning the program over KGO.

## WDRC Bond Promotion

WDRC, Hartford, is cooperating with other Hartford stations in presenting a series of entertainment features, starting June 19, at Hartford's Victory House war bond drive. WDRC announcers will be assigned to appear at the Victory House during certain days to sell war stamps and, perhaps, sign autographs if they are wanted. Various entertainment features now are being planned by special radio committees to stimulate interest in the Victory House, sponsored by Connecticut's Colonial Dames.

## Blue Network Employees Gave \$703 To N. Y. Fund

Edgar Kobak, executive vice-president of the Blue Network, who is vice-chairman of the Greater New York Fund, reports that employees of the Blue responded enthusiastically to the call for donations and contributed 100 per cent in the recent campaign. Collections to date amount to \$703.95, it was stated.

## Adam Hat Bout Called Off Due To Montgomery Illness

The lightweight bout between Sammy Angott and Bob Montgomery, scheduled to be broadcast June 15 on the Blue Network under the sponsorship of Adam Hat Stores, Inc., has been cancelled because of Montgomery's illness.

## Nichols-Cuhel Join In Newscast

Leslie Nichols, Mutual's Cairo correspondent, joins Frank Cuhel from Melbourne, Australia, for a 15-minute summary of on-the-spot war news Wednesday nights from 11:15-11:30 p.m. Cuhel will be heard from Australia during the first half of the program, with Nichols taking the latter portion from Egypt.

# Sanders Bill Hearing To Call Fly This Week

(Continued from Page 1)

Spearman concludes testimony for the Network Affiliates, Inc. Spearman, a former general counsel of the FCC, is on the calendar to follow Mutual's general counsel Louis Caldwell, who will be heard this morning when the hearing on H.R. 5497 is resumed.

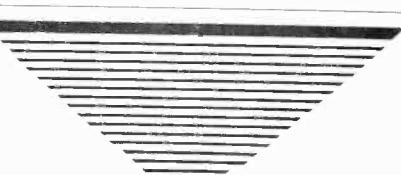
FCC Commissioner T. A. M. Craven is expected to testify following Fly. Arthur Garfield Hayes, who requested an appearance last week for newspaper-owned stations, will file a brief with the Committee instead, it is now reported.

## Newspaper Ownership to Fore

House Committee members during the hearings last week showed particular interest in the matter of station ownership by newspapers. Alfred McCosker and Fred Weber, the two Mutual witnesses who appeared before the Committee, were both asked their opinion on the matter, although neither showed any evidence of being prepared to discuss it. McCosker expressed the belief that no one industry should ordinarily be discriminated against in the issuance of licenses. If Commission found such a type of ownership was threatening to dominate the broadcasting industry, according to McCosker, then only might there be some justification for such a ban.

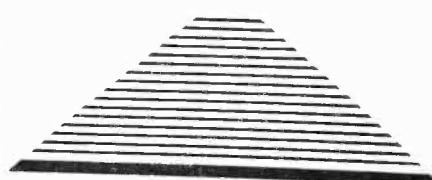
## Live Stock Market Reports On KMBC For Fourth Year

Kansas City, Mo.—For the fourth consecutive year KMBC of this city has been chosen to broadcast exclusively the Kansas City Live Stock Market Reports under an exclusive contract beginning June 1, according to an announcement made by Arthur B. Church and Karl Koerper, president and managing director, respectively, of the outlet. Bob Riley, KMBC market announcer, will continue to handle all marketcasts.



# S. O. T.

## COMING SOON





# Coast-to-Coast



**A**RTHUR ELMER, actor-comedian, plays the leading role on Norman Corwin's "My Client Curly" dramatization, which will be aired tonight on WNYC, New York. The play was written for the "Columbia Workshop" programs several years ago and has repeated via networks and individual stations several times since then.

\* \* \*

**N**orm Marshall, program director and sports commentator of CHML, Hamilton, recently announced the arrival of a baby boy in his family. Newcomer is Marshall's second son.... "Thumbs Up" show on CHML celebrated its second anniversary recently. Programs feature patriotic music and messages.

\* \* \*

Americanism is stressed in the University of Kentucky summer radio schedule just released. Fifteen regularly appearing programs, to be heard each week over WHAS, Louisville; the Mutual Broadcasting System, and the Southern Network include features on agriculture and home-making, business, hymns, Lincoln, American music, recreation during the war, Kentucky history, hobbies, and drama. Copies of the program may be obtained by addressing the University of Kentucky, in Lexington.

\* \* \*

**G**eorge Bryan, CBS newscaster, who introduces the "Theater of Today" with a five-minute news summary, has been renewed for his fourth 13-week period. Program is aired each Saturday at noon and is heard over 105 CBS stations. "Theater of Today" is sponsored by Armstrong Cork and the account was placed by BBD&O. Bryan is also heard on CBS's 9 a.m. and 4:45 p.m. newscasts daily.

\* \* \*

**B**ob Byron, WHN, New York, has had to add some fast foot-work to his long list of talents. Byron was selected by a sponsor to emcee the new "Kitchen Kapers" show each morning at 8 a.m., immediately following Byron's own program aired 7:30-8 o'clock. In order that the orchestra and the rest of the "Kitchen Kapers" cast may rehearse while the Byron hour is on the air, the two programs are aired from different studios, on different floors of the building in which WHN is located. This means that Byron has only a few seconds to leave his piano and rush out of one studio, up a flight of stairs to another studio to get to a microphone just in time to introduce the new show.

## REEVES

Sound Recording Studios Inc.  
1600 Broadway  
New York City

35mm. 16mm.

Film Acetate and Wax Recording Facilities.  
Complete Location Equipment for Film, Business  
Meetings and Specialty Recordings.



June 9

George Bryan	Cole Porter
Ralph Rose	Sylvan Taplinger
Fred Waring	Charles Webster
Paul W. White	

	9	10	11	12		
17	18	19	20	21	22	23
24	25	26	27	28	29	30

## BIRTHDAYS

June 9

George Bryan	Cole Porter
Ralph Rose	Sylvan Taplinger
Fred Waring	Charles Webster
Paul W. White	

George F. Putnam's Sunday news broadcast at 11:30 a.m., EWT, is now coast-to-coast on NBC, the first of his 14 quarter-hour news reports to be given wider coverage than WEAF. Putnam is heard coast-to-coast, also, as emcee of "The Army Hour" and as announcer of "The Wife Saver" for Sterling Salt.

\* \* \*

Winner of the ten-week "Hollywood Spotlight" contest in which film hopefuls vied for a Paramount contract and an acting role in "Interceptor Command" will be revealed by cinema land commentator Erskine Johnson during his quarter-hour broadcast over KECA, Los Angeles, Thursday at 9:30 p.m.

\* \* \*

Don Worrell, engineer, and Carl Ayers, traffic manager, have resigned from the staff of WJW, Akron, Ohio, to join the Aircraft Division of the Goodyear Tire and Rubber Co.

\* \* \*

W. Frederick Henderson, CBS engineer, became the father of a seven-pound son, June 3, at the Lawrence Hospital, Bronxville, N. Y. Mother and son are doing fine.

\* \* \*

The "New York at War" parade up Fifth Avenue next Saturday, June 13, will be broadcast by WMCA, New York, in an all-day schedule to begin at 10:05 in the morning and concluding at 8 o'clock in the evening. While the coverage will not be continuous, with the station moving to and from its studios throughout the day, the schedule will provide a complete word picture of the ceremonies. Descriptions of the parade will come from specially constructed booths along the line of march. In addition, interviews and notables in attendance at the reviewing stand on the steps of the Public Library will also be featured. Broadcast periods are tentatively set up at 10:05 a.m., 1:05 p.m., 2:30 p.m., 4:05 p.m., 5:15 p.m., 6:45 p.m. and 7:45 p.m.

\* \* \*

Terry Hobrecht has abandoned her "Record Shop" program on KLS, Oakland, to return to University of California classes.... "Rhythm Ramblers," an Oakland hot music group, has joined the regular staff at KLS.... Speed Maddock, semi-pro pitcher, is doing a nightly baseball roundup at KLS.... A "Junior Talent Parade," featuring boy and girl talent in their teens, is a new KLS'er, conducted by young Virginia Vaughan.

\* \* \*

Jamestown, N. Y., baseball fans are getting their play-by-play broadcasts over WJTN this season through the courtesy of the Hotel Jamestown and Hotel Samuels, plugging hotel restaurants, taverns, and party services. Al Spokes handles description and commercials.... New additions to the WJTN engineering staff include Lawrence Zarrow and Vincent Sullivan, both New York City boys.

Jack O'Mara, promotion man at WOWO-WGL, Fort Wayne, has the sick list with mumps. He expects to return to his desk in ten days to two weeks.

\* \* \*

Kay Kyser is taking his "Quiz of Musical Knowledge" on a week volunteer tour of army naval stations and marine bases beginning today at Fort Jay, New York under the auspices of USO-Camp S. Although name bands have been giving volunteer appearances at many posts since the first of the year, bringing programs of popular men in the armed forces, the Kyser tour marks the first long road circuit of a band for exclusive purpose of entertaining service men. Kyser is personally covering all expenses of his musical trip, including transportation and hotel accommodations.

\* \* \*

The Public Relations Office of Camp Wheeler, Ga., has been put in charge of Lieut. Chauncey Brooks Jr., who was on the sales staff of WBAL, Baltimore, before he was called to active military duty. Lieut. Brooks, the post is producing eight shows weekly for local stations and is transcribing three one-hour programs for stations in Pittsburgh, New York and a network of eight stations in Wisconsin. Recordings are being made this week for stations in three Southern states.

\* \* \*

With one eye on the anticipated shortage of male announcers because of military service, WOWO-Fort Wayne, is grooming Rose Stanger, now receptionist at the station, to take over the duties of routine announcer. At present "Mary," as she identifies herself on the air, has one half-hour program weekly at 9 p.m., CWT, every Wednesday.

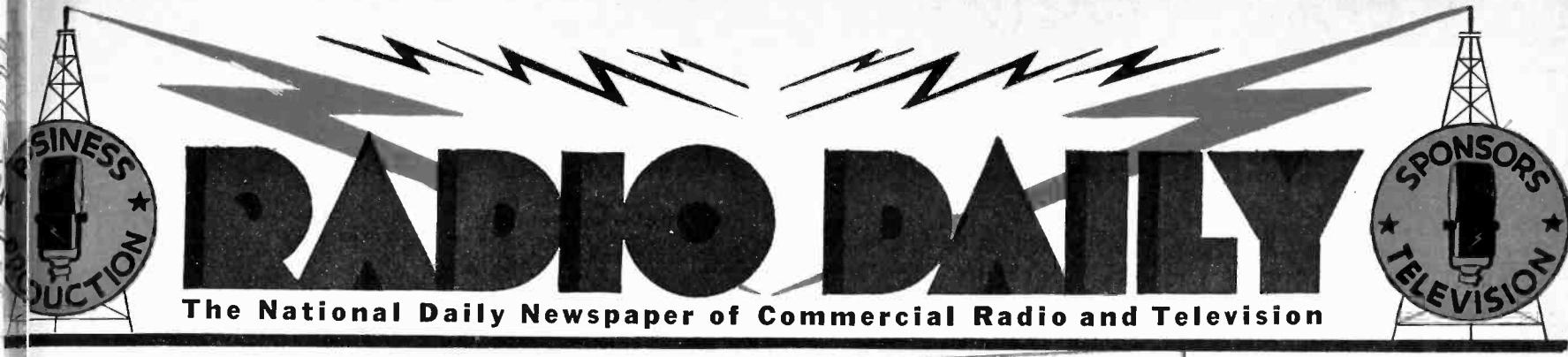
\* \* \*

William Von Zehle has rejoined sales staff of WINS, New York, after an absence of six months on the West Coast, where he was employed by the radio department of Music Corporation of America.

**COVER**  
**A \$2,000,000,000 MARKET**  
**WITH ONE STATION**

**WOW**

OMAHA  
**590 K. C. + 5,000 WATTS**  
John J. Gillen, Jr., Gen'l Mgr.  
JOHN BLAIR CO., REPRESENTATIVES



Vol. 19, No. 51

NEW YORK, N. Y., WEDNESDAY, JUNE 10, 1942

TEN CENTS

# Await AFM Clarification

JUN 12 '42

## Adwell Defends FCC "Sanders" Hearing

*Washington Bureau, RADIO DAILY*  
Washington—Mutual's attorney G. Caldwell told the House Interstate and Foreign Commerce Committee yesterday that the 1934 Communications Act, amendments to which it is now considering, is "one of the best drafted and most finely balanced of the many statutes which serve as charters for Federal administrative agencies."

MBS attorney went on to say, his Act has withstood the test of remarkably well, particularly

(Continued on Page 6)

## Kirkman Soap Renews "Can You Top This"

"Can You Top This," featuring Sam Hershfield, Joe Laurie, Jr. and George Ford and sponsored on WOR, New York, by Kirkman Soap, has been renewed for 52 weeks starting middle of July. Account was made by N. W. Ayer & Son and Otis Williams, account executive, represents the station. Show is aired weekly on Tuesdays from 8:30-9 p.m.

## Night 'Frisco Stations Co-op On War Specials

San Francisco—Eight local stations cooperating in broadcasting a new program series produced locally for the Morale Division of the San Francisco Defense Council. Darrell Connell of KYA, Rod Hendrickson of KGO and Ivan Green of KPO are the dramatic sequences. The

(Continued on Page 2)

## June 9ers

June 9 it develops is a favorite date for parents of future CBS staff members to have babies. At least five at network headquarters here celebrated their natal day yesterday. They are Paul W. White, director of public affairs; George Bunn, announcer; Mike Foster, news department; Alfred Chestnut, sports dept., and Joe Bivianco, studio musician.

### Sevareid Expansion

*Eric Sevareid's four-times-weekly newscast sponsored by Studebaker Co. over WJSV, Washington, and WABC, New York, will be rebroadcast to all American army posts overseas in accordance with arrangements just completed by the Office of the Coordinator of Information (the Donovan Committee). The program is heard Monday, Wednesday, Friday and Sunday.*

## War-Effort Dominates New Network Shows

Series devoted to explaining, dramatizing or emphasizing phases of the war effort continue to dominate new programming at networks and independent stations alike. Both CBS and NBC have just announced elaborate new programs on war themes while Mutual yesterday revealed that over 15 hours of broadcast time will be devoted to the network to the war

(Continued on Page 6)

## U. S.-British Heroes To Visit Radio Stations

Nationwide tour of the 15 British and 11 U. S. World War II heroes, which got under way on Monday in New York will take the group to 18 cities where radio stations will be visited as part of the itinerary on behalf of War Bonds and Stamps. Charles J. Gilchrest, Chief of War Savings Staff, Radio Section, will

(Continued on Page 2)

## Petrillo Indicates AFM Policy Sought In Strikes By Affiliates

### Supreme Court Upholds WFAA Labor Contract

*Washington Bureau, RADIO DAILY*  
Washington—The Supreme Court in a 5-4 decision has upheld the action of the A. H. Belo Corp. of Dallas, Texas, owner of WFAA and publisher of "Dallas Morning News" in contracting with its employees when the

(Continued on Page 2)

## Proposed Stoppage Of Radio Recordings Presages Stiff Battle By Industry; Former AFM Head Feared Perils

### No Candy Curtailment Seen For Current Year

No serious curtailment of candy production as a result of wartime priority requirements was anticipated, at least for 1942, by delegates to the 59th annual convention of the National Confectioners' Association meeting at the Waldorf-Astoria here. Yesterday's afternoon session, devoted to a "Raw Materials Forum,"

(Continued on Page 2)

### Okay Transfer Of WWDC; Other Commission Action

*Washington Bureau, RADIO DAILY*  
Washington—The FCC yesterday granted consent for transfer of the control of the Capital Broadcasting Co., licensee of WWDC, Washington, from Stanley Horner, Edwin Spence and Dyke Collum to Joseph Katz, G. Bennett Larson and Charles M. Hart

(Continued on Page 7)

### Extensive Spot Campaign For 'Soldier Handybook'

Martin J. Pollak, Inc., publisher of the "Soldier's Souvenir Handybook," is launching an extensive national spot radio campaign in behalf of the

(Continued on Page 2)

Pending clarification of AFM President James C. Petrillo's intentions regarding recordings and transcriptions—which will be ordered "discontinued" as of August 1—executives in the recording field and broadcasters alike refused comment yesterday on the American Federation of Musicians' latest move against radio—admittedly their greatest single source of revenue. However, there was plenty of indication that the union will face the stiffest fight in its career if, as appeared likely,

(Continued on Page 7)

## Radio Wartime 'Code' Undergoing Revision

*Washington Bureau, RADIO DAILY*  
Washington—Revision and clarification of the "Code of Wartime Practices for American Broadcasters" is now under way, the Office of Censorship announced yesterday. The move is still in the preliminary stage, it was indicated, and much remains to

(Continued on Page 7)

### WBYN And AFM Local Continue Negotiations

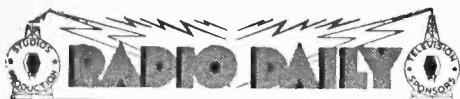
Negotiations were continuing yesterday in an effort to settle the deadlock over terms of a contract renewal at WBYN, here, which resulted in picketing of the station by mem-

(Continued on Page 2)

### Another Twist

Akron, Ohio—Laundry sponsor on WJW of this city is using time originally contracted for to create more business in an effort to find new employees. Recent announcements are used to advertise for more help for its plant, which has more work than it can handle but which feels the effect of the war industries which are attracting many potential employees.

(Continued on Page 5)



Vol. 19, No. 51 Wed., June 10, 1942 Price 10 Cts.

JOHN W. ALICOATE : : : Publisher

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

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

## FINANCIAL

(Tuesday, June 9)

### NEW YORK STOCK EXCHANGE

	High	Low	Close	Net Chg.
Am. Tel. & Tel.	122	121	121 1/4	+ 1 1/4
CBS A	12 1/4	12 1/4	12 1/4	+ 1/4
Gen. Electric	26 5/8	26	26	- 3/8
Philco	85 8/8	85 8/8	85 8/8	0
RCA Common	31 1/4	31 1/8	31 1/4	0
RCA First Pfd.	51 3/8	51 3/8	51 3/8	- 1/2
Westinghouse	72 1/2	71 1/2	72	- 5/8
Zenith Radio	123 1/4	121 1/2	123 1/4	+ 1/8
<b>OVER THE COUNTER</b>				
Farnsworth Tel. & Rad.	17 1/8	21 1/8		
WCAO (Baltimore)	16	19		
WJR (Detroit)	18	20		

### U. S.-British Heroes To Visit Radio Stations

(Continued from Page 1)  
accompany the entourage, as per request of Secretary Morgenthau and Ferdinand Kuhn, Assistant to the Secretary.

Trip being made in British and American bombers will include, in addition to New York and Boston already covered, Philadelphia, Baltimore, Washington, Pittsburgh, Cleveland, Detroit, Milwaukee, Denver, Salt Lake City, Seattle, Portland, Ore., San Francisco, Los Angeles, San Antonio, Dallas, Fort Worth, New Orleans, and ends up July 4, in St. Louis.

### Wedding Bells

Adrian Samish, radio production chief at Young & Rubicam, and Peggy Knudsen, Duluth actress, were married Monday following an elopement to Media, Pa.

### For Sale—Radio Station

250 Watts, network connection. Located in progressive, expanding market. This sale is not forced because of economic conditions, but due to necessity of present management devoting full time to other interests. Box DL, Radio Daily, 1501 Broadway, New York City.

### WBYN And AFM Local Continue Negotiations

(Continued from Page 1)

bers of the American Federation of Musicians, Local 802, and a walkout on the part of the station's six musicians. Both management and AFM officials were hopeful of early settlement of the dispute which centered around the station's request for modification of its musician payroll during the Summer period of lightest revenue.

Union opposed the Summer hiatus idea on the ground that its willingness to continue the status quo of the contract which expired March 31 was sufficient concession to the relatively insecure financial status of the new station. Renewals at most other local stations, the union pointed out, included wage increases in line with the rise in the cost of living. Insistence of the AFM on continuation of the full musician quota on a year-round basis, a condition to which management declared it was unable to agree, brought on the strike.

WBYN is a new station, having but recently been formed through an amalgamation of four Brooklyn stations.

### Eight 'Frisco Stations Co-op On War Specials

(Continued from Page 1)

program is produced by Helen Morgan. Stations airing the show, on different days, are KYA, KSFO, KQW, KGO, KFRC, KJBS, KPO, and KSAN.

Stations KGO, KFRC and KQW collaborated in a unique War Bond Pledge broadcast, aired over all three stations, and featuring selected talent from each, as well as special patriotic dramatizations. KFRC's contribution was headed by Pat Kelly's original "Land of Liberty" script, enacted by a studio cast, plus Cy Trobbs' orchestra and a WPA Negro Chorus.

KGO contributed a drama by Bert Dunne, former Notre Dame gridiron, now a local newspaperman, and played by Fred Hegelund, Jack Moyles, Zella Layne, Monty Mohn, and Rod Hendrickson. Taking part from KQW were Ken Craig, Verna Osborne, Ernie Gill, Dick Ellers and Fred Briggs. Other Pledge programs were broadcast by Frank Cope of KJBS, Vic Paulsen of KSAN, Bob Andersen and Brooke Temple of KSFO, and on KYA.

### America's Favorite Dramatic Feature Is Now Available For Summer Sponsorship In Many Desirable Markets via Transcriptions.

**Exclusive Distributor****CHARLES MICHELSON RADIO TRANSCRIPTIONS**

67 West 44th Street

MURRAY HILL 2-3376

New York City

### Extensive Spot Campaign For 'Soldier Handybook'

(Continued from Page 1)

new volume through Emil Mogul Co., Inc. Overall aspects of the campaign have yet to be definitely determined, depending to an extent on results of preliminary tests, but it appeared that upwards of 200 stations eventually would carry the one-minute live and/or transcribed announcements, participations, etc., currently being lined up.

Similar books for the Navy and Air Force are now being compiled with subsequent campaigns to be scheduled similar to the current effort. The books, especially compiled from authentic military sources and containing information on uniform care, military courtesy, sanitation, safety, etc., sell for \$1 with 10 per cent to go to the USO.

Locally, participations on WINS began yesterday in behalf of "Soldier's Souvenir Handybook."

### Supreme Court Upholds WFAA Labor Contract

(Continued from Page 1)

Wage-Hour Law went into effect to continue paying them their existing salaries for existing hours. The contracts stipulated an hourly rate, obtained in most cases by dividing the guaranteed weekly salary by 60.

Justice Byrnes, who wrote the decision said that "nothing in the act bars an employer from contracting with his employees to pay them the same wages that they received previously so long as the new rate equals or exceeds the minimum required by the act."

In the dissenting opinion, Justices Reed, Black, Douglas and Murphy said that by such a "device," as the Belo contract, "astute management may avoid many of the disadvantages of ordinary overtime, chief of which is a definite increase in the cost of labor as soon as the hours worked exceed the statutory work week."

### Bethel Joins Blue

Frederick Bethel, formerly a program director and writer with CBS and Mutual, has been appointed to the script writers staff of the Blue Network by Ron Ferguson, manager of the script division. At CBS, Bethel supervised the program details of Leopold Stokowski's first commercial radio series.

### COMING and GOING

JOHN M. OUTLER, JR., sales manager WSB, Atlanta, is in town conferring with local representatives of the station. He is to stay until Friday.

EDMUND CASHMAN, of Lord & Thomas the U. S. Naval Air Station at Quonset, R. I. for tonight's Kay Kyser's "Kollege of Knowledge" broadcast for Lucky Strike.

EARL H. GAMMONS, general manager WCCO, CBS outlet in Minneapolis, is on station and network business.

EDWARD C. OBRIST, program director WFIL, Philadelphia, in New York today on brief business visit.

JAMES T. MILNE, manager of WELI, Haven, left New York yesterday for his England headquarters.

JOHN PARSONS, commercial manager WBRK, Pittsfield, Mass., here on a business trip and visiting yesterday with the local n.

ART DONEGAN, of the Blue Network p. department, to Boston where he will have the publicity details relating to WHDH's joining the Blue Network, effective next Mon.

EDWIN G. FOREMAN, JR., of The Fore Company, Chicago, a visitor to New York.

PAT WILLIAMS, of the sales staff of W. Springfield, Ohio, in town yesterday for a meeting of the Blue Network.

NORVIN C. DUNCAN, program director WFBC, Greenville, S. C., spending a few days in New York.

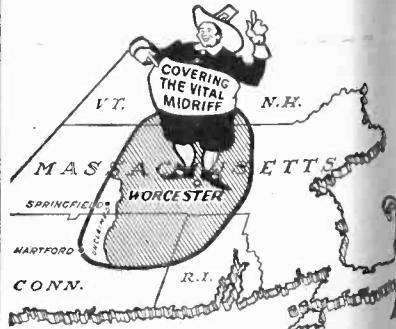
### No Candy Curtailment Seen For Current Year

(Continued from Page 1)

brought out the fact that although the sugar ration and cocoa ration for the industry is now at its 70 per cent level, the domestic crops of fruit, nuts, corn products, fats, oils and flavoring extracts, supplemented by Brazilian nut imports, "indicates continued plentiful supply for anticipated 1942 demands."

A consistent user of radio time on both a spot and network basis, the confectionery industry's convention opened yesterday morning and will continue through Thursday night. Herman L. Hoops, of Hawley, Pa., is general convention chairman.

*When you buy time—  
BUY AN AUDIENCE*



**WTAG WORCESTER**

## "THE SHADOW" 19.7! CROSSLEY

America's Favorite Dramatic Feature Is Now Available For Summer Sponsorship In Many Desirable Markets via Transcriptions.

**Exclusive Distributor****CHARLES MICHELSON RADIO TRANSCRIPTIONS**

67 West 44th Street

MURRAY HILL 2-3376

New York City

# WHO AM I?



Get your clues from Dramagrams...a fascinating new radio game over WFBR...and win cash awards.

Twenty-eight dollars a night! That's what you can often win...in these dramatic sketches, with live actors to give you the clues.

You always win a cash award...and here's a quiz type program that doesn't require a college education! Just a good memory and some common sense.

Tune in!

**WFBR**

MONDAY'S...8:30 P.M.

## ONCE AGAIN WFBR MERCHANDISES A NEW SHOW

...to the public! Constantly building up an audience for you...so that when you sign your contract...you've got a ready-made market. No long, hard pull trying to get listeners!

This time it's "Dramagrams." And to read the ad above, one of a series appearing in Baltimore and state

newspapers, is to get the whole story.

You can get the jump on this entire market...with this ever popular quiz type show that has a real twist! Write to WFBR, Baltimore, for rates or see John Blair & Company, National Representatives, New York, Chicago, Detroit, St. Louis, San Francisco, Los Angeles.

**Los Angeles**

By JAC WILLEN

**G**RACE GIBSON, who, if not the only woman transcription producer today, can at least claim the distinction of being one of the pioneer producers of electrical transcriptions, dating back to her entry into this field in 1929, currently has become ensconced in Hollywood as exclusive representative for Australia's Macquarie Network and for Artransa Pty. Ltd. Due to the war Miss Gibson is unable to return to Australia, where for the last nine years she was the largest single buying outlet of American transcription product for use over 2GB, Sydney, and for resale throughout Australia and New Zealand. Reaching an approximate buying power of 80 per cent of American transcriptions formerly produced, Miss Gibson started producing transcribed features in Sydney to cover the remaining markets for distribution in Australia, New Zealand and South Africa, and opening another market in the United States for the sale of book rights and American radio scripts for the "Down Under" production unit.

Since the outbreak of war in the Pacific, Miss Gibson selected Hollywood as her headquarters, bringing with her five series of "Artransa" features for American sale.

Red Skelton can look back to a pleasant radio year of "1942"—the star's fine audience reception, the word-of-mouth pickup of his "I Dood It," culminating in the greatest newspaper pickup of his slogan for the Brig.-Gen. Jimmy Doolittle's "Jap" jamboree, and finally his Hooper rating of 30.6 for May, second only to Bob Hope, as a season closer. Yep! Red "dood it."

Saturday, June 13, has been proclaimed as General MacArthur Day, and will be observed in California as a state holiday. The same date has been tied in with the Red Ryder-Victory Patrol Day at the General MacArthur Day at the Hollywood Ball Park. Reed Hadley ("Red Ryder") and Tommy Cook ("Little Beaver") will appear in costume and on horseback and will parade before the game of the day, followed by Los Angeles' R.O.T.C. troops who too will do honor to General MacArthur. The Victory Patrol group on the coast seems to have jumped to a mere membership of upwards of 50,000.

**Chicago**

By FRANK BURKE

EIGHTEEN states and Canada represented in enrollment of students selected for the NBC-Northern University Summer Radio Institute of eight weeks which is under way on June 22. Following first session, Dr. James Rowland Agell, public service counsellor for NBC, will address the students "Radio's Responsibility to the World Today" at a dinner in the Orring Hotel.

Twenty-three men and 39 women are enrolled and the most popular course is "Acting," which will be taught by NBC director Martin Warner. Next most popular course "Production," which will be handled by Wynn Wright, production director of the Central Division.

Other instructors will be Charles C. Urquhart, "Announcing"; Albee Crews, director of the Institute of Northwestern University's Radio Play Shop, "Writing," and Judith Waller, public service director for NBC, collaborating with Allen Miller in "Public Service" course.

Marvel Cigarettes is replacing its nightly sports review on WBBM with a new show, "Salute to Victory," with Pat Flannigan continuing as commentator. The program will be heard six days a week, Monday through Friday, from 10:15-10:30 p.m. and will consist of transcription based on interviews at Army, Navy, Coast Guard and Air Corps recruiting offices in the U. S. Court House.

WGN issued a statistical statement to its sales force last week claiming the station is, "Now carrying approximately the same amount of local and national spot (non-network) commercial hours per week as all of the other 50,000-watt stations in Chicago." In a statement supporting a chart of percentage figures, W. McGuineas, WGN sales manager, declared: "WGN's percentage of the total increased from 46.5 per cent in April to 48.8 per cent in May, this in spite of the fact that the total number of local and commercial hours on all Chicago major stations decreased 5.7 per cent. What is even more indicative is that WGN now carries more total commercial hours per week (local, national spot, and network) than any other 50,000-watt station in Chicago."

WBBM has announced the sale of Todd Hunter and the news on a three times a week 15-minute basis to Kellogg Co., through J. Walter Thompson.

**Joins Movie Firm**

Robert Goldstein, formerly of WMCA, has joined the 20th-Fox talent department to cover radio talent.

**LEN STERLING**

Now available on  
**ALL NETWORKS**

Call LA. 4-1200

**Little Shots About Big Shots!**

• • • The Al Pearce-Camel situation is 'way up in the air!...RCA Victor Records planned a half hour variety program with top stars and yesterday morning abandoned the idea and program!...Columbia Records will soon announce a material substitute...Chase & Sanborn will plug tea as well as coffee next season. John Reber is on the Coast now trying to find something to take Abbott & Costello's place in the Edgar Bergen show...."What's My Name?" ends a 26-week MBS run June 30...."The Crazy Creightons" are a new drama series which will bow in on the Red, Sat. at 11 a.m....Winner of the "Hour of Charm" service contest is 18-year-old W. Dudley Lutton, seaman, second class, at the Machinist Mate's School at the Naval Air Station, Jacksonville, who'll be on the show Sunday to receive up to \$500 worth of equipment for the recreation center at his base....Kay Kyser will visit 28 service bases between now and July 6....Milton Berle makes his first radio appearance since his own show folded on the D. Kilgallen stanza June 18....Latest addition to the cast of "Bachelor's Children" is Phil Lord while Patricia Dunlap has been written out for a few weeks to vacation in New Orleans....St. Louis Municipal Opera Co. gets a later Sunday time starting this week when it'll be heard on CBS at 2:55 p.m....You'd be surprised to learn the number (and identity) of important radio executives who own gasoline stations (as an investment—long before the war) in this eastern gasoline rationed territory! Many of 'em are more concerned over this investment-property today than they are about the radio situation in general—which looks veddy, veddy healthy!

• • • The city-wide blackout on Friday night also almost became a catastrophe for announcer Larry Elliott....Elliott finished announcing "Waltz Time" at NBC at 9:30 just as the "Lights out! Off the streets!" signal was given. He was due to introduce Bob Hawk of "How'm I Doin'?" to an audience at the Hotel Barbizon Plaza at 9:40....Larry applied to the police for help and was told he'd have to get an air raid warden to escort him up Sixth Avenue. He began a frantic search for an air raid warden, finally dug one up and they began a wild foot race up the avenue. The pay-off came when all the air raid wardens they met on the way saluted Larry as he whizzed by....They mistook him for an important official because he was wearing a tuxedo!

• • • Stuart Wilson, announcer for WKBN in Youngstown, showed his prowess at something more strenuous than radio announcing last weekend when he dived into a stream near Youngstown fully clothed in reply to shouts of help by a drowning youngster....Wilson, who in former years was a life guard, searched under water for a half an hour but to no avail....Wilson had been on a weekend jaunt through the countryside with Miss Tess Pryor, also of WKBN. Despite a harrowing experience and wet clothes, WKBN's youthful mike-man was back in form in the studio the following Monday morning.

• • • Civilian Defense Coordinator J. Allen Lambright ordered an air raid test. WSPA and WORD, Spartanburg, N. C., were instructed to interrupt their programs at 9:20 and put the siren sound effect on the air....This the stations did, but the big siren downtown did not blow, nor did the textile mills' whistles. There resulted much confusion....It developed that during the afternoon the ministers complained so bitterly to Mr. Lambright that he had set the time of the air raid test at the very time the churches were having Prayer Meeting....To accommodate the ministers, Lambright postponed the time from 9:20 to 10:02, but he failed to notify the radio stations. Most of the city complied with the air raid warnings over WSPA and WORD, thereby proving the effectiveness of radio in aiding in air raid protection!

## AGENCIES

ER office of McCann-Erickson for an indefinite period, July 1, with accounts largely of a regional nature, supervised presumably from Joe Tracey, Denver branch. It is taking a Government job Anne Pillion, who wrote all one's copy as well as a quiz and "Hello, Long Distance," a variety program for the Columbia Co., expects to enter the Army Auxiliary Corps.

UGESTED and set up by Edgar C. Oak executive vice-president of the Network, a "National Radio Sales Rally" was broadcast Blue on Friday, from 3:30 p.m. Speakers on the broadcast were Clarence Francis, president General Foods Corp.; Charles E. G. president of General Electric and Arthur H. Motley, vice-president of Crowell-Collier Publishing Co. The rally was a highlight of the annual conference of the Federation of Sales Executives.

STAMPS will serve as prizes for the 2nd annual golf and tennis tournament for employees of BBD&O. It will be held tomorrow at Pelham Country Club, located at Pelham,

**WEVD**  
WORK'S STATION OF  
INNOVATIVE FEATURES  
**5000 WATTS**

unique position of WEVD in a large section of Metropolitan New York's radio market is evidenced by—

feature boxes of news and radio program pages.

The large number of advertisers on the station annually year after year.

"Who's Who On WEVD... sent on request."

**WEVD**  
9 West 46th St., New York, N.Y.

# Petrillo Indicates AFM Policy Sought In Strikes By Affiliates

(Continued from Page 1)

sician contracts, the networks affected would elect to cut the stations in question from their hookups in the event of a stalemate in the negotiations.

Petrillo recited details of the WSIX, Nashville, case wherein Mutual, with which the station was affiliated, elected to stop service to the station rather than risk a network-wide strike of studio bands.

#### Links All Webs in Statement

Regarding Mutual's action in cutting WSIX from the network, Petrillo stated:

"Now the point I want to make here is that National, Columbia and Mutual networks, during all our controversies since I have been your President, have repeatedly told me that they could not drop any affiliated station from their networks. Here is a particular instance in which this action WAS taken by Mutual, which proves conclusively that networks CAN withdraw service from an affiliated station, if they think it advisable to do so. I am very happy that the Mutual Broadcasting System saw fit to take this action, because in order to stop a station on strike from receiving service from our musicians, stations that WERE fair to the American Federation of Musicians, were also being deprived of such service." (Emphasis is Petrillo's.)

The networks had always contended that to discontinue service to an affiliate would be a breach of the station-network contract and would lay the network open to possible legal action on the part of the affiliate so deprived. NBC, CBS and the Blue Network, having contracts with their affiliates of a somewhat different nature from Mutual's are understood to be still of this opinion.

Petrillo's annual report also accused a few broadcasters of "taking advantage of the war situation" by trying to "reduce orchestras, lower wages, and even attempted to lower working conditions." This occurred, Petrillo said, after the AFM had followed the lead of the parent organization, the American Federation of Labor, in adopting a "no strike" resolution following America's entry into the war.

#### Calls Firm Stand "Necessary"

"I specifically say radio stations," Petrillo declared, "because, up to this writing, a few of those employers were the only ones to take advantage of the situation." This developed to a point, he continued, where it became necessary for the AFM "to take a

**BUY WAR BONDS**  
Put Your Dollar on Duty  
Behind the Front

## GUEST-ING

JOE E. BROWN and CONSTANCE BENNETT, on the Rudy Vallee program, tomorrow (NBC Red, 10 p.m.).

DONALD M. NELSON, chairman of the War Production Board, on "The Fight Against Inflation" series, Friday (WOR-Mutual, 8:15 p.m.).

LICIA ALBANESE, soprano, on the "Treasure Hour of Song," Friday (WOR-Mutual, 10 p.m.).

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

PROF. JOHN T. FREDERICK, CBS literary critic, discussing "Technology and the New Life," on "Of Men and Books," Saturday (WABC-CBS, 2:05 p.m.).



**"WE GOTTA DO  
WHAT WE GOTTA DO..."**

SAYS ALBERT H. MORELL, President  
THE KROGER GROCERY & BAKING COMPANY

advertising. Advertising has created a huge asset called good-will which never appears in a balance sheet.

"But good-will, hard to get, slow to create, precious when acquired, can dissolve into thin air all too easily.

"What 'we gotta' remember is that normal times, peace times, will return; that against those times we must preserve our assets; that among our priceless assets, not purchasable over night, is good-will; good-will created and retained largely through advertising.

"Advertising geared to war times should be continued until peace times come again."



★ To the great names in American business whose continued advertising is a flaming symbol of faith in America's future . . . whose fortitude in total war adds another shout of defiance to the enemies of free American enterprise and democracy . . . this space is dedicated by The Nation's Station.

## Caldwell Defends FCC At "Sanders" Hearing

(Continued from Page 1)

when you consider that it deals with one of the most rapidly advancing scientific arts. Those who claim that it is antiquated, have, I think, a heavy burden to point out in what respects this is so, and I have not heard anyone do this."

### Admits Some Defects

However, Caldwell's praise of the Act was not unqualified. He admitted there were certain procedural defects in the 1934 Communications Act and a few "substantive defects." The most serious of the latter was not due to the statute or doubt as to the intent of Congress, he said, but "lies with the reviewing courts which have not seen fit to follow either the language or the intent."

The MBS attorney's stand on the Commission, which he called the "second principal defendant" in the hearing was even more qualified. He claimed the title of "the most persistent, and certainly the most vocal critic of the Commission at the bar for quite a period of years." He referred to Commission policies on program control and censorship as dangerous and "about as directly contrary to the clearly expressed intent of Congress as anything could be."

### Expects "Disagreement"

Caldwell said he expected Commission representatives to "vigorously disagree" with him on several questions in meeting the indictment against it, but that on "several important questions" he would support the FCC position.

As for the Commission—amending bill under consideration—H.R. 5497—Caldwell told the Committee that some of the changes proposed "are sound and should be eventually adopted." Others he described as in need of rephrasing from their present "too broad or too drastic form," while still others he described as "either unnecessary or wholly unsound."

### Cites 1927 Amendment

Caldwell pointed out that one of the sections of H.R. 5497 is the same as an amendment he proposed to the 1927 Radio Act 13 or 14 years ago, when he was general counsel of the Federal Radio Commission. He indicated that he would propose another amendment, urging longer license periods, before leaving the stand. This will probably be made today, since the hearing was adjourned before noon yesterday, when Caldwell was in the midst of his testimony, in order that the House Committee might go into executive session.

Much of Caldwell's testimony yes-

## RAY WINTERS ANNOUNCER

5 Years With Paramount Newsreel  
2½ Years With Manufacturers  
Trust Co.

LA 4-1200

## WORDS AND MUSIC

By Sid Weiss

**BIGTOWN SMALL TALK:** With Irving Mills a 1st Lieut. in the army now, the Mills clan is lined up 100 per cent in the war effort. Two sons are in the army, two more in the marines and the fifth is in the navy. On top of that, Mrs. Mills is with the Red Cross....Add Literary Lace: Quentin Reynolds: She was a little old lady, no bigger than a whisper....Fred Wile, Jr., has resigned from Y. & R. to take a Washington post....Bing Crosby making arrangements to go to Australia this summer to entertain the troops over there....Former CBS engineer, Frank W. Somers, now a Navy lieutenant....This dep't refuses to shut its great big mouth until Irene Beasley lands the commercial time she rates. We can't be that wrong all the time....In between her chores on "Aunt Jenny," Phillis Jeanne Creore has batted out the words and music to "This Is My Wish."



Vic Sack, former Berlin song plunger and now in the army, points out that more hotels might follow the example of the Abbey here in their treatment of service men. For one thing, the Abbey has set aside a dozen or so rooms every nite strictly for men in uniform charging them only 75 cents for lodging....Benny Goodman, T. Dorsey and Fred Waring wired all musicians to contribute to fund for Bunny Berigan's widow....Frank Lovejoy signed for "Ellery Queen" this week....Geo. F. Putnam's Sunday news report now coast-to-coast....Rockhill Radio Productions putting out five-minute transcription series based on Tom Terris' Thrillers....Kay McKewen set deal with NBC for transcriptions on "Let's Spend Our Days Together," "Looking for a Rainbow" and "Blue Mood"....Add to the recommended list Harry Salter's music on "Counter-Spy"—very commercial....Johnny Long signed for the musical film, "Follies Girl," which Bill Rowland will shoot here in N. Y....Bob Dryden doubled on the Blue Theater the other day, playing a French government official in one scene and Hitler in another....Jack Manning, featured in "Junior Miss," called for "Manhattan-at-Midnite."



Can't pick up a magazine these days without running across a picture of Fred Allen—credit for which must go to those ace CBS fotogs, Mike Fish and Rocco Padulo plus Allen's p.a., Irving Mansfield, who is surpassing even the job he turned in on Eddie Cantor last season....Twosome along B'way: Kay Kyser and his man Friday, Paul Mosher....Recommended: Jean Ellyn's toiling in "Valiant Lady"....Jackson Beck short-waving daily to Africa. Ditto Sid Walton with news to Australia....Larry Elliott signed to announce Bob Hawk's "How'm I Doin'" airings....Tobe Reed considering movie offers. (No doubt as a comic)....Sam Brown back from a Florida vacation with the usual tall fishing tales....Pete Donald an addition to "Stella Dallas"....Charlie Spivak, at the Pennsylvania Hotel, has broken the all-time record for the Cafe Rouge....It'll be wedding bells for Henrietta Kaye in Sept. The groom is a CBS writer-actor who's now being melted from his 1st marriage....Irving Berlin's Ted Cooper (he's Donna Dae's pappy) leaves for the army Saturday. Bill Rogers and Geo. Bryan also reported going....Geo. Mitchell gets a well-deserved break as solo tenor at the Versailles, with the former soloist now in the army....Bob Masson, formerly with Kudner, now with Treasury Dep't.



### — Remember Pearl Harbor —

terday was taken up with proving that Congress in 1927 "conferred and intended to confer extremely broad regulation-making powers on the Commission." The only limitation, according to Caldwell, was that these be used in accordance with the standard of "public convenience, interest or necessity."

Caldwell said, "whatever you may think of the Commission's network

regulations, or of its pending investigation of newspaper ownership of broadcasting stations, or of its television or frequency modulation regulations, it has for the past two or three years endeavored increasingly to bring its policies out into the open in the form of regulations, after full and fair hearing, where these actions can be examined and criticized as they have in this very hearing."

## War-Effort Dominates New Network Shows

(Continued from Page 1)

effort the week of June 14, a weekly average expected to prevail for the time.

Stephen Vincent Benet, internationally known American writer, is in a series of six scripts for NBC's program to be known as "Adolf," and consisting of dramatic letters to the Nazi dictator. It is the first time Benet has done a complete series for radio, although he has authored one-time dramatics in the past, and is being produced by NBC in cooperation with the Co. for Democracy.

### Douglas, Hayes to Be Features

Top stars of the entertainment industry will do the leads on the series with Melvyn Douglas and Fred Hayes already set. Tom Bennett, the NBC musical staff, will do original music for the series at the request of Benet with whom Bennett worked in the past. New series which gets under way June 21, will be broadcast Sundays from 5 p.m., EWT, for six consecutive weeks.

Columbia's newest contribution to the war effort is "The Will to Freedom," depicting the story of the peoples of countries that are now Axis-dominated, and will debut June 15 to be aired thereafter Mondays from 10:11 p.m., EWT. To be produced directed by William N. Robson, first program of the series will be with Norway. Scripts will focus spotlight on the enemy's psychological methods of warfare and describe the forceful resistance of the conquered nations to the "New Order." Lee White and Ronald MacDougall the writers.

### Several on MBS and Blue

Newest Mutual war programs—"Stars and Stripes in Britain" (Sundays, 7:30-8 p.m., EWT) and "Fight Against Inflation" (Wednesday, 8:15-8:30 p.m.). Blue Network has a number of war shows and working on others, with "Army-Navy Game" set to debut Sunday, June 21 (4:30-5 p.m.).

### Oxydol Spots On WDRC

Hartford, Conn.—Oxydol has contracted with WDRC, Hartford, for a series of Sunday night spots from June 7 to July 26. The account is placed by Blackett-Sample-Hummel.

## WANTED

Young woman or draft exempt young man to assist Promotion and Special Features Director of 50,000 watts Middle Atlantic station. Must have knowledge and some experience in layouts, copy writing, script writing and market research. Write giving full particulars. Radio Daily, 1501 Broadway, Box JC, New York City.

## Termination By AFM Recording Awaited

(Continued from Page 1)  
union's imminent "ultimatum" to  
recording firms threatens seriously to  
the structure of the broadcast-  
industry.

**Petrillo Intentions Clear**  
Intentions of the AFM seemed clear  
from President Petrillo's key-  
speech to the 47th annual con-  
vention of the musicians' union at  
Dallas, Texas, Monday, but until  
details of the union demands  
in the hands of transcription and  
recording executives they are  
holding judgment and comment.  
However, it was pointed out unoffi-  
cially by a number of industry exec-  
utives yesterday that a united front  
of broadcasters cracked the Ascap  
monopoly, which at the time seemed  
complete and unassailable as the  
AFM and "we can do it again, if  
necessary."

These execs pointed out that they  
were not opposed to "reasonable"  
demands of musicians, but saw in the  
"cess" wording of the Petrillo  
speech—which evoked a  
demonstration of approval from  
convention delegates—an implied  
list of demands exceeding any  
possibility of compliance with on-  
going recording companies and  
broadcasters. Should use of (home)  
graph records, Thesaurus and  
transcriptions, syndicated  
news, open-end ETs, etc., be  
banned by the Petrillo order, or  
fees placed thereon, numer-  
ous stations throughout the country  
employing house bands  
would be forced to the verge of  
bankruptcy, it is held.

**Broadcasters Promise Fight**  
They won't be forced out of business  
without a fight," broadcasters  
said yesterday.  
Petrillo recognized the pre-  
dictability of his position was im-  
plied in the wording of his keynote  
speech. Discussing the background  
of the union's battle to control the  
making and use of transcribed music,  
he said that in 1937 the AFM  
negotiated a series of unsuccessful  
negotiations with transcription and  
recording companies. "They wound  
up with a battery of lawyers who  
said we would all go to jail if  
we tried to control the distribution  
of transcriptions," Petrillo con-



1422 corner drugstores  
patronized by WHAM  
listeners.  
N.Y. Rep. George P. Hollingsby Co.  
50,000 Watts...Clear Channel...Full  
Time...NBC Blue and Red Networks  
ROCSTER, N.Y. "The STROMBERG-CARLSON STATION"

## PROGRAM REVIEWS

### "Victory Parade"

Half-hour vacated for the summer  
by General Foods' Jack Benny program  
is being used by NBC to aid the  
war effort and each week a top-  
ranking NBC commercial program  
does a complete show as though on  
its own weekly schedule. Added is  
a speaker doing short talks in behalf  
of one of the numerous items on  
the OFF allocation list. Sunday  
night 7-7:30 p.m., program from the  
coast heard here via WEAF, was the  
Maxwell House coffee troupe sans  
its own commercials.

Lionel Barrymore as the added  
starter introduced the program and  
mentioned that each show on the  
series was "donating an extra per-  
formance." As usual Barrymore was  
magnificent and lent the dignity and  
delivery of a Winston Churchill to  
his talk in behalf of the war effort.  
His copy was particularly effective.

Subsequently the show proceeded  
merrily on its way with Meredith  
Willson conducting the orchestra,

tinued. "Well, I don't know where  
we are going to land...but I know  
that the policy of recording is sui-  
cidal for our people. The time has  
come for the Federation to take matters  
in its own hands."

### Weber Statement Introduced

In justifying his decision to go  
after the recording situation, Petrillo  
put into the mouths of the transcription  
executives a phrase belonging  
to the AFM's long-time past president,  
now honorary president in advisory  
capacity, Joseph N. Weber.

In 1937, Petrillo told the convention  
delegates on Monday, the AFM  
conducted a series of unsuccessful  
negotiations with transcription and  
recording companies. "They argued,"  
continued Petrillo, "that no one can  
stop progress. We argued that musi-  
cians faced a situation peculiar to  
themselves in that they make the  
transcriptions which take their places.  
We said it was like the iceman making  
a mechanical refrigerator which  
would ruin his route."

### Cites October Resolution

The phrase "no one can stop progress"  
was enunciated by Joseph N.  
Weber at the 1941 AFM convention  
in Seattle when he warned the  
delegates against adopting resolution out-  
lawing recordings and transcriptions.  
Weber said at that time:

"If you are of the opinion  
that 140,000 people can control  
an industry that 130,000,000  
people are interested in you  
are sadly mistaken and will ruin  
the fine reputation of our  
organization."

Nevertheless, five separate resolu-

Harlow Wilcox, announcer; John  
Conte, as emcee; Frank Morgan in  
one of his "lying" moods along with  
the above mentioned men working  
up a great comedy bit, after which  
a short plug by Barrymore was in  
behalf of the 10 per cent plan of  
income being used to purchase war  
bonds and stamps. Canada savings  
bonds also got a mention. This was  
worked in as though the commercial  
of the show and unusually well  
handled.

Fanny Brice in her Baby Snooks  
character was in fine form for a  
lengthy series of laughs. "Join the  
10 per cent Club," got a farewell  
note and Red Skelton was announced  
as being on deck for next Sunday's  
program.

Looks like Jack Benny will return  
to an unusually attractive audience  
this fall judging by the initial pro-  
gram and those to follow in the 7:30  
p.m., EWT slot. Fittingly the Bulova  
station-break announcement that fol-  
lowed tied in with the 10 per cent  
Club.

tions regarding recordings and trans-  
criptions were passed by the 1941  
convention and referred to the AFM  
executive board for consideration  
and action. It is from these resolutions,  
as amended by the executive  
board at a meeting Oct. 1, 1941, that  
the impending Petrillo action stems.  
Petrillo revealed Monday that this  
October executive board meeting,  
details of which were not made  
public at the time, had "adopted a  
resolution that recording be discon-  
tinued and left in the hands of the  
president with full power to act."

### "Pearl Harbor" Intervened

Petrillo further revealed that it  
had been his intention to institute  
the new demands, whatever they  
may be, on Jan. 15, 1942. "But then  
came Pearl Harbor," Petrillo ex-  
plained, "and you all know how  
upset we were for several months.  
Now the time is here. Transcription  
and recording companies will be noti-  
fied that August 1st is the date of  
the ultimatum."

In announcing his decision to the  
convention, Petrillo cut all the stops,  
especially the patriotic angles.

"We will make records for  
home consumption, but we won't  
make them for juke boxes," he  
declared. "We will make them  
for the armed forces of the  
United States and its allies, but  
not for commercial and sustain-  
ing radio programs. We will  
make them any time at the  
request of our Commander-in-  
Chief, the president of the  
United States."

**Delegates Approve**  
Petrillo's words brought the ap-  
proximately 700 delegates present to  
their feet with applause. They threw  
recently purchased cowboy hats in  
the air and stamped on the floor of  
the Baker Hotel's Crystal Ballroom  
in their enthusiasm.

Regarding actual details of his

## Radio Wartime 'Code' Undergoing Revision

(Continued from Page 1)  
be done before the Office of Censor-  
ship will be prepared to call in station  
and network representatives for con-  
sultation on the code changes any  
revisions would also have to be sub-  
mitted to the Federal agencies con-  
cerned with the application of the  
code, so it will be several weeks be-  
fore the revised measure will be  
ready for distribution.

Revision of the radio code will be  
in line with that of the press code  
revision now going forward by Office  
of Censorship on the basis of six  
months of wartime experience.

### Okay Transfer Of WWDC; Other Commission Action

(Continued from Page 1)  
rison for the sum of \$110,000. Wash-  
ington circles report that WWDC is  
slated to become the local outlet of  
the Arde Bulova (Atlantic) Network.

The petition of WEVD to move its  
former main transmitter from the  
station's old location in Brooklyn to  
its new location in New York City,  
for use as an auxiliary transmitter,  
was granted.

Evergreen Broadcasting Corp., op-  
erating KEVR in Seattle, Wash., was  
granted a license to cover authorized  
operation on 1090 kilocycles, 250 watts,  
unlimited time, at its present site.  
This authorization was granted on  
the definite assurance that the li-  
censee would apply for authority to  
increase the station's power to 5 kilo-  
watts as soon as practicable and  
would surrender its present license  
to operate on 1400 kilocycles.

demands, the AFM president was  
evasive.

"Effective August 1st," he  
said, "no member of the 140,000-  
man AFM will be permitted to  
make transcriptions or record-  
ings which might be used instead  
of live music."

On such a premise, Petrillo might  
do anything, was the comment in  
broadcaster and recording circles in  
New York yesterday. They awaited  
Petrillo's "ultimatum" with crossed  
fingers, hoping that the AFM prezzy  
would not elect to try to kill the  
goose that laid the golden eggs.





# Coast-to-Coast



**B**OB NELSON, formerly with WNYC, New York, and other New York City stations, has joined the announcing staff of WEIM, Fitchburg, Mass., replacing Dan Hyland, resigned.... Mort Silverman, newest addition to WEIM's sales staff, recently signed his first account for the station. Silverman formerly worked at WCOP, Boston, WINS, New York, and WDAS, Philadelphia.... Joan Adams, WEIM director of women's activities, is vacationing in Indianapolis.... Harry Bright, WEIM program manager, has been appointed to his local war transportation board.

\* \* \*

Recapitulation of the number of "name band" remotes via WPAT, Paterson, N. J., reveals that the station has aired 27 well-known bands in the past 12 months. Among the bands carried were: Vaughn Monroe, Vincent Lopez, Kay Kyser, Benny Goodman, Harry James, Shep Fields, Ina Ray Hutton, Dolly Dawn, Frankie Masters, Dick Kuhn, Clyde Lucas, Freddy Martin, Guy Lombardo, Mitchell Ayres, Alvino Rey, Dick Rogers, Ray McKinley, Adrian Rollini, Stan Kenton, Blue Barron, Ray Herbeck, Georgie Auld, Jerry Wald, Lou Brasee, Johnny Davis, Joe Mooney and Glen Gray. Kyser was the most frequent performer on the station with 22 broadcasts.

\* \* \*

Marjorie Julia Cake, receptionist at WIBG, Philadelphia, and Jim McCann, announcer at KYW of the same city, have announced their engagement. Wedding plans are still indefinite.

\* \* \*

J. F. Seebach, vice-president in charge of programs of WOR, New York, has left on his summer vacation. He returns on June 22.... Ira Avery, assistant program director, was married to Jane Mancill last week.... Albert Godlis, WOR staff musician, has had his latest song, "The Spirit of the USO," adopted as the official march of the United Service Organizations.

\* \* \*

Chalk another romance up to radio. Six months ago Bert Graulich of WQAM, Miami, announced a sacred song studio program by Edith Keeler. Two weeks ago they were wed in Chicago, honeymooned in South Bend and are now at home in Miami.

Woody Magnuson, program manager of WHBF, Rock Island, Moline and Davenport, is at Camp Forrest near Tullahoma, Tenn., this week, making final preparations for WHBF's hour and a half broadcast from the training camp next Sunday afternoon. Harry Creighton, announcer at WHBF, will assist him on the broadcast. Interviews with soldiers from the western Illinois area will highlight the show.... Ruth Allison, graduate of Augustana College, has been added to the continuity staff at WHBF, replacing Vivian Lloyd, who was married recently.

\* \* \*

To promote the Army Emergency Fund on a state-wide basis throughout New Jersey, the Signal Corps Public Relations Office at Fort Monmouth, N. J., transcribed a 15-minute program which is being played by stations WCAP, Asbury Park, WAAT, Jersey City, WPAT, Paterson and WTTM, Trenton, N. J. The program was transcribed by the Fort Monmouth Public Address Station and the cast consisted of the enlisted personnel of the post. Script for the broadcast was written and directed by Corporal Tom DeHuff, former NBC promotion man, now on duty with the Signal Corps Public Relations Office.

\* \* \*

Frazier Hunt, General Electric Co. news commentator has been booked by the Lecture Division of the National Concert and Artists Corporation to speak at the occasion of the Navy "E" Award to the Bartlett-Hayward Division of Koppers, Co., Inc., at Baltimore on Saturday.

\* \* \*

The entire office staff of girls at WDRC, Hartford, is getting a big kick out of the new class-room work on how to operate a control room. The girls volunteered to undergo a special course of training conducted by chief engineer I. A. Martino and chief control operator Louis House, and a part of each day has been set aside for diagram study and actual operation of controls and transcription-players.

\* \* \*

Special events announcer Tol Ware of KPO, San Francisco, has been drafted. His weekly spot on the Regal Beer Company commentary show will be taken by Armand Girard.... Hayes Hunter, recent graduate of University of California, has joined KPO's newsroom staff.... Rod Hendrickson, KPO early morning philosopher on "The Art of Living" broadcast, is making four personal appearances for the American Women's Voluntary Services.

New voice at KRE, Berkeley, is that of Phil McKernan, formerly of KHSL, Chico.... Larry Delgade has taken over production of all Spanish music programs at KRE. He also will do a Spanish news commentary, replacing Luis Ramirez, who has gone to Mexico.... John McEwing, radio technical instructor at Berkeley High School, has agreed to have his lectures transcribed for broadcast over KRE, to aid studies of wartime technicians.

\* \* \*

Ted Donaldson, 8-year-old network actor, will play host at the opening of the new library of the Boys' Club of New York on June 16. At the party that will follow the opening, Ted will entertain the 6-8 year old boys by playing his mother's (Molly Donaldson's) new series of musical radio script books. These are recorded stories and music in which the children can participate. Mrs. Donaldson, well-known radio organist and composer, will be on hand to assist young Ted and to serve cookies and ice cream to the boys.

\* \* \*

Willard Schroeder and Clif Daniel, sales manager and program director respectively, of WCAE, Pittsburgh, are taking flying lessons.... Hal Davis, WCAE staff musician, is in Dallas, Texas as a representative of the Pittsburgh local of the American Federation of Musicians.... Nelson Nicholls, former WCAE engineer, is one of three Pennsylvanians who have been appointed aviation cadets for advanced flight training at Pensacola, Fla.

\* \* \*

Ona Munson, feminine lead of "Big Town," and Ken Niles, announcer of the CBS program, are being awarded honorary life memberships in the Los Angeles City College Radio Artists group, known as LACRA, when it holds its annual dinner, Saturday, June 13. The Rinso actress will receive the award because of her performance as "Lorelei Kilbourne," "Big Town" reporter, while Niles will be honored as one of radio's topflight announcers.

\* \* \*

Newcomer at KOA, Denver, is John M. Hall, replacing Bill Kumpfer of the engineering staff. Kumpfer has gone to work for the government on electronics research. Another addition to KOA is John M. Hendrickson, who will serve as an account executive. He was formerly newspaper advertising man.... Bob Owen, KOA's assistant manager, is making sure he does the utmost in cementing Pan-American good-will. When commercial commitments prohibited KOA's airing of the NBC broadcast about the declaration of war from Mexico City on May 28, Owen saw to it that the Denver Mexican consul was able to hear the show. G. Obregon and his assistant, A. R. Spindola, were invited to the studios to hear it on the network line.

KFEL, Denver, aired the monies at which the "Rocky Mountain News" "Greater Denver Re-Honor" was dedicated in the paper plant's lobby. The envelope book, in which names of all Denverites serving their country in armed forces are to be entered, was first opened with much pomp ceremony. In addition to m leaders of Lowry Field, Fort and Fitzsimons General Hospital local Army posts, civic and leaders were also present. Benjamin Stapleton of Denver entered the name of his son, Ens. F. Stapleton, Jr., on the top. Bill Welsh handled the show, cast last Wednesday morning.

\* \* \*

Bob Drexler, veteran senior nouncer of WSAZ, Huntington, Va., celebrated his fifth anniversary with the station on Memorial Day. The odd part of it is that Bob just turned 20 years old and line for a degree at Marshall C. His birthday is June 10.

\* \* \*

Bennett Downie Associates, program producers, have moved a new address in Los Angeles.

\* \* \*

Add Pvt. Gordon Gray, Comp of Camp Wheeler's Third Tr Battalion, to radio's contribut the armed forces. Gray is the cipal stockholder of Winston-S. N. C., station WSJJ and W41MM, new frequency modul station in that area. He is a v te officer candidate and upon pletion of his basic infantry tra at Camp Wheeler expects to for admission to the Infantry Of Candidate School at Fort Benning.

\* \* \*

Davis Dresser, who writes Michael Shayne detective n under the name of Brett Hall, has announced that he has sign deal for his detective characte be dramatized for the air. Vincent, his Hollywood agent handling the deal from Califor

## WPB's "Labor In War" On Coast Outlets Of

San Francisco—"Labor in War" the basic theme of a series of notable discussions sponsored on NBC San Francisco, and western NBC network stations, by the Labor Division of the War Production Board. Thirty outstanding authorities phases of labor activity, including nationally-known labor officials, university faculty members, and A officers are taking part in the day series, currently being a. The list includes Col. Harmon the Army Ordnance Procurement provision in the west; Samuel B political science professor at University of California; Senator J. Shelley, president of the San Francisco Labor Council, and Col. W. man of the Selective Service Bo

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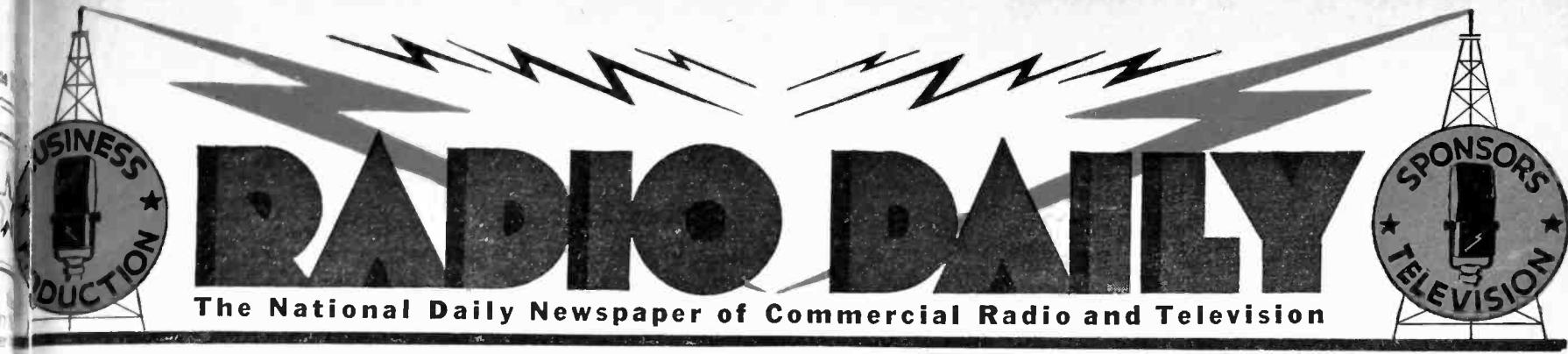
**BIRTHDAYS**

June 10

Mario Braggiotti

Norman Brokenshire Stan Carey  
Al Dubin Gertrude Forster  
Judy Garland Elmore Vincent

**BUY WAR BONDS**  
Remember Your Dollar  
Will Make a Jap Holler



The National Daily Newspaper of Commercial Radio and Television

VOL. 19, NO. 52

NEW YORK, N. Y., THURSDAY, JUNE 11, 1942

TEN CENTS

# New CBS Rate Structure

## RCA Stockholder Suit Finally Adjudicated

ng drawn-out consolidated stockholders suit against RCA, General Electric and Westinghouse Electric Manufacturing Co., which originally sought \$300,000,000, appeared to have been settled finally yesterday with approval by Supreme Court Justice Louis J. Levy of a \$1,000,000 settlement. Judge Levy upheld a report by referee Abraham J. Halprin applying the settlement, declaring the

(Continued on Page 2)

## Case Won't Reconsider Bumping Watson On Rolls

Washington Bureau, RADIO DAILY Washington—The House of Representatives on Tuesday refused to re-enter the rider it attached to the Independent Offices Appropriation bill refusing to provide funds for payments to Dr. Goodwin Brown, FCC's chief propaganda agent. The bill itself was passed, several amendments on which House and Senate conferees have been deadlocked, including the Watson

(Continued on Page 2)

## Don Lee Gets FCC Okay To Assume KDB License

Hollywood—The FCC has granted approval to the Don Lee Broadcasting System to take over the license of radio station KDB, Santa Barbara, according to an announcement by Don Lee vice-president and general manager, Lewis Allen Weiss. The station for several years has operated as a Don Lee and Mutual

(Continued on Page 2)

## To A Heroine

Owen Lattimore's address to a memorial gathering at the Waldorf-Astoria Hotel on Saturday, June 13, in commemoration of Mme. Chiang Kai-shek's graduation from Wellesley College, will be heard on NBC from 2:30-2:45 p.m. He will be introduced by Clare Boothe, author and playwright. Lattimore was political advisor to Generalissimo Chiang Kai-shek.

### FDR's Talk

A five-minute talk by President Roosevelt will be aired Sunday on WOR as the concluding portion of "Halls of Montezuma," the Chief Executive's talk to be heard at approximately 5:52 p.m. from a recording made earlier in the week. The program will close with the singing of the National Anthem by the 45-voice Sea Soldiers Chorus at the San Diego Marine Base.

## '2 Per Cent' Discount Adopted By CBS Web

CBS, in announcing its revised discount structure yesterday, revealed that it is incorporating the two per cent cash discount into its forthcoming new rate card, now on the press. Joining the Blue Network in applying the cash discount, Columbia thus becomes the second major network to bow to the wishes of the advertising agencies and their trade associations.

(Continued on Page 2)

## FTC Hires Advt. Woman To Keep Brand Names Up

Washington Bureau, RADIO DAILY Washington—Appointment of its first advertising specialist, Florence M. Dart of Philadelphia, was announced yesterday by the Department of Commerce. Former president of the Philadelphia Club of Advertising

(Continued on Page 3)

## More MBS Sanders Testimony; Caldwell For Long Licenses

### Best Foods, Inc. Places News Strip On WQXR

Best Foods, Inc. has bought 6:25-6:30 p.m. Associated Press news strip daily for one year on WQXR. Benton & Bowles placed the contract, which calls for promotion of Hellmann's Mayonnaise and other food products. Other accounts scheduled on WQXR include several spot announcements.

(Continued on Page 2)

## First Important Revision Since 1939 Has Two-Way Discount Change To Encourage Maximum Nets

## AFM Convention Mulls Various Resolutions

Dallas, Tex.—American Federation of Musicians' 47th annual convention plunged into the thick of consideration of resolutions yesterday, none, however, being particularly sensational or significant insofar as radio and allied entertainment industries are concerned. During the third day

(Continued on Page 3)

## New Portsmouth Outlet; Requested By Sec. Knox

Washington Bureau, RADIO DAILY Washington—FCC yesterday announced favorable action on a petition for a radio station in Portsmouth, Virginia. Although the Commission had originally scheduled a hearing on the petition for June 17, it is now

(Continued on Page 2)

## Shreddies Nat. Spot Test Started By Biscuit Co.

National Biscuit Co., which recently named Federal Advertising Agency, Inc., to handle some of its accounts, has launched its first national spot test for Shreddies, a shredded

(Continued on Page 2)

Marking the first important change in CBS' rate structure since August, 1939, the network yesterday revealed a two-way discount revision to become effective July 15, 1942. Embodying a reduction of 5 per cent in weekly "station-hour" discounts and a new and additional "full-network" discount of 15 per cent, the new CBS policy has two basic objectives:

1. "To bring our network rate structure abreast of important changes in the geography, the economics, and the engineering of radio coverage

(Continued on Page 5)

## Hit Canada Govt. Use Of Radio-Ad Agencies

Ottawa—Action of government departments in placing programs on the publicly-owned CBC stations through private advertising agencies which received a discount was criticized by M. J. Coldwell, C.C.F. House leader, before the House of Commons special committee on radio

(Continued on Page 3)

## Spanish Round-Table Starts On KGEI June 23

San Francisco—A series of weekly round-table discussions in Spanish, sponsored by the San Francisco Chapter of the Pan American Society and featuring authorities on topics

(Continued on Page 2)

## "Soldiers Of God"

"Soldiers of God," documentary story of chaplains who serve with our armed forces, marching with troops in the thick of battle with only the Word of God for a weapon, will be presented over the Blue Network Tuesday, June 16, at 8:30 p.m., in cooperation with the First Army. William Holden and Jeffrey Lynn, film star soldiers, will be featured.

(Continued on Page 6)



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## FINANCIAL

(Wednesday, June 10)

### NEW YORK STOCK EXCHANGE

	High	Low	Close	Net Chg.
Am. Tel. & Tel.	119 3/4	116 1/2	116 7/8	- 3 1/8
CBS A	12	11 5/8	12	+ 1/4
CBS B	11 3/4	11 1/2	11 1/2	- 1/2
Gen. Electric	25 1/2	24 7/8	25	+ 3/8
RCA Common	3 1/4	3 1/8	3 1/4	+ 1/8
Stewart-Warner	6 1/8	6	6	- 1/8
Westinghouse	71 1/2	70	71	- 1
Zenith Radio	12 3/4	12 1/2	12 3/4	- 1/8
<b>OVER THE COUNTER</b>				
Farnsworth Tel. & Rad.	1 7/8	2 1/8		
Stromberg-Carlson	45/8	55/8		
WCAO (Baltimore)	16	19		
WJR (Detroit)	18	20		

### Shreddies Nat. Spot Test Started By Biscuit Co.

(Continued from Page 1) wheat cereal, using 31 stations in major markets. Scheduled at an average rate of 10 1-minute transcribed announcements per week on the stations, the campaign will run 13 weeks, with results to be watched closely as a guide to future use of the spot medium.

WOR is being used locally.

### Best Foods, Inc. Places News Strip On WQXR

(Continued from Page 1) campaigns for motion pictures, among them "Ten Gentlemen from West Point," "Mrs. Miniver," and "Yankee Doodle Dandy."

### House Won't Reconsider Keeping Watson On Rolls

(Continued from Page 1) son rider, were sent back to conference by voice vote.

Senate conferees have already opposed the Watson rider and present indications are, however, that Watson may be dropped from the FCC rolls on July 1.

### Spanish Round-Table Starts On KGEI June 23

(Continued from Page 1) of interest to the Americas, will be launched June 23 by KGEI, General Electric shortwave broadcasting station. The programs will be presented under the title, "La Mesa Redonda del Buen Vecino" (The Round-table of the Good Neighbor), and will be beamed to Mexico, Central and South America every Tuesday from 7:30-8 p.m., PWT, on KGEI's regular Latin American frequency, 15,330 kilocycles, 19.56 meters.

William Fisher, secretary of the Pan American Society and local Dominican Republic consul, will act as moderator of the programs. The first KGEI round-table on June 23 will discuss the Pan-American Highway and participants in this program, in addition to Fisher, will be Ulpiano Borja, Director of the Spanish Speaking Union and Secretary of the Mexican Chamber of Commerce of San Francisco, formerly Consul General of Ecuador at San Francisco; Ricardo J. Gutierrez, Vice Consul of Guatemala at Berkeley, California, and Manager of the Redwood Export Co.; Felipe N. Puente, General Agent on the Pacific Coast for the National Railways of Mexico; Roberto J. Wilkinson, formerly Director General of Highways in the Republic of Paraguay, now Consul of that country at San Francisco.

### '2 Per Cent' Discount Adopted By CBS Web

(Continued from Page 1) the American Association of Advertising Agencies and the Association of National Advertisers, in this respect. Only NBC and Mutual do not adhere to this practice, long a standard feature of relations between the agencies and other media.

As with the Blue's two per cent cash discount, Columbia's is more of a "penalty clause" than an added concession for prompt payment. It earmarks the first two per cent of earned discount to be rebated only if payment is made within a reasonable time after broadcast.

### Carnegie Tech Awards Via KDKA Program

Pittsburgh—Carnegie Institute of Technology awarded scholarships of half tuition for two years to three local high school students who were among the finalists in "Junior Science Experts," a series of weekly programs aired by KDKA in conjunction with the Junior Science Fair held recently at Buhl Planetarium. Winners included James F. Kennedy, Donald Rose and Leonard Lerman. Station and planetarium execs are considering resuming the program as a weekly feature next Fall.

### Western Electric Dividend

Western Electric Co., at meeting of the board of directors held this week, declared a dividend of 25 cents per share on its common stock. Dividend is payable June 30 to stock of record at the close of business on June 25.

### Don Lee Gets FCC Okay To Assume KDB License

(Continued from Page 1) affiliate. Under the new arrangement, KDB joins KHJ, Los Angeles, KFRC, San Francisco, and KGB, San Diego, as an integral part of the regional network. Thirty-three stations form the chain, extending from Canada to Mexico, plus an outlet in Alaska and two in Hawaii.

Washington—KBWD, the Brown Broadcasting Corp. of Brownwood, Texas, has been granted a modification of its license by the FCC for an increase in power from 500 watts, unlimited time, to 500 watts night, 1 kilowatt local sunset, unlimited time.

Balaban & Katz Corp. of Chicago was granted a construction permit for a new commercial television broadcast station to operate on channel No. 3 (66,000-72,000 kilocycles). Completion date is August 15, 1942.

### New Portsmouth Outlet: Requested By Sec. Of Navy

(Continued from Page 1) stated that the construction permit will be issued without such a hearing. It was understood that this grant was made in the interests of the war effort at the request of Secretary of the Navy Frank Knox. The case did not come under provisions of the Commission's "freeze" order since in the memorandum opinion of April 27, 1942, the Commission clearly stated that "this policy shall not preclude . . . the issuance of authorizations by the Commission for construction (when) facilities (are) recommended by the head of a war agency of the Government."

The Portsmouth station will be licensed to operate on 1490 kilocycles, 250 watts, unlimited time. It will be Portsmouth's first station, and serve also the nearby Norfolk naval base area.

Officials of the Portsmouth Broadcasting Corp. are Tom Gilman, president, an attorney; W. K. Hodges, vice-president, a druggist; Dr. A. L. McAlpin, secretary-treasurer, a physician; and R. A. Robertson, real estate operator.

### Tums Trimming Network For Period Of 13 Weeks

Lewis-Howe Co. is trimming 49 stations from its NBC network for a period of 13 weeks following the broadcast of July 14. In the nature of a Summer retrenchment only, the full list of 97 stations will be reinstated as of the airing of October 20. Program involved is the Horace Heidt "Treasure Chest" show, broadcast in behalf of Tums, Tuesdays from 8:30-9 p.m., EWT. Stack-Goble Advertising Agency handles.

The deletions by Lewis-Howe cut its network to the absolute minimum of 50 stations. S. C. Johnson & Son, Inc., recently pared its NBC network for the Summer also, dropping 42 outlets.

## COMING and GOING

KEN CHURCH, director of national sales promotion for WKRC, Cincinnati, leaving New York shortly and expects to be here first of the week.

COLE WYLIE, station and commercial manager of KPO, Wenatchee, Wash., was in town yesterday for a short visit at the Blue Network offices before leaving for Chicago. He is accompanied by Mrs. WYLIE.

ROGER W. CLIPP, general manager of W in town from Philadelphia yesterday on a business trip.

RALPH G. MATHESON, general manager WHDH, new Blue outlet in Boston, is back at his headquarters following a few days New York.

C. D. MOORE, commercial manager of WF Fayetteville, up from North Carolina for conferences with the local representatives of station.

ART KEMP, sales manager of the Columbian Pacific network, and WENDELL CAMPBELL, newly appointed western division manager Columbia Radio Sales, were in Minneapolis working transcription business at WCI.

"CHICK" ALLISON, promotion and public director for WLW, in and out of town yesterday on business.

JOHN W. BOLER, president and general manager of the North Central Broadcasting System, Inc., has arrived from St. Paul for a short stay on network business.

G. G. WHITE, commercial manager of WFM Frederick, is here from Maryland for visits with the local reps.

BEN SELVIN, of Muzak, back from Ottawa where he conferred with Government officials relative to installing Muzak wires in war industry plants.

ARTHUR SIMON, general manager of WPP in town for Foreign Language Wartime Cont meeting with Radio Directors Guild.

### RCA Stockholder Suit Finally Adjudicate

(Continued from Page 1) offer to be "fair and should be accepted."

In his 272-page report, made public yesterday for the first time, Referee Halprin stated that in his opinion the plaintiffs would not be successful in prosecuting the suit, which hinge on allegedly improper stock transfer patent pooling and other factors. Offer of GE and Westinghouse to rebate \$1,000,000 to RCA was made in order to settle the suit, brought by some 30 RCA stockholders, as quickly as possible and with a minimum expense and litigation.



WORL BOSTON MASS.

## FM Convention Mulls Various Resolutions

(Continued from Page 1)

the confab at the Baker Hotel, the approximately 700 delegates proved a half-dozen resolutions and off-the-record caucuses anent day's nomination of officers.

Re-election of James C. Petrillo as president, after the tremendous ovation accorded him on Monday when he denounced the recording and transcription industries, was deemed a foregone conclusion—but re-election of AFM presidents with an absolute minimum of opposition is standard procedure in the union. Petrillo-endorsed fellow candidates were expected to be returned to office with little or no opposition.

### Introduce Rehearsal Resolution

One resolution yesterday directly affecting radio or recording circles was passage of a proposal establishing rehearsal rates for symphony orchestra recordings, the base being set at \$1 per man per hour, with overtime after the first hour at \$3 per man per 15 minutes or fraction thereof; leaders receive 100 per cent additional. While the AFM has had a set scale for symphony orchestra recordings, it marks the first establishment of a national rehearsal scale. Other resolutions passed concerned Vitaphone dubbing, booking agents, hotel room rehearsing, WPA music and minor items non-radio.

### Juke Box Change Possible

Meanwhile, there was some talk that Petrillo's order on juke box and record recordings might be modified, but nothing concrete developed in respect and broadcasters and recording executives continued to await the next of the AFM president's "ultimatum." Petrillo was quoted yesterday as saying that: "We don't want to break the recording and transcription companies. They have to live and we have to live. We know that we just aren't going to let them live at our expense. Maybe we will compromise, maybe we won't. I don't want to talk too much right now."

The subject of whether some members might bolt the union if transcriptions and records were banned, Petrillo said there was no sign of a split over the issue.

### Grimley Reelected

Montreal—E. C. Grimley, president of CA-Victor Company, Ltd., Montreal, has been reelected president of the Radio Manufacturers Assn. of Canada, it has been announced. Arthur Young, president of Stewart-Alemite Corp., was reelected vice-president.



## PROMOTION

### Salute Junket

Four New England stations which will join the Blue Network June 15 will be welcomed to their new affiliation in a special three-day tour of New England next week by "Prescott Presents," afternoon variety show. Giving the affiliates the opportunity of participating in the welcoming salute, the program, heard daily at 3 p.m., EWT, will originate from the studios of WHDH, Boston, on June 15; from WFCA, Pawtucket, R. I., June 16; and from WELI, New Haven, Conn., June 17. WNAB, Bridgeport, Conn., also joins the Blue on June 15, raising the total number of network affiliates to 128. Local announcers, production men, script writers and talent will share in production. Accompanying emcee Allen Prescott on the trip will be Joe Rines, conductor, the "Hi, Lo, Jack and the Dame" quartet and producer Dee Engelbach who will serve in an advisory capacity.

### Hotel Reminders

WCAE, Pittsburgh, has completed arrangements to attach cards, calling attention to the scheduled news broadcasts aired by WCAE, to the radios in the rooms of the Pittsburgh Hotel, one of the top-flight hotels in Pittsburgh. A similar card has been displayed in the rooms of the Hotel William Penn, the Statler-operated hotel in Pittsburgh, for the past several months. Over 1,000 hotel rooms are now equipped with these "News Cards."

### FTC Hires Advt. Woman To Keep Brand Names Up

(Continued from Page 1) ing Women and of the Women's Division of the Advertising Clubs of the World, Miss Dart brings more than 20 years advertising experience to the Division of Regional Economy where she will serve as advertising analyst. Particular stress, said Miss Dart, should be placed on informity advertising, to keep brand names before the public during the war.

### Dr. J. H. Edgerton

Springfield, Mass.—Dr. Jedidiah H. Edgerton, 59, who formerly broadcast every Sunday over WSPR as the "The Teacher" on the program, "The Cavalry of the White Horse" and who was for a number of years president of Ogden College, Bowling Green, Ky., died suddenly at his home in West Springfield, Mass., the latter part of last week.

### Elliott To WKRC Staff

Cincinnati—Tim Elliott has joined the news staff of WKRC, according to an announcement made by Hubert Taft, Jr., general manager of the station. Newcomer will be heard on morning news shows, supplementing Tom McCarthy, another recent addition to the WKRC staff.

## Hit Canada Govt. Use Of Radio-Ad Agencies

(Continued from Page 1)

broadcasting now in session here. Coldwell termed the practice "scandalous." Evidence given showed that by placing programs through agencies the cost to the government was the same as though placed directly with the CBC but that the CBC, by allowing discounts to the agencies, received less revenue.

### Bushnell Defends Policy

It was asked whether the Wartime Prices and Trade Board had gone directly to advertising agencies to have programs produced. E. L. Bushnell, general supervisor of CBC programs, said this was so. Under further questioning he said the CBC had not been consulted although it "possibly" had facilities for handling programs by itself. A similar practice had been followed by the Dept. of Munitions and Supply and the War Finance Committee in connection with Victory Loan drives, it was stated.

"I think this is scandalous," Coldwell interjected.

Bushnell said the policy was normal trade practice with agencies receiving discounts. The agencies prepared announcements and CBC handled production, with the agency getting 15 per cent discount on the rate charged by CBC.

### National School Show Set

Decision to conduct a series of national school broadcasts starting next fall also was announced by Major Gladstone Murray, CBC general manager, as he resumed testimony before committee on radio broadcasting.

Major Murray testified after Dr. A. Frigon, assistant general manager, cleared up points of his evidence at previous sittings in regard to shortwave channels. Such channels allocated to Canada but not used by the CBC can be reclaimed, Dr. Frigon said, as those using channels given to Canada have no vested rights in them.

Regarding the six clear channels for shortwave broadcasting, allocated to Canada at the 1941 Havana convention, Dr. Frigon said Canada was required to put 50-kilowatt stations on these bands by 1946 to retain possession of them. The bands now are being used by other stations.

## "THE SHADOW" 19.7! CROSSLEY

America's Favorite Dramatic Feature Is Now Available For Summer Sponsorship In Many Desirable Markets via Transcriptions.

### Exclusive Distributor

**CHARLES MICHELSON RADIO TRANSCRIPTIONS**  
67 West 44th Street Murray Hill 2-3376  
New York City

## Los Angeles

By JAC WILLEN

OVER 300 prominent business and professional leaders have appeared on KMTR as "Radio Minute Men" in the past three months. Presented during regular newscasts, these Minute Men read Treasury Department plugs for War Bonds. A recording is cut of each speaker and Kenneth O. Tinkham, KMTR's manager, presents the souvenir after escorting the speaker on a tour of the station and the recording department.

Members of the Army, Navy, Marines, Air Force and Coast Guard on Mutual's new service show, "U.S.O. Calling U.S.A." sent messages to their families. The program was broadcast from 2-2:30 p.m., PWT, Monday, June 8, and was heard over the KHJ and Don Lee net, with former screen actor Lieutenant Ronald Reagan emceeing the variety show with Jack Kirkwood, Camilla Roma and Cy Troppe's orchestra. KFRC, San Francisco will originate the weekly feature.

Recordings for the still untitled Xavier Cugat motion picture were completed this week, and the Latin-American rhythm-maestro and his "Rhumba Revue" airshow cast, embarked at once on the actual work before the cameras.

Leith Stevens' composition, "American Rhapsody," which he composed for the RKO picture "Syncopation" on which he served as musical director, will be presented by the New York Philharmonic orchestra next season as part of its John Barbirolli conducting tour.

It's going to be a big day for the flying cadets at Chico Army Flying School on June 14. They have selected Dinah Shore as the girl they'd most prefer to buy their bonds from, and Dinah, as official "Bond Girl," goes to the camp on that date to headline a special "Buy War Bonds" program.

The Andrews Sisters, queens of the platters, made a guest appearance on "Peter Potter's Platter Parade" over KMPC between 10:30 a.m. and 1 p.m. Sunday.

Dr. Gregory Val Goeschens' "Tell Me Your Problem," thrice weekly program which is attracting many new listeners to KPAS, moves into a new time slot on Monday, Wednesday and Friday. It will now be heard at 3:45 p.m.

## Nine Newsreel Theaters Take Hollywood Newscast

The Embassy Newsreel Theaters and the Trans-Lux Newsreel Theaters have made arrangements to broadcast the Bill Berns Hollywood Newscasts as carried by station WNEW in their theater lobbies daily at 12:35 noon. There are nine theaters located throughout the metropolitan area in both chains.

Theater patrons will be invited to submit queries about Hollywood and screen stars to Berns.



### This Could Mean Something!

(But Undoubtedly Doesn't!)

• • • The War Department is hunting frantically for Al Jolson on orders of his agents who have a radio contract for the Mammy-singer to sign! Jolson is in Alaska (as we exclusively reported awhile back—even though some pillars listed him in Iceland!) and all communication lines to Alaska yesterday were tied up with military and naval business!...Everett Crosby sent a wire to Scrappy Lambert informing the latter that because of world conditions, Lambert was to close the Crosby N.Y. office forthwith!...Attempts to get Don Ameche to emcee that Camel Hour were futile because the Ameche didn't want to come to N.Y. Lanny Ross, as we itemed the other day, has the deal sewed up....Tom Revere of Ted Bates agency lunching with Harry Armerle of the Morris office and Ed (Duffy's Tavern) Gardner at Toots Shor's yesterday....Chick Allison of WLW telling a story about the station's talent dept....Carl Eastman at Colbee's, talking with Mrs. Adrian Samish while others wonder who she is....Gwen Jones talking with a nice looking young man—who walks away wearing smoked glasses because of beautiful baby-blue eyes!...Ray Bloch sits alone and grabs a sandwich—waiting for word on the audition....Charles Martin helping some actors fill out draft questionnaires....Paul Stewart lunching with a General....Nick Keesley telling Nat Abramson that it's a good idea that "It Pays to Be Ignorant" with Tom Howard and George Shelton is being put on MBS sustaining June 25th....Nat tells him that Al Roth, with him for many years, will enlist shortly....Don Shaw lunching with his former musical director, Joe Rines, heads close together talking....Ted DeCorsia talking about salesmen....Robert Goldstein of 20th Century-Fox Pictures walking through NBC, Blue and CBS studios yesterday, watching actors and actresses work on script shows—directors giving instructions, etc. If you think you're picture-stuff, go see Mr. G....Mose Gumble talking about "Light of the Silvery Moon"....Jack Robbins' heir, Brother, taking a columnist to task for not getting the family name in print lately.

• • • Bart McHugh of MCA, who is tipped off on a lead for an account, pooh-poohs the idea, rushes out to grab the client and sells the package....Martin Block wins the Benny Goodman poll and Alan Courtney ends up runner-up. Record-spinning jockeys worried silly about the Petrillo edict on stations playing recordings. Courtney not worried—was a good singing and funny emcee with live talent....Head of an agency calls in a radio dept. man and says "you're it"—promotion to be announced with salary increase. Good news in these times....Judith Allen busy with pencil and galleys of her book....Tommy Rockwell wondering when Mike becomes a captain....Mann Holiner writes a song and has it published. Publisher restricts it for the use of Meredith Willson on "Maxwell House" only. Pals who like tune can't play it....Madeleine Carroll is now doubling up on shows she has already guested on. Melvyn Douglas was to be on Philip Morris show but Uncle Sam wants him for own chores so Douglas won't appear and Carroll will....Blue reception offices awfully swanky and nice but painted grey....How about a new slogan for the Japs—"Keep 'Em Crawling"?....Frank (CBS) McDonnell looking for active service....Irving Berlin confronted with a number of union delegates to contribute services for "This Is The Army"....Wolves with admission passes looking at Laura Deane Dutton through the observation booths....Buster Crabbe attends the "Can You Top This Lunch Club" and then relates that he's going west to make a movie and then head for the Navy....Lester Lee and Jerry Seelen being complimented by Mike Todd for their musical contributions to his "Star and Garter" show....Lou Levy back from the coast states that Lee's "Pennsylvania Polka" which was touted in this space, is in the Andrews Sisters' picture and will be a smash hit....Some committee is being formed to get Frank Morgan to cleanse his air material....Awfully hot, isn't it?

—Remember Pearl Harbor—

## Chicago

By FRANK BURKE

WBBM has recorded the hour address by Prof. Lar V. Evans, Northwestern University on "Protection Against Gas." The station will release the lecture for us in teaching 10,000 auxiliary firemen and 300,000 defense workers. Records are offered as a public service distribution by the station.

Special half-hour program on WN yesterday from 9:30-10 p.m. honored Col. Robert R. McCormick and the 95th anniversary of the "Chicago Tribune." High spot of the broadcast was a dramatization of how the "Tribune" announced Admiral Dewey's success at Manila to President McKinley before he, himself, had learned the news.

Phil Levant's orchestra has been signed by Charles Garland, assistant commercial manager WBBM, for 10th division Office of Civilian Defense ball on June 20th at Desplaines.

Barbara Fuller, of the "Stepmother" and "Painted Dreams" shows, will be guest of honor and will award plaque to the "Miss Victory" competition winner.

Wrigley auditioning girl singers for a spot on the new Ben Bernie show which starts on WBBM-CBS, June 15.

## Two Paramount Writers Join War Dept. Radio Dept.

Norman Panama and Melvin Frank, contract writers at Paramount Pictures, have been appointed consultants in the Radio Branch of the War Department, according to an announcement made from the office of Major General A. D. Surles, Director of the War Department Bureau of Public Relations. Panama and Frank will work under Lt. Col. E. M. K. K. Chief of the Radio Branch. Their current War Department assignments, which they will handle in addition to their work at Paramount, is com-writing on the expeditionary short-wave show, "Command Performance."

### Max Winslow

Hollywood—Max Winslow, 59, vice-president of Irving Berlin, Inc., music publishers, died here Tuesday at the Cedars of Lebanon Hospital. He had been associated with Berlin for 30 years, the only break being a period from 1933-1939, during which time he produced musical films for Columbia Pictures, the best known being "One Night of Love," starring Grace Moore. He had made his home here for the past nine years.

### Sylvester Thomas Thompson

Chicago—Sylvester Thomas Thompson, vice-president of the Zenith Radio Corporation and vice-chairman of the priorities committee of the Radio Manufacturers Assn., died Tuesday at the age of 49 in suburban Oak Park. He was head of production as well as director of export activities for Zenith. He was formerly general manager and a director of Pilot Radio Corp., New York.

## GUEST-ING

# Revised CBS Rate Structure To Encourage Maximum Nets

(Continued from Page 1)

DEL DEAN, head of fuel rationing for the OPA; JACK C. SCOTT, general counsel of the ODT, and GERT W. HORTON, director of information division of the WPB, discuss "The Crisis in Rubber," at America's Town Meeting of the Air today (WJZ-Blue Network, 9 p.m.).

ROUCHO MARX, on "Posties Time," today (NBC Red, n.).

AN ELLEN, on the Ellery Queen program, Saturday (NBC Red, 7:30 p.m.).

SY RENARDY, violinist, and DE ROSELLE, soprano, on the "Radio Music Hall on the Air," Sunday (WJZ-Blue Network, 12:30 p.m.).

FRMAN CORDON, Bassoon, on the "Cola program, Sunday (WABC-TV 4:30 p.m.).

JULAH BONDI, on "Nobody's Children," Sunday (WOR-Mutual, 5 p.m.).

S NORMAN ANGELL, Nobel Prize Winner of 1933, and FREDERICK L. SCHUMANN, professor of Government at Williams College, discussing "The United Nations" on the "University of Chicago Round Table," Sunday (NBC Red, 5 p.m.).

HENRY A. JOHNSTON, president of U. S. Chamber of Commerce; ERMAN W. ARNOLD, Assistant Attorney General of the United States; CHARLES W. ELIOT, director of the National Resources Planning Board; ROBERT A. WATT, international representative of the American Federation of Labor, and DR. LEER JACOBSTEIN, consultant of the Brookings Institute, discussing "Private Industry Meet the War Challenge," on "The American Forum on the Air," Sunday (WOR-Mutual, n.).

## Concern Experiments On Participating Show

Experimenting with radio as an "a" promotional effort for the first time, Dimple Tie Corp., manufacturers of the patented "Drapestitch" interlining for neckties, will participate on the Adelaide Hawley program on WABC three days next week, tieing in with Father's Day, Sunday, June 21. Contract calls for experiments June 15, 17 and 19 on "Woman's Page of the Air," 10 a.m., EWT.

A motion is being conducted on behalf of retailers selling neckties regarding the "Drapestitch" patent. A woman's program was selected, according to the Dimple Tie Corp., a high percentage of men's ties are bought by the ladies.

facilities—changes which have crystallized during the past several years while the rate structure stood still. 2. "To provide a strong economic incentive to advertisers to use maximum nation-wide networks."

### Upward Trend Is Slight

For new CBS clients after July 15 buying less than the entire Columbia network the revision means a slight upward tilt in cost of CBS facilities, an increase, according to the network, which is more than offset by technological changes during the past few years. Since general rates and discounts for CBS facilities were last fixed in 1939, it was pointed out, the number of radio homes in the U.S. has increased 3,000,000 or 10.7 per cent; the number of radio sets in use has increased 12,500,000 or 26.3 per cent, and the number of family hours of daily listening has increased 15,500,000 or 12.8 per cent.

"The reduction of 5 per cent in weekly discount (on gross rates) represents something over 6 per cent of net cost to most advertisers," CBS stated. "Thus it will be seen that these circulation increases, ranging from 10 per cent upward, maintain, in fact, the decreasing cost per thousand which has characterized radio for more than a decade."

### Discounts Outlined

Under the revised discount schedule, weekly and annual discounts computed on gross billing will be as follows:

Less than 25 station-hours per week .....	Net
25 or more but less than 45 station-hours .....	2½%
45 or more but less than 70 station-hours .....	5%
70 or more station-hours per week .....	7½%

These discount rates represent 5 per cent reductions in each category, making the maximum possible discount, station-hour and annual discount combined, where less than the full network is taken, 20 per cent instead of 25 per cent as heretofore. This also applies to advertisers with discounts based on more than 8,750 station-hours, or \$1,500,000 billings annually.

### To Offset "Disadvantages"

Available to all clients, regardless of total billing, who use all CBS U.S. stations (currently 115), the new overall 15 per cent discount was devised, according to the network, to offset a number of "disadvantages" of the present system to advertisers, the network and stations alike. With improvement of radio facilities over the years and the growth of high-powered stations, several trends have resulted, it was pointed out:

While cost-per-thousand radio listeners for large stations in large markets and with widespread secondary coverage has steadily decreased, the cost-per-thousand lis-

teners for smaller stations has not decreased in proportion. As a result, the higher-cost-per-thousand for added circulation in smaller markets has not encouraged use of the larger networks.

This, in turn, has resulted in lower income (and consequent restriction of public service activity) of smaller stations as well as causing the advertiser to rely on a secondary signal, inferior to the signal of the local station which he is not using, with resultant reduction in the size of his audience.

### Advantages Listed

Putting into operation of the 15 per cent "full-network" discount was delayed, CBS stated, until the expanding totals of radio set ownership and listening had more than offset the 5 per cent reduction in weekly discounts. The reduction was made necessary, CBS said, to compensate the network in part for instituting the overall 15 per cent discount.

A number of advantages in using the full network were outlined by CBS:

"It enables the advertiser to buy intensive 'coverage-from-within' of from 30 to 50 additional markets at a fraction of their rate-card cost.

"The advertiser's audience in each such additional area will be greatly multiplied.

"The public good-will which each advertiser using the full network will earn from listeners who no longer have to 'fish' for remote signals to get his program should be substantial and worthwhile.

### Good Will a Factor

"The good-will of large and small stations—translated into their voluntary and eager cooperation—is an important merchandising and promotion asset for the advertiser.

"The stature and institutional prestige of the advertiser grows visibly in the eyes of every listener who is told that the program is being broadcast over all 115 stations of the nation-wide Columbia network.

"For the advertiser now using the full, or nearly full CBS network, the new combined discounts represent a flat reduction in net cost of as much as 9 per cent—the lowest cost at which comparable CBS facilities have ever been sold."

### Extra Stations Possible

Regarding actual cost of the plan to present advertisers using comparatively large hookups, CBS estimated that a 70-station advertiser could buy 45 extra stations at less than 45 cents on the dollar of their rate-card rates; an 80-station advertiser could buy 35 extra stations at less than 25 cents on the dollar of their card-rate rates, and a 90-station advertiser will in most cases get 25 additional stations at no cost, and in some instances with a rebate on present costs.

## AGENCIES

ALL RECOGNIZED ADVERTISING AGENCIES in the country have been given an opportunity to volunteer their services as agency units or the services of individuals within their agencies for work on Government war-aid advertising in cooperation with the Advertising Council. The call for volunteers was sent out by Frederic R. Gamble, managing director of the American Association of Advertising Agencies.

More than 200 agencies have already volunteered.

USE of research by the Office of Facts and Figures in furthering the war effort will be discussed by R. Keith Kane, assistant director in charge of the OFF's Bureau of Intelligence, at a meeting of the Market Research Council at the Yale Club tomorrow noon.

CONSOLIDATED AIRCRAFT CORP., San Francisco, has named Young & Rubicam to handle its account.

GUARDIAN TOBACCO CO., distributors of Denicotor cigars, cigarettes and pipe tobacco having the bulk of the nicotine removed, has appointed R. T. O'Connell Co. to handle its advertising.

RADIO will be used by Universal Pictures Co. during the ensuing season beginning in September in connection with its musical productions. Budget up 25 per cent over the current season has been approved. J. Walter Thompson Co. handles.

WEST DISINFECTING CO. has named Alfred J. Silberstein, Inc., to handle its account with current radio schedules continuing without change. West sponsors "It Takes A Woman" on WABC thrice weekly for CN. Moser & Cotins, Inc., handled the account previously.

## Philco Elects Officers

Philadelphia—David Grimes, Joseph H. Gillies and Robert F. Herr have been elected vice-presidents of the Philco Corp., according to an announcement by James T. Buckley, president. Grimes has been chief engineer of Philco since 1939, having joined the company in 1934. Gillies has been with the company since 1929 and was named works manager in 1939. Herr is a 25-year man and has been manager of parts and service division for the past five years.

### YOUR SALES TARGET . . .



## NEW BUSINESS

KFRC, San Francisco: American Cigarette & Cigar Co. (Pall Malls), anns. ETs, through Ruthrauff & Ryan; Petri Wine Co. (wines), anns., through Erwin, Wasey & Co.; Walter G. Bray Co. (Mueller Macaroni), anns., through Johnston Adv.; Italian Swiss Colony (wines & vermouth), Fulton Lewis, Jr., through Leon Livingston agcy.; Sumner Rhubarb Growers Assoc. (rhubarb), "Bess Bye" participation, through Brewer Weeks; Swift & Co. (Allsweet Margarine), anns., through J. Walter Thompson; Gracier Mandler Jewelers (jewelry), anns., through LaBess Eisen agcy.; The Pen Man (fountain pens), news, through United Adv.; King Fig Plantations (fig trees), news, through The Conner Co.; Safeway Stores (meats), anns. ETs, through J. Walter Thompson; Pacific Brewing & Malting Co. (Wieland's beer), anns., through Brewer Weeks.

### Radio-News Men Attend N. Y. Censorship Meet

"Appropriate authority" for the broadcasting of news, under provisions of the Code of Censorship, is the official spokesman of the government agency involved in the news item, according to Eugene Carr of the Office of Censorship, Radio Division, who spoke at an informal meeting of news staffs of the networks and radio news services in New York yesterday. Held in a studio of the Blue Network at the suggestion of G. W. Johnstone, Blue news head, the meeting consisted of an informal discussion by Carr after which he answered specific questions.

In his brief outline of the functions of the Office of Censorship, Carr stated that three thoughts should be considered in the application of censorship: first, that censorship is voluntary on the part of broadcasters and other news gathering agencies; second, that censorship is non-cur-tailing and that no attempt is being made through the Office of Censorship to stifle news enterprise; and finally that common sense should be used in the application of censorship.

#### Congressmen to Be Considered

Defining appropriate authority as the official spokesman for the government department or agency involved in the news item, Carr said that Congressmen were also to be considered as such at all times. As the code makes no provision for personal opinion, speculation or prediction, he asked those in attendance not to use unofficial news items obtained from unauthorized sources in the various government agencies as the basis for such predictions but rather to base items of personal opinion on actual facts.

Before turning to the question and answer portion of the meeting he revealed that the Office of Censorship was studying censorship in times of air raids and alerts and regulations would be formulated shortly.

## More MBS Sanders Testimony; Caldwell For Long Licenses

(Continued from Page 1)

it has to do with an agency of the mass-communication of intelligence."

Caldwell said he was "intrigued" by the statement of a Columbia counsel earlier in the Sanders Bill hearings that the station-network relationship was exactly like that between an individual newspaper and a press association, such as Associated Press. If this were the case, the MBS witness went on, instead of receiving several services in addition to that from the Associated Press and using these as it deemed fit, a newspaper would have its own name in small type under that of the Associated Press.

#### Asks Prosecutor-Judge Separation

While expressing the opinion that the 1934 Communications Act can be improved, the MBS counsel drew a clear distinction between defects in the Act and those in Commission procedure which "could and should" be remedied without recourse to legislation.

"One of the fundamental issues which has yet to be decided," according to the Mutual witness, is whether a Commission combining legislative, executive and judicial powers, is desirable governmental machinery. The witness said that if such Commissions continue to exist, he favored a marked separation between prosecutor and judge." he pointed out that the Sanders Bill did not attempt this.

Caldwell made a number of technical suggestions for changes in specific sections of the Sanders Bill. His general criticism of the Bill was that, while it had several commendable features, it went too far in the direction of what he called "procedural red tape and unnecessary obstacles to the efficient and expeditious administration of the Act." He added, "it also ties this Commission down rigidly to one pattern of procedure when it may not only be the best, but may be substantially different from what you may decide to require of all federal administrative agencies."

#### Censorship Angles

Of four suggestions which the witness himself made for amendment of the Communications Act, he ranked as most important a proposal to amend Section 326 so as to carry out the original intent of Congress to prevent the Commission from exercising censorship of radio programs. Caldwell charged that the Commission in the McNinch era had rapidly "slipped down the primrose path to censorship." While censorship tendencies had since decreased, and today seem "almost non-existent," he said "the power is there and should not exist if the first amendment is to mean anything in radio."

Caldwell also proposed a change in the present law which places applicants for license renewals on the same footing as new applicants. He

remarked, "this idea is so shocking to natural equity, I am sure it will find no defender."

On the question of newspaper ownership, the MBS attorney said, "I do not think the Commission has power to make newspaper owners ineligible for licenses. I hope I am right in this, but a lawyer must be reckless indeed to prophesy what the Supreme Court will hold these days. I know that if it develops that the Commission has the power, it would be far more just to make it applicable simply to future instances rather than to have it retroactive."

#### 10-20 Year Licenses Desirable

The MBS witness said he saw no reason for any time limit on station licenses "any more than there is on certificates of convenience and necessity on railroad lines and extensions, on extensions of telephone or telegraph lines." He observed that no procedure is "more susceptible to abuse, evasion of due process, and arbitrary and capricious conduct" than that which accompanies hearings on renewal applications. If the Commission did not want to go that far, he suggested that at least a "very substantial" license period—from 10 to 20 years—be provided.

Caldwell gave seven reasons for opposing the reorganization of the Commission into two divisions, with the chairman serving largely as a purely administrative officer. This is reorganization called for by the Sanders Bill.

In the questioning which followed the MBS attorney's prepared testimony, Representative Sanders showed particular interest in option-time provisions from the station owners' point of view. Asked by Sanders for examples from other fields of how an owner could be prohibited by law from selling his time or property, Caldwell said precedents were to be found in the enforcement of the Sherman Anti-Trust Act.

"The government bodies have the right to limit contracts when one party has unequal bargaining power," he said. "The average little station doesn't bargain with a network on terms of equality."

#### Sees No Reason for Option Time

Caldwell said that while there was a legitimate reason for option-time—to clear local time for network programs—the objection to it was that it is now being used to "kill off competition from another network."

To Representative McGranery's question as to whether abolition of option time contracts would not reduce the broadcasting industry to cut-throat competition, Caldwell answered, "that's what we have now, with Mutual as the cut-throat."

Paul Spearman, representing Network Affiliates, Inc., will be today's witness, with FCC Chairman James Lawrence Fly following him to the stand, possibly today.

## PROGRAM REVIEW

### "Quizzing the War"

Edward J. Noble promised a program deal when he took over WMCA. In "Quizzing the War" a Tuesdays 8:35-9 p.m., he's doing his best hand. Program is an ingeniously contrived cross between "Information Please" format and CBS' "Panel Platform." Each week a panel of experts dubbed "Board of Stratagem" attempts to answer questions set by the radio audience. John Steel is permanent member with Cott, of "So You Think You Know Music" fame, as quizmaster.

On the show caught, the experts included: Fletcher Pratt, well-known military writer, Henry J. Tolson author of "Time Runs Out" and Joseph Newman, Tokio correspondent of the "Herald-Tribune." Cott, however, produces the show, turns characteristically competent jobbing the show spinning at a fast and punctuating the informative parts with adult humor. Show definitely commercial.

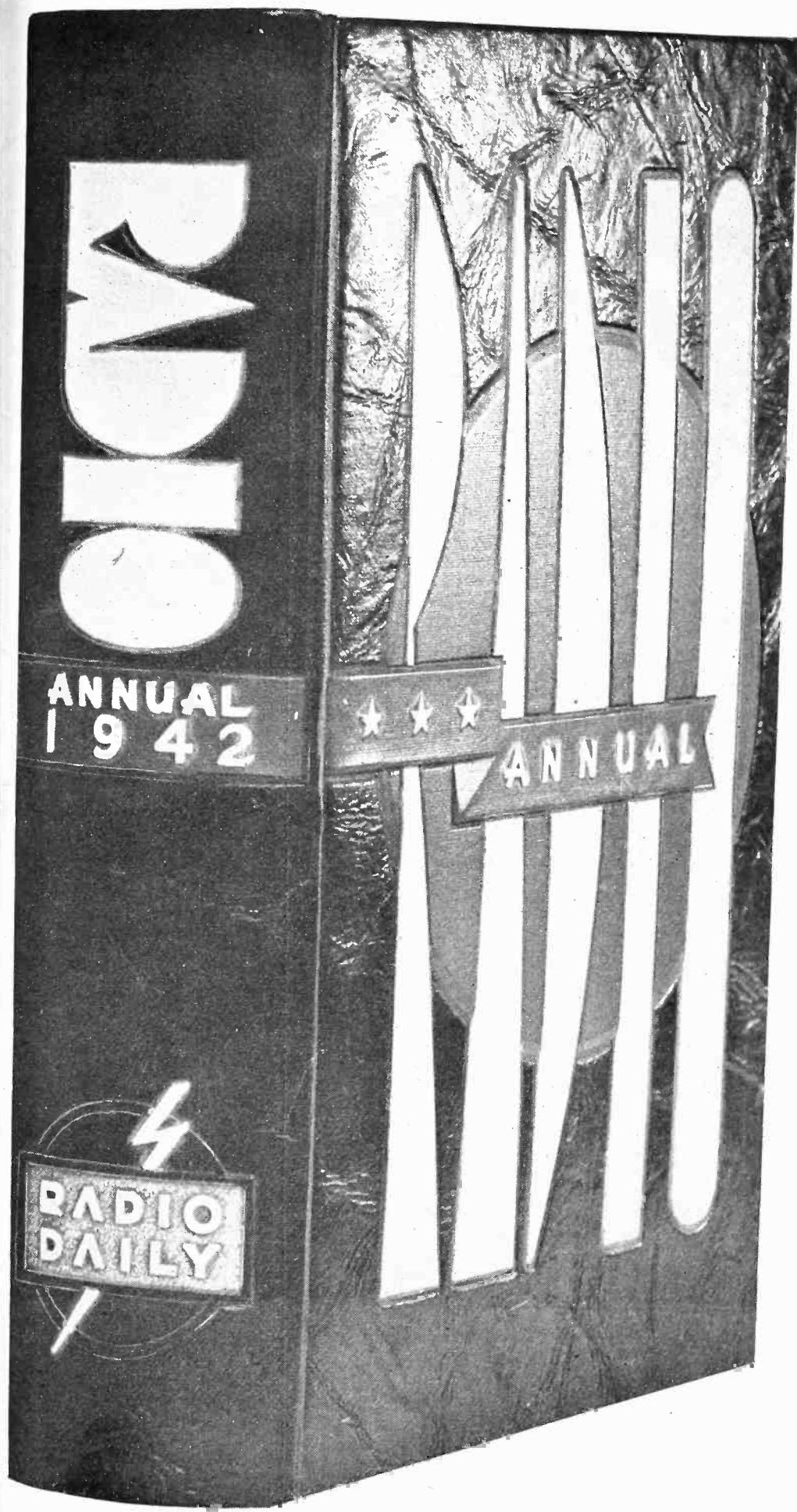
### George Bryan

Long an established news personality on WABC-CBS, this 9 a.m., daily spot is in a strict sense a roundup. Bryan has been with program for a considerable time and knows how to slip the commercials in unobtrusively. Show follows format, the first report dealing in the leading international news of the day. Other news follows in order of importance, backed by quotes giving the audience a wide and unbiased view of current events. Final news item is usually in light vein. Bryan handles his assignments in a smooth, easy and listenable manner.

### "Muny" Opera Artists To NBC 'Serenade' Show

St. Louis—Municipal Opera singing numbers from current performances are for the first time participating in a network program on NBC from KSD studios this summer while the regular weekly local KSD feature previews of coming operas presented by Frank Eschen are being continued in the studios for the fifth year. The new series is a part of the St. Louis network program, "St. Louis Serenade," and the opera stars will be accompanied by the KSD orchestra directed by Russ Davis with narration by Frank Eschen and announcing by Sterling Harkins. Will be aired on Tuesday nights on NBC at 10:30 o'clock, CWT, and carried locally on KSD at 11 o'clock, CWT, combining the musical hits of the shows sung by the stars themselves with the story of each opera presented.

Weekly previews of coming operas are presented on Sunday afternoon for the fifth year by Frank Eschen and are heard this summer at 10 o'clock, CWT.



# WHAT DO YOU WANT TO KNOW ABOUT ADVERTISING AGENCIES?

A COMPLETE BREAKDOWN  
OF ADVERTISING AGENCY  
PERSONNEL, ADDRESSES,  
PHONE NUMBERS,  
RADIO ACCOUNTS PLACED,  
AGENCY NETWORK  
EXPENDITURES, AND  
F. T. C. RADIO ADVERTISING  
POLICIES ARE CONTAINED  
IN THE  
1942 RADIO ANNUAL

★  
ONE OF 1001  
SUBJECTS COVERED  
IN THE

**RADIO ANNUAL**  
FOR 1942

*Your check for \$10 will bring you the 1025 page Radio Annual plus the next 260 issues of Radio Daily*

# Coast-to-Coast

KFXJ, Grand Junction, Colorado, raised the sum of \$10,000 in one hour during a recent program to open the special bond drive. Program was arranged by members of the local Twenty-thirty Club, with over one hundred artists participating. It was aired from the stage of the local Avalon Theater, with special telephones set up below the stage with which to receive the pledges as they were telephoned in. Rex Howell, KFXJ president, acted as emcee. Program was produced and directed by George Cory.

Paterson Savings Institution has launched a series of quarter-hour programs on WPAT, Paterson, N. J., designed to promote the sale of War Bonds and Stamps at the same time that its own services are publicized. The program, which is heard from 6-6:15 p.m. every Tuesday through Sunday, features popular concert music, plus dramatic narratives on colorful incidents in the history of Paterson.

"The Fighting Quartermaster," a half-hour dramatization of the history of the Quartermaster Corps will be broadcast by the Blue Network today, aired in commemoration of its 167th Anniversary. The program will have as its guest The Quartermaster General of the United States Army, Major General Edmund B. Gregory, and will feature Jay Jostyn who plays "Mr. District Attorney" and Andre Baruch, now a First Lieutenant with the Quartermaster Corps, as narrator. The musical portion is under the direction of Josef Stopak, with the NBC Symphony.

As part of its special promotional activities, KROW in Oakland recently broadcast several shows from the annual California Spring Garden Show, also a series of concerts by the Negro chorus of the northern California WPA office.

At the annual meeting of the Twin Cities section of the Institute of Radio Engineers, WCCO, Minneapolis, Engineer Art Peck, was elected secretary-treasurer. Ralph I. Dickinson, former sales supervisor of the Minneapolis Gas Light Company, joined the WCCO sales department this week.



June 11

Douglas Craig      Florence Folsom  
Fred Gropper      Dorothy Haas  
Robert Parman      Hazel Scott  
Gene Statford      Bill Sutherland

The male members of the choruses of "Waltz Time," "Manhattan Merry Go Round," "American Album of Familiar Music" and "American Melody Hour" have pledged to forward one per cent of their earnings to fellow choristers inducted into the armed forces. To date, two singers, Roger Kinne and Gilbert Noland, who sang on all four of these programs are now with the colors.

Carroll Hansen, newsroom chief, of KQW, San Jose, has just been sponsored by "Money-Back Smith" of Oakland, men's clothing store, for a nightly "Victory News" broadcast.... Bernie Coates has joined the KQW program department.... Mort Werner, recently added to KQW's staff, does a Sunday afternoon "quiz and song" program from the Palace Hotel Gold Room.... Chester Doyle, new KQW salesman in San Francisco, lasted just two weeks before Uncle Sam claimed him for the Army, via the induction route.... KQW sportsmaster Ira Blue conducted a War Bond and War Stamp Rally for students of San Francisco State College, at the El Rey Theater. More than \$2,000 worth were sold.

Defense doings at WTAG, Worcester: Private police have been employed to guard the station at night. This is the latest in a series of elaborate protective measures which have been taken by WTAG for air raid defense.... Siren at the WTAG transmitter in Holden, Mass., is being used by officials of that town as an air raid signal.... On the overseas shift is Clarence Davis, formerly of the WTAG engineering staff. Davis resigned recently to join Pan American Air Ferries, Inc. as radio navigator on Africa-bound bombers.... In time for Father's Day, stork brought a seven-and-a-half pound son to Andy Browning, WTAG assistant chief engineer. Born June 5, child, his first, will be named Elliot Nye.

WPTF, Raleigh, broadcast ceremonies held from the portico of the North Carolina Capital building during the mass induction of recruits for the Navy on the sixth-month anniversary of Pearl Harbor.... Nina Gray Lyles is the latest addition to WPTF production department.... Kingham Scott, WPTF organist, spending a two-week vacation at home.

"Flags Unfurled," a new march penned by D'Artega, band leader, and published by Associated Music Publishers, debuted on the air, Tuesday, June 9, via "Cheers from the Camps," the new General Motors program on CBS. D'Artega, himself, will initiate a new musical series, Saturday, June 13, 4:45 p.m., entitled "Pan American Holiday" over the Red network, as another link in radio's good neighbor policy. Sarita Herrera, Colombian singer, and Richard Kollmar will appear on the D'Artega program.

ET production of "The Shadow" is now sponsored by 154 different firms throughout the United States, Canada, Hawaii and New Zealand, in markets not included in the MBS network coverage for Blue Coal. Transcription series is waxed by Charles Michelson.

KOA and KFEL, Denver, aired the services attending the induction of 150 "Avengers of Pearl Harbor" on the steps of the capitol building last Sunday. Speakers included Governor Ralph Carr of Colorado and Chief Machinist's Mate Donald K. Ross, a native of Colorado who was awarded the Congressional Medal of Honor for bravery at Pearl Harbor. Lt. Lloyd Yoder, KOA's manager recently called to active duty by the Navy, swore in the sailors and marines. Master of ceremonies for the occasion was Yeoman Starr Yelland, former KOA announcer doing recruiting service with Denver Naval headquarters.

Lou Keplinger, manager of KSAN in San Francisco, is receiving congratulations on the birth of a daughter, Lana Rae.... Duke Ellington, in Frisco for a week at the Golden Gate Theater, made a pair of guest appearances with Lester Malloy on KSAN.

WRBL, Columbus, Ga., announces three additions to its staff: Jimmy Creel, new to the industry, to the technical staff; Bob Turner, announcer, formerly with WGAU Athens, Ga., and Johnny Clarke, in the production staff. These additions bring the staff of the 250-watt station to 19.... WRBL started a new series of war effort programs from nearby Fort Benning, last week. Series, known as the "Quartermaster Quarter Hour," is arranged through the Fort Benning Quartermaster Colonel S. B. Massey.

Fan mail during the first three weeks of operation of WLIB, newest metropolitan outlet, favors classical and semi-classical music, according to station count. Most of the letters were from listeners who had tuned in accidentally. Station's midnight to dawn equipment test, the night before station's operation became official (May 19), drew 350 post cards, letters and telegrams.

Kenneth McLeod, development engineer who has been with W65H, Hartford, since it was founded, has left to do special research work for the government. He will be replaced by Carleton Brown, who is being transferred from WDRC, Hartford.

CBS announcer, Warren Sweeney, who is doing all right with six children at the age of 33, will be cited therefor by the National Father's Day Committee on this week's Pet Milk "Saturday Night Serenade."

For the fifth consecutive year WNYC will broadcast the concert by the New York Philharmonic Orchestra from Lewis Stadium, starting Sunday, June 15 at 8 p.m. Concerts will be heard Sunday evening thereafter throughout the season. This year, for the first time, the municipal station broadcast all the concerts in full. Although special permission has obtained in the past to broadcast individual concerts in full on special occasions.

WOWO-WGL, Fort Wayne, Indiana, vacationers include Paul Luecke, engineer; Carl Vandagriff, assistant program director; Roger Stanger, receptionist; John Gillis, the sales department, and Ed R. production man and emcees WOWO's daily "Musical Clock."

Robert Stoltz, Viennese pianist and composer of "Two Hearts in Three Quarter Time," will broadcast with WQXR with Margit Bokor, young Viennese soprano, Monday, June 17 at 5 p.m., in a program of romantic music of their homeland.

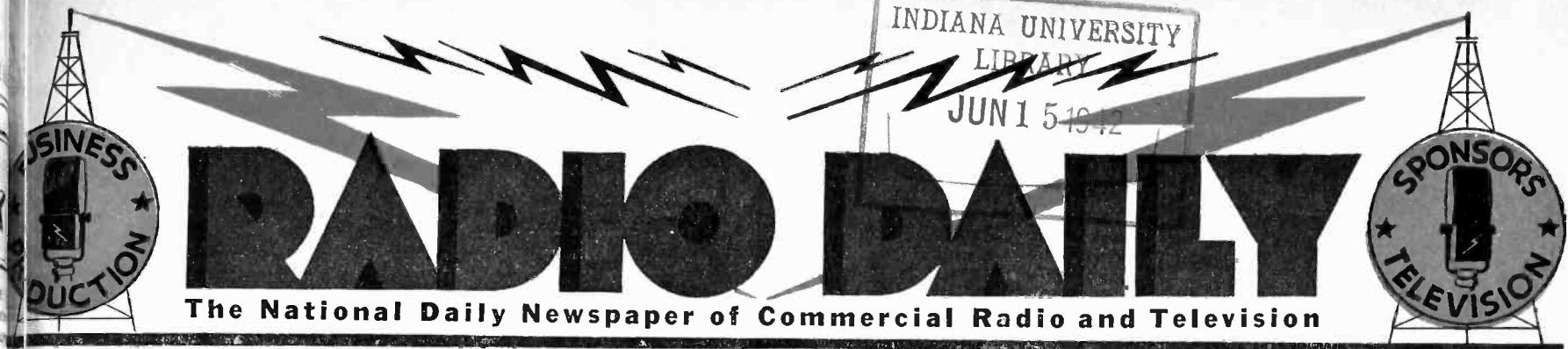
WINS' Flag Day program, "Proudly We Hail," June 14 at 6 p.m. will dramatize stories of patriotism and sacrifice released in this issue. Cast will include Colin Keith-Johnson, legit actor; Helena Pickard, wife of Sir Cedric Hardwicke, and Hubert Haas, Czech actor and motion picture director.

Newest license holder and KFRO, Longview, Texas, is James R. Curtis, wife of James Curtis, president of the station. In the duration, she will probably be in charge of the KFRO transmitter. Paul Horton, operator at KFRO transmitter, has resigned to work at Texas Agricultural and Mechanical College.... DeWitt Jones, of Moines, Iowa, joined the announcing staff of KFRO, assigned to mid-day shift.

Lelia Jackson, formerly associated with Elizabeth Arden, has joined the commercial department of WSA, Huntington, W. Va.

## KFEL Foreign Service Via Chicago 'News' Wire

Denver—News reports gathered and released by the Chicago "Daily News" Foreign Service will be aired over KFEL of this city, following the recent signing of a contract by George O'Fallon, KFEL manager, and Charles E. Lounsbury, representing the newspaper. Deal, the first made by Chicago "Daily News" with a radio station, will make possible the airing of the foreign dispatches of the newspaper over KFEL by direct private wire from various war-fronts. The new service supplements KFEL's Aerial and Transradio wires.



V. 19, NO. 53

NEW YORK, N. Y., FRIDAY, JUNE 12, 1942

TEN CENTS

# AFM Headed For Trouble

## OFF Adds Agency Men To Help Production

*Washington Bureau, RADIO DAILY*  
Washington—Four men in the advertising field, one in New York and three in Hollywood have been appointed to the staff of OFF—radio consultants, it was announced yesterday by William Lewis, Radio Coordinator.

Earl J. Sisson, Jr., of Pedlar & Co., is the New York appointee. The remaining with his agency Sison will serve OFF without salary as part-time service. His first assignment will be to handle the details on new York organization of broad-

(Continued on Page 6)

## New York At War Parade Aired In Many Languages

Wholesale radio coverage of the "New York At War" parade Saturday comes a cooperative project among local outlets whereby practically all of them have installed lines in specially built platform opposite and reviewing stand on Fifth and 41st St. Plan enables the floats to come and go as their own arms permit.

In addition to the vast array of

(Continued on Page 2)

## Alder Moving Fidler To Sunday Night Spot

Casper Products, effective June 21, will leave the Jimmie Fidler program Sunday nights on the Blue Network into the 9:30-9:45 (EWT) period following the Jergens' "Parker" stanza. Broadcasting for Alder currently retails his Hol-

(Continued on Page 2)

## Benty Bond Pledges

Columbus, Georgia—War Bond pledges totaling \$107,000 in 45 minutes is the record of Jack Gley, special events director of WIL, who, assisted by a bevy of high school gals, John Clarke, station announcer, and a local sponsor, span of Clydesdale horses swabbed the downtown section. Gleyes are believed to be one of the largest in this section.

### Blue Athletes

The Blue Network Athletic Assn., headed by Chief Engineer George Milne, will hold its first outing on Tuesday, June 23, at the Crescent Country Club, Huntington, L. I. Popular sports events and dancing will be features. Trimount Clothing Co. and Adam Hat Stores—sponsors of shows on the Blue—are donating prizes in the form of merchandise.

## Harvard Radio Board Readies First Program

Boston—Recently created Harvard University Radio Board, appointed to study possible methods for the use and control of radio by the University, begins its first broadcasting activity tonight with the inauguration of a new weekly series under the title of "The Fight For a Free World." Series will be aired over WRUL, short-wave transmitter,

(Continued on Page 6)

## Benny's NBC Sun. Time May Go Rinsing for Summer

Lever Bros., it was learned yesterday, probably will take over the Jack Benny time on NBC for the summer, moving a new comedy program headed by Edna Mae Oliver into the spot and discontinuing the Friday night "Grand Central Station" stanza. Deal, which is still in the works but appeared about ready to jell yes-

(Continued on Page 2)

## Wartime 'Language' Committee Confers With RDG Members

### Boyd Leaves NBC Chicago For Army Air Corps Comm.

Chicago—M. M. Boyd, manager of the NBC Central Division Spot and Local Sales office, and Paul J. Moore, member of the NBC engineering department, will join the Army on June 14, both as Lieutenants. Boyd goes into the Army Air Corps, reporting to Washington and Moore to the Signal Corps at Monmouth, N. J.

## Trade Consensus Holds Petrillo Blast vs Recordings Convention Pacifier; Bound To Be Union's Headache

### Fly And NAI Testify At Sanders Hearing

*Washington Bureau, RADIO DAILY*  
Washington—FCC Chairman James Lawrence Fly made his debut yesterday as a witness before the House Interstate and Foreign Commerce Committee conducting hearings on the Sanders Bill to reorganize the Commission. Fly's initial appearance, made before an audience which

(Continued on Page 3)

### Petrillo's Double Salary Discussed At AFM Meet

Dallas—Morning session at the annual convention of the American Federation of Musicians here yesterday was featured by a spirited discussion with regard to President James C. Petrillo's acceptance of a \$26,000 salary from Local 10, Chicago, in addition to the \$20,000 which he

(Continued on Page 2)

### 8 Pacific Coast Outlets To "Lum 'n' Abner" List

Miles Laboratories, Inc., will add eight stations on the Pacific Coast to the network for "Lum 'n' Abner." This will bring to 65 the total of

(Continued on Page 2)

Foreign Language Radio Wartime Control, of which Arthur Simon of WPEN is chairman, met yesterday with members of the Radio Directors Guild, headed by George Zachary, president, to discuss the matter of proffered help by RDG to the language outlets. Zachary, who presided, revealed that his organization would produce suitable wartime material for the language stations in keeping with the OFF design, in

(Continued on Page 2)

Consensus of opinion both among musicians and recording companies is that a bootleg industry for the manufacture and distribution of recordings and electrical transcriptions, and a wholesale desertion of union ranks by heavy dues and tax paying musicians will flourish within sixty days if James C. Petrillo pursues his dictum to

(Continued on Page 5)

## See Early Approval Of Enlisting "Hams"

*Washington Bureau, RADIO DAILY*  
Washington—FCC approval of the "War Emergency Radio Service" plan sponsored by the Office of Civilian Defense to enlist amateur radio operators as an auxiliary communications system in case of emergency is expected to be announced tomorrow

(Continued on Page 3)

## Two Daytime Serials Being Dropped By Colgate

Colgate-Palmolive-Peet, reported to have reserved a night-time half-hour on CBS for a new program, has cancelled two daytime serials on Columbia effective July 10. With dropping of the two shows, "Stepmother"

(Continued on Page 2)

### Special Request

Ralph Edwards and his staff of assistants on "Truth or Consequences" not only go whacky thinking up brainstorm consequences for the Ivory program, they also have to be different in other ways. Sign displayed during broadcasts in studio at NBC says, "Laugh your heads off or Tear out your hair. But please don't whistle while we're on the air!"



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JOHN W. ALICOATE : : : Publisher

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

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## FINANCIAL

(Thursday, June 11)

NEW YORK STOCK EXCHANGE			
	High	Low	Close
	Net	Chg.	
Am. Tel. & Tel.	117 1/2	117 1/8	117 1/2
Crosley Corp.	6 1/4	6 1/4	6 1/4
Gen. Electric	25 3/8	25	25 1/4
RCA Common	3 1/4	3 1/8	3 1/8
RCA First Pfd.	51 3/8	51 1/8	51 1/8 — 1/4
Stewart-Warner	6	5 7/8	6
Westinghouse	71 1/2	71	71 1/2 + 1/2
Zenith Radio	125 1/2	125 1/2	125 1/2
NEW YORK CURB EXCHANGE			
Hazeltine Corp.	16 1/4	16	16 1/4 + 2 3/8
OVER THE COUNTER			
Farnsworth Tel. & Rad.	1 3/4	2	
Stromberg-Carlson	45 1/2	55 1/2	
WCAO (Baltimore)	15	18	
Bid	Asked		

## 8 Pacific Coast Outlets To "Lum 'n' Abner" List

(Continued from Page 1)  
Blue Network outlets carrying the program. The show is heard Monday, Tuesday, Thursday and Friday from 10-10:15 p.m., EWT, with a repeat broadcast on the coast at 11:15 p.m., EWT.

Wade Advertising Agency, Chicago, handles the account.

## Petrillo's Double Salary Discussed At AFM Meet

(Continued from Page 1)  
is paid as head of the AFM. Five votes were cast against his acceptance of the dual remuneration.

The afternoon session was devoted largely to discussion of Resolution 56, which was voted down overwhelmingly.

Election of officers will take place today.

Petrillo, questioned concerning the possible modification of his intention regarding recordings and transcriptions which would be ordered "discontinued" as of August 1, stated that AFM was "not going to make a darn one for anybody."

## 'Language' Committee Meets With RDG Group

(Continued from Page 1)  
such languages as its members knew.

Plan is to submit the scripts to the OFF and if okay they would be produced on wax for use by the foreign language stations. Presumed that the OFF would pay the waxing inasmuch as there appears to be a \$1,500 monthly fund allotted by the OFF to the Foreign Language Radio Division. It has never been clear however to the language men whether this sum is for administrative purposes only, for production of foreign language disk series, or both. To date, none of the language outlets have received recordings in any language but English, through the regular OFF channels, or allied government agencies.

Another meeting is scheduled next Thursday between the language wartime committee and officials of the RDG. At that time Lee Falk, of the Foreign Language Radio Division of the OFF will be in attendance. It is expected that concrete method of procedure will be discussed and settled then. Joseph Lang, general manager of WHOM accompanied Simon at yesterday's meeting, which was attended by many leading radio directors. The RDG will select a committee of three to work with the language committee.

## New York At War Parade Aired In Many Languages

(Continued from Page 1)  
descriptions which will probably overlap several times during the procession, WHOM will air the show in its four major foreign languages, Yiddish, German, Polish and Italian. British Broadcasting Corporation will also be in the coverage line-up. WQXR, being situated right on the parade avenue, will handle the project from its own front door. Stations with lines installed at the central platform include WMCA, WOR, WEAF, WJZ, WABC, WNYC, WNEW, WHOM, WLBB and WOV. City's station, WNYC will feed WWRL and WBNX. WINS, WBWN and WHN will probably complete plans for coverage also.

## Clev. Ork Summer Series Starts June 20 On CBS

The Cleveland Orchestra begins a new Summer series of broadcasts over CBS Saturday, June 20, from 10:30-11 p.m., EWT. Rudolph Ringwall, associate conductor of the symphony, is to conduct the programs which will originate in Cleveland's Public Hall, and are to be broadcast through the facilities of WGAR. The series will continue through July 18, with the exception of Saturday, July 4, when there is no concert.

The Cleveland Orchestra was heard last season on CBS in a series of programs that began December 6 and continued until Spring. Ringwall conducted some of the concerts of that series, the others being broadcast under the baton of Dr. Artur Rodzinski, the orchestra's conductor.

## NAB Appoints Outler To Head Sales Managers

Washington Bureau, RADIO DAILY

Washington—Appointment of John M. Outler, Jr., commercial manager of WSB, Atlanta, Ga., as chairman of the NAB Sales Managers Executive Committee was announced yesterday by NAB President Neville Miller. Outler, who served last year as a member of the committee, representing large stations, succeeds Eugene Carr, now with the Office of Censorship in Washington.

Long active in NAB sales managers affairs, Outler was a member of the original steering committee in 1936 which set up the plans for the sales managers division of the NAB, which has since become the Department of Broadcast Advertising, headed by Frank E. Pellegrin. Besides serving on the executive committee last year, Outler also, for the past two years, was sales managers' chairman of the Fifth District, comprising Alabama, Georgia and Florida.

One of Outler's first assignments as chairman of the committee will be to address the AFA convention in New York June 24 on "Radio as an Advertising Medium in Wartime," at a radio meeting sponsored by the NAB.

## Benny's NBC Sun. Time May Go Rinso for Summer

(Continued from Page 1)  
terday, would have Rinso sponsoring the Oliver program Sundays, 7-7:30 p.m., EWT, beginning July 5, the "Grand Central" hookup (Friday, 7:30-8 p.m.) being discontinued with the broadcast of June 26. Run in the Benny period would be for 13 weeks and would necessitate NBC's moving its Government "Victory Parade" series to a new niche.

Ruthrauff & Ryan, Inc., handles the Rinso and Lifebuoy accounts for Lever.

## Two Daytime Serials Being Dropped By Colgate

(Continued from Page 1)  
and "Woman of Courage," C-P-P will have eliminated all daytime serials on CBS. The two programs, aired for Colgate tooth powder and Octagon products, respectively, fill the 10:30-11 a.m., EWT, spot on CBS Monday through Friday. Ted Bates and Sherman & Marquette are the agencies involved.

Colgate is reported to have reserved the Tuesday, 8:30-8:55 p.m., EWT, period on Columbia either as a new spot for Guy Lombardo or for a new variety program.

## Book By Harry Flannery To Be Published June 29

"Assignment to Berlin," in which Harry W. Flannery recounts his experiences as CBS correspondent in the German capital, will be published Monday, June 29, by Alfred A. Knopf, Inc. The price is \$3. Flannery covered Berlin for Columbia from October, 1940, through October, 1941.

## COMING and GOING

H. C. KOPF, vice-president and general manager of NBC's central division, and HOWE, of the sales department, are inville this week on business.

HOLLISTER NOBLE, director of publicity for Columbia's Pacific network, left on his ca script, "Stand By, All Networks."

E. S. "EDDIE" WHITLOCK, station manager of WRNL, Richmond, is in New York forferences with the local representatives of station.

BOB HUTTON, promotion manager of VAC vacationing currently, is due back at his on June 22.

OWEN SADDLER, sales and production manager of KMA, Blue Network outlet in Shadah, Iowa, is in town for a short visit to station and network business.

ED WOOD, sales manager of Mutual, inected back today from a business trip Detroit.

VINCENT F. CALLAHAN, director of Treasury Department's War Savings Radio Press Section, has left for a month in California on a combined business and vacation trip.

BRUFF OLIN, general manager of WP Poughkeepsie, down here on another brief visits.

FREDERICK L. SCHUMAN, Woodrow Wilson professor of Government at Williams College and LOUIS GOTTSCHALK, of the department of history, University of Chicago, will be in town this week-end for "University of Chicago Round Table" program, which this Sunday will originate at the NBC studios in Rockefellera Center.

GUS CHAN, WWRL announcer, has returned from business trip to Washington, D. C.

JIMMY McLAIN en route to St. Louis for a week-end for the Monday stanza of his "I.Q." program, which will be aired from stage of the Fox Theater.

## Carter Moving Fidler To Sunday Night Sp

(Continued from Page 1)  
lywood gossip Mondays from 7-7 p.m. on 78 Blue stations.

Small & Seifer, Inc., handles account.

COVER  
THE

DETROIT

AREA  
OVER

CKLW

5000 WATTS

(Day and Night)  
Mutual Broadcasting System

# Fly And NAI Testify At Sanders Hearing

(Continued from Page 1)  
 asked the Committee room, was brief and undramatic, the Chairman, following an outline by without the luminous prepared testimony that characterized most the preceding witnesses, launched into a general over-all description of the work of the Commission, with emphasis on wartime activities. After less than minutes of his quiet academic reveal, the Committee said it a day, the Fly scheduled to continue his testimony this morning.

**One of Many Responsibilities**  
 Fly pointed out that the Commission's regulation of broadcasting was one of its many responsibilities in the field of communications—"and minor one at this time." Because the wartime "freeze" order, the task of licensing broadcasting stations was, he said, "one of the small jobs we have to do at this time, the whole, our attitude is that broadcasting should be held in status for the period of the war." The witness said that the policing he either at the request of other government agencies or perhaps the most magnificent work today, almost half of FCC budget goes to its monitoring staff. He denied the activities of the Commission's 100 monitoring stations in intercepting intelligence and tracking unauthorized stations. The mission's aid to the FBI in solving Sebold German spy case was denied, as well as the operations of Foreign Broadcast Monitoring in recording and analyzing foreign propaganda directed to hemisphere and domestic foreign propaganda in other countries.

**Cites Case of Nazi Station**  
 Chairman Fly's single reference yesterday to the burning controversies involved in the present Congressional effort to reorganize the Commission followed his account of how the propaganda station calling itself B-U-N-K and professed to be based in a Midwestern American had been located in Germany. He remarked that the station announcements were cleverly interspersed with local advertising, and only Wednesday had announced that the FCC had just renewed its license.

Yesterday's session began with testimony by Paul D. Spearman on behalf of Network Affiliates, Inc., in answer to testimony presented by the Committee a few weeks ago by Victor Sholis, director of the Clear Channel Broadcast Service. Spearman summarized the position of Network Affiliates, Inc., as follows:

## NAI Position Outlined

Class 1-A stations could not be allowed through the use of more power to attempt to cover the great distances from the persons in whom they claim to be deeply interested while maintaining their locations in the most densely populated metropolitan areas of the country, and far away from such

## Personalized Promotion

Personalized promotion idea conceived by Ken Stuart, of the promotion department of KOWH, Omaha, Nebr., consists of a recording of special pre-broadcast announcements together with "teaser" announcements which are included in a folio of all promotional material to the agency handling the account. For instance, on the "Lone Ranger" program sponsored by General Mills for Kix, the agency can actually listen to the cry of "Hi-oh Silver." This is followed by the thunder of a horse galloping past the listener and again the fading cry of the rider. Attention is called to the time of the program,—Monday, Wednesday and Friday at 6:30 p.m. For "Gangbusters," sponsored by Emerson Cigars, the actual opening of the Blue Network program is simulated and recorded, and again the time of the program is announced,—Friday evenings at 7 o'clock. In this way, both agency and sponsor have actual proof of the way in which KOWH is "personalizing" promotion for individual accounts.

## Electric Display

WHD in Kansas City, Mo., has expanded its local news service by installing, with the Katz Drug Company, a 40-foot Trans-Lux news sign. Two hundred and twenty characters per minute are shown in three-foot electric light letters. Sign operates eight hours per day and is fed news from WHD's news bureau.

listeners, while they take the cream of the business which advertisers do by radio;

"2. Class 1-A stations should not be put in position to dominate the radio advertising business as these few would be able to do if their ambitions on the power question should be realized;

"3. Regional and local stations are too important, much too important, to the cities and areas they serve, and serve so well, to be sacrificed on the altar of super power;

## Potentialities Called Dangerous

"4. No small group of stations should be put in the powerful position the members of the Clear Channel Group would be in or be given the power they could wield in influencing public opinion or controlling public thought if permitted to operate with 500 kw. power or more, and they should not be placed in such position even if it should be admitted that this little group of 19 licensees were not disposed to take advantage of it, human nature being what it is;

"5. Nothing should be done to disturb the present satisfactory service being rendered by local and regional stations, which means the Clear Channel Group should not be placed in position to take their network and spot advertising business or any appreciable part of it from them as the Class 1-A stations surely would do to many of them if all of them are

## Underwriters' Recognition

For its "meritorious public service through the advocacy of fire prevention and fire protection during the past year," WGAR, Cleveland was awarded honorable mention by the National Board of Fire Underwriters at their annual meeting in New York. The place of honor in the national awards was given WGAR because of "its notable success in enlisting the active cooperation of the city administration, Chamber of Commerce, and Safety Council in the handling of fire prevention themes."

S. J. Horton, executive secretary of the Insurance Board of Cleveland, on behalf of the trustees, officers and large membership of that organization, congratulated John F. Patt, WGAR vice-president and general manager, on the public service award.

## New KGO Program Schedule

Promotion staff of KGO, San Francisco, is winning congratulations this week on a new "KGO Program Schedule," especially planned for advertising agency and industrial time buyers in graphic chart format. Prefaced by a weekly message, "On the Beam From KGO," covering highlights of new program developments, the sked is a compact layout of all shows, newscasts, and spot announcements on KGO, including Blue Network programs. The sked is printed in two colors—black and blue, on buff stock, and is distributed to a wide list.

permitted to operate with 500 kw. power or more;

"6. Instead of permitting any stations to operate with 500 kw. power on the claim that they want to and would serve rural and remote listeners they ought to be relocated as contemplated by Section 307(B) of the Communications Act of 1934, as amended, so that the fair, efficient, and equitable distribution referred to in that section may first be tried out. Applications to bring about this distribution must first be filed, as the Commission is powerless to act in the absence of applications;

## Asks 50-Kilowatt Limitation

"7. The Congress should include in any new act or amendment to existing law a specific limitation of 50 kw. as the maximum power with which any station would be permitted to operate. This would accomplish two things: first, it would settle the argument about power and super-power, which, like Banquo's ghost, will not down, and secondly, it would put the good faith of the Clear Channel Group to the test as those who were sincerely desirous of serving the rural and remote listeners could move and do so, and those who merely used the farmer and the other remote listeners as excuses in trying to secure authority to operate with more and more power could settle down to the business of serving their highly populous metropolitan areas, just as most of them do now."

## See Early Approval Of Enlisting "Hams"

(Continued from Page 1)

row. The plan calls for the issuing of special licenses by the FCC to stations and operators included in emergency communications systems set up by local government and civilian defense groups. The plan was first discussed at a Commission meeting late in May and was approved in principle then, it is understood.

The hams will operate solely to provide emergency communications during or immediately after air raids, threatened air raid, enemy action or sabotage. They will transmit on three frequency bands—112,000 to 116,000 kc.; 224,000 to 230,000 kc. and 400,000 to 401,000 kc.

## Investigation Before Licensing

No licenses will be issued before complete investigation of the applicants by local governments, which must certify to the Commission their approval of the individuals. Station licenses will be issued for a one-year period, with expiration dates automatically set in six areas of the country, while operators' permits will be granted for the duration of the war and an additional six months—not to exceed five years.

A single license will be issued to cover all transmitters controlled by the local "primary," or "key" station, with each unit assigned a number designated in the license. All equipment must be in existence and owned by or in the possession of the licensee at the time of application.

Satisfactory proof must be furnished the FCC that all transmitters within a warning area can effectively be silenced upon the receipt of a single order.

## Manual to Be Issued

A detailed manual outlining the regulations and functions of the war emergency radio service will be issued shortly by OCD. Local groups are urged not to attempt to organize their units before receiving technical and explanatory material from OCD.

In connection with the new plan, Broadcasters Victory Council has suggested that radio stations with amateur operators on their staffs should organize them into civilian defense units and aid them wherever possible in assembling the necessary equipment, as a further contribution to the war effort on the part of the stations.

THE PENTHOUSE  
SERENADE  
with Latin American Tunes  
A SELLING JOB  
IN PHILADELPHIA  
**WOPEN**  
5000 WATTS 950 KC

# Coast-to-Coast

**K**FXJ, Grand Junction, Colorado, raised the sum of \$10,000 in one hour during a recent program to open the special bond drive. Program was arranged by members of the local Twenty-thirty Club, with over one hundred artists participating. It was aired from the stage of the local Avalon Theater, with special telephones set up below the stage with which to receive the pledges as they were telephoned in. Rex Howell, KFXJ president, acted as emcee. Program was produced and directed by George Cory.

\* \* \*

**P**aterson Savings Institution has launched a series of quarter-hour programs on WPAT, Paterson, N. J., designed to promote the sale of War Bonds and Stamps at the same time that its own services are publicized. The program, which is heard from 6:15 p.m. every Tuesday through Sunday, features popular concert music, plus dramatic narratives on colorful incidents in the history of Paterson.

\* \* \*

"The Fighting Quartermaster," a half-hour dramatization of the history of the Quartermaster Corps will be broadcast by the Blue Network today, aired in commemoration of its 167th Anniversary. The program will have as its guest The Quartermaster General of the United States Army, Major General Edmund B. Gregory, and will feature Jay Jostyn who plays "Mr. District Attorney" and Andre Baruch, now a First Lieutenant with the Quartermaster Corps, as narrator. The musical portion is under the direction of Josef Stopak, with the NBC Symphony.

\* \* \*

**A**s part of its special promotional activities, KROW in Oakland recently broadcast several shows from the annual California Spring Garden Show; also a series of concerts by the Negro chorus of the northern California WPA office.

\* \* \*

At the annual meeting of the Twin Cities section of the Institute of Radio Engineers, WCCO, Minneapolis, Engineer Art Peck, was elected secretary-treasurer... Ralph I. Dickinson, former sales supervisor of the Minneapolis Gas Light Company, joined the WCCO sales department this week.



June 11

Douglas Craig	Florence Folsom
Fred Gropper	Dorothy Haas
Robert Parman	Hazel Scott
Gene Stafford	Bill Sutherland

The male members of the choruses of "Waltz Time," "Manhattan Merry Go Round," "American Album of Familiar Music" and "American Melody Hour" have pledged to forward one per cent of their earnings to fellow choristers inducted into the armed forces. To date, two singers, Roger Kinne and Gilbert Noland, who sang on all four of these programs are now with the colors.

\* \* \*

Carroll Hansen, newsroom chief, of KQW, San Jose, has just been sponsored by "Money-Back Smith" of Oakland, men's clothing store, for a nightly "Victory News" broadcast.... Bernie Coates has joined the KQW program department.... Mort Werner, recently added to KQW's staff, does a Sunday afternoon "quiz and song" program from the Palace Hotel Gold Room.... Chester Doyle, new KQW salesman in San Francisco, lasted just two weeks before Uncle Sam claimed him for the Army, via the induction route.... KQW sportsman Ira Blue conducted a War Bond and War Stamp Rally for students of San Francisco State College, at the El Rey Theater. More than \$2,000 worth were sold.

\* \* \*

**D**efense doings at WTAG, Worcester: Private police have been employed to guard the station at night. This is the latest in a series of elaborate protective measures which have been taken by WTAG for air raid defense.... Siren at the WTAG transmitter in Holden, Mass., is being used by officials of that town as an air raid signal.... On the overseas shift is Clarence Davis, formerly of the WTAG engineering staff. Davis resigned recently to join Pan American Air Ferries, Inc. as radio navigator on Africa-bound bombers.... In time for Father's Day, stork brought a seven-and-a-half pound son to Andy Browning, WTAG assistant chief engineer. Born June 5, child, his first, will be named Elliot Nye.

\* \* \*

WPTF, Raleigh, broadcast ceremonies held from the portico of the North Carolina Capital building during the mass induction of recruits for the Navy on the sixth-month anniversary of Pearl Harbor.... Nina Gray Lyles is the latest addition to WPTF production department.... Kingham Scott, WPTF organist, spending a two-week vacation at home.

\* \* \*

"Flags Unfurled," a new march penned by D'Artega, band leader, and published by Associated Music Publishers, debuted on the air, Tuesday, June 9, via "Cheers from the Camps," the new General Motors program on CBS. D'Artega, himself, will initiate a new musical series, Saturday, June 13, 4:45 p.m., entitled "Pan American Holiday" over the Red network, as another link in radio's good neighbor policy. Sarita Herrera, Colombian singer, and Richard Kollmar will appear on the D'Artega program.

ET production of "The Shadow" is now sponsored by 154 different firms throughout the United States, Canada, Hawaii and New Zealand, in markets not included in the MBS network coverage for Blue Coal. Transcription series is waxed by Charles Michelson.

\* \* \*

**K**OA and KFEL, Denver, aired the services attending the induction of 150 "Avengers of Pearl Harbor" on the steps of the capitol building last Sunday. Speakers included Governor Ralph Carr of Colorado and Chief Machinist's Mate Donald K. Ross, a native of Colorado who was awarded the Congressional Medal of Honor for bravery at Pearl Harbor. Lt. Lloyd Yoder, KOA's manager recently called to active duty by the Navy, swore in the sailors and marines. Master of ceremonies for the occasion was Yeoman Starr Yelland, former KOA announcer doing recruiting service with Denver Naval headquarters.

\* \* \*

Lou Keplinger, manager of KSAN in San Francisco, is receiving congrats on the birth of a daughter, Lana Rae.... Duke Ellington, in Frisco for a week at the Golden Gate Theater, made a pair of guest appearances with Lester Malloy on KSAN.

\* \* \*

**W**RBL, Columbus, Ga., announces three additions to its staff: Jimmy Creel, new to the industry, to the technical staff; Bob Turner, announcer, formerly with WGAU Athens, Ga., and Johnny Clarke, in the production staff. These additions bring the staff of the 250-watt station to 19.... WRBL started a new series of war effort programs from nearby Fort Benning, last week. Series, known as the "Quartermaster Quarter Hour," is arranged through the Fort Benning Quartermaster Colonel S. B. Massey.

\* \* \*

Fan mail during the first three weeks of operation of WLBB, newest metropolitan outlet, favors classical and semi-classical music, according to station count. Most of the letters were from listeners who had tuned in accidentally. Station's midnight to dawn equipment test, the night before station's operation became official (May 19), drew 350 post cards, letters and telegrams.

\* \* \*

**K**enneth McLeod, development engineer who has been with W65H, Hartford, since it was founded, has left to do special research work for the government. He will be replaced by Carleton Brown, who is being transferred from WDRC, Hartford.

\* \* \*

CBS announcer, Warren Sweeney, who is doing all right with six children at the age of 33, will be cited therefor by the National Father's Day Committee on this week's Pet Milk "Saturday Night Serenade."

\* \* \*

**W**NYC will broadcast the concert by the New York Philharmonic Symphony Orchestra from Lewis Stadium, starting Sunday, June 12, at 8 p.m. Concerts will be heard on Sunday evening thereafter throughout the season. This year, for the first time, the municipal station broadcast all the concerts in full. Although special permission has been obtained in the past to broadcast individual concerts in full on special occasions.

\* \* \*

**W**OWO-WGL, Fort Wayne, Indiana, vacationers include Paul Luecke, engineer; Carl Vandagriff, assistant program director; Rosemary Stanger, receptionist; John Gillis, the sales department, and Ed K. production man and emcee of WOWO's daily "Musical Clock."

\* \* \*

**R**obert Stoltz, Viennese pianist-composer of "Two Hearts in Three Quarter Time," will broadcast on WQXR with Margit Bokor, young Viennese soprano, Monday, June 14, at 5 p.m., in a program of romantic music of their homeland.

\* \* \*

**W**INS' Flag Day program, "Proudly We Hail," June 14 at 6 p.m., will dramatize stories of patriotism and sacrifice released in this week's Cast will include Colin Keith-Johnson, legit actor; Helena Pickard, widow of Sir Cedric Hardwicke, and Helga Haas, Czech actor and motion picture director.

\* \* \*

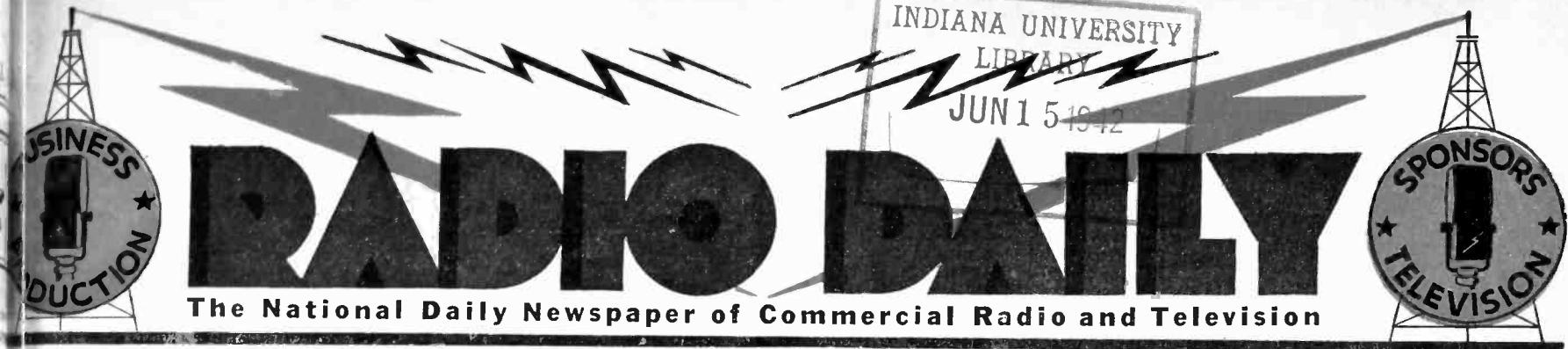
**N**ewest license holder around KFRO, Longview, Texas, is James R. Curtis, wife of James Curtis, president of the station. For the duration, she will probably remain on the KFRO transmitter. Paul Horton, operator at KFRO transmitter, has resigned to work at Texas Agricultural and Mechanical College.... DeWitt Jones, c. D. Moines, Iowa, joined the announcing staff of KFRO, assigned to mid-day shift.

\* \* \*

**L**elia Jackson, formerly associated with Elizabeth Arden, has joined the commercial department of WSA, Huntington, W. Va.

## KFEL Foreign Service Via Chicago 'News' Wire

**D**enver—News reports gathered and released by the Chicago "Daily News" Foreign Service will be aired via KFEL of this city, following the recent signing of a contract by George O'Fallon, KFEL manager, and Charles E. Lounsbury, representing the newspaper. Deal, the first made by Chicago "Daily News" with a radio station, will make possible the airing of the foreign dispatches of the newspaper over KFEL by direct private wire from various war-fronts. The new service supplements KFEL's AF and Transradio wires.



VOL. 19, NO. 53

NEW YORK, N. Y., FRIDAY, JUNE 12, 1942

TEN CENTS

# AFM Headed For Trouble

## OF Adds Agency Men To Help Production

*Washington Bureau, RADIO DAILY*  
Washington—Four men in the radio-advertising field, one in New York and three in Hollywood have been appointed to the staff of OFF radio consultants, it was announced yesterday by William Lewis, Radio Coordinator.

Earl J. Sisson, Jr., of Pedlar & Co., is the New York appointee. Remaining with his agency Sisson will serve OFF without salary as wartime service. His first assignment will be to handle the details on New York organization of broad-

(Continued on Page 6)

## New York At War' Parade And In Many Languages

Wholesale radio coverage of the "New York At War" parade Saturday will be a cooperative project among local outlets whereby practically all of them have installed lines in specially built platform opposite grand reviewing stand on Fifth and 41st St. Plan enables the units to come and go as their own arms permit.

In addition to the vast array of

(Continued on Page 2)

## Carter Moving Fidler To Sunday Night Spot

er Products, effective June 21, will have the Jimmie Fidler program Sunday nights on the Blue Network into the 9:30-9:45 (EWT) period following the Jergens' "Parker" stanza. Broadcasting for Ar- dler currently retails his Hol-

(Continued on Page 2)

## Twenty Bond Pledges

olumbus, Georgia—War Bond pledges totaling \$107,000 in 45 minutes is the record of Jack Chey, special events director of WBL, who, assisted by a bevy of high school gals, John Clarke, disc jockey, and a local sponsor, span of Clydesdale horses trotted the downtown section. Pages are believed to be one of largest in this section.

### Blue Athletes

The Blue Network Athletic Assn., headed by Chief Engineer George Milne, will hold its first outing on Tuesday, June 23, at the Crescent Country Club, Huntington, L. I. Popular sports events and dancing will be features. Trimount Clothing Co. and Adam Hat Stores—sponsors of shows on the Blue—are donating prizes in the form of merchandise.

## Harvard Radio Board Readies First Program

Boston—Recently created Harvard University Radio Board, appointed to study possible methods for the use and control of radio by the University, begins its first broadcasting activity tonight with the inauguration of a new weekly series under the title of "The Fight For a Free World." Series will be aired over WRUL, short-wave transmitter,

(Continued on Page 6)

## Benny's NBC Sun. Time May Go Rinsing for Summer

Lever Bros., it was learned yesterday, probably will take over the Jack Benny time on NBC for the Summer, moving a new comedy program headed by Edna Mae Oliver into the spot and discontinuing the Friday night "Grand Central Station" stanza. Deal, which is still in the works but appeared about ready to jell yes-

(Continued on Page 2)

## Wartime 'Language' Committee Confers With RDG Members

### Boyd Leaves NBC Chicago For Army Air Corps Comm.

Chicago—M. M. Boyd, manager of the NBC Central Division Spot and Local Sales office, and Paul J. Moore, member of the NBC engineering department, will join the Army on June 14, both as Lieutenants. Boyd goes into the Army Air Corps, reporting to Washington and Moore to the Signal Corps at Monmouth, N. J.

## Trade Consensus Holds Petrillo Blast vs Recordings Convention Pacifier; Bound To Be Union's Headache

### Fly And NAI Testify At Sanders Hearing

*Washington Bureau, RADIO DAILY*  
Washington—FCC Chairman James Lawrence Fly made his debut yesterday as a witness before the House Interstate and Foreign Commerce Committee conducting hearings on the Sanders Bill to reorganize the Commission. Fly's initial appearance, made before an audience which

(Continued on Page 3)

### Petrillo's Double Salary Discussed At AFM Meet

Dallas—Morning session at the annual convention of the American Federation of Musicians here yesterday was featured by a spirited discussion with regard to President James C. Petrillo's acceptance of a \$26,000 salary from Local 10, Chicago, in addition to the \$20,000 which he

(Continued on Page 2)

### 8 Pacific Coast Outlets To "Lum 'n' Abner" List

Miles Laboratories, Inc., will add eight stations on the Pacific Coast to the network for "Lum 'n' Abner." This will bring to 65 the total of

(Continued on Page 2)

Consensus of opinion both among musicians and recording companies is that a bootleg industry for the manufacture and distribution of recordings and electrical transcriptions, and a wholesale desertion of union ranks by heavy dues and tax paying musicians will flourish within sixty days if James C. Petrillo pursues his dictum to

(Continued on Page 5)

## See Early Approval Of Enlisting "Hams"

*Washington Bureau, RADIO DAILY*  
Washington—FCC approval of the "War Emergency Radio Service" plan sponsored by the Office of Civilian Defense to enlist amateur radio operators as an auxiliary communications system in case of emergency is expected to be announced tomorrow.

(Continued on Page 3)

## Two Daytime Serials Being Dropped By Colgate

Colgate-Palmolive-Peet, reported to have reserved a night-time half-hour on CBS for a new program, has cancelled two daytime serials on Columbia effective July 10. With dropping of the two shows, "Stepmother" (Continued on Page 2)

### Special Request

Ralph Edwards and his staff of assistants on "Truth or Consequences" not only go whacky thinking up brainstorm consequences for the Ivory program, they also have to be different in other ways. Sign displayed during broadcasts in studio at NBC says, "Laugh your heads off or Tear out your hair, But please don't whistle While we're on the air!"



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JOHN W. ALICOATE : : : Publisher

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

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## FINANCIAL

(Thursday, June 11)

### NEW YORK STOCK EXCHANGE

	High	Low	Close	Net Chg.
Am. Tel. & Tel.	117 1/2	117 1/8	117 1/2	.....
Crosley Corp.	6 1/4	6 1/4	6 1/4	.....
Gen. Electric	25 3/8	25	25 1/4	+ 1/8
RCA Common	3 1/4	3 1/8	3 1/8	.....
RCA First Pfd.	51 3/8	51 1/8	51 1/8	- 1/4
Stewart-Warner	6	5 1/8	6	.....
Westinghouse	71 1/2	71	71 1/2	+ 1/2
Zenith Radio	125 1/2	125 1/2	125 1/2	.....
<b>NEW YORK CURB EXCHANGE</b>				
Hazeltine Corp.	16 1/4	16	16 1/4	+ 2 3/8
<b>OVER THE COUNTER</b>				
Farnsworth Tel. & Rad.	13 1/4	2	13 1/4	.....
Stromberg-Carlson	45 1/2	55 1/2	45 1/2	.....
WCAO (Baltimore)	15	18	15	.....
Bid				
Asked				

### 8 Pacific Coast Outlets To "Lum 'n' Abner" List

(Continued from Page 1)  
Blue Network outlets carrying the program. The show is heard Monday, Tuesday, Thursday and Friday from 10-10:15 p.m., EWT, with a repeat broadcast on the coast at 11:15 p.m., EWT.

Wade Advertising Agency, Chicago, handles the account.

### Petrillo's Double Salary Discussed At AFM Meet

(Continued from Page 1)  
is paid as head of the AFM. Five votes were cast against his acceptance of the dual remuneration.

The afternoon session was devoted largely to discussion of Resolution 56, which was voted down overwhelmingly.

Election of officers will take place today.

Petrillo, questioned concerning the possible modification of his intention regarding recordings and transcriptions which would be ordered "discontinued" as of August 1, stated that AFM was "not going to make a darn one for anybody."

### 'Language' Committee Meets With RDG Group

(Continued from Page 1)  
such languages as its members knew.

Plan is to submit the scripts to the OFF and if okay they would be produced on wax for use by the foreign language stations. Presumed that the OFF would pay the waxing inasmuch as there appears to be a \$1,500 monthly fund allotted by the OFF to the Foreign Language Radio Division. It has never been clear however to the language men whether this sum is for administrative purposes only, for production of foreign language disk series, or both. To date, none of the language outlets have received recordings in any language but English, through the regular OFF channels, or allied government agencies.

Another meeting is scheduled next Thursday between the language wartime committee and officials of the RDG. At that time Lee Falk, of the Foreign Language Radio Division of the OFF will be in attendance. It is expected that concrete method of procedure will be discussed and settled then. Joseph Lang, general manager of WHOM accompanied Simon at yesterday's meeting, which was attended by many leading radio directors. The RDG will select a committee of three to work with the language committee.

### New York At War Parade Aired In Many Languages

(Continued from Page 1)  
descriptions which will probably overlap several times during the procession, WHOM will air the show in its four major foreign languages, Yiddish, German, Polish and Italian. British Broadcasting Corporation will also be in the coverage line-up. WQXR, being situated right on the parade avenue, will handle the project from its own front door. Stations with lines installed at the central platform include WMCA, WOR, WEAF, WJZ, WABC, WNYC, WNEW, WHOM, WLIP and WOV. City's station, WNYC will feed WWRL and WBNX. WINS, WBRY and WHN will probably complete plans for coverage also.

### Clev. Ork Summer Series Starts June 20 On CBS

The Cleveland Orchestra begins a new Summer series of broadcasts over CBS Saturday, June 20, from 10:30-11 p.m., EWT. Rudolph Ringwall, associate conductor of the symphony, is to conduct the programs which will originate in Cleveland's Public Hall, and are to be broadcast through the facilities of WGAR. The series will continue through July 18, with the exception of Saturday, July 4, when there is no concert.

The Cleveland Orchestra was heard last season on CBS in a series of programs that began December 6 and continued until Spring. Ringwall conducted some of the concerts of that series, the others being broadcast under the baton of Dr. Artur Rodzinski, the orchestra's conductor.

### NAB Appoints Outler To Head Sales Managers

Washington Bureau, RADIO DAILY

Washington—Appointment of John M. Outler, Jr., commercial manager of WSB, Atlanta, Ga., as chairman of the NAB Sales Managers Executive Committee was announced yesterday by NAB President Neville Miller. Outler, who served last year as a member of the committee, representing large stations, succeeds Eugene Carr, now with the Office of Censorship in Washington.

Long active in NAB sales managers affairs, Outler was a member of the original steering committee in 1936 which set up the plans for the sales managers division of the NAB, which has since become the Department of Broadcast Advertising, headed by Frank E. Pellegrin. Besides serving on the executive committee last year, Outler also, for the past two years, was sales managers' chairman of the Fifth District, comprising Alabama, Georgia and Florida.

One of Outler's first assignments as chairman of the committee will be to address the AFA convention in New York June 24 on "Radio as an Advertising Medium in Wartime," at a radio meeting sponsored by the NAB.

### Benny's NBC Sun. Time May Go Rinso for Summer

(Continued from Page 1)  
terday, would have Rinso sponsoring the Oliver program Sundays, 7-7:30 p.m., EWT, beginning July 5, the "Grand Central" hookup (Friday, 7:30-8 p.m.) being discontinued with the broadcast of June 26. Run in the Benny period would be for 13 weeks and would necessitate NBC's moving its Government "Victory Parade" series to a new niche.

Ruthrauff & Ryan, Inc., handles the Rinso and Lifebuoy accounts for Lever.

### Two Daytime Serials Being Dropped By Colgate

(Continued from Page 1)  
and "Woman of Courage," C-P-P will have eliminated all daytime serials on CBS. The two programs, aired for Colgate tooth powder and Octagon products, respectively, fill the 10:30-11 a.m., EWT, spot on CBS Monday through Friday. Ted Bates and Sherman & Marquette are the agencies involved.

Colgate is reported to have reserved the Tuesday, 8:30-8:55 p.m., EWT, period on Columbia either as a new spot for Guy Lombardo or for a new variety program.

### Book By Harry Flannery To Be Published June 29

"Assignment to Berlin," in which Harry W. Flannery recounts his experiences as CBS correspondent in the German capital, will be published Monday, June 29, by Alfred A. Knopf, Inc. The price is \$3. Flannery covered Berlin for Columbia from October, 1940, through October, 1941.

## COMING and GOING

H. C. KOPF, vice-president and general manager of NBC's central division, and HOGE, of the sales department, are in town this week on business.

HOLLISTER NOBLE, director of public relations for Columbia's Pacific network, left on his vacation just as shooting started on his latest script, "Stand By, All Networks."

E. S. "EDDIE" WHITLOCK, station manager of WRNL, Richmond, is in New York for conferences with the local representatives.

BOB HUTTON, promotion manager of FA vacationing currently, is due back at his home on June 22.

OWEN SADDLER, sales and production manager of KMA, Blue Network outlet in Sioux City, Iowa, is in town for a short visit to the station and network business.

ED WOOD, sales manager of Mutual, fended back today from a business trip to Detroit.

VINCENT F. CALLAHAN, director of Treasury Department's War Savings Radio Press Section, has left for a month in California on a combined business and vacation trip.

BRUFF OLIN, general manager of Poughkeepsie, down here on another brief visit.

FREDERICK L. SCHUMAN, Woodrow professor of Government at Williams College and LOUIS GOTTSCHALK, of the department of history, University of Chicago, will be in town this weekend for "University of the Round Table" program, which this Sunday originates at the NBC studios in Rock Center.

GUS CHAN, WWRL announcer, has returned from business trip to Washington, D. C.

JIMMY McLAIN en route to St. Louis for the week-end for the Monday stanza of his "I.Q." program, which will be aired from stage of the Fox Theater.

### Carter Moving Fidler To Sunday Night Show

(Continued from Page 1)  
lywood gossip Mondays from 7-8 p.m. on 78 Blue stations.

Small & Seiffer, Inc., handles the account.

**COVER THE DETROIT AREA OVER CKLW 5000 WATTS (Day and Night) Mutual Broadcasting System**

# And NAI Testify At Sanders Hearing

(Continued from Page 1)  
the Committee room, was and undramatic. The Chairman, giving an outline but without the minous prepared testimony that characterized most of the preceding witnesses, launched into a general over-all description of the work of the Commission, with emphasis on wartime activities. After less than minutes of his quiet, academic reply, the Committee called it a day, Mr. Fly scheduled to continue his testimony this morning.

**One of Many Responsibilities**  
He pointed out that the Commission's regulation of broadcasting was one of its many responsibilities in the field of communications—"and nor one at this time." Because the wartime "freeze" order, the power of licensing broadcasting stations was, he said, "one of the small jobs we have to do at this time. The whole, our attitude is that broadcasting should be held in status for the period of the war." The witness said that the policing of the ether at the request of other government agencies was perhaps the most magnificent work today, almost half of FCC's budget going to its monitoring staff. He detailed the activities of the Commission's 100 monitoring stations in intercepting intelligence and tracking unauthorized stations. The Commission's aid to the FBI in solving the Sebold German spy case was mentioned, as well as the operations of Foreign Broadcast Monitoring in recording and analyzing foreign propaganda directed to the hemisphere and domestic foreign propaganda in enemy countries.

**Cites Case of Nazi Station**  
Mr. Fly's single reference to the burning controversies in the present Congressional effort to reorganize the Commission followed his account of how the propaganda station calling itself B-U-N-K, and professing to be based in a Midwestern American town had been located in Germany. He remarked that the station announcements were cleverly interwoven with local advertising, and only Wednesday it had announced that the FCC had just renewed its license.

Yesterday's session began with a hearing by Paul D. P. Spearman, half of Network Affiliates, Inc., in answer to testimony presented by the Committee a few weeks ago by Dr. Sholis, director of the Clear Channel Broadcasting Service. Mr. Spearman summarized the position of Network Affiliates, Inc., as follows:

#### NAI Position Outlined

Class 1-A stations should not be allowed through the use of more power to attempt to cover the great distances from the stations in whom they claim to be principally interested while maintaining their locations in the most densely populated metropolitan areas of the country, and far away from such

## PROMOTION

### Personalized Promotion

Personalized promotion idea conceived by Ken Stuart, of the promotion department of KOWH, Omaha, Neb., consists of a recording of special pre-broadcast announcements together with "teaser" announcements which are included in a folio of all promotional material to the agency handling the account. For instance, on the "Lone Ranger" program sponsored by General Mills for Kix, the agency can actually listen to the cry of "Hi-oh Silver." This is followed by the thunder of a horse galloping past the listener and again the fading cry of the rider. Attention is called to the time of the program,—Monday, Wednesday and Friday at 6:30 p.m. For "Gangbusters," sponsored by Emerson Cigars, the actual opening of the Blue Network program is simulated and recorded, and again the time of the program is announced, —Friday evenings at 7 o'clock. In this way, both agency and sponsor have actual proof of the way in which KOWH is "personalizing" promotion for individual accounts.

### Electric Display

WHD in Kansas City, Mo., has expanded its local news service by installing, with the Katz Drug Company, a 40-foot Trans-Lux news sign. Two hundred and twenty characters per minute are shown in three-foot electric light letters. Sign operates eight hours per day and is fed news from WHD's news bureau.

listeners, while they take the cream of the business which advertisers do by radio;

"2. Class 1-A stations should not be put in position to dominate the radio advertising business as these few would be able to do if their ambitions on the power question should be realized;

"3. Regional and local stations are too important, much too important, to the cities and areas they serve, and serve so well, to be sacrificed on the altar of super power;

#### Potentialities Called Dangerous

"4. No small group of stations should be put in the powerful position the members of the Clear Channel Group would be in or be given the power they could wield in influencing public opinion or controlling public thought if permitted to operate with 500 kw. power or more, and they should not be placed in such position even if it should be admitted that this little group of 19 licensees were not disposed to take advantage of it, human nature being what it is;

"5. Nothing should be done to disturb the present satisfactory service being rendered by local and regional stations, which means the Clear Channel Group should not be placed in position to take their network and spot advertising business or any appreciable part of it from them as the Class 1-A stations surely would do to many of them if all of them are

### Underwriters' Recognition

For its "meritorious public service through the advocacy of fire prevention and fire protection during the past year," WGAR, Cleveland was awarded honorable mention by the National Board of Fire Underwriters at their annual meeting in New York. The place of honor in the national awards was given WGAR because of "its notable success in enlisting the active cooperation of the city administration, Chamber of Commerce, and Safety Council in the handling of fire prevention themes."

S. J. Horton, executive secretary of the Insurance Board of Cleveland, on behalf of the trustees, officers and large membership of that organization, congratulated John F. Patt, WGAR vice-president and general manager, on the public service award.

### New KGO Program Schedule

Promotion staff of KGO, San Francisco, is winning congratulations this week on a new "KGO Program Schedule," especially planned for advertising agency and industrial time buyers in graphic chart format. Prefaced by a weekly message, "On the Beam From KGO" covering highlights of new program developments, the sked is a compact layout of all shows, newscasts, and spot announcements on KGO, including Blue Network programs. The sked is printed in two colors—black and blue, on buff stock, and is distributed to a wide list.

permitted to operate with 500 kw. power or more;

"6. Instead of permitting any stations to operate with 500 kw. power on the claim that they want to and would serve rural and remote listeners they ought to be relocated as contemplated by Section 307(B) of the Communications Act of 1934, as amended, so that the 'fair, efficient, and equitable distribution' referred to in that section may first be tried out. Applications to bring about this distribution must first be filed, as the Commission is powerless to act in the absence of applications;

#### Asks 50-Kilowatt Limitation

"7. The Congress should include in any new act or amendment to existing law a specific limitation of 50 kw. as the maximum power with which any station would be permitted to operate. This would accomplish two things: first, it would settle the argument about power and super-power, which, like Banquo's ghost, will not down, and secondly, it would put the good faith of the Clear Channel Group to the test as those who were sincerely desirous of serving the rural and remote listeners could move and do so, and those who merely used the farmer and the other remote listeners as excuses in trying to secure authority to operate with more and more power could settle down to the business of serving their highly populous metropolitan areas, just as most of them do now."

## See Early Approval Of Enlisting "Hams"

(Continued from Page 1)

row. The plan calls for the issuing of special licenses by the FCC to stations and operators included in emergency communications systems set up by local government and civilian defense groups. The plan was first discussed at a Commission meeting late in May and was approved in principle then, it is understood.

The hams will operate solely to provide emergency communications during or immediately after air raids, threatened air raid, enemy action or sabotage. They will transmit on three frequency bands—112,000 to 116,000 kc.; 224,000 to 230,000 kc. and 400,000 to 401,000 kc.

#### Investigation Before Licensing

No licenses will be issued before complete investigation of the applicants by local governments, which must certify to the Commission their approval of the individuals. Station licenses will be issued for a one-year period, with expiration dates automatically set in six areas of the country, while operators' permits will be granted for the duration of the war and an additional six months—not to exceed five years.

A single license will be issued to cover all transmitters controlled by the local "primary," or "key" station, with each unit assigned a number designated in the license. All equipment must be in existence and owned by or in the possession of the licensee at the time of application.

Satisfactory proof must be furnished the FCC that all transmitters within a warning area can effectively be silenced upon the receipt of a single order.

#### Manual to Be Issued

A detailed manual outlining the regulations and functions of the war emergency radio service will be issued shortly by OCD. Local groups are urged not to attempt to organize their units before receiving technical and explanatory material from OCD.

In connection with the new plan, Broadcasters Victory Council has suggested that radio stations with amateur operators on their staffs should organize them into civilian defense units and aid them wherever possible in assembling the necessary equipment, as a further contribution to the war effort on the part of the stations.



## Chicago

By FRANK PURKE

LILLIAN WEIL of the WIBC, Indianapolis, artists bureau resigned last week to become the bride of Lou Goldberg of the U.S. Army Medical Corps.

"The Midwest Mobilizes," popular WBBM dramatization of the civilian war effort, formerly heard on Saturdays from 4-4:30 p.m., CWT, will be broadcast Wednesdays from 6:30-7 p.m., CWT, effective this week.

New Ben Bernie commercial show for Wrigley on CBS might be tabbed a gathering of the Paul Whiteman alumni. Jack Fulton, once a crooner with "P.W." and the "King's Jesters" who got their start with Whiteman at Cincy are among Ben's supporting talent.

Dr. Preston Bradley, noted churchman and radio commentator, closes his series of WJJD broadcasts from the pulpit of the People's church on Sunday, June 14. However, he will begin a new series on WJJD on Sunday, June 21, at 11 a.m., from the station's studios.

Ray Pearl and his orchestra gets a WBBM wire from the Melody Mill ballroom in Chicago.

Eddy Duchin makes his bow in a naval lieutenant's uniform for the first time the coming week and is submitting to a regulation navy haircut.

Pat Flannigan is getting a healthy plug for his sponsor—Marvel cigarettes—during the interview programs which originate at the army, navy and marine corps recruiting stations. Each recruit interviewed gets a carton of cigarettes.

Yeoman Bill Demand of Evanston, Ill., who wrote a tune, "I Only Know" is getting in the limelight these days as a song writer. The Great Lakes sailor's tune was first introduced by Russ Morgan and his orchestra on an NBC sustainer and this week gets a spot on the Blue Network's "Meet Your Navy" show.

Roy Shield, music director of the NBC central division, will be presented an honorary Doctor of Music degree by the Chicago Musical College at its 75th annual commencement exercises, Wednesday, June 17, in Orchestra Hall, Chicago. In citing Shield for the honor, college officials said: "As conductor and guest conductor, Mr. Shield has many first performances of important new and rarely heard works to his credit. In the field of writing symphonic music for radio dramas, his work as composer and arranger is outstanding."

Bob Bailey of "That Brewster Boy" show on CBS is back from a Wisconsin fishing trip with enough fish for the entire cast.

## WWRL Adds AP News

WWRL, New York, which began full time operation on May 13 and since then has been airing 16 daily five-minute newscasts, has further extended its coverage with the addition of Associated Press news. WWRL will continue to maintain its International News Service report.



## Little Shots About Big Shots!

• • • Harry Hershfield related this story to Louis Nizer, Bert Lytell, Lucy Monroe, Alice Marble, Jim Sauter and the many other people who attended the luncheon at the Park Lane yesterday to hear Mayor LaGuardia and army officials discussing plans for the National AAU meet June 19th and 20th at Randalls Island in behalf of Army Emergency Relief....A Negro private in the army stationed at an Alaskan base asked his commanding officer for a furlough to visit his home in a small town in Alabama.

...The C.O. said he'd take the matter up and would let the private know....A few weeks passed and the private didn't hear from the C.O. so he again went through channels for an interview....The commanding officer again asked the colored private what he wanted and the private repeated his request for a furlough to visit his home town. "You know," said the C.O., "we investigated that request of yours and couldn't find that such a town existed"....The colored soldier scratched his head in meditation and then replied, "That's funny. They sure were able to find that town when they drafted me!"

• • • Oddest fan letter of the week has just been received by Kay Kyser. It came from Jeanne Molbey, of Oklahoma City, Oklahoma. It read: "You've always been a favorite in our household but now you're a HERO. This evening we were listening to your program and when the orchestra began playing 'Who Wouldn't Love You' (which happens to be my favorite recording) I jumped up and rushed into the other room to tell Mom to listen to it. Just as I entered the hallway, I stopped in my tracks, for our back bedroom window was open—screen unlatched—and a garden hoe was sliding out the window with my mother's purse on the end of it....I screamed—the purse slid to the floor—and the hoe dropped—you know the rest....All I can say is that if it hadn't been for your orchestra and that darling arrangement of 'Who Wouldn't Love You'—we would have been living examples of John Steinbeck's 'Oakies' 'till next payday!"

• • • Walter Compton told Lionel Stander, who is using one crutch to support a leg injury, that he must use two crutches when the latter appears on "Double or Nothing"....The favorite "name of the week" in Frisco these days is that of Lloyd Creekmore, new sound effects chief at KGO-Blue studios there. Creekmore is his real name!....In town for a personal appearance at a local theater, Judy Canova, the movie actress of loquacious tendencies was interviewed by Heinie, over WTMJ....Believe it or not, but Heinie had difficulty in getting more than a few words from the young star. It wasn't mike fright and "it couldn't have been me" according to Heinie, "just reticence."

• • • If a highway patrolman flags down a South Carolina driver these days—the driver may receive an "Orchid for Safety" rather than a ticket to "tell it to the Judge"....WORD, 250-watt Blue outlet in Spartanburg last Thursday inaugurated a new broadcast to point up safe driving for the conservation of vital rubber and gasoline....In cooperation with the State Highway patrol, the broadcast presents an actual magistrate trying a case of "Safe Driving" and awarding a real orchid. Broadcast also features mechanics, tire experts, etc., to lecture on the conservation of tires, motors, and gasoline....Program Director Bill Ratcliff started the ball rolling and Announcer Gherall Mosteller handles the show. Script is written and directed by Bill Fallaw, Highway patrolman.

— Remember Pearl Harbor —

## Los Angeles

By JAC WILLEN

THE Army-Navy Game, followed a successful try-out last month, becomes a weekly Blue Network feature for Summer consumption, beginning Sunday, June 14, from 1 p.m., PWT. It will be heard through September 6.

Arch Oboler had reason to celebrate this past Sunday, becoming proud parent of a 5-pound, 1-ounce boy, at the Cedars of Lebanon Hospital, Sunday, June 7. Mrs. Oboler is doing well.

John Boylan, well-known film writer, has joined the writing staff of NBC Hollywood.

Billy Mills, Fibber McGee made found the answer to that garden shortage. He threw himself a "big-me-one-dozen-something" party at his Hollywood home Saturday, with a guest bringing out a dozen sun plants, or one large plant, with a guest responsible for the plan of his own gift. Wait 'till some of our Hollywoodians "see" how looked "diggin'-the-dirt."

Fibber McGee and Molly's "Uppington," Isabel Randolph, will be on a personal appearance tour during vacation of the summer from the air.

Bernard N. Smith, KFI Farm porter, will be one of the judges in the 1942 Cooperative Citrus Marketing essay contest, which is sponsored each year by the California Fruit Growers Exchange.

Billy Arntz, "Blondie" maestro, writing a "Blondie" overture, will be a musical cavalcade of first 150 broadcasts of the comic radio serial.

"You Belong To Me," with M. Oberon and George Brent, will be the Lux Radio Theater presentation of Monday, June 15.

Lyman Smith, KMTR, has a one...15 minutes daily, 1:30 p.m., featuring previews of the recordings. Program is titled "D and Data." Opening and closing theme is fanfare from motion picture "Boys from Syracuse."

## Going to NEW YORK

## Stay "Where Radio City Meets Times Square"

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

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

Reasonable All-expense Tours. Write for details.

HOTEL

**VICTORIA**

AT RADIO CITY 7th AVE. at 51st ST. NEW YORK  
RONALD A. BAKER, Manager

## GUEST-ING

RON HENDERSON, head of the A, and FREDERICK LEWIS ALLEN, editor of "Harper's Bazaar," on "Information Please," tonight (NBC Red, 8:30 p.m.).

JOSEPHINE THERESEA ZOGBY, authority on silk worms, on Dave Elman's "Hobby Lobby," tomorrow (ABC-CBS, 8:30 p.m.).

MARSH LUBITSCH, on "A Lunch Date With Ilka Chase," Saturday (BC Red, 12:30 p.m.).

QUELINE COCHRANE, now a flight Captain in the U. S. Ferry Command, on the "Stars and Stripes in Britain" program, Sunday (WOR-Mutual, 9 p.m.).

RAD BARKER, animal imitator, on John Reed King's "What's New at the Zoo," Sunday (WABC-CBS, 1:35 p.m.).

R. WILLIAM WITHERS, author-economist, and MERRYLE STANLEY RUKEYSER, lecturer and journalist, discussing "Would a Sales Tax Benefit the War Effort," on "Wake Up America," Sunday (WJZ-Blue Newark, 3 p.m.).

KINETH SPENCER, bass-baritone, Dr. Frank Black's "We Believe" series, Sunday (NBC Red, 4:30 p.m.).

SEPH W. BARKER, of Columbia University; COL. C. N. SAWYER, of the U. S. Army Signal Corps; AND W. ESHBACH, of Northwestern University, and ROBERT C. DUCHE, acting president of Drexel Institute of Technology, discussing "Education for War Needs," on the "Reviewing Stand" program, Sunday (WOR-Mutual, 11 a.m.).

REV. DR. JESSE M. BADER, General Secretary of the World Convention of the Disciples of Christ, on Mutual's Radio Chapel," Sunday (WOR-Mutual, 11:35 a.m.).

AURICE EVANS, Shakespearean actress, and MARY ELINOR MULHOLLAND, chosen as most talented student of West Virginia University, on Fred Allen's "Texaco Star Theatre" Sunday (WABC-CBS, 9 p.m.).

## Region To Honor Lewis

In recognition of his services on behalf of the war effort, Fulton Lewis, Jr., Mutual's roving reporter, will receive a citation from Edward Marshall, National Commander of the American Legion, on the concluding broadcast of his "Production For Victory" series, on Thursday, June 18, at 8:30 p.m. Final broadcast will originate in Washington, D. C., thru the facilities of WOL.

## Wedding Bells

Marguerite McCormack, office manager of WTAG, Worcester, Mass., will marry Thomas McEvoy, of Worcester, June 13.

# See AFM Heading For Trouble Re Proposed Recording Ban

(Continued from Page 1)

stop the manufacture of recordings and transcriptions for radio and other commercial uses. Trade further envisioning these developments, questions the distance that American Federation of Musicians can go on such a policy without running headlong into restraint of trade boogies and Thurman Arnold's jurisdiction. Waxers are adamant in the stand that the AFM could not put them out of business, and listed, for Petrillo's edification, suicidal weaknesses in the union president's move.

## Fear Killing of 300 Stations

Estimates granted that, uncontested, the restraint order would knock 300 radio stations out of commission immediately. One hundred others would be severely handicapped. The others would find the cost of operation greatly increased, having to resort to more dramatic programs as substitutes. Post war period, when numbers of news and commentator programs would be cut in half, would present a still greater problem to the radio industry. However, attitude of waxers, is that the situation will never reach that point.

As yet there has been no attempt among the manufacturers of recordings and transcriptions to offer a concerted opposition, but a united front will develop, it was pointed out, if the need arises. Similarly, there has been no report of mass protest via petition or the like on the part of the recording musicians, who are probably awaiting the end of the convention and a specific directive from their president before initiating such a move.

One transcription executive viewed the Petrillo move as inviting another, and bigger Boston Tea Party, one wherein the ranks of the lone, non-union Boston Symphony would swell with plenty of musicians who would find it worth their while to drop out of the union. There would be enough inducement from the recording firms to take care of an influential batch of recording artists.

## "Bootlegging" a Possibility

The restraining order would open up many avenues of bootlegging, analysts concluded. Within two months the leading manufacturers would set up house in Mexico and Cuba, as a start, aware that the quality of music would not reach present standards, but would suffice to whip the edict. Manufacturers are confident that advertisers would go along with the industry as they did in the Ascap fight. The value of ETs for the government's own purposes has been so enhanced by results in the sale of War Bonds, Stamps, recruiting, etc., that the union would find it difficult to halt commercial production while permitting the patriotic phases. There would have to be some form of subsidy for Government production, and it is unlikely the Government would entertain the idea at this time.

Petrillo's qualifying statement that

production for home use would be permitted becomes a farce in the light of past experience. Producing companies have been labeling recordings along these lines, but no one has been able to prevent a home user from turning the platters over to the local radio station. Only recourse union would have policing this phase would be pulling whatever live musicians stations might be employing, thereby cutting off its nose to spite its face. Larger stations and network affiliates would have to abide, or be cut off from national feedings.

## Recordings Backlog a Factor

Working against the no-more-recording ruling is the terrific backlog of recordings on file at the producers. One of the largest admitted that he had a three-year supply of standard tunes if he had to stop production today. Firm's service would lack only the last minute pop tunes.

Bootlegging could take still another form, and be of particular assistance to the small stations entirely dependent upon canned music. Off-the-air recordings of network live bands would be sufficient to keep some stations equipped if they couldn't buy legitimately manufactured recordings, and the union would find the going pretty tough to crack down on this practice.

Spokesmen pointed out that Petrillo will have to back track some distance if he would solve the mechanical problem for his members. He has had one lesson already, for the severity of his policy in his own local served only to chase the industry into other centers thus depriving his membership of work. Had he promulgated this measure back in 1937, he might have had a better chance to see it through his way, but he is going to have a difficult time trying to convince musicians that the four million dollars they earned in 1941 from recordings was only hay.

## See Desire for Compromises

Petrillo's convention blast has been interpreted as an offensive against a discontented membership, as well as a crude invitation to the trade to come through with compromises. Those who have worked with Petrillo maintain that the situation had him stumped, and he reasoned that his bark might elicit from the producers a plan he could offer the musicians and protect his vanity. Trade does not anticipate, as a compromise, a demand for higher recording rates, for that device would not increase employment. Treasury of the AFM is not exactly broke, so that larger fees is not the aim.

Whole thing will probably resolve into a licensing plan whereby the union will license and tax manufacturers of new juke boxes (if and when the government allows new production), and license radio stations so that fees can be collected on commercial use of recordings. On boxes already on the market, union

## AGENCIES

NETWORK radio expenditures by two of the three leading soap manufacturers increased in 1941 over the preceding year, it was reported yesterday by Lawrence M. Hughes in the New York "Sun." Lever Bros. showed the largest increase, amounting to \$1,300,000 for a 1941 total of \$4,500,000. Colgate-Palmolive-Peet increased radio expenditures \$1,000,000 to \$5,300,000. Procter & Gamble dropped \$1,600,000 from its radio budget, spending \$9,400,000 in the medium the past year.

J. M. MATHERS, INC., for the eighth consecutive year has been named to handle the New York State milk publicity campaign, it was announced yesterday by Commissioner Holton V. Noyes of the N.Y. State Department of Agriculture and Markets. The 1942-43 appropriation is for \$300,000, with radio expected to receive its usual large portion.

ALLIS-CHALMERS has added four stations to the list carrying its War Bond campaign, raising the total to 43 stations. Additions, set through Bert S. Gittins Advertising, Milwaukee, are WDAY, WHCU, WSB and WTMJ.

would evolve a licensing plan taking in distributors. Believed that the union has means to set up more rigid licensing and policing system than ever dreamed of by an Ascap. Materialization of such a procedure would dwarf, if not eradicate, the National Association of Performing Artists.

## Cannot Prohibit Manufacture

Wax executives denied that Petrillo approached them a few years back to construct a plan for the industry, mentioning that their willingness to work out a contract with AFRA attested to their cooperative intentions. The root of the union's problem, however, does not lie with the producers, they emphasized, for try as he may, Petrillo cannot prohibit the manufacture of recordings. He can only regulate their making. Possible that the union will resort to an upward revision of the three per cent tax for recording dates, so that musicians coining dough in the market would be contributing proportionately to the locals' coffers.

**920 CLUB**  
One of America's Greatest Local Radio Programs  
**WORL** BOSTON MASS.

## OFF Adds Agency Men To Help Production

(Continued from Page 1)  
casts in the NBC and CBS summer patriotic series—"Victory Parade" and "Victory Theater."

To assist Nat Wolfe, OFF liaison man in Hollywood, on details connected with Hollywood broadcasts in the same series, Coordinator Lewis announced that Leonard Levinson, Don Quin, and Carroll Carroll would serve in the same capacity and on the same non-salaried basis as Sisson. Levinson and Quin are associated with Needham, Louis and Brorby, while Carroll is with the Hollywood office of J. Walter Thompson.

Wolfe, who was originally scheduled to come east for the OFF radio conferences in New York today and Chicago on Saturday, cancelled his trip at the last moment. Coordinator Lewis is planning a trip to the West Coast the end of this month.

Representing OFF at the New York and Chicago meetings, in addition to Coordinator Lewis and Assistant Coordinator Meservey, will be Seymour Morris and Elaine Ewing. Philip Cohen, liaison man between OFF and other Government agencies, will also attend.

### Two SESAC Compositions Win Official Recognition

Two SESAC tunes have been taken over officially as part of the war effort. "Care for Your Car for Your Country," published by Hank Keene, Coventry, Conn., has been designated official conservation song by the Office of Emergency Management, and "I Need America, America Needs Me" will be theme song of New York At War Day tomorrow.

Free recordings of "Care for Your Car," which is theme song of the Fred Allen program, are available to radio stations through the Texas Co. advertising department here. Disks, cut by Al Goodman, are sans commercials.

### Baseball On KROW

Oakland, Calif.—Co-sponsorship of the baseball games of the Oakland and San Francisco teams of the Pacific Baseball League over KROW of this city has been taken over by the Signal Oil Co. in cooperation with General Mills. Oakland games are handled by Dean Maddox and San Francisco contests are described by Ernie Smith, with Hal Parkes as relief mukeman for both.

Signal account is handled by Barton Stebbins Agency of Los Angeles.

### Williams Extends WJZ Sked

R. C. Williams & Co., New York, has extended for 12 days its campaign on WJZ in behalf of Royal Scarlet foods. Williams is using 12 chain breaks at 9:30 a.m., EWT, one daily excluding Saturday and Sunday. Alley & Richards, New York, is the agency in charge.

## WORDS AND MUSIC

By Sid Weiss

**OUR TOWN:** We hate to brag—so we won't. However, we couldn't resist gloating about Ted Steele's latest break. Ted just got signed for the male lead in the Bill Rowland picture to be filmed in N.Y. and we also hear that 20th Century-Fox has their camera eye on him. Reason we're proud? We've been touting Ted ever since he scrapped his page boy's uniform to turn on the heat with his novachord. A fella's allowed a couple of I-told-you-so's, isn't he?...The Jack Meakins are expecting a late Summer jitterbug. He's the NBC musical director and she's the former Patricia Norman of "Old Man Mose" fame....Geo. F. Putnam negotiating with NBC to get an overseas assignment, covering the news from the front....Next week's edition of the "New Yorker" will carry interview with Arthur Vinton, radio and screen actor, who's bucking Ham Fish in the coming election....Texaco Summer set-up will include Jane Froman, Al Goodman's ork, Ray Block choir and a still-to-be-chosen Spanish singer....Bob Trout expected back from London in two weeks....It's a girl at the Gilbert Macks. His second, by the way....Tony Leader's kid brother, Joe, (he's merely six feet six) is in town on a visit.

☆ ☆ ☆

Lovely Betty Grayson, back in town from Hollywood where she was screen-tested by one of the major companies, has landed one of the roles in "Sing For Dough," heard Sundays via WJZ. Why Hollywood ever let Betty get out of the city limits is something only Hollywood can answer—but we're willing to gamble some of our hardly-earned cash that her next visit there will be a permanent one.

☆ ☆ ☆

John E. Kucera has taken Fred Wile's spot as business manager at Y&R., with the latter in Washington now....Wire from Nellie Revell: "When you open that great big mouth of yours, don't forget me. Also don't forget that I'm over the draft age"....Dick Sanders an addition to "Easy Aces"....The stork has pencilled in a July date at the Norman Winters....Ted Collins and Co. off for Kent, Quebec, this week-end to entertain army flyers up there....Nice job Lawson Zerbe's turning in on "Valiant Lady"....Fritz Blocki, Guy Della Cioppa and Tom Riley assigned to directorial staff with General Motors show....Next big patriotic tune will be Irving Berlin's "Song of Freedom" sung by the Bing in Paramount's "Holiday Inn." Bing will introduce the tune on his air show....Sarah Rollits has resigned from MCA to open her own offices on Madison ave. She will represent the Salkow agency of Hollywood, handling writers, talent and radio personalities.

☆ ☆ ☆

**OF THEE I SING:** Ascap's latest promotional stunt supplying stations with full half-hour weekly scripts in regular package show form, devised by Robert L. Murray, public relations director of the Society. Over 276 stations are using the idea currently with the total expected to reach 500 before the month is out....Jack Eigen's Crawford Clothes show via WMCA. His B'way and Hollywood chatter is reported to be interesting the networks.

☆ ☆ ☆

**RADIO TYPES:** The absent-minded announcer who once rolled under his dresser and waited for his collar button to find him....The smart cookie who hasn't let any woman pin anything on him since he was a baby....The radio gossips who think they are the spies of life....The playboy whose pretense at being rich keeps him poor....The aging fashion expert who has stopped patting herself on the back and has started in on her chin.

☆ ☆ ☆

Ever since the Lord Tarleton in Miami Beach opened some two years ago it has been the Mecca for the radio gang—credit for which must go in large doses to the exploitation genius of Geo. Lottman. Phil Spitalny, Ed Hill, Kate Smith, Al Jolson, Walter Winchell, Lou Holtz, Ed Wolf and Jack Robbins are only a few who made it their Florida home this past season.

## Harvard Radio Board Readies First Program

(Continued from Page 1)  
at 7:30 p.m., EWT, and is sponsored jointly by the University and World Wide Broadcasting Foundation, operator of the station.

The first broadcast in the series will take place from a special dinner at the Harvard Club of Boston given to welcome the new program. Professor Harlow Shapley, Director of the Harvard College Observatory will be the principal speaker on the subject of "The World of Fe Thought." Preceding Professor Shapley, the broadcast will be opened by brief introductory remarks explaining the purposes of the series by Walter S. Lemmon, president and founder of WRUL, and Professor E. P. Learned, representing the newly created Harvard University Radio Board. Before the broadcast there will be brief introductory remarks by Ralph Lowell, president of the Harvard Club of Boston; Professor Henry W. Holmes, who will serve as presiding officer of the evening ceremonies; and A. Calvert Smith for the Harvard Radio Board.

### Symposium On Unity

Immediately after the broadcast concluded, there will be a symposium for dinner guests, not to broadcast, on "Can Unity of Outlets be Achieved and How Can America Help Achieve It?". The broadcast on "The Fight for a Free World" will be heard for the next eighteen or twenty weeks over WRUL on Friday evenings at 7:30 p.m., EWT, and on Sunday afternoons at 2:30 p.m., EWT, when the preceding Friday talk will be rebroadcast. The second of the series will feature Professor Ralph Barton Perry speaking on "The Challenge: German Ideology and Purposes"; to be followed by Dr. E. O. Reischauer, whose subject will be: "The Challenge: Japanese Ideology and Purposes."

**Ralph Barton Perry, Chairman**

The Harvard University Radio Board marks a new departure in Harvard's study of the use of radio broadcasting as an adjunct of a university's functions. The members of this Board are as follows: Professor Ralph Barton Perry, chairman; Professor William Yandell Elliott; Professor Edmund P. Learned; Professor Edmund M. Morgan; Professor Harlow Shapley; Dean Francis T. Spaulding, and A. Calvert Smith. Cooperating to make this series available to a world audience, WRUL has loaned members of its staff to advise and consult with members of the University Radio Board. Harvard University and this organization have collaborated from time to time in the past but this is perhaps the most extensive series they have undertaken.

### Stork News

Harvey J. Struthers, WCCO, Minneapolis, salesman, is the proud papa of a 7½-pound boy, Harvey, Jr., born to his wife, Helen, June 8 in Minneapolis.

RADIO DAILY

WILL PRESENT

THE THIRD ANNUAL EDITION OF

"SHOWS OF TOMORROW"

THURSDAY, JUNE 25<sup>TH</sup>

  
*Devoted to Radio Production*





# Coast-to-Coast



**I**N A guest appearance on Don Norman's interview program, Tuesday, June 16, over WOR, Jerry Wayne, baritone, will distribute autographed copies of his Beacon recording of "This Will Be A Lonesome Summer" to uniformed men in the audience.

\* \* \*

Under the direction of Private Bob Beck, head of the newly created radio department of the office of public relations at the Columbus (Miss.) Army Flying School, WCBI is carrying a total of 21 broadcasts, weekly, directly from the air base, pickups being made from a variety of points in the camp....Bob McRaney, general manager of WCBI, will head the local committee in charge of the state-wide Gas Model Airplane Contest to be staged in Columbus, Miss.

\* \* \*

William Clark Ellzey, new announcer at KVOR, Colorado Springs, is also a local minister....George Green, former jobber-salesman, has joined KVOR's sales staff.

\* \* \*

Irene Kersis, member of the WTAG, Worcester, Mass., traffic department, has resigned to go with the Worcester Public Health Department....Latest musical composition by announcer-singer Bob Rissling of WTAG is the sentimental ballad, "As Soon As My Heart Was Turned."

\* \* \*

John W. Scott, KABC, San Antonio, news chief, is on a flying trip to Central and South America to gather material for his daily broadcasts....Tommy Reynolds, chief announcer of KABC, and Ted Eckman will play leads in the forthcoming production of "The Straw" by members of the 20-30 Club.



June 12

Al Denahue	Roger Forster
Priscilla Lane	Glenn Snyder
Donald Weeks	

June 13

Bob Bailey	Don Dixon
Ralph Edwards	Arthur L. Forrest
Jack Fulton	Mary Kendel
Lyell Ludwig	Basil Rathbone

June 14

Major Edward Bowes	
Rhea Diamond	Cliff Edwards
Benny Fields	George Hall
Hilton Lamare	Loretta Lee
Mort Lewis	Ken Lyons
Robert A. Litzberg	
Marcelle Shields	Jerry Stone
John Scott Trotter	
Sam Wanamaker	
Rowena Williams	

John Merriman, formerly of the CBS page staff, has been appointed news desk assistant in the CBS news room. Prior to joining CBS, Merriman was a sports reporter for the "Nyack Journal-News"....Lyman Bryson, CBS educational director and chairman of Columbia's Adult Education Board, will give two talks at the International Convention of Kiwanis in Cleveland on Monday, July 15. On June 27, he will speak to the National Education Association convention in Denver, and on July 1, he will talk before the National Council of Teachers of English.

\* \* \*

For the eighth consecutive year, KOA, Denver, will broadcast a salute to the Frontier Days Celebration at Cheyenne, Colo., on the week-end preceding the opening of the world famed rodeo fiesta. As in the past, Colorado's Public Service Company will sponsor the program. Frontier Days this year will be held in Cheyenne from July 21 to 25.

\* \* \*

Boyd Lawlor, former station and commercial manager of WJMA, Covington, Va., has joined the staff of WLVA, Lynchburg, Va., MBS affiliate and key station of the Tri-City network.

\* \* \*

A tieup with the San Francisco "Examiner" has been set by FM station KALW, operated by the Samuel Gompers Trade School, which is training technicians for war work. Three mornings weekly a special broadcast of news intended for technical students is prepared by the "Examiner," and aired via KALW to the classrooms.

\* \* \*

Ed Beemish has been added to the engineering staff of WTTM, Trenton, N. J., to take over most of the remote jobs, including all special events, and maintenance work. He also does a relief shift on the board to fill in on days off for the other men....Ed Langdon, formerly of WPIC, Sharon, Pa., has been added to the announcing staff of WTTM....Peggy Porter, producer and mistress of ceremonies of "Tots 'N Teens," heard over WTTM, Trenton, N. J., Sundays at 10 a.m., will appear at the McCarter Theater, Princeton, for the summer season.

\* \* \*

Lew Lacey, public relations staff chief of KTSA, San Antonio, Texas, is the first of the station crew to enjoy a summer vacation. Lacey is on a combined business and pleasure trip over the state.

\* \* \*

A quarter-hour commercial broadcast over WCKY, Cincinnati, marked the opening of Cincinnati's new \$325,000 Greyhound Bus Terminal June 10. Time was bought by the Greyhound Lines in addition to four spot announcements inviting the public to attend the dedication. Mayor James G. Stewart and C. E. Graves, president of the Cincinnati Greyhound Bus Terminal Co., spoke on the broadcast.

Cyril King of Kirkland Lake is substituting at CKRN, Rouyn, Quebec, while Bill Reid enjoys a two-week vacation in Montreal and Toronto....Bruno Cyr, French announcer at CKRN, is also vacationing for two weeks at Montreal....Ernest Courtney, formerly of CKVD, Val d'or, Quebec, is now musical director of CFCH, North Bay, Ontario.

\* \* \*

Walter Kaner, publicity director of WWRL, and conductor of a weekly stamp program over the station, has been appointed a Merit Badge Counselor for Stamp Collecting by the Greater New York Boy Scout Foundation.

\* \* \*

A new feature has been added to the weekly song broadcasts of the Moylan Sisters, seven and nine-year-old singing team, heard Sundays at 5 p.m. on WJZ. Each week the girls will recite a prayer for Victory, and ask their millions of listeners to join them in a large-scale mass prayer.

\* \* \*

Connie Small, publicity office assistant, and salesman Ed Larkin resigned from KQW-CBS, San Francisco....Four announcers are used in KQW's new nightly news roundup, titled "News of the World." Voicing the day's events in dramatic sequences are Carroll Hansen, who compiles the programs; Dick Ellers, Harry Le Roy and Don Frederick.

\* \* \*

Jack Strickland, formerly sales manager of the American Network, will handle time-sales for W63NY, WHN's FM outlet, with offices here.

\* \* \*

A. L. Alexander's "Mediation," a WHN feature broadcast Fridays 9-10 p.m., has gone off the air for the summer. Tonight's program would have been the final broadcast, but it is being cancelled by a night baseball broadcast.

\* \* \*

On Flag Day, June 14, Conrad Thibault, radio and concert baritone, deserts his Sunday commercial, "Manhattan Merry-Go-Round," to sing the national anthem at the opening of the New American Legion Building, Washington, D. C. On the following night, at New York's Manhattan Center, he will repeat his musical duties by opening the United Nations Relief program sponsored by "Pour La Victoire," the French daily.

\* \* \*

Millicent Polley, women's director at WHBF, Rock Island, is vacationing in Pine Island Park, Balsam Lake, Wisc., until June 16.

\* \* \*

A forum discussion which will have particular significance is entitled "Victory Through Air Power" and scheduled for 6:30 p.m., Sunday night over WQXR. Major Alexander de Seversky will participate in the forum with Edward L. Bernays, publicist; Eugene Lyons, writer, and William B. Ziff, military expert and author.

A few days after WBNX started a rubber salvage campaign directed exclusively to shoemakers, salaried committee amassed more than a half-ton of scrap rubber heels and soles from shoemakers in the localoughs, Long Island and New Jersey. Announcements were aired on station's Italian hour.

\* \* \*

Attesting to the popularity of MBShow, "The Better Half," a take-off on this program was given at the Colorado Convention of Lion's International at Durango Colorado week. Original scripts written by Jack Byrne of Mutual were used with Rex Howell of KFXJ subbing in emcee spot filled by Tom Slater the regular network broadcast. Audience participation was obtained from delegation. Lions pronounced it a "roaring" success.

\* \* \*

Maurice Hart, WNEW's platt jockey, has just finished editing, writing and narrating the script of a reel newsreel history of the world which will be shown in theaters throughout the country.

\* \* \*

Ann Barbinel, independent program producer, who also does vocal work on the concert stage and in radio, has been asked to appear as guest artist on a Flag Day program of the Veterans of Foreign Wars, Post 10. She will open the program by singing the "Star Spangled Banner."

\* \* \*

Harvey Peterson, KPO musical director, is recuperating near San Francisco after a serious illness. Members of the Serra Club, 75 strong, were guests of KPO manager John Elwood at luncheon and a tour through San Francisco's new Radio City. The club is a Catholic Service group in California....William Sheppard, new KPO press chief, formerly was a salesman with McCann-Erickson agency and the "Frisco Examiner" a Hearst sheet.

## Two Network Programs Ending Seasonal Runs

Two additional seasonal sponsors will leave the Blue Network at the end of this month. Having completed its usual 26-week Winter run, Ex-Lax, Inc., will discontinue sponsorship of Arthur Tracy, "The Street Singer," on 26 Blue stations following the broadcast of July 3. Sponsored through Joseph Katz Co., the program is aired Mondays, Wednesday and Fridays from 4-4:15 p.m., EWT.

Ontario Travel & Publicity Bureau concludes its 16-week contract with the June 26 broadcast of the "Ontario Show," aired on 49 Blue stations Fridays from 7-7:30 p.m. Walsh Advertising Co., Ltd., Toronto, is the agency.

Final broadcast of the Wheeling Steel "Musical Steelmakers" program has been set for June 28. Show airs Sundays, 5:30-6 p.m., EWT, on 66 Blue stations.



# RADIO DAILY

The National Daily Newspaper of Commercial Radio and Television



VOL. 19, NO. 54

NEW YORK, N. Y., MONDAY, JUNE 15, 1942

TEN CENTS

# Radio In Rubber Drive

## Agency-Station Men Gear OFF Objectives

One hundred representatives of advertising agencies, networks and stations gathered in CBS Studio 22 May afternoon to hear radio officials of the Office of Facts and Figures, headed by William B. Lewis, radio director, explain the workings of the Allocation Plan to date and outline the desires of the Government agency regarding future radio efforts on behalf of war messages. Mir McClintock, of the Advertising Council, gave the introductory speech and then Lewis and his assistant Seymour Morris took over.

(Continued on Page 5)

## New Blue Affiliates Getting Special Welcome

Mark Woods, Blue Network president, will welcome four New England affiliates to the Blue tomorrow with a special address to be made as a feature of "This Nation At War" at 30 p.m., EWT. Pointing to the Little Man as a symbol of America's fight for democratic rights both in the past and in the present, Woods will cite New England's contributions to American history. Following his

(Continued on Page 2)

## Radio's Wartime Role Via N. Y. 'U' Lectures

Representatives of the army, advertising, and the radio networks will discuss the role of radio in wartime in a series of lectures at New York University's Summer Radio Workshop. It was announced on Friday by

(Continued on Page 5)

## "Station I.O.U."

The more or less mysterious goings-on behind the scenes at radio stations will be divulged to mutual listeners in a new comedy series entitled "Station I.O.U." Making its network debut this morning, it will be heard Mondays through Thursdays from 11:30-11:45, with a Friday program scheduled for 12:35-12:45. Show originates at WRC, Louisville.

### "Round-the-Clock"

In order to reach the largest possible audience, WJZ and many other stations throughout the country rebroadcast President Roosevelt's rubber salvage talk "round-the-clock." Initial airing Friday evening on WJZ was followed by transcribed broadcasts at 11:06 p.m. and on Saturday at 3:02 a.m., 8:15 a.m. and 12:15 p.m.

## Fly Explains Scope Of FCC's Activities

Washington Bureau, RADIO DAILY

Washington—FCC Chairman James L. Fly told the House Interstate and Foreign Commerce Committee Friday that one of the Commission's most significant "accomplishments" has been to set up a more extensive system of world communications. "We have kept driving toward the time when the sun will never set on American Communications—an

(Continued on Page 5)

## Lever Bros. Closes Deal For Benny 'Time' On NBC

Lever Bros. on Friday concluded arrangements with NBC to take over the Jack Benny time effective July 5 for a 13-week period. As exclusively reported here last week, the Edna Mae Oliver comedy program, as yet uncast and untitled, will go into the Sunday, 7-7:30 p.m., EWT, spot, with Rinso taking the plugs. Net-

(Continued on Page 4)

**Govt. Relying On Industry To Deliver Its Greatest Effort Toward Salvage, Called Most Important To Date**

## AFA Skeds Session For NAB Ad Bureau

Thirty-eighth annual convention of the Advertising Federation of America will devote its Wednesday morning session, on June 24, to radio and broadcasting. Frank Pellegrin, director of the Bureau of Advertising of the NAB will preside at this conclave which will get under way at 9:30 a.m. Samuel R. Rosenbaum, president of WFIL, Philadelphia, will

(Continued on Page 2)

## U.S. Shortwaved-News Added To Axis 'Hate' List

News broadcasts by American shortwave stations are attracting plenty of attention abroad—at least in high Nazi quarters. This was revealed Friday by CBS in describing recent "rebuttal" broadcasts by "Paul Revere" on Radio Berlin. In

(Continued on Page 5)

## "This Is War!" Boosted Saturday Night Audience

Saturday night radio listening received strong impetus from the OFF-four network "This Is War!" series, according to the Pulse of New York,

(Continued on Page 3)

Washington—Most intensive and extensive special drive of the war begins today with radio being called upon to "deliver" as never before. War Production Board, through the Office of Facts and Figures, and every radio station in the country is calling upon the people to deliver before June 30, to their nearest filling station, every ounce of scrap rubber in their possession. As an OFF representative remarked this week-end, this is a drive in which there can be "no fiddling along" and that this is a crucial campaign, limited to two weeks, and the broadcasters have

(Continued on Page 3)

## AFM Executive Board Retains Rule Re Disks

Dallas—The recent order of James C. Petrillo, president of the American Federation of Musicians, regarding the discontinuance of recordings and transcriptions has been referred to the executive board of the organization for such action as it may see fit

(Continued on Page 3)

## Aviation-News Series Debuts July 10 On Blue

Aiming to promote aviation and interest more young people in flying, the Blue Network will launch a series of programs combining air adventure with aviation news on July

(Continued on Page 3)

## ★ THE WEEK IN RADIO ★

... AFM's Recording Ban

By BOB LITZBERG

CALM in the radio-music situation, which followed the Ascap-BMI settlement last year, was broken last week at the American Federation of Musicians convention at Dallas. Threat to radio and allied industries, recording and transcription companies in particular, was made by James C. Petrillo, AFM president, who in his opening speech to the convention announced that August 1 would be the date for discontinuing the use of recordings for commercial

and sustaining programs by radio stations. Informed circles among broadcasters and recorders, concerned with the dire consequences of such an edict, were dubious of the ability of the AFM to control rigid enforcement of Petrillo's ultimatum, not only among the manufacturers and users of recordings but also among the musicians themselves; however, it was generally believed that, if need be, the affected in-

(Continued on Page 2)

## Expanding

For second time in less than fifteen months, Press Association, Inc., radio subsidiary of the Associated Press, is expanding its news room facilities, moving into larger quarters on the sixth floor at 50 Rockefeller Plaza. Tom O'Neill, radio news editor of Press Association, is in charge of the expanded news room.



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JOHN W. ALICOATE : : : Publisher

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

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

## FINANCIAL

(June 12)

### NEW YORK STOCK EXCHANGE

	High	Low	Close	Net Chg.
Am. Tel. & Tel.	114 1/4	113	113 3/4	- 1 3/4
CBS A	113 1/4	113 1/4	113 1/4	+ 1/4
Gen. Electric	25 3/8	25 1/8	25 3/8	—
Philco	8 1/4	8 1/4	8 1/4	—
Westinghouse	71 1/8	70 1/4	70 1/4	- 1 1/4
Zenith Radio	127 1/8	123 1/4	127 1/8	+ 1/4
<b>OVER THE COUNTER</b>				
Farnsworth Tel. & Rad.			1 3/4	2
Stromberg-Carlson			4 3/8	5 3/8
WCAO (Baltimore)			15	18
Bid Asked				

### AFA Skeds Session For NAB Ad Bureau

(Continued from Page 1) speak on "Radio's Greatest Challenge." Program will include, too, "Radio Goes to War" by Lt. Col. Edward M. Kirby, Chief of the Radio Branch of the Bureau of Public Relations of the War Department in Washington, D. C.; and "Radio As An Advertising Medium in War Time" by John M. Outler, Jr., sales manager of WSB, Atlanta, Ga., and chairman of NAB's Sales Manager's Executive Committee.

Convention which is being held at the Hotel Commodore, June 21-24, has obtained Joseph B. Eastman, Director of Bureau of Defense Transportation, as speaker for its opening general session, Monday, June 21. Bruce Barton, president of BBD&O, and chairman of the convention's general program committee, will deliver the keynote address to be broadcast over the Red network that Monday, 1:30-2 p.m.

### AVAILABLE

Young lady presently employed as Assistant General Manager desires change. Seven years broadcasting experience. Capable of handling any phase of business. Studying for 1st Class operator's ticket. Write Box 546, Radio Daily, 1501 Broadway, New York City.

## ★ THE WEEK IN RADIO ★ ... AFM's Recording Ban

(Continued from Page 1)

terests would present a united front against the musician's demands. Only other important discussion of radio at the AFM meet was also contained in Petrillo's keynote speech and explained the underlying attitude toward future negotiations with network affiliates over local musicians' contracts.

Columbia Broadcasting System announced a two-way discount revision to become effective on July 15. Action by the network is the first important change in the CBS rate structure since August 1939 and incorporates a 2 per cent cash discount, following the precedent set by the Blue at the NAB convention last month.... Reciprocal programs between the National Broadcasting Co. and Mexican broadcasting officials were being worked out as part of NBC's contribution to the "good neighbor policy," it was revealed.... Starting on Tuesday, the House Interstate and Foreign Commerce Committee continued its hearing on the Sanders Bill, listening to the testimony of representatives of the Mutual Broadcasting System, Network Affiliates, Inc., as well as FCC Chairman James Lawrence Fly.... Office of Facts and Figures announced the further mobilization of radio in the war effort: two "victory" shows were set on NBC and CBS; allocation plan meetings were scheduled for New York and Chicago during the latter part of the week; the OFF personnel

was augmented by recruits from radio and advertising.

MBS released its survey showing that 74 per cent of its affiliates have made "important improvements" in transmission facilities since the beginning of 1941.... FCC ruled that unused transmitters must be registered.... Office of Censorship announced that its "Code of Wartime Practices for American Broadcasters" was undergoing a revision and new provisions were being made as a result of six months of wartime experience.... Foreign Language Radio Wartime Committee conferred with the Radio Directors Guild in an attempt to work out a satisfactory plan for foreign language broadcasts in keeping with the OFF design.... Investigation of Canadian radio continued before a special committee of the House of Commons.... National spot contracts signed during the week included Ironized Yeast, National Biscuit Co., Stanback Co., Centaur Co. (ZBT) and Martin J. Pollak, Inc.; network business signed included renewals by Feenamint and Kirkman Soap on MBS, the addition of outlets on CBS-Pacific by Miles Laboratories for its "Lum 'n' Abner" series and the announcement of a new show featuring Ben Bernie to replace "Scattergood Baines" on CBS by William Wrigley, Jr., Co.

## COMING and GOING

ARTHUR J. KEMP, general sales manager of the Columbia Pacific network, here this week to confer with network executives, sales agency men and clients for the purpose of lining wartime advertising methods to be used on the Coast.

LYMAN BRYSON, CBS education director, chairman of the network's Adult Education Board, in Cleveland today where he will give two addresses at the International Convention of Kiwanis Clubs.

C. D. MOORE, commercial manager of WCAU, Fayetteville, has returned to his North Carolina headquarters after spending the latter part of last week in town.

EDMUND CASHMAN, of Lord & Thomas, Quantico, Va., for conferences with Col. W. A. Churchill of the U. S. Marine Corps, will go to the Kay Kyser-Lucky Strike broadcast which will emanate from there this Wednesday night.

J. CARSON BRANTLEY, of the North Carolina advertising agency bearing his name, is in New York making transcriptions for Stanback Company and R. J. Reynolds Tobacco Co.

BRUFF OLIN, general manager of WKII back in Poughkeepsie after a one-day visit to town last week.

FRED GERMAINE, program director of WMMT, Middletown, N. Y., station which will begin operations in July, expected here this week to take care of station business.

PARKS JOHNSON and WARREN HULL took a day off to Detroit today for the broadcasting of night's "Vox Pop" program from the Chr. Tank Arsenal.

G. G. WHITE, commercial manager of WF, Frederick, Md., left town over the weekend following completion of a short business trip.

## Introducing! ~

## THE DANIEL BOONE NETWORK

### WISE

ASHEVILLE, N. C.

### WOPI

BRISTOL, TENN. VA.

### WKPT

KINGSPORT, TENN.

Covering Western North Carolina,  
East Tennessee and  
Southwest Virginia

POPULATION—471,734

RETAIL SALES—\$226,320,000

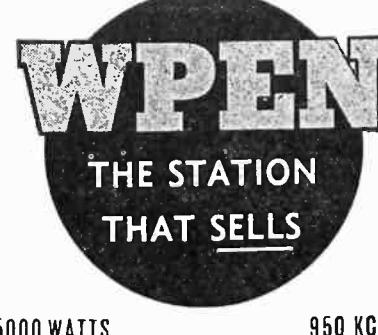
REFERENCES—0.1—MV/M CONTOUR

LET THESE MEN TELL THE STORY!

BURNS-SMITH CO. • NEW YORK • CHICAGO

HARRY E. CUMMINGS, JACKSONVILLE, FLA.

In Philadelphia It's



**RADIO DAILY****Gvt. Relies On Radio Huge Rubber Drive**

(Continued from Page 1)

given the biggest burden of getting it across. President Roosevelt's five-minute over all four networks at 6:45 p.m. Friday evening announced the use of the drive, which was dependent upon only the preceding day. Coast stations repeated FDR's message recorded that morning by later in the evening. All stations were requested to carry it as possible over the week-end.

**MacLeish Addresses Networks**

Chief Archibald MacLeish, head up the Commander in Chief day afternoon by outlining the plan in a 15-minute closed circuit address to the four networks. Telegraphed to every station in the country announcing what was being done, and calling for heavy building. Suggestions were made to the stations as to what they should do in the way of spot and special programs.

They were also sent to practically sponsored program on the air. In the OFF Allocation Plan this already called for heavy plug of War Bonds, rubber salvage increments will not be included in the schedule until next week. Over the three-quarters of the commercial programs not included in the Allocation Plan this first week been asked to make some mention of the salvage drive in the body of their shows.

**Fact Sheet to All Shows**

Network programs have been in the OFF Fact Sheet on the drive. Radio Advisory Committee of Advertising Council prepared spot announcements, which been sent to all stations with a background sheet for use in preparation of their local

Radio Coordinator William B. emphasized the vital nature of the drive at the two industry meetings held on the Allocation Plan in New York Friday and in Chicago yesterday.

An OFF representative: "The salvage campaign gives radio the greatest opportunity it has ever proved its worth as a medium of communication and persuasion."



"wonder why our Army is protecting WFDF Flint, Michigan's coverage?"

**"This Is War!" Boosted Saturday Night Audience**

(Continued from Page 1)

Inc., local survey organization. Pulse surveys in the metropolitan area from January to May of this year indicate that in May, Saturday night listening was equal to what it was in January, contrary to usual seasonal trends. Pulse stated. For the hour from 7-8 p.m. ("This Is War!") was broadcast 7-7:30 p.m.) listening in May was 133 per cent of that in January, according to Pulse, whereas other hours lost in listening or remained the same.

Breakdown of listening by stations in the New York area, of which seven carried the program at 7 p.m. and three did not, showed that those stations carrying the program enjoyed an increased audience, going from February to March. "The effect of this program was great enough to offset the loss in listening during other periods of the evening so that total listening for the entire evening was 100 per cent of total listening in January," Pulse stated.

Comparison of "This Is War!" stations with those not broadcasting the program at 7 p.m., showed the former's audience rating increasing from 13.4 in February to 24.9 in May while non-"This Is War!" station audiences slipped from 9.4 in February to 6.0 in May, according to the Pulse statement.

**Canada April Radio Sales 8.1 Per Cent Over March**

Montreal—Dominion Bureau of Statistics discloses that retail radio sales in Canada in April increased 8.1 per cent over March and were 4.6 per cent under April, 1941, and 47.8 per cent over April, 1939.

For the four months, January to April, sales increased 2.8 per cent over the corresponding 1941 period. Department store sales of radios and supplies in April totalled \$289,184 an increase of 14.1 per cent over the \$253,480 reported for April, 1941.

**Griff Thompson In Hospital**

Griff Thompson, vice-president in charge of sales for WBYN, New York, entered Doctors Hospital late last week, suffering from a case of hernia. Thompson had suddenly decided to move his (heavy) desk in a more plumb position, shifted it himself, and passed out as suddenly as his notion to move the furniture.

**Made NBC Staff Composer**

Morris Mamansky has been appointed staff composer at NBC. He becomes the network's second staff composer, Tom Bennett being the other. Mamansky's compositions have been played by the leading symphony orchestras of the country, including the NBC Symphony.

**WHDH To Hollingberry**

Ralph G. Matheson, general manager of WHDH, the Blue outlet in Boston, announced the appointment of the George P. Hollingberry Co. as exclusive national representative.

**Aviation-News Series Debuts July 10 On Blue**

(Continued from Page 1)

10. Entitled "Scramble!", the cry which sends United Nations fliers rushing to their cockpits, the program will be presented by the Blue with the cooperation of the National Aeronautic Association and the Aeronautical Chamber of Commerce of America, and will be made available for local sponsorship on Blue affiliates within a short period of time.

Participation in the series, to be aired Friday from 7-7:30 p.m., EWT, will be limited to manufacturers of aircraft or related products, this group, in itself, being very large.

The immediate purpose of the series, worked out by Phillips Carlin, vice-president in charge of programs, with the two aviation organizations, is to encourage membership in the Junior Air Reserve, in addition to stimulating model-building, increasing flying and building air-mindedness in general.

Robert Monroe will write and direct the series.

**Betty Frear to WNEW**

Betty Frear, formerly assistant to the director of radio publicity at N. W. Ayer & Son, Inc., has joined WNEW as assistant to Jack Banner, director of publicity and special events. Miss Frear replaces Rhea Diamond who resigned to devote herself to her family.

**AFM Executive Board Retains Rule Re Disks**

(Continued from Page 1)

to take. The move was made Friday as a highlight of the annual convention of the AFM in progress here.

In nominating of officers, Petrillo, president; C. I. Bagley, vice-president, and Fred W. Birnbach, secretary, were unopposed, but nominations for other places were contested.

The matter of a site for next year's convention has been left in the hands of the executive committee. At the present time, Jacksonville, Fla., is the only city attempting to get the meeting.

**Husing To Cover AAU**

Ted Husing, assisted by Jimmy Dolan, will cover the annual national AAU senior track and field championships in two CBS broadcasts Saturday, June 20, from Randall's Island, New York City, 2:45-3 p.m. and 4:30-5 p.m., EWT.

**Horton Leaves Don Lee**

Hollywood—Shirley Lauter Horton, publicity and public relations director of the Don Lee Broadcasting System, has resigned owing to an impending visit of the stork. She is succeeded by Fair Taylor, who during the past three years has handled publicity at KOL, Seattle.



**Chicago**

By FRANK BURKE

**P**AT FLANNIGAN, sports announcer, celebrated his 20th anniversary in radio on Thursday, June 11.

Capt. Michael Fielding, WIND news analyst, has been selected by Marshall Field Company to give a series of six noon-day talks on the war in the "Victory Center" of the store.

Dan Cubberly of KOY, Phoenix, Arizona, has been added to the announcing staff at WLS. Harold Stafford, program director of WLS, is in Arizona visiting KTUC, Tucson, and other Arizona Network stations.

Harry Wess, formerly UP newsmen in Chicago, has been added to the WBBM news staff.

Charlie Garland, mayor of Des Plaines and OCD director for the 10th division gets a break on his own station—WBBM—when he and Barbara Fuller, attractive young radio actress, are interviewed by Lorraine Hall on Friday, June 19, 2:30-2:45 p.m. The interview will deal with the OCD benefit ball at which Miss Fuller will be a guest of honor.

Alan Rinehart, Clarence Dooley, and Harold Maus, male trio of WBBM's "Novelty Aces" musical quintet, have enlisted in the navy and will be attached to the Morale and Entertainment division of Great Lakes, Ill.

Producer Owen Vinson of "That Brewster Boy" show on CBS is the proud owner of "Baron D, 20th," an eight-year-old prize Berkshire boar, which has sired three consecutive champions of the International Live Stock show.

**Show From Bomber Plant Inaugurates New Series**

The Blue's "This Nation at War" will combine a first broadcast from the heart of the great Ford Willow Run Bomber Plant near Detroit, Mich., with a reception to new affiliates, and sidelights of the nation's war time activities, Tuesday, June 16, at 9:30 p.m. At the Ford Plant, representative workers will take to the air. Then the new Blue affiliates in Boston, Providence, New Haven and Bridgeport will report on New England's traditional contributions to American History. James Backus will handle the narration from New York.

**Marlin Elected**

Springfield, Mass.—Albert W. Marlin, general manager of WMAS, has been named a director of the recently formed local Chapter of the Society for the Preservation and Encouragement of Barber Shop Quartet Singing in America.

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

**Slug: Overmatter!**

• • • The Blue Network has the inside track on getting the FORD business with Earl Godwin doing news five times weekly from 8:15 p.m. nicely....Peter Donald, sans barber, shaved his beard off which will leave many people without personal jibes at the actor....Chesterfield is still hunting frantically for an hour variety show....Mary Small was scheduled to go on the Lou Holtz CBSessions but will be on the "Jim Backus" show instead—so Mildred Bailey inherited the chores....Ezra Stone, after three years, returns to the Kate Smith Hour June 26th (the show which catapulted the "Aldrich Family" and himself to fame) when the Smith show previews the all-soldier Irving Berlin show, "This Is The Army"....Hal Hackett's new car was found by police last week abandoned in a ditch—badly smashed....The American Opera Festival ends on MBS June 18th....Column's personal thanx to Tom Slater for his help yesterday on the "This Is Fort Dix" show via MBS plugging the Army Emergency Relief Track Meet at Randalls Island Friday and Saturday. Blue Net and CBS will air portions of the event—with other webs and stations picking it up....Colgate has dropped the CBS Bob Burns time which they had optioned. Don't be surprised to find one of the Bates shows for that account getting a summer "hiatus"....Bess Johnson was voted the most popular daytime actress by a jury of twenty brides from Portland, Oregon. ...Prof. Quiz is taking it easy on his upstate farm.

—Remember Pearl Harbor—

**Lever Bros. Closes Deal For Benny 'Time' On NBC**

(Continued from Page 1)  
work of approximately 80 stations is being lined up.

Marking the first time Miss Oliver has been starred on a radio show of her own, she will act the part of a sort of "female Gildersleeve" on the program whereby she is the power behind the scene in a medium sized American city, her meddling getting her into trouble, but it all works out for the best in the end.

Marty Gosh and Howard Harris will write the series, while Murray Bolen, for three years Jack Benny's producer, will produce the show. Pete Barnum, supervisor of nighttime programs for Ruthrauff & Ryan, is in Hollywood, from where the program will originate, handling casting and other details.

Debut of the Oliver program July 5 will coincide with muting for a Summer hiatus period of the "Big Town" program aired on CBS in behalf of Rinso. The Edward G. Robinson stanza will vacation following the broadcast of July 2.

**Gov. Lehman On WABC**

Albany—"Transportation For Victory and You," a joint talk to be given by Governor Herbert H. Lehman and Carroll E. Mealey, N. Y. State Commissioner of Taxation and Finance and Chairman of State War Transportation Committee from Executive Mansion here will be heard on WABC, tomorrow evening, from 6:30-6:45 p.m.

**Los Angeles**

By JAC WILLEN

**F**RANCIS X. BUSHMAN will play John Marshall's role on the "We Love" airshow which replaces the Cantor "Time To Smile" program for the summer season, July 1.

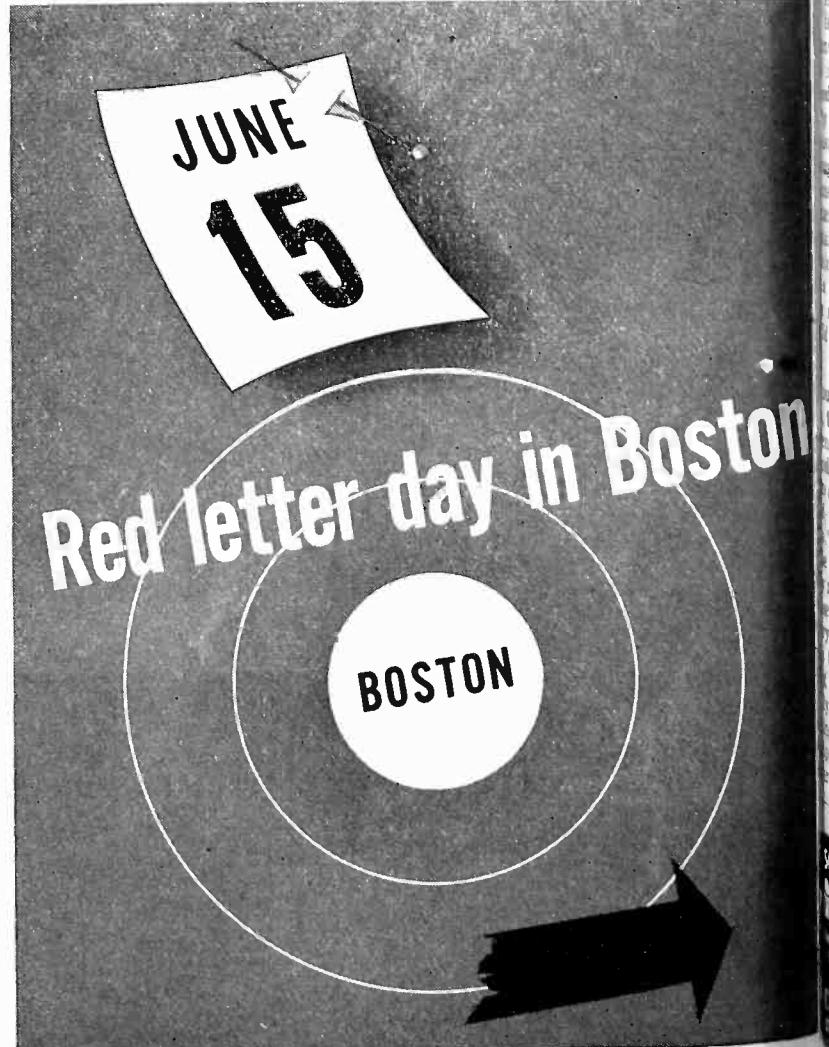
On the strength of their record breaking west coast tour, the Macs have been signed for an extensive eastern personal appearance tour this Summer. Their itinerary starting at the Elko, Nev. resort on June 27, will take them to Chicago on July 10, Atlantic City July 19, New York's Paramount Theater for five weeks starting July 29, Boston, Cleveland, Pittsburgh, Milwaukee, Baltimore, Washington and Philadelphia.

Screen star Neil Hamilton will play the coveted title role in the new "Rae" series that makes its debut over Columbia Pacific network on July 1.

Xavier Cugat and his Blue Star orchestra Rhumba Revue orchestra will wax a special "good-will" album of new Latin-American rhythms before leaving Hollywood.

Bob Garrod will continue his regular CBS newscasts, even though he has taken over the announcing chair on the Nelson Eddy-Old Gold show.

Add Ransom Sherman Quigley. "Why can't Martha win those ball games?" queries Ransom. "Because she's Tilton."



**RADIO DAILY****y Explains Scope  
Of FCC's Activities**

(Continued from Page 1)

American owned, American controlled system of communications to parts of the world." Fly said as he continued his testimony to the House Committee's hearings on the Powers Bill to reorganize the Commission. "This is one of the most important things to be accomplished in the Commission's field in the coming years." The FCC Chairman resumed the academic discussion he began Thursday of the Commission's wartime activities. He made no mention of the domestic radio setup or of network regulations or of other controversial matters affected directly or indirectly by the proposed legislation.

**No Opposition Seen**

Committee members have shown no disposition to divert him from his course. It is likely that this lecture on the work of the Commission will continue when the hearing will be resumed on Wednesday morning. Referring to the work of the Committee's functioning under the Defense Communications Board Committee, Fly called this an outstanding example of cooperation between Government and the industry. When asked by Representative Brown whether agency reports, speeches and releases were giving due recognition to private industry for these patriotic services, the witness replied that he seized every opportunity to acknowledge this cooperation and was including it in the Committee records for that very reason.

He told the Committee that he has seen all U. S. Communications through electrical impulse as a part of the inter-related system. One important part of DCB's functions, he maintained, is to thus safeguard communications by assuring radio contact with all the essential points reached by cable so that radio could take over if cables are cut.

**Demand Greatest in History**

Touching on the labor supply problem, the witness said there are "more massive and more intensive" demands for skilled communications at any other time in history. He paid tribute to ship radio operators "very competent" group of men. He went on to say that a bomber makes 20 trips over Berlin where several ships usually are lost in a convoy and you have to have to work on those ships. "I have a lot of respect for those men."

He explained how the FCC is asking Latin America in clearing up unlicensed stations and in locating illicit broadcasters. He de-

**U.S. Shortwaved-News  
Added To Axis 'Hate' List**

(Continued from Page 1) reality Douglas Chandler, volatile American Fascist who deserted Baltimore about two years ago to work for Hitler, "Paul Revere" has been "tearing his larynx to shreds" in denunciation of "the monstrous lies" which CBS had been broadcasting to the world via WCBX, the network stated. In addition, CBS said that Edmund A. Chester, CBS director of shortwave broadcasting and Latin American affairs, has "won the complete, unmitigated hatred" of the Nazi apologist, Chandler.

During the past week "Paul Revere," who insists he is trying to arouse "real Americans," charged CBS:

(1) Told the world thousands of planes raided German munitions centers last week, and,

(2) Added that the Allies' naval forces are getting under control the Axis Atlantic submarine menace.

He even awarded WCBX his own special blue ribbon prize, protesting that those two news items just aren't so and offend the scruples of honest men like Adolf. Chandler, in fact, screamed over the trans-Atlantic ether waves that he'd like nothing better than to come to New York and slug Columbia's Chester, whom he termed a "Roosevelt hireling."

Not even LaGuardia's "uniformed bandits" could stop him, he shouted—from thousands of miles away.

**Bernie Selects Vocalist**

After a week of auditioning, Ben Bernie has selected Gale Robbins for the feminine singing spot on his new daily musical show, which makes its debut at 5:45 p.m. today and will be heard Mondays through Fridays thereafter on CBS.

Scribed American shortwave broadcasting with little promise as a commercial venture as probably the "purest type of public service in the broadcasting business." The FCC witness also devoted attention to the work of the foreign broadcast monitoring service. He observed that the truth "almost invariably comes out" from its analysis of enemy propaganda usually by screening what the enemy broadcasts to other countries against what it is telling its own people.

Committee's members evidenced interest in the problem of unregistered transmitters, indicating that this would be dealt with in any new radio legislation.

1	9	4	2
BIRTHDAYS			
3	4	5	6
10	11	12	13
17	18	19	20
24	25	26	27
31	1	2	3
8	9	10	11
15	16	17	18
22	23	24	25
29	30	31	1

June 15

Herbert Eckstein  
Jacques Renard  
Max Stuart  
Mary (Maisie) Clark

**OUND EFFECT RECORDS  
ENNETH-SPEEDY-Q**

duced Basic Library Offer Containing  
Over 200 Individual Sound Effects

Write For Details

**HARLES MICHELSON**  
W. 44th St. New York, N. Y.

**Radio's Wartime Role  
Via N. Y. 'U' Lectures**

(Continued from Page 1) Douglas Coulter, acting director of broadcasts of CBS and director of the "Workshop." Lieut. Col. Ed Kirby, chief of the radio branch of the War Department's Bureau of Public Relations will open the series July 9 to discuss radio and the armed forces.

The role of the advertising agency in the radio war effort will be described on July 16 by H. L. McClinton, vice-president of N. W. Ayer & Son, Inc. News broadcasting in wartime will be covered in the third lecture by A. A. Schechter, director of news and special events of NBC. Short wave broadcasting in wartime will be discussed July 30, by William H. Fineshriber, program director of the short wave department of the Columbia Broadcasting System.

The effect of the war on children's programs will comprise the lecture on August 6, by Irene Wicker, "The Singing Lady." The final lecture in the series on August 13 by Lyman Bryson, director of the Department of Education of CBS, will be on radio in a post-war world.

**Buck Lyford On Tour**

Buck Lyford, of the NBC station relations department, left over the weekend to visit NBC affiliates in Michigan and Wisconsin. He will be gone for approximately two weeks.

**Agency-Station Men  
Hear OFF Objectives**

(Continued from Page 1) explaining the workings of the Allocation Plan in detail.

Most of the session, which lasted from 2 p.m. to 4, was off the record, but not Lewis' emphatic remarks to the assemblage on the vital need for an all-out radio effort in behalf of the hastily organized rubber salvage campaign which gets under way today (complete story in adjoining columns). Decided upon only last Thursday, the drive from June 15-30 is to determine the amount of available rubber in the country in an effort to defer as long as possible national gasoline rationing.

Because of the suddenness of the campaign, there was no opportunity of integrating it into the Allocation Plan this week, Lewis said, in urging rubber salvage plugs as frequently as possible on sustaining and commercial programs. Because of the shortness of the drive—only two weeks—there is no chance of its being over-plugged, he said. Broadcasters were instructed to use rubber salvage mentions at every available opportunity this week, regardless of the Allocation Plan itself which, Lewis emphasized, should be adhered to also. Rubber salvage will be integrated into the plan shortly.



**RED LETTER DAY IN BOSTON**

**50,000-WATT WB**

**WBFA**

**JUNE**

**15**

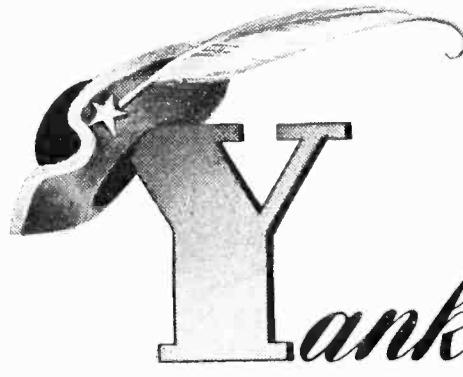
# JOINS THE NBC RED NETWORK...

Here's *new* impact for you on the network most people listen to most—impact right in the heart of New England's richest market: Today, June 15th, 50,000-watt WBZ, Boston, one of America's first stations, joins America's first network, NBC RED.

Hurling your selling message with twice the power of all other Boston stations *combined*, WBZ brings you concentrated coverage of a market no national advertiser can afford to ignore.

NATIONAL BROADCASTING COMPANY  
A Radio Corporation of America Service





## *Yankee dood it dandy!*

*Big things are doing in New England, where the bean and the cod and \$4,569,998,000 in retail sales are perennially important.*

### **... THE YANKEE NETWORK GOES MUTUAL JUNE 15...**

*It would take a platoon of Paul Reveres, riding in relays, to reach the 7,321,786 citizens regularly served by Yankee stations.*

### **... THE YANKEE NETWORK GOES MUTUAL. JUNE 15...**

**In BOSTON**, 5,000-watt WNAC replaces 1,000-watt WAAB for **MUTUAL**.

**In WORCESTER**, WAAB becomes the full-time **MUTUAL** outlet, at 5,000 watts.

**In PROVIDENCE**, 5,000-watt WEAN becomes the full-time **MUTUAL** outlet.

**In BRIDGEPORT**, 1,000-watt WICC becomes the full-time **MUTUAL** outlet.

### **... THE YANKEE NETWORK GOES MUTUAL JUNE 15...**

*And in 17 other important markets throughout New England, other Yankee stations clinch this entire prosperous area for **MUTUAL**, with coverage no other combination of stations can match.*

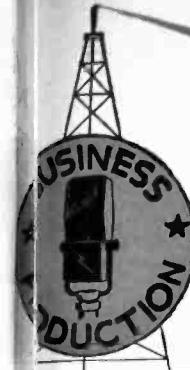
### **... THE YANKEE NETWORK GOES MUTUAL JUNE 15...**

This is only part of the story of **MUTUAL**'s improvements in the markets that matter most. Last October, full-time, 5,000-watt facilities became available in Baltimore, Pittsburgh, and Buffalo. And this September **MUTUAL** advertisers will have the full-time use of another 5,000-watt station, WHK for Cleveland.

In step with all these station improvements is **MUTUAL**'s current *popularity* rating: third or better in 12 of all the 14 U.S. cities having over 500,000 population. And **MUTUAL** delivers these advantages at lower cost than any other network.

Greater Popularity, Power, and Economy—Where and When They Count Most

*The Mutual Broadcasting System*



# RADIO DAILY

The National Daily Newspaper of Commercial Radio and Television



Vol. 19, No. 55

NEW YORK, N. Y., TUESDAY, JUNE 16, 1942

TEN CENTS

# War Survey Of Industry

## Capital-Press Okay Davis' Appointment

Washington Bureau, RADIO DAILY  
ashington—Appointment of Elmer Davis to head an Office of War Information has been greeted here by more than favorable press and Congress. Both Democrats and Republicans in both houses have responded to the vigorous radio commentator of words as the logical man to head the long-anticipated agency which is expected to eliminate duplication, overlapping and waste from the several information services.

(Continued on Page 3)

## Morton Succeeding Boyd NBC Chicago Position

Chicago—Oliver Morton, Westinghouse representative for Chicago, has been named spot and local sales manager for NBC here to succeed M. M. Boyd, who has accepted a commission in the U. S. Air Corps and reported to Washington. Morton will continue to represent Westinghouse as well as to handle spot and local NE sales. Boyd is on leave for the duration.

## WZ New-Renewed Biz Shows Increased Volume

WZ yesterday announced a considerable volume of new and renewal business. With Sunkist oranges in season, California Fruit Growers Exchange will launch a four-week campaign over WZJ on June 25. One minute announcement and four short breaks will be used weekly through Lord & Thomas, Los Angeles.

(Continued on Page 2)

## Precautionary

San Francisco—War gods hovering over the Pacific have tightened wartime restrictions on the local broadcasting facilities of San Francisco's new Radio City. In an all-day ritual, personnel of KGO-Red, as well as KPO-Red, went through fingerprinting and other details essential to the new "Photo-Identification Badges" to be worn by all employees.

### Understatement

Long respected for his carefully weighed judgements, the clarity of his views and his economy of language, Elmer Davis resigned as CBS commentator Sunday night in typical style. Closing remark of his 8:55 p.m., EWT, broadcast was a model of understatement: "This is my last broadcast as I have been called into the Government service."

## Fly Again Nominated By FDR For FCC Post

Washington Bureau, RADIO DAILY  
Washington—Chairman James Lawrence Fly of the FCC was yesterday nominated by President Roosevelt for reappointment as a member of that body. Fly also serves as chairman of the Defense Communications Board and following his talk last week with FDR it was conceded that he would have his name again put forth by

(Continued on Page 5)

## Esso Setting 50 On NBC For Army-Navy Classic

Standard Oil of New Jersey, Esso Marketers division, is lining up a network of approximately 50 NBC Red stations for its Nov. 28 sponsorship of the annual Army-Navy football classic, to be aired commercially this year for the first time. Although Esso has offered the game for co-sponsorship in areas outside the 18

(Continued on Page 5)

## Radio-Agencies Study Effect Of Soap "Roll-Back" On Ads

### 'Lonely Women' For G.M.; Replaces 'Daughter' Show

General Mills is substituting "Lonely Women" for "Arnold Grimm's Daughter" in its "Gold Medal Hour" on NBC Red. Effective June 29, new show will take over the Monday through Friday, 2:15-2:30 p.m., EWT, spot on 28 Red stations for Kitchen Tested Flour. It was not known

(Continued on Page 2)

*Will Be Undertaken Shortly To Learn Personnel Status; Trained Men Told Not To Leave Radio In Lurch*

## NBC Closing Contract For RWG Newsman

Radio Writers' Guild and NBC will consummate a deal covering staff news writers this week, bringing all scribes on the three major nets under the Guild's protectorate. Guild already has the dramatic and news and short wave writers at CBS, and dramatic writers at NBC and the Blue. If and when the Blue sets up its own news staff, Guild will negoti-

(Continued on Page 2)

## N.Y. AFRA Mails Ballots Re 9 Vacant Positions

Referendum ballots to fill nine vacant posts on the national board of the American Federation of Radio Artists have been mailed to members of the New York Local and are returnable June 29. Containing the

(Continued on Page 2)

## Market Research Council Elects Roper As Prexy

Market Research Council at its annual meeting elected Elmo Roper, of the firm of Elmo Roper, marketing consultant and researcher, as presi-

(Continued on Page 2)

Washington Bureau, RADIO DAILY  
Washington—A special survey, with a view to determining the effects of the war upon broadcasting industry employees, will be undertaken shortly by the Government, FCC Chairman Fly told a press conference yesterday. Besides the Commission, the agencies which will participate in the study are the War Manpower Commission and Selective Service. Meanwhile, Chairman Fly advised radio engineers and technical experts to think twice before leaving the industry and especially the smaller

(Continued on Page 6)

## Planning New Order For Shortwave Setup

Washington Bureau, RADIO DAILY  
Washington—As one of many offshoots from establishment of the Office of War Information under Elmer Davis, Washington radio circles expect President Roosevelt shortly to issue a separate executive order on a special setup for shortwave broad-

(Continued on Page 6)

## Beatty "War Journal" Offered Co-Op On Blue

Morgan Beatty's "Daily War Journal" has been made available to Blue Network affiliates for local sponsorship, effective June 22. The series is aired Monday through Friday from

(Continued on Page 2)

## Bomb Shelter

Gabriel Heatter, WOR-Mutual commentator, is prepared for the worst. He has built a bomb shelter near his Freeport home that rivals many a de luxe camp. Although neither he nor other commentators will be on the air during an air raid, Heatter will be in a position to go on the air as usual immediately following the sounding of the all-clear signal.

(Continued on Page 3)



Vol. 15, No. 55 Tues., June 16, 1942 Price 10 Cts.

JOHN W. ALICOATE : : : Publisher

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

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

## FINANCIAL

(Monday, June 15)

### NEW YORK STOCK EXCHANGE

	High	Low	Close	Net Chg.
Am. Tel. & Tel.	115 1/2	115 1/4	115 1/2	...
Gen. Electric	25 7/8	25 1/2	25 7/8	...
Philco	8 1/8	8 1/8	8 1/8	1/8
RCA Common	3 1/4	3 1/8	3 1/4	+ 1/8
Stewart-Warner	5 7/8	5 7/8	5 7/8	1/8
Westinghouse	71 1/2	71 1/2	71 1/2	+ 3/4
Zenith Radio	12 7/8	12 3/4	12 3/4	+ 1/8
OVER THE COUNTER				
Farnsworth Tel. & Rad.		1 3/4	2	
WCAO (Baltimore)		15	18	
WJR (Detroit)		18	19 1/2	

Bid	Asked
1 3/4	2
15	18
18	19 1/2

### 'Lonely Women' For G.M.; Replaces 'Daughter' Show

(Continued from Page 1)  
here yesterday what disposition would be made of the "Arnold Grimm's Daughter" show.

Blackett-Sample-Hummert, Inc., Chicago, handles the account.

### Stork News

W. Frederick Hendrickson, Jr., CBS engineer, is the father of a son born earlier this month to Mrs. Hendrickson at the Lawrence Hospital in Bronxville.

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

### NBC Closing Contract With RWG For Newsmen

(Continued from Page 1)  
tiate, expecting the Blue to take over the same as is NBC's, following procedure of a few months ago when the Blue accepted NBC's terms for dramatic writers.

Chief difference between the NBC deal and that of the CBS contract is that in the latter, minimums are based on years of experience. In the NBC contract, writers are classed as senior and junior writers, at the discretion of the network, but at no time can the net designate more than twenty per cent of the staff as juniors. Monthly minimum for senior writers will be \$300, and that of juniors, \$150. About ten writers are covered by this pact which will be retroactive to May 1, and expire December 31, 1943. In the CBS pact, writers of three years' experience receive a minimum of \$60 a week; those of two years, at \$50, and those of 1 year at \$42.50. All are on a 40-hour week. Similarly, the NBC contract calls for time and a half for anything over the maximum hours. Company policy on all questions of vacation and sick leave will prevail.

Some members of the NBC staff have received salary increases fairly recently, so that the new contract figures will not apply to them until the end of the year. On an over-all average basis, however, the Guild pact will result in a ten per cent salary increase. C. L. Menser, program manager, and John A. McDonald, legal department, have represented NBC in these negotiations.

### Market Research Council Elects Roper As Prexy

(Continued from Page 1)  
dent for the 1942-43 season, succeeding Will S. Johnson, of the Vick Chemical Company; Dr. D. B. Lucas, professor of marketing at New York University, as vice-president, succeeding Roper in that office; Ray A. Robinson, director of research of the Crowell-Collier Publishing Co., as secretary-treasurer, succeeding Dr. Lucas; and John L. Bogert, vice-president in charge research and development of Standard Brands, Inc., as executive committeeman at large, succeeding Dr. Frank Stanton, director of research of Columbia Broadcasting System.

Arno H. Johnson, director of research of J. Walter Thompson Co. and a former president of the Council, retires as a member of the executive committee. The new officers with the retiring president will constitute the new executive committee.

R. Keith Kane, of Washington, D. C., Assistant Director of the Office of Facts and Figures, in charge of the Bureau of Intelligence, discussed at the Council meeting "How the Government Is Using Research."

### Ickes On "Slav Day" Program

Secretary of the Interior Harold L. Ickes will speak on "We Americans Mean Business" as part of the American Slav Day Rally on Mutual Sunday from 6:02-6:30 p.m.

### Beatty "War Journal" Offered Co-Op On Blue

(Continued from Page 1)  
8-8:15 a.m., EWT. Two stations already have signed up local sponsors. Beatty is also heard in a 15-minute "Military Analysis of the News" which will continue in the 10:30 p.m. period Monday through Friday until June 29 when it will be shifted to the preceding quarter-hour Monday through Thursday. He is also editor of ceremonies on the Blue's "Weekly War Journal" on Sunday evenings.

The Beatty broadcasts are the fourth news series to be offered to Blue affiliates on a participating basis. Others are H. R. Baukhage in "Baukhage Talking," William Hillman and Ernest K. Lindley in "News Here and Abroad," both from Washington, and Helen Hiett in "Today's News."

### N.Y. AFRA Mails Ballots Re 9 Vacant Positions

(Continued from Page 1)  
names of 15 candidates, nominated last month by petition and from the floor of the last AFRA meeting, the ballots are as follows:

Actors—John Brown, Clayton Collyer, Ted deCorsia, Arnold Moss, Minerva Pious and Alan Reed. Announcers—Ken Roberts, Allen Stuart and Sid Walton. Singers—Carlton Boxill, Gordon Cross, J. Alden Edkins, Felix Knight, Walter Preston and "Tubby" Weyant.

Of these over 50 per cent—eight out of the 15—are AFRA members who have not previously served on the national board, a condition indicative of a "healthy" union, according to AFRA officials.

Meanwhile, it has been announced that due to the war AFRA's 1942 convention will not be held in Los Angeles, as planned last year, but will take place in Chicago instead. Dates are August 29 and 30, with transportation problems prompting the change of plans.

### WJZ New-Renewed Biz Shows Increased Volume

(Continued from Page 1)  
while "Reader's Digest" has signed a contract, effective June 29, for five one-minute live announcements weekly for a period of 13 weeks. BBD&O, New York, is the agency.

Ward Baking Co. has extended its current campaign on WJZ for 21 weeks effective July 6. Ward will continue to sponsor the five-minute period of news at 8:45 a.m., EWT, through Nov. 30, with Glenn Riggs as the announcer. J. Walter Thompson Co., New York, handles the account. Effective June 15, Larus & Bros. has extended for 13 weeks its use of five one-minute transcribed announcements weekly in behalf of Edgeworth pipe tobacco. Warwick & Legler, New York, is the agency.

The "Saturday Evening Post" will continue to sponsor one-minute live announcements on WJZ, three daily on June 17, 18, 24 and 25, through BBD&O.

## COMING AND GOING

LEONARD W. BROCKINGTON, K.C., chairman of the CBC Board of Governors wartime assistant to Prime Minister Mackenzie King, will return to England on an unpublished date in the near future. In Britain he will become advisor on Empire affairs to Sir Archibald Sinclair, Minister of Information.

JOHN ELMER, president and commercial manager of WCBM, Baltimore, in town yesterday and visiting at the Blue Network offices.

MRS. AURELIA BECKER, owner of W. Cumberland, Md., accompanied by Ina Eichner, accountant of the station, is in on a short business trip.

JOHN M. OUTLER, JR., sales manager WSB and chairman of the NAB sales management executive committee, returned to his Atlanta headquarters over the week-end.

E. E. HILL, managing director of W. Worcester, is in New York for conferences with the local representatives of the station.

ARTHUR DONEGAN, of the Blue Network publicity department, has returned from Boston where he participated in the ceremonies attendant upon the affiliation of four New England stations with the Blue Network.

JOHN MAYO, of Associated Music Publishers Inc., off on an extended business trip will keep him on the road probably until early July.

J. HOWARD PYLE, program director of KT Phoenix, Ariz., is on a short trip to Washington D. C.

THOMAS J. VALENTINO, of the record firm bearing his name, left for Pittsburgh Saturday. Plans to return around end of week.

LANNY ROSS leaving today on a tour of training camps, after which he will return to New York as master of ceremonies on the CAA program. Accompanying him on the tour EDITH DePHILIPPE and RICHARD MALABY.

PAT WILLIAMS, of the sales staff of WL Springfield, returned to his Ohio headquarters over the week-end.

BOB HOPE, FRANCES LANGFORD, JEROME COLONNA, SKINNAY ENNIS, LARRY KEATING and BOB STEPHENSON off today to New London, Conn., from which point they will broadcast tonight's program for the entertainment of the sailors.

LIEUTENANT JOE THOMPSON, of the W. Department radio section, in New York Sunday en route to Camp Edwards, Mass., to supervise Mutual's "Pass In Review" program on June 29 from the Cape Cod Army Post. Lt. Thompson has just returned from Lowry Field, Colo., Camp Wheeler, Ga., and Fort Bragg, N. C.

# WDRC

CONNECTICUT'S PIONEER BROADCASTER

### ONE RATE

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



# Capital-Press Okay Davis' Appointment

(Continued from Page 1)  
olidate only four of the agencies, Davis as its chief also receives "directive" power over all departments and agencies dealing with war information, with full authority to discontinue any such service he deems "wasteful" or not useful to the effort. Davis is authorized to draw down policies for the activities of information set-ups in regular government departments and agencies.

The new Office of War Information will be the personnel, functions and staffs of Archibald MacLeish's OFF; of Mellett's Office of Government Reports; OEM's general information division; and the Foreign Information Service which was formerly a part of Colonel Donovan's COI. The other sections of the COI, now under Donovan's direction, are transferred to the U. S. Joint Chiefs of Staff under the name of the Strategic Services, with functions of collecting secret and strategic information in foreign countries and performing general strategic services abroad, other than the dissemination of information."

**Rockefeller Agency Independent**  
While War and Navy Information offices retain their departmental identity, members of a Committee on Information Policy under Davis include representatives of the Army and Navy, of the Joint Psychological Warfare Committee and of the American Affairs Coordinator John Rockefeller. Rockefeller's Inter-American Agency itself remains independent of the new War Information Office. Davis is called upon in the President's executive order to collaborate closely with the Director of War Information to keep the public "truthfully informed about the common effort." DCB is directed by the President to cooperate with Davis to facilitate "the broadcast of war information to the peoples abroad."

Harry Marble, CBS staff announcer, has taken over the news spots formerly handled by Elmer Davis, including the Johns-Manville commercial at 8:55 p.m., EWT, Monday through Friday. Marble, who joined the network from WCAU, Philadelphia, has been handling news for some time now, but not on a regular schedule. He took over for Davis, director of the Office of War Information, Sunday night.



## WARTIME PROMOTION

### WRBL War Departments

WRBL, Columbus, Georgia, has created two new departments in keeping abreast of the times. Jack Gibney, special events director will be in charge of the newly created War Efforts Programs Department. Other department, that of Soldier and Civilian Morale will fall under the new addition to the staff, Johnny Clarke. Clarke, formerly with the station, has returned after fifteen months with Columbus Defense Service Council, where he acted as production head for service shows.

Under the new set-up, Clarke will produce shows to originate in service clubs on the post featuring soldier personnel. The first feature, aired this week, was "Listen, It's Fort Benning," a variety show featuring full band, variety artists and brief summary of behind the headline news. WRBL now carries 15½ hours of war theme programs per week with 12 hours of local shows. Other series planned include "quiz" type and dramatic shows from the fort.



### Tele War-Training Centers

Schenectady County (New York) civilian defense officials have established seven official television posts throughout the county for the instruction of air raid wardens via television. Programs are received by television receivers loaned to Schenectady defense officials by the General Electric Company. Programs originated by NBC's television station WNBT, in New York, are picked up by a G-E television relay station located in the Helderberg Mountains near Schenectady. This station relays the programs to television station WRGB which rebroadcasts them for the Schenectady County wardens.

Prior to the establishment of the definite television posts, the air raid wardens were receiving part of their instructions through the courtesy of television-receiver owners who invited the wardens in for the WNBT-WRGB programs. Five of the new television posts are strategically located fire stations, one in a town hall, and one at Union College in Schenectady. Over 2,000 air raid wardens attend the lessons via television, after which they listen to lectures and have question-and-answer periods.

### Dunville In Hospital

Cincinnati—Robert E. Dunville, vice-president of the Crosley Corp. and general sales manager of the Broadcasting Division, on Monday underwent an operation for the removal of his tonsils at Bethesda Hospital.

### Paul Oury Commissioned

Pawtucket, R. I.—Paul Oury, general manager of WFCI, of this city, has resigned to join the U. S. Navy with the rank of Lieutenant.

## Radio Studies Effect Of Soap 'Roll-Back'

(Continued from Page 1)

Full facilities of WTTM, Trenton, N. J., will be turned over to the Treasury Department on Monday June 22 to push sales of war stamps and bonds. From sign on to sign off only spots and commercials heard will be those of the Treasury, sponsors having agreed to cooperate with the station. Throughout the day, from 7:30 a.m. to 1 a.m., the station plans to run 44 of the fifteen-minute "Star Parade" transcriptions. Climax of the day will come between 8 and 9 p.m. when station will present an hour variety show using talent from radio, stage, screen and local talent now heard over WTTM. Plans also call for Governor Edison to make a five-minute speech. Throughout the day local civic leaders will appear at station for minute man spots. Cooperation of local committee on sale of bonds and stamps has been secured.

Booths for the selling of bonds and stamps will be set up at strategic points throughout Trenton. Horse drawn vehicles with public address systems hooked up to radios tuned to WTTM will tour the city. Announcers and office staff of WTTM along with local volunteers will man the booths.

Similar "roll-back" actions in other fields were predicted by OPA.

### KDKA On 24-Hour Basis

KDKA, Pittsburgh, now is operating on a 24-hour schedule six days a week. The continuous transmission is broken from midnight on Monday until 6 a.m. Tuesday for transmitter maintenance work. Newscasts on the hour are presented from 1 a.m. to 6 a.m. nightly.

## Los Angeles

By JAC WILLEN

IT IS Blue exclusively for the remote dance band pickups from the Ambassador Grove in L. A., which began last week. Freddy Martin, the current attraction at the famed rendezvous, and his music, will be heard over the Blue Net each Tuesday, Wednesday, Thursday, Saturday and Sunday.

Russ Johnston, program director of the Columbia Pacific Network, left Columbia Square for a month's duty as a member of the Atlantic submarine patrol. Johnson holds a commercial pilot's license with an instructor's rating.

Robert L. Norse, Jr. of the New York office of Al Paul Lefton Co., Inc., in Hollywood to consult with Dorothy Stewart, manager of the Hollywood office, handling Western accounts of the agency. Norse made the trip by plane. He returns to New York in two weeks.

Dick Joy last week reached a new peak in announcing chores—enough to be named eligible for "busiest announcer" classification in this highly competitive field. The senior mike-man at CBS now is working on an estimated average of 72 hours weekly in handling an approximated 50 separate accounts.

The Sportsmen of the Rudy Vallee program this week were without the services of Max Smith, their second tenor, who landed in the hospital with a slight concussion and a wrenched back, due to a collision between his motorcycle and an auto on a Hollywood street.

Vic Knight, producer of the War Department's "Command Performance," has invited Ransom Sherman, CBS star, to rebroadcast his Wednesday program of this week for a short-wave broadcast to the United States fighting forces on foreign service. The Sherman broadcast, a burlesque military sketch, wherein he hollers, "Break it up buddy, b-r-eak it Up!" was a wow, and resulted in the request.

Dinah Shore has been dreaming for years of singing with Bing Crosby, but apparently she doesn't believe it even yet, though they're booked for a duet in Los Angeles, June 18. The number she's to warble with Bing is Gershwin's "It Ain't Necessarily so!"

Red Skelton's impressive footmarks this week will be impressed beside the dainty prints of Hollywood's great glamour stars in the fore-court of Grauman's Chinese Theater. The NBC comedian joins a long list of Hollywood greats who have left their footprints in the concrete paving there.

**SAMUEL FRENCH**  
SINCE 1830  
AUTHORS' REPRESENTATIVE  
PLAYS FOR RADIO, STAGE & SCREEN  
25 West 45th Street, New York  
811 West 7th Street, Los Angeles  
(Catalogue of Plays on Request)



## Little Shots About Big Shots!

• • • Al Jolson has wired from Alaska that details regarding the proposed program be wirelessed to him there. Now the War Dept. will have to act as talent agents to "negotiate" the terms via Government channels. If Jolson refuses the show, Walter O'Keefe stands up as the person likely to inherit the chore!...What happened to Dinah Shore's scheduled appearance on the Bing Crosby hour the other nite? Did Mary Martin balk?...Hear that Everett Crosby has left his brother, Larry, to take care of the Coast office and Ev will concentrate on Bing's affairs only...Red Skelton's tobacco sponsor gave Harriet Hilliard a bonus of \$1,500 when the show bowed out for the season!...Parker Pen was slated to start a CBS series June 27 to be heard on Saturdays and Sundays for five minutes and featuring the news by Elmer Davis. What now?...When Orrin Tucker was presented with gifts at the testimonial party thrown him by songpluggers in Chicago before joining the Navy, he got up to express his thanks but never finished. He broke into tears!...Nick Keesely, N. W. Ayer's radio talent buyer, has been promoted to account exec at the agency and will handle the firm's biggest accounts. Hope he'll still stick around on the radio scene...Marjorie Hannon, heard on "Bachelor's Children," beat the doctor's prescription by three weeks by giving birth to a son. She is Mrs. Myron Beck, wife of a Chicago radio exec....The Conti Co., sponsors of "Treasure Hour of Song" on WOR, and the agency, Birmingham, Castleman & Pierce, are to be commended for the fine work in the advertising field during a national crisis. Even to the extent of producing a dramatization on a "musical" program.

• • • Radio Done Dood It Again!...August 23, 1939 CBS hired him to substitute for H. V. Kaltenborn when the latter journeyed to London to be atop the critical events that propelled Europe into the war. He remained with CBS until the other nite...Winner of a Rhodes scholarship to Queens College, Oxford, in 1910, he has been a reporter with many outstanding scoops scored during World War I to his credit. He wrote the book, "Princess Cecilia," in 1915; "History of the 'New York Times'" in 1921; "I'll Show You the Town" in 1924, following "Times Have Changed," which was published in 1923. "The Keys to the City" was published in 1925, which was the same year "The Friends of Mr. Sweeney" was published. In 1927 came "Strange Woman" and 1928 brought "Giant Killer" from his pen. In 1930 a book of short stories came from this man called "Morals of Moderns" and in 1932 "White Pants Willie" was a book. "Love Among the Ruins" was a series of short stories in 1935 when he wrote the essay, "Not to Mention the War." Another essay was written in 1927 called "Show Window." Yes, he even had time to write a play, "The Road to Jericho"!...Go through that list of titles for books, plays and short stories. It's more than a list of names—it tells the story, we think, of an individual who is as diversified in his writings as he is keen in the ways of the world. Judging the titles and the years they were made public, you have a nostalgic feeling that the author grew with the nation. He survived the post-war age of the last war, he stepped through the jazz and flapper ages of this country without sticking his nose aloft from such crazes. He has kept pace with the jitterbugging and swing ages prior to this war!...He has 20th Century zip in his writings and he's a man who did not stay put because he came from a previous generation!...Like a good reporter he took on the ways of the younger generation and studied and reported their problems and progress!...Radio made him a national figure!...Now President Roosevelt made him an international personality. He's Elmer Davis, who received editorial praise from New Deal and anti-New Deal newspapers alike during the past 24 hours. A feat which hasn't been accomplished by any other Administration appointment since the War! Good Luck, Mr. Davis!...No need calling now, "Were's Elmer?"

— Remember Pearl Harbor —

## Chicago

By FRANK BURKE

RADIO folks in Chicago are helping Charlie Garland, assistant commercial manager of WBBM, and director of the 10th division Office of Civilian Defense to put over the division's benefit Victory Dance at St. Mary's auditorium, Des Plaines, on the night of June 20. Attracting Barbara Fuller of the "Stepmother" and "Painted Dreams" shows, who has accepted an invitation to be guest of honor at the dance will be interviewed by Lorraine Hall on "Evening Woman's World," WBBM, Friday, 2:30 p.m., and Director Garland will also be on hand to tell about the OCD benefit dance. Another radio tie-in worked out with Tony Koehn, publicity director for the Blue Line, will be the Chicago presentation of the "Victory Dance," conceived by E. Rines, Blue Network musical director, and Arthur Murray, dance creator. A couple from the Chicago Art Murray studios will stage the dance in cooperation with Phil Levant orchestra.

Gale Robbins, 20-year-old blonde gets the feminine singing assignment on Ben Bernie's new Monday thru Friday series for Wrigley, which started Monday. In 1939 Gale featured on WBBM's Dodge program and has been with the orchestras of Jan Garber, Phil Levant and Garrett.

Marjorie Hannan, who in private life is Mrs. Myron A. Reck, is mother of a six-pound three-month-old son, born in Passavant Hospital. Marjorie plays "Ruth Ann Graham" in NBC's "Bachelor's Children," Lorette Fillbrant is pinch-hitting for Miss Hannan on the show.

Forty-six employees at WLS are devoting one evening a week to a class in first aid sponsored by the Red Cross.

WLS "National Barn Dance" unit, 46, of the USO Army Camp show have moved East for appearances at army camps during the month of June. Unit includes Jimmie James, Cumberland Ridge Runners, Uncle Tom Corwine, Crystal Cook and the Swingtime Cowgirls, five-piece western band.

Archibald MacLeish, director of the Office of Facts and Figures, will be heard over WBBM-CBS when he addresses the convention dinner of the National Retail Dry Goods Association at the Palmer House in Chicago tomorrow evening.

Chico Marx and his orchestra made their first coast-to-coast radio broadcast over Mutual from Rock Island, Ill., theater the other day.

**RADIO ARTIST?**  
Call  
**LEXINGTON 2-1100**  
FIRST AND FOREMOST

**To the Colors!**

WARD PRICE EHRICH, in charge of syndicated program sales in the NBC Radio-Recording Division, has been appointed a Lieutenant, Senior Grade, in the Naval Reserve. He reported for duty in Bureau of Aviation Training in the Bureau of Aeronautics, Washington, Friday. Preceding Ehrich is Claude Barrere, who has been on the sales staff of the Radio-Recording Division, and prior to that on the sales staff of the International Division.

—vvv—

GEORGE AMBERG, formerly head of continuity at KROD, El Paso, Tex., was inducted into the army this week. His position at the station being filled by Marcia Sanguin, freelance writer.

—vvv—

ELL COPE, announcer of WLOL, Minneapolis, has joined the armed forces and is being replaced by Roy Seider, formerly with WOMT, Matowoc, Wisc.

—vvv—

CARLES HARRISON, announcer at HBF, Rock Island, Ill., has received final orders to report for training as a flying cadet.

—vvv—

JINNY BRADSHAW, announcer at QAM, Miami, has enlisted in the Army and is now located at Blanding, Fla.

—vvv—

JACK KENTON, salesman of CWR, Colorado Springs, has been commissioned a second lieutenant in the Corps Reserve. He is located Maxwell Field, Ala.

**Z Shift To Red Web  
Made At 3 a.m. Yesterday**

Boston—WBZ, of this city, shifted from the Blue Network to the NBC Red at 3 a.m. on Monday following days of special programs and advertisements signalizing the event, including a specially prepared show titled "N.B. Seeing You," heard over Boston Sunday afternoon.

Among those in Boston for the occasion were the following NBC and Westinghouse executives: I. E. Sherman, NBC, eastern sales manager; John McKay, NBC press department manager; Albert Dale, NBC, director of the press dept.; Charles B. Brown, NBC sales promotion manager; W. C. Rou, NBC, spot sales promotion manager; Sherman D. Gregory, NBC, WEEF station manager; James V. McInnell, NBC, general manager, polsas; William S. Hedges, NBC vice-president in charge of station relations; Walter E. Myers, NBC; Reynold R. Kraft, NBC sales; Arthur Feldman, NBC news and special events; Frank L. Nason, New

MIDDLE LINE IN COLUMBIA CHAIN  
THE HUDSON TO THE GREAT LAKES

**WIBX**  
BS  
SIC  
PP.  
U.S.A. N.Y.'s ONLY RADIO STATION  
270,000 METRO M'K'T

**WHO'S WHO IN RADIO****HARRY H. FRAZEE, JR.**

COMPARATIVE newcomer to the ranks of radio executives but a thoroughly established figure in show business is Harry H. Frazee, recently appointed production manager of the Blue Network. Native of Chicago, Harry was the only son of one of show business' legendary figures, Harry H. Frazee, Sr., who died June 4, 1929. For generations the Frazees have been a dominant force in the entertainment field. Their activities have ranged from acting to producing and their productions from circuses to a big league baseball club. The latter was the Boston Americans, which they owned and operated along with a string of minor league clubs.

The theater, however, is where the Frazee influence has been felt most. They owned a string of legit and movie houses from here to Paris and produced such outstanding stage successes as "No, No, Nanette," "Nothing But the Truth," "Fine Feathers," "A Pair of Sixes" and "My Lady Friend." As he grew up, only twenty years younger than his father, Harry received a liberal education in geography as well as show business. He attended the Peekskill Military Academy and the Ecole Richelieu in Paris, from which he was graduated at 15. While there he appeared in "Knight for a Day" and several other productions. On his return to the United States he shifted his attention to directing and the business end.

Frazee turned to radio in 1937. He began as assistant night manager for a national network but shortly afterward reverted to his original love—directing. He joined the network's production staff and soon after succeeded Phillips H. Lord as director of the Blue Network's "Gangbusters" series, a position he held until his recent appointment. In his new capacity Frazee takes an active hand in the affairs of his office by producing ten or twelve radio shows a year himself in order to keep himself acquainted with the problems of his men.

Frazee is married and the father of three children. He lives in Short Beach, Conn. His favorite relaxation is golf.



Born to Show-Business.

**AGENCIES**

JOHN KRIMSKY has joined Buchanan & Co., Inc., as executive on the Paramount Pictures account.

WBWN has appointed Blaine-Thompson Agency to handle its advertising.

DETROIT office of Stack-Goble Advertising Agency has been closed.

HARRY J. DEINES has been appointed advertising manager of the General Electric Co.'s radio, television and electronics department.

OLE OLSEN will be guest speaker at the Advertising Club luncheon tomorrow.

DIF CORP., which has appointed Grey Advertising Agency, Inc., to handle its account, is testing radio for its hand cleanser and washing powder via the Mary Margaret McBride program on WEAF.

HELEN ROBERTS, formerly with Benton & Bowles, has joined the copy department of Compton Advertising, Inc.

WILLIAM SPITZ, partner in the advertising agency, Spitz & Webb, Syracuse, N. Y., has enlisted in the Army Air Corps. Stephen M. Webb, partner, will assume full control of the agency.

FRANK SMITH has joined the staff of Benton & Bowles, Inc., coming to his new post from Leo Burnett Co., Inc., where he was vice-president in charge of production.

**Esso Setting 50 On NBC  
For Army-Navy Classic**

(Continued from Page 1)

states and District of Columbia which it services, there have been no takers as yet.

Esso is paying \$100,000 for rights to the broadcasts, with the money to be evenly divided between Army and Navy relief. Marschalk & Pratt handles the account.

**Whitfield To Coast Guard**

Willard Delano Whitfield, cousin of Franklin Delano Roosevelt, and employed by NBC as national supervisor of communications and assistant commercial engineer, begins leave of absence on Friday to join the U. S. Coast Guard Reserve, as a Radioman, First Class. Whitfield entered NBC as a page in 1940, later being transferred to the station relations staff and on January of this year was appointed to the position he now holds.

England district manager, Westinghouse; George Sawin, sales promotion manager, Westinghouse; Walter C. Evans, vice-president, Westinghouse Radio Stations, Inc.; William E. Jackson, general sales manager, Westinghouse Radio Stations, Inc.; George A. Harder, advertising and publicity manager, Westinghouse Radio Stations, Inc., and Lee B. Wailes, general manager, Westinghouse Radio Stations, Inc.

**Fly Again Nominated  
By FDR For FCC Job**

(Continued from Page 1)

the President. Fly was sworn in as an FCC member on Sept. 4, 1939, finishing the uncompleted term of Frank R. McNinch, who retired because of illness. If reappointed, Chairman Fly will be serving his first full seven-year term.

The nomination of Fly has been sent to the Senate. It is not known when it will be reported out by the Senate Interstate and Foreign Commerce Committee, headed by Senator Burton K. Wheeler. It is pointed out, however, that the Senate usually approves such nominations when reported out, and it is expected that Fly will be retained.

**920 CLUB**  
One of  
America's Greatest  
Local Radio Programs  
**WORL** BOSTON,  
MASS.

**HERE'S****RADIO MAN POWER****Available Right Now!**

And here's my record covering 12 solid years in radio: Program director and producer, both dramatic and musical. Eight years with nation's leading independent regional network, in production, sales promotion, and as sales manager and executive assistant to general manager. Have many fine contacts for national sales. Experience covers actual work in all departments except engineering. Can furnish A-1 references. Personal notes: Married, 3 children, excellent health, and ready to do a bang-up job for YOU right now! Write at once. Address Box HS, Radio Daily, 1501 Broadway, New York City.

# War Survey Of Radio Re Personnel Status

(Continued from Page 1)

stations, and rushing into uniform or into what they considered "more active" war work.

He said: "I think in back of the whole movement, which I hope to see slowed down if it can be consistently done, there may be an assumption that the broadcasting industry is not essential in time of war, but those of us at this end of the line and in the industry feel that it is very essential in wartime.

"Something which affects the people in terms of mass communication, in terms of information, and perhaps fully as importantly in terms of existing morale, can hardly be over-emphasized. I think it is clear that anyone who stays with a station and does a real job toward keeping it on the air is doing something affirmatively to aid in the war effort."

#### Requirements Lowered

Fly pointed out that because of the migration of trained personnel from small to larger stations and from the larger stations out of the broadcasting industry, the Commission has more than once lowered its minimum requirements as to technical skill and qualifications, in order, as Fly explained, "to get the greatest assurance of continuity of service."

The FCC-DCB Chairman went on: "I am hopeful that skilled personnel will think twice before leaving the industry and the public in the lurch. Anything we can do here on the program we are going to do. I don't know whether Selective Service will want to establish any policy of deferments or not, but I should think that in any balancing of the interests of different activities broadcasting ought to stand pretty high on the list. I think the Broadcasters' Victory Council is entirely right in pressing the matter, and certainly all of us want to try to do what we can about it."

#### Draft Executives Tolerant

It was pointed out that, as a result of informal discussion on this subject between Selective Service and DCB officials, local draft boards are giving weight to station requests for temporary deferments of skilled and hard-to-replace personnel.

## "Hello From Hawaii" Makes Debut On CBS

"Hello from Hawaii," new weekly series linking U.S. troops abroad with the folks at home, debuted on CBS Saturday to be aired thereafter Saturdays from 4-4:25 p.m., EWT. Produced by Webley Edwards, manager of CBS' Honolulu affiliate, KGMB, the program will follow the variety pattern, including music, dramatic bits and messages from AEF members to their relatives in the United States.

Brigadier General Willis H. Hale appeared on the initial program. Future broadcasts will feature salutes to the different states of the Union.

## PROGRAM REVIEWS

### Radio's War Front

#### "Army-Navy Game"

This program which debuted via WJZ Sunday 4:30-5 p.m., EWT, appears to be one in which the Blue Network is out to give the army and navy boys a good laugh of their own creation. It will probably go in for the wacky, zany and ludicrous, and not necessarily the brain teasers usually associated with the quiz format.

Layout is simple. Contestants representing both services were pitted against each other, while a couple of glamour girls (so the announcer raved) adorned the scene as judges. Contestants were selected from the audience which was made up exclusively of service men also. The boys really entertained themselves, but have a bit of formal and professional help and planning.

Typical of the type of contest material embodied were these: A sailor and a private each had to take turns dancing with one of the glamorous ones, in an attempt to date her out. Mike hung over their heads to catch the gab; song contest, to the tune of "Mademoiselle from Armentieres" with lyrics to fit the newer war, was won by the loudest singing group; a memory quiz, dubbed "What Goes With" included a musical selection and related remarks which were mixed up and tossed out to the boys to assemble again. As individual awards, program handed out service men's kits contributed by Sak's Fifth Avenue, and dinner passes to the Stork Club. A dizzy sort of drama brought the show to a roaring close, with the army coming out high score, so that the \$100 final award was divided between the army and navy relief chests on a 55 per cent to 45 per cent basis.

Fred Utell paced the show, keeping the running chatter and directive announcements at rapid clip, giving the impression things were really going some. He also tossed a strong plug for USO. Credit for the script went to Allen Funt; to Edward Pola, as producer, and to Joe Rines, as musical director.

#### "The Army Hour"

Now in its eleventh week, the "Army Hour" remains an amazingly fresh project, well directed, and representative of radio's mechanical wonders which enable the show to obtain pick-ups the world over, so that the war fronts come in with all their drama intact. It abides by its original plan to present official army reports, on the spot reports and factual information on army developments, so that the listeners might be informed of those matters which the army and government deem important for public consumption. The army views the program as a "weapon of truth," victor always in the last analyses. Radio, the Red Network as heard over WEAF specifically, contributes the hour between 3:30 and

4:30 p.m. every Sunday, plus staff and production facilities, in cooperation with the Army authorities.

On the program heard Sunday, a powerful variety of military operations came in for display. From the Lederman General Hospital in San Francisco, came the softly spoken report of the chief of army nurses rescued from Pearl Harbor, via Bataan, Corregidor and Australia; from Honolulu, pilots, navigators and bombardiers who had participated in the latest Midway victory, spoke modestly of their activities; from Philadelphia, at the Quartermaster Depot where modern Betsy Rosses make the flags for our world encircling units, employees long in the service commented on the physical change in Old Glory. Engineers made contact with a Douglas C54 transporting aviation cadets to the Santa Anita Flying school, allowing the young recruits to speak individually of their aims and outlooks. Later, upon the safe landing of the ship, the program carried the official reception for the young cadets.

To the potpourri, add an intriguing pick-up from the Army Glider School on the west coast with just enough information to indicate to the public that Uncle Sam is awake on all fronts. At the climax, the show aired Bill Stern, at an unidentified coast artillery station, describing with all sound effects possible, the operation of a 90-millimeter gun. A little bit of drama and make-believe colored the phase effectively.

Program is soberly presented, with a minimum of artificial blaring and blasting, so that its sincerity stands out among the propaganda shows.

#### "Spirit of '42"

This weekly series, aired Sundays for a half-hour at 2 p.m., via CBS, originates at service training centers, and usually embodies a tribute to that outpost. Program follows a set style, typical of the Ted Collins-Kate Smith setup. Its patriotic fervor is a little thick, and a bit sugary with Collins handling the larger dose of comments and description. The songbird, of course, has her chores cut out for her.

For last Sunday's show the company moved to Trenton, Ontario, to air from the Canadian West Point of the air via CFRB. To depict the international character of the training center and the United Nations, individual trainees from the several countries allied against the Axis, identified themselves, on the air. Theme of the prose text was the neighborly policy between United States and Canada, and the accomplishments of Canada thus far in this war. The music, naturally military, was provided by the Royal Canadian Air Force Band. Ted Straeter, tho, accompanied Kate when, in tribute to the RC Navy Air Force and Army she rendered "Good Night Sweetheart," "A Nightingale Sang in

## Planning New Order For Shortwave Self

(Continued from Page 1)

casting. Several weeks ago the permanent recommendations went over the White House from the Defense Communications Board, it is understood, but have been held up pending establishment of the OWI. Part of the executive order set up the OWI calls for collaboration between the new agency and DCB.

The anticipated set-up is expected to be headed by a committee which would serve representatives of the FCC, of the OWI (specifically the Foreign Information Service just lopped-off from Donovan Committee and now headed by Wright Robert Sherwood) and of son Rockefeller's Office of Coordinator of Inter-American Affairs. Such a committee, according to FCC Chairman Fly, would handle the engineering and administrative setup of shortwave broadcasting.

#### See Greater Short-Wave Shows

Presumably, the Foreign Information Service as incorporated into OWI would continue to handle actual preparation of shortwave broadcasting for foreign countries. And there are indications that will be continued on a broader scale than heretofore, with the OWI leading or otherwise taking over privately equipment to compensate for presently inadequate technical facilities.

In this connection, much behind-the-scenes activity is reported in trade circles. FCC has not yet received any requests for the transformation of a Press Wireless or an ATT&T transmitter in the New York area for Government use in shortwave operations, but apparently such requests will not be long delayed.

#### Barton Talk On CBS

Bruce Barton, former Congressman from New York and president of Batten, Barton, Durstine and Osborn Inc., speaks over Columbia network on the subject of wartime advertising on Monday, June 22. His talk is the keynote speech at the convention of the Advertising Federation of America, in session at the Commodore Hotel, New York. The program will be heard from 2:30-4 p.m.

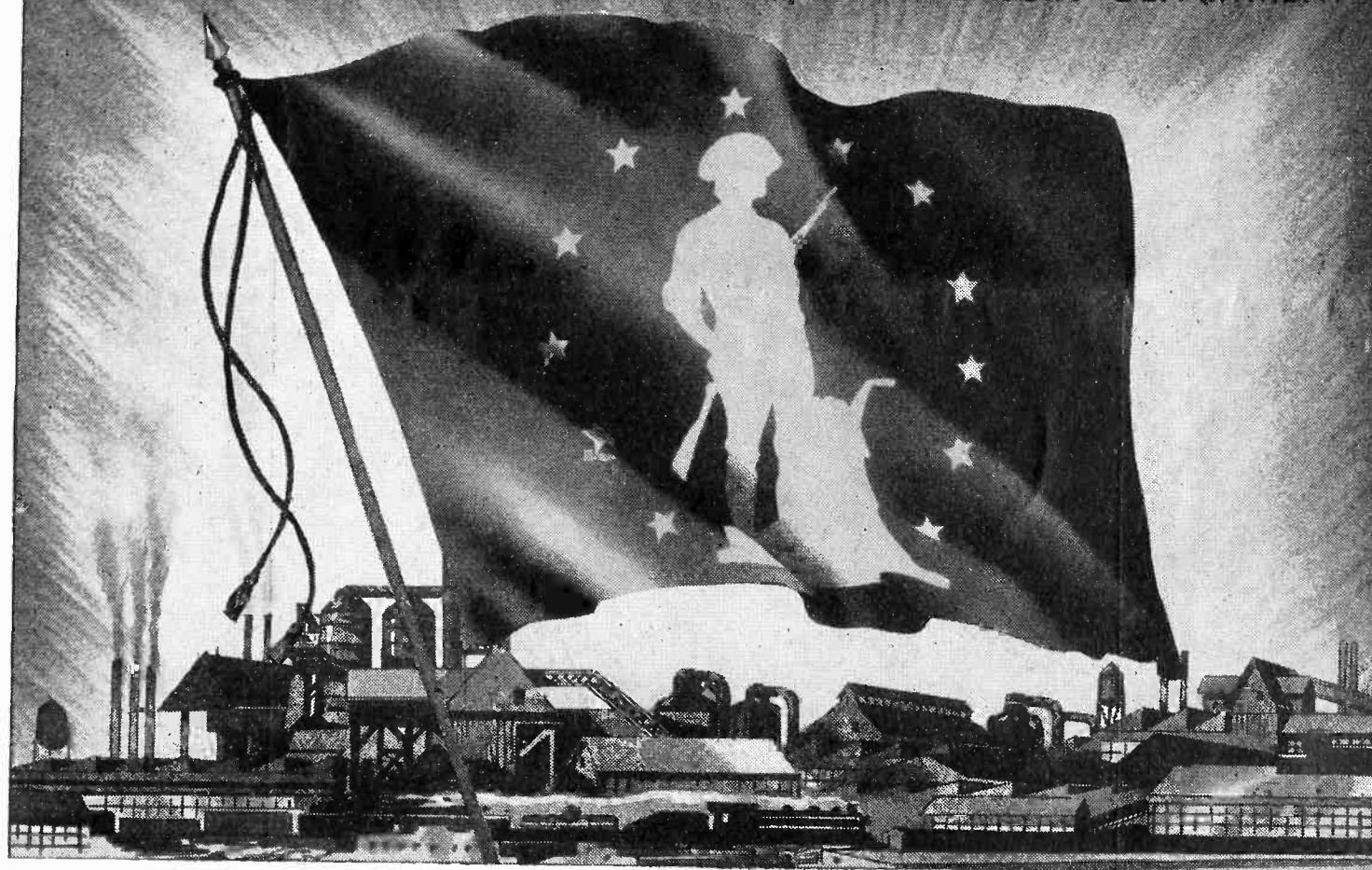
#### WGBR Election

Goldsboro, N. C.—Elizabeth Rosenthal, known to WGBR listeners as Liza Beth, was made vice-president of the Eastern Carolina Broadcasting Co. at a recent meeting of the stockholders. Election of officers followed a reorganization and the rebuilding of WGBR, after it burned down in March. The new station, located in the heart of Goldsboro, is now a Mutual affiliate.

"Berkeley Square" and "These Foolish Things Remind Me of You."

Wind-up urged folks to write to those whom they know in the service, as a morale building feature.

A WAR MESSAGE FROM THE UNITED STATES TREASURY DEPARTMENT



*Next to the Stars and Stripes . . .*

## AS PROUD A FLAG AS INDUSTRY CAN FLY

Signifying 90 Percent or More Employee Participation in the Pay-Roll Savings Plan

IT doesn't go into the smoke of battle, but wherever you see this flag you know that it spells Victory for our boys on the fighting fronts. To everyone, it means that the firm which flies it has attained 90 percent or more employee participation in the Pay-Roll Savings Plan . . . that their employees are turning a part of their earnings into tanks and planes and guns *regularly*, every pay day, through the systematic purchase of U. S. War Bonds.

You don't need to be engaged in war production activity to fly this flag. Any patriotic firm can qualify and make a vital contribution to Victory by making the Pay-Roll Savings Plan available to its employees, and by securing 90 percent or more employee participation. Then notify your State Defense Savings Staff Administrator that

you have reached the goal. He will tell you how you may obtain your flag.

If your firm has already installed the Pay-Roll Savings Plan, now is the time to increase your efforts: (1) To secure wider participation and reach the 90-percent goal; (2) to encourage employees to increase their allotments until 10 percent or more of your gross pay roll is subscribed for Bonds. "Token" allotments will not win this war any more than "token" resistance will keep our enemies from our shores, our homes. If your firm has yet to install the Plan, remember, TIME IS SHORT.

*Write or wire for full facts and literature on installing your Pay-Roll Savings Plan now. Address Treasury Department, Section D, 709 12th St., NW, Washington, D. C.*

*Make Every Pay Day "Bond Day"*



U. S.

# WAR Bonds ★ Stamps

This Space is a Contribution to Victory by

RADIO DAILY

## NEW BUSINESS

KGO, San Francisco: Foster Milburn & Co. (Doan's Pills), anns., through Street & Finney; Roos Brothers, Inc. (dept. store), "Speaking of Sports" quiz, through Lord & Thomas; Regal Amber Brewing Co. (beer), anns., through M. E. Harlan agency; M. L. Pressler (men's clothing), news, through Kelso Norman Organization; City of Paris (dept. store), commentary on beauty; Kellogg Co. (Corn Flakes), anns., through J. Walter Thompson Co.; MacMillan Petroleum Co. (Ring Free Oil), anns., through Roy S. Durstine, Inc.; West Coast Soap Co. (Navy Soap), participation in Ann Holden's "Home Forum," through Brisacher, Davis & Staff; Calif. Retail Grocers Assoc. (retail grocers), "Charlie Harper—Grocer"; Bell-Brook Dairies, Inc. (dairy products), "Home Forum" participations, through Botsford, Constantine & Gardner.

WFDF, Flint, Mich.: B & B Distributing Co. (Stroh's Beer), 15-min. program weekly for 52 weeks; Blue Hassett Oil Co. (Gulf Spray), two 15-min. programs weekly for 16 weeks; Carhartt-Hamilton Dealers (Overalls), two 15-min. programs weekly for eight weeks; California Valencia Juice Co., four anns. weekly for 52 weeks; Dodson's Circus, 15 anns.; Gardner Nursery, five-min. programs; Hale & Lambert (Insurance), bugle call anns.; Herbruck Dairy, 15 minutes weekly for 52 weeks; Kellogg (Ry-Krispies), through Kenyon & Eckhardt, Chicago, 10 anns. weekly for 20 weeks; Rexall Drug Stores, three five-min. programs weekly for 13 weeks; Speedway Corp. (Rodeo), 105 anns.

WOKO, Albany: Borden Boulevard Dairy, three daily anns., Monday through Saturday; New York State Savings Bank Assn., five-minute anns., through July 11; Dobler Brewing Co., 28 weeks, five and fifteen-minute periods, two daily, sports commentary, week-days; Procter & Gamble Co., 156 daytime anns. and 144 night anns., one-minute, through October 17; Huyle's Candy minute anns., daily, eight weeks; Standard Furniture Co., daily anns., Monday through Saturday, 13 weeks.

1 9 4 2

## BIRTHDAYS

June 16

Grace Albert	Stuart Allen
Harvey Harding	Tom Howard
Al Llewelyn	H. L. McClinton
Cliff Melloh	Ona Munson
Amy Sedell	John Paul Weber
Joan Winters	

## Coast-to-Coast

ROBERT BENSON, formerly of WDAS, Philadelphia, and Franklin Evans, of WDNC, Durham, N. C., have been appointed announcers at KYW, Philadelphia. Marshall Soura, formerly of WDAS, joined KYW's engineering staff.... Alwyn Bach, KYW announcer, has been named Radio Chairman of the Pennsylvania District of the Dogs for War Association. Bach has been training and showing his own dogs for many years.

This afternoon, WWDC, Washington, will inaugurate a special bi-weekly broadcast to follow President Roosevelt's radio and press conferences. Otis T. Wingo, WWDC national news analyst, on Tuesdays at 5 p.m. and Fridays at 11:45 a.m. will make five-minute broadcasts summarizing the news from the President.

Mal Hansen, of the WHO, Des Moines, farm staff, will become farm director of KSO-KRNT, Des Moines, replacing Andy Woolfries, July 1. During the two years he was with WHO he traveled more than 12,000 miles on farm radio work and covered all of the farming expositions. At KSO-KRNT, he will conduct the "Farm Family Circle," a half-hour morning show; "The Farm Forum," which follows the Blue Network's "Farm and Home Hour," and will give special attention to a new market service.

The six-year-old Saltimieras' "Lithuanian Hour" has been shifted from WHIP, Hammond, Ind., to one of the nation's foremost foreign language stations, namely WGES, Chicago. Program is heard Thursdays from 7-8 p.m., in a live talent presentation of a musical comedy show. It is written, produced and announced by Paul B. Saltimieras, president of Saltimieras Radio Advertisers of Chicago.

WQXR will back up the Greater New York War Bond Pledge Campaign between June 15 and 23 with a five-minute program every night during that period. To assist the Treasury's Minute Men in calling upon their neighbors, WQXR will present information on war bonds from 7-7:05 p.m.

George Fuerst, formerly of the sales staff of KGO, San Francisco, has been advanced to the Blue Network office there, working with Gene Grant, in charge of northern California Blue sales.... Herbert Haley of KMED, Medford, Oregon, has joined the KGO news staff.... Don Martin has been upped to news editor at KGO.

Paul J. Hughes, formerly of KTOK, Oklahoma City, has joined KTAR, Phoenix, as night editor.... J. A. Grasham, for the past two years associated with KTAR, on part time basis, has joined the station's program staff as a full-time employee. He graduated this month from Ari-

zona State College at Tempe "with distinction."

Jack Kelsey, formerly production manager, has been appointed program director of WHOM, by Joseph Lang, general manager. Kelsey joined the station two years ago as an announcer, transferring from WCSH, Portland, Me., his home town. Previously he was on the announcing staffs of WHAT and WIP, Philadelphia.

John Lawrence has replaced Pete Stoner on the announcing staff of WELI, New Haven. Stoner went to WTIC, Hartford, Conn. Lawrence was employed formerly in the advertising business in New York.... WELI has added another hour to its broadcast day. Sign off will come at 1 a.m. instead of 12:05 a.m.

"Front Line Tunes," a new series of programs featuring new war tunes and special continuity by Wally Gould, will be inaugurated over WMCA, Wednesday, June 17, from 5:45-6 p.m. The program will be presented each Monday through Friday thereafter at the same time.

Dude Martin, cowboy singer at KYA, San Francisco, has the name and address of each of more than 14,000 fans who have written to him in the last two years. When his "Roundup Jamboree Gang" makes personal appearances, each fan in the locality receives a special invitation to attend the broadcast, show and dance. The "Gang" recently entertained soldiers at Fort Funston.

Newcomer Don Davis is airing a "Saturday Matinee" record-fest on KSAN, San Francisco.... Also new on the schedule are "A Penny for Your Thoughts," new type of musical-quiz show, conducted by Ted Lenz and Howard Gordon, and a Sunday morning "Jive at 11:05," remoted from the huge, new Downtown Bowl, largest bowling alley in the west. Ted Lenz does this one, too.

Chief announcer Allan Page, KVOO, Tulsa, leaves for a vacation later this month when announcer Glenn Ransom returns.... Barbara West has joined the KVOO continuity staff, replacing Juanita Mitchell.... Weymouth B. Young and Bill Brooks, KVOO musicians, attended recent AFM convention in Dallas with Freddie Wilkins and Mike Coopes replacing them in the studio orchestra.

Walter Zahrt, merchandising manager of WOAI, San Antonio, is on a vacation trip to Indiana.... Jack Keasler, WOAI commercial manager, is on a business trip to Chicago and St. Louis.... Pat Flaherty, former KPRC sportscaster, returned to WOAI.... WOAI now begins its broadcast day Monday through Sunday at 6 a.m. and signs off each night at midnight.

ARTHUR TRACY and JOAN WARDS, on "A Date With Donman," today (WOR-Mutual, p.m.).

MILTON BERLE, on Dorothy gallen's "Voice of Broadway," day (WABC-CBS, 6:15 p.m.).

EDWARD KILENYI, pianist in the "Keyboard Concerts" series, day (WABC-CBS, 3:30 p.m.).

EVELYN MacGREGOR, cont on "Nellie Revell Presents," tomorrow (NBC Red, 12:30 noon).

CLAUDE WICKARD, Secretary of Agriculture, on the "Fight Ag Inflation" series, tomorrow (WB Mutual, 8:15 p.m.).

BRIG.-GEN. LEWIS B. HERSH, director of the Selective Service system; REP. EMANUEL CELLE, New York and DR. CARTER DAISON, president of Knox College, discussing "Should the Draft Age Be Lowered to Eighteen," on "American Town Meeting of the Air," Thursday (WJZ-Blue Network, 9 p.m.).

CHARLES WINNINGER, on Kate Smith program, Friday (WB CBS, 8 p.m.).

HAZEL SCOTT, pianist, and KATHY SPENCER, baritone on Calloway's "Quizzicale," tomorrow (WJZ Blue Network, 9:30 p.m.).

JOAN EDWARDS, on Donman's "Date With Don," tomorrow (WOR-Mutual, 1:45 p.m.).

JANE WITHERS, on "Double Nothing," Friday (WOR-Mutual, p.m.).

## Trio Of Playwrights Form Producing Firm

Trio of well-known, although anonymous writers of commercial radio shows, Peter Lyon, Richards and Bob Tallman, formed a new producing firm, Playwright Producers, with their series currently being peddled tag "For Us the Living." Decision form the new firm, which will specialize in "package" shows of night dramatic calibre, was based, according to Lyon, on the theory of high quality dramatic series requiring the combined efforts of a number of writers in order to maintain a consistently high level. All shows will be originals, written and produced exclusively for the broadcast medium.

The three writers, who composed the original "March of Time" radio production unit, have been working independently for the past few years. Lyon currently writes the "Are You a Missing Heir?" series for Ruthra & Ryan (Ironized Yeast) and all three have contributed scripts for "Cascade of America" (duPont, BBDO) as well as other free-lance scripting.



# RADIO DAILY

The National Daily Newspaper of Commercial Radio and Television



OL. 19, NO. 56

NEW YORK, N. Y., WEDNESDAY, JUNE 17, 1942

TEN CENTS

# Radio's Bond "Selling"

## OFF Status Quo In Radio Relations

Washington Bureau, RADIO DAILY  
Washington—Relationship of the Office of Facts and Figures with the radio industry will continue status quo, no matter what is involved in the absorption of OFF into the new Office of War Information, according to an official of the OFF's radio division yesterday. "There may be some sort of amalgamation plus a general overall control," said Alvin Josephy, OFF's network liaison chief, "but we

(Continued on Page 3)

## NBC's Chicago Hearing; Argument Set For NBC

Chicago—Argument on a motion in a bill of particulars in the Mutual NBC-RCA action is scheduled to be heard this Monday by Judge John Barnes in Federal Court, at 10:30 a.m. Understood that NBC has not filed its written answer to the Mutual suit and before doing so desired specific information of undisclosed nature. There is a strong possibility, however, that the oral

(Continued on Page 2)

## General Mills Renews "Stories America Loves"

General Mills yesterday renewed "Stories America Loves," which is broadcast for Wheaties on 40 CBS stations Monday through Friday from 10:15-10:30 a.m. EWT, with repeat at 11:45 a.m. Other GM shows on Columbia currently are "Valiant Lady," "Harvey and Dell" and "Thus Live." Knox Reeves Advertising, Inc. handles the Wheaties account.

## Canterbury

William Temple, Archbishop of Canterbury and Primate of England, whose ancient cathedral town recently was bombed by the Nazis, will deliver an address on CBS this Sunday during the Toc-H (Anglican) program from 4:40 p.m. His Grace will speak from London; the remainder of the program will emanate from the National Cathedral in Washington.

### Semper Fidelis

That the month of April, for instance, was a good one for the Marine Corps is indicated in the fact that the broadcasting industry put behind the Leathernecks a minimum of live and ET spots and shows as follows: 36,090 live spots; 1,250 quarter-hour ETs; 930 quarter-hour live shows; 240 five-minute live shows, and 110 half-hour live shows.

## Ford Air-Decision May Come Thru Today

Detroit—Decision by Ford Motor Co. on program and network for its return to radio via an institutional campaign was expected today or by week's end at the latest, after conferences at Maxon, Inc., offices here yesterday adjourned without any definite commitment being made. It had been expected final word would be forthcoming last night and rep-

(Continued on Page 2)

## Colgate Moving "Lobby" To Tues. Spot On CBS

Colgate-Palmolive-Peet has taken the Tuesday night, 8:30-8:55 p.m., EWT, period on CBS and effective July 21 will move the "Hobby Lobby" program, aired in behalf of Colgate shaving cream, into this spot. Present "Hobby Lobby" time, Saturdays from 8:30-9 p.m. on Columbia, will be dropped by the sponsor following the

(Continued on Page 2)

## FCC Dismisses Applications; Approves Transfer Of WMRN

### Gilbert Heads Committee For Service Men Disks

Headed by Dick Gilbert, of WHN, a committee of New York disk jockeys has volunteered its services to Records For Our Fighting Men, Inc., the non-profit organization currently conducting a drive to collect old, unused phonograph records, convert them into scrap, and with the pro-

(Continued on Page 2)

Over 1,500,000 Anns. Through April  
Plus 400,000 Hours Of Programs  
Part Of Tremendous Effort

## Blue Web Facilities Reveal Improvements

Number of improvements in Blue Network facilities were announced yesterday. KUTA, Blue's Salt Lake City affiliate, goes 5,000 watts day and night on 570 kc, effective June 22, with a new evening hour rate of \$160 to go into effect July 1. With its increased power, KUTA will become sole Blue affiliate in the Salt

(Continued on Page 2)

## Lever Bros. Renewals For 2 Daytime Programs

Lever Bros. yesterday renewed two daytime serials on CBS, "Aunt Jenny's Real Life Stories" and "Big Sister," aired in behalf of Spry and Rinsol, respectively. "Aunt Jenny," broadcast Monday through Friday from 11:45-12 noon, EWT, uses 61 CBS

(Continued on Page 2)

## 91 Sponsored UP Shows Weekly Record Of WHIT

New Bern, N. C.—Sales staff of WHIT believes it has chalked up a national record by obtaining a weekly total of 91 sponsored United Press

(Continued on Page 3)

Washington Bureau, RADIO DAILY

Washington—U. S. Treasury Department studies of the manner in which the broadcasting industry is cooperating in the sale of War Bonds and Stamps indicate that radio is "selling" the Government's war finance plan with all the ingenuity it has used in the past to sell commercial products. "Strikingly effective" programs have been devised, not only by the networks, but even by the smallest of the low-budget affiliated and independent stations, the Treasury revealed.

No accurate figures, of course, can be given.  
(Continued on Page 7)

## Big Summer Audience Indicated In Survey

More people will be available to radio this summer, and, at the same time, more people will resort to the radio as a means of escape, according to the Continuing Study of Radio Listening Research conducted by Crossley, Inc., for WOR. Conclusions are based on 8,000 personal interviews.

(Continued on Page 2)

## Cecil Brown May Take On Elmer Davis Commercial

Cecil Brown, CBS foreign correspondent recently returned from the war zones after having broadcast a number of notable eyewitness reports.

(Continued on Page 2)

## Vacation

Martin Block, of "Make Believe Ballroom" fame, is supposed to be on vacation, but is returning to New York today to plug Lucky Strike on the Kay Kyser show. Saturday, however, the sponsor is going to the expense of piping him in from Albany, near his vacation site, so he can do the Lucky Strike commercial on the "Hit Parade" program.

(Continued on Page 7)



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JOHN W. ALICOATE : : : Publisher

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

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## FINANCIAL

(Tuesday, June 16)

### NEW YORK STOCK EXCHANGE

	High	Low	Close	Net Chg.
Am. Tel. & Tel.	116	115	115 1/4	- 7/8
CBS A	113 1/4	115 1/8	113 1/4	
Gen. Electric	26 1/8	25 3/4	25 7/8	
Philco	8 1/4	8 1/4	8 1/4	+ 1/8
RCA Common	3 1/4	3 1/4	3 1/4	
RCA First Pfd.	52 1/8	52	52 1/8	+ 5/8
Stewart-Warner	57 1/8	57 1/8	57 1/8	
Westinghouse	72	71 1/2	71 1/2	
Zenith Radio	13 1/4	13	13 1/4	+ 1/4
<b>OVER THE COUNTER</b>				
Farnsworth Tel. & Rad.		1 1/4	2	
Stromberg-Carlson		4 3/4	5 3/4	
WCAO (Baltimore)		15	18	

### Cecil Brown May Take On Elmer Davis Commercial

(Continued from Page 1) ports, will probably take over the Elmer Davis spot for Johns-Manville, it was learned yesterday. Final details had not been completed yesterday, but indications were that Brown would move into the Monday-thru-Friday 8:55-9 p.m., EWT, spot for the sponsor as soon as he can return from Yellowstone where his current lecture tour has carried him.

If the deal goes through, Brown also probably will go on for Parker Pen Co., which had just arranged to sponsor Davis Saturdays and Sundays, 8:55-9 p.m., in behalf of Quink. J. Walter Thompson Co. handles both accounts.

Harry Marble, CBS announcer, is subbing for Davis pending certification of a new steady replacement by Johns-Manville and the Thompson agency.

### AVAILABLE

Station-Commercial Manager. My ten years radio experience, every department, fully qualifies me to handle management of small, progressive station. Now employed in poor market, therefore seek better opportunity. Know station problems . . . experienced in sales . . . clever, result-getting ideas. 3-A Southeast preferred. Box 539, Radio Daily, 1501 Broadway, New York City.

### Big Summer Audience Indicated In Survey

(Continued from Page 1) views with widely scattered metropolitan families.

Paramount in the returns is the fact that while four of every ten families had no definite plans for the summer when questioned in May, 64 per cent of those whose minds were made up were planning to go through without a vacation break. Last summer, 53 per cent of New York's population stayed home. Half as many vacationists this year will spend the entire summer away from home.

Second result found in the survey is the trend toward the use of radio as a means of seeking entertainment and escape from world events and daily routine. Audiences to dramatic and comedy shows, and to programs of nostalgic music showed an increase.

The average New York listening family hears 15.7 radio programs each weekday, according to the CSORL. This represents an increase from the 14.6 figure listed for 1941.

### Ford Air-Decision May Come Thru Today

(Continued from Page 1) representatives of all four networks who stood by awaiting the decision will continue the vigil today.

It is not known how many programs and times are under consideration, but the Blue Network is reported to have the inside track with a nightly, 8:8:15 p.m., EWT, news program with Earl Godwin. NBC is understood to have submitted the Sunday, 5-6 p.m. hour for a program along lines of the old "Ford Sunday Evening Hour." Other webs also have made heavy pitches for the business.

McCann-Erickson was agency on the Sunday CBS program dropped by Ford shortly after the first of the year, but Maxon will handle the new setup.

### Gilbert Heads Committee For Service Men Disks

(Continued from Page 1) needs, buy new records for men in the armed services. Gilbert's committee, made up of Maxine Keith, of WOV; Art Hodes, of WNYC, and Paul Brenner, of WAAT, will ask national cooperation from all record emcees now on the air.

Spot announcements, provided by the disk jockey committee, news fliers, and suggestions for record program tie-ins on the drive will be sent regularly to the conductors of individual programs.

### WMCA's New War Series

With the blessings of the Citizens' Committee for the Army and the Navy, WMCA is conducting a program portraying valor and courage on the part of American womanhood during this war crisis. Series started Monday, from 9:15-9:30, with Mrs. Nadine Bandler interviewing Mrs. Colin Kelly, widow of the hero.

### Colgate Moving "Lobby" To Tues. Spot On CBS

(Continued from Page 1) broadcast of July 11 at which time the Guy Lombardo program will begin a Summer hiatus of "up to 13 weeks." Lombardo show, aired on 73 CBS stations in behalf of Colgate dental cream, occupies the 8:8:30 p.m. time Saturday nights immediately preceding "Hobby Lobby." Latte uses a 69-station hookup currently and list at the new Tuesday night time is expected to be the same. Ted Bates, Inc., handles both shows.

Meanwhile, it was learned yesterday that despite the uncertainty of the soap industry regarding its future operations, due to various Government moves and lack of certain essential supplies, no further cuts in Colgate radio schedules are anticipated at this time. C-P-P recently cancelled its two daytime serials on CBS (this was erroneously attributed to Procter & Gamble in yesterday's issue) effective July 10 and they will remain off the air for an indefinite period pending clarification of the soap situation and a revision of Colgate advertising plans. Serials are "Woman of Courage" and "Stepmother." P&G programs on CBS, as recently rearranged, will continue without interruption, as will the Colgate programs on NBC.

Further indication that soap firms are settling down for the Summer period and will continue schedules as currently committed was seen yesterday in Lever Bros.' renewal of two daytime serials on CBS.

### Blue Web Facilities Reveal Improvements

(Continued from Page 1) Lake City-Ogden area formerly served by KUTA and KLO which were bought at a combination rate of \$200 per night-time hour. KLO drops its Blue affiliation Aug. 31.

KTKC, Visalia, Cal., of the Blue Network's Pacific Group, has begun operating with 5,000 watts power day and night on 940 kc. Power was formerly 1,000 watts on 920 kc.

KRMD, Shreveport, La., will become affiliated with the Blue as part of the Southcentral Group effective July 1 instead of Sept. 1 as originally announced.

### Lever Bros. Renewal For Two Daytime Shows

(Continued from Page 1) and 30 CBC stations, while "Big Sister" has a hookup of 71 Columbia and 31 Canadian stations at 12:15-12:30 p.m., across-the-board.

Ruthrauff & Ryan handles both accounts and renewals are effective June 29.

### 5-Hour Strike At KMOX

St. Louis—In a dispute over the matter of hiring a woman technician for the staff of KMOX, of this city, 21 engineers of the station walked at 3 p.m. yesterday afternoon. Negotiations instituted immediately resulted in the return of the strikers at 8 p.m. last night.

## COMING and GOING

MANNY MANHEIM, radio writer for J. Walt Thompson, recently doing the Milton Berle show in town yesterday and today goes to Syracuse, his home town. He returns to Hollywood over the week-end. Next JWT assignment being set.

HARRY H. FRAZEE, JR., production manager of the Blue Network, left last night for New England where he will visit WFCI, Pawtucket and WEII, New Haven. Both stations have joined the Blue. The network's production head will supervise the airing of "Prescott Presents" while in N. E.

KEN CHURCH, sales manager of WKRC, is in New York on a short business trip. Visiting yesterday with the station's local reps.

GEORGE H. JASPERT, general manager of WPAT, Paterson, in town and back to his New Jersey headquarters yesterday.

EDDIE CANTOR, DINAH SHORE, HATTIE McDANIELS, HARRY VON ZELL, BERT GORDON and EDGAR FAIRCHILD are in Bakersfield, Calif., today for the airing of tonight's "Time Smile" program from Minter Field.

DAVID G. JONES, business manager of WLAW, Lawrence, Mass., in town for a brief visit on station and network business.

H. ALLEN CAMPBELL, secretary and general manager of the Michigan Radio Network, has arrived from Detroit for a few days in New York.

HERBERT L. KRUEGER, of WTAC, Worcester, on his first visit to New York since having been named commercial manager of the station.

ANN BARBINEL off to Philadelphia on a short business trip.

### FCC's Chicago Hearing; Argument Set For NBC

(Continued from Page 1) argument may be postponed for a later date due to inability of NBC attorneys to be on hand.

Also scheduled for a hearing Thursday, Friday and Saturday is a move by the FCC which is reported either gathering information in connection with the network anti-trust actions pending, or, perhaps the foreign language station status as it pertains to censorship.

Meetings are to be held behind closed doors and many Chicago radio executives have been subpoenaed to appear, but apparently all of them are in the dark as to the actual reason.

### When you buy time— BUY AN AUDIENCE



WTAG WORCESTER

# ★ PROMOTION ★

**WTAG Give-Away Idea**

Fresh twist to the give-away type program is the new series of "The Music Box," sponsored by Sears, Roebuck on WTAG, Worcester, Mass., intervals between organ selections, announcer lists several items of merchandise featured at Sears. Listeners are asked to jot down the articles and their prices. Wheel of fortune then spun, selecting four telephone numbers which are called during the program. Grand prize is awarded the first one called whose owner can correctly read back the merchandise listed earlier in the program. Show, heard thrice weekly on WTAG, is prepared and emceed by Bob Martin and the announcing staff.

**Blue Salesmen's Meetings**

To make it more convenient for members of the sales staff to hear programs currently open to sponsors, the program department of the Blue Network has scheduled a series of special weekly program meetings. Salesmen will hear electrical transcriptions of outstanding shows on the Blue, and receive information about each one. The first meeting was held Wednesday, June 10, at noon in the network's board room. This series was planned and will be directed by Douglas F. Storer, who is commercial program manager of the station.

**Sponsored UP Shows Weekly Record Of WHIT**

(Continued from Page 1)

Broadcasts and features. According to Allen Brown, commercial manager, Walter Rundle, promotion manager of the UP, figure represented latest number of UP commercials on any one station. Breakdown lists, starting with Sunday and going through Saturday, shows five on Sunday and the other days averaging 13 to 15 such broadcasts.

**Stork News**

Albert Mack, radio actor, became the father of a 7 pound 2 ounce baby girl Wednesday. Name is Judith Miner doing well at the Park East Hospital, New York.

**Dept. Store Co-Op**

Roos Brothers department store in San Francisco is cooperating with Blue web outlet KGO in merchandising the firm's new weekly airshow, "Speaking of Sports," which stars sports editors Bill Leiser (Chronicle) and Prescott Sullivan (Examiner) and special guests. The store has turned over a large display window on Market Street to boost the program, and has begun plugging in newspaper ads and display signs around the city.

Merchandise prizes go to contestants on the show and also to persons sending in appropriate questions. Awards on missed questions go to various charities. High point of each broadcast is a recreation of a famous sports event by veteran sportscaster Ernie Smith.

**Local Consultant Group**

WDRC, Hartford, has named a committee of seven leading Connecticut educators and citizens interested in education problems as a special board of consultants for the CBS "School of the Air of the Americas." The committee, named by Educational Director Sterling V. Couch, includes State Education Commissioner Alonzo G. Grace and Hartford superintendent of schools Fred D. Wish, Jr. The group will serve for the 1942-43 season.

**See OFF Status Quo In Relations With Radio**(Continued from Page 1)  
are going ahead without pause and without change."

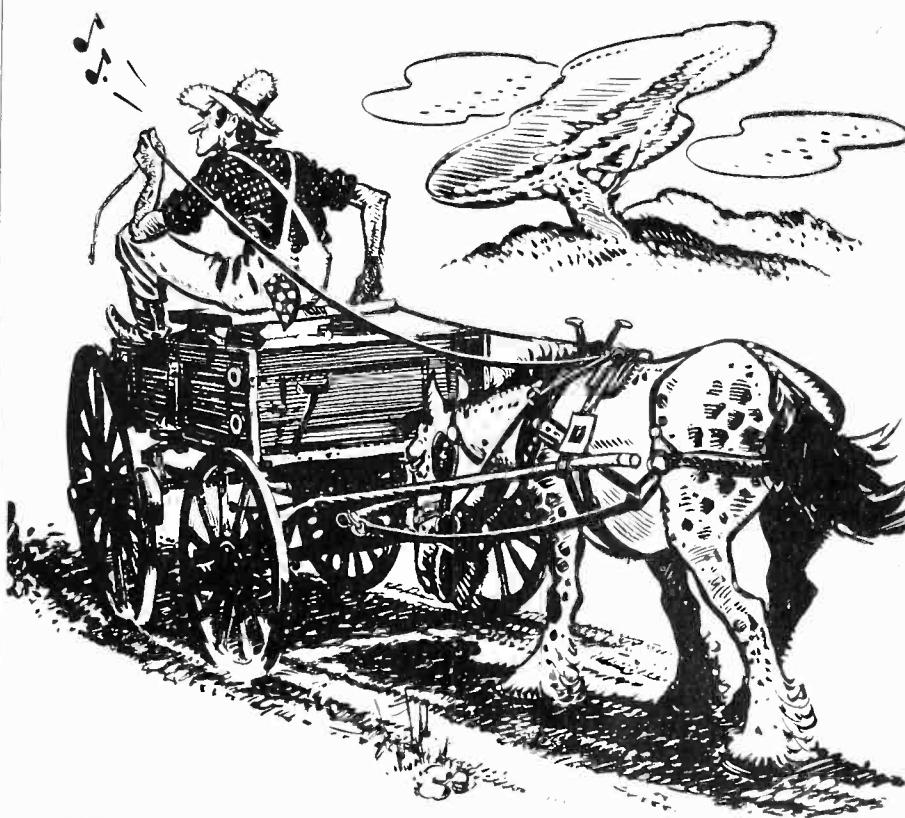
Josephy is scheduled to go to New York this week-end where he will spend several days meeting with network officials on new ideas for Government radio campaigns. Josephy is handling the OFF end of special campaigns, including the current rubber salvage drive.

Elmer Davis, newly appointed Director of the Office of War Information, held a press conference in New York yesterday, but could divulge little actual information regarding plans pending a thorough study of the press relations setup in Washington. He parried a question on whether or not he was in favor of Government radio shows by answering that he was in favor of getting the message over to the public as effectively as possible. He said that there had been some fine Government programs and some fine network programs.

**Blood Donor Campaign**

One of several public service campaigns being promoted this month by WHBF, Rock Island, is the Illinois drive for blood donations. In cooperation with local Red Cross headquarters, WHBF is running spot announcements and daily 5-minute talks by local business leaders.

# WHEN YOU SEE *this-*



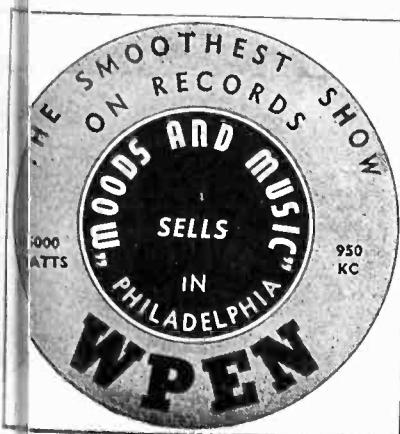
*Only then* YOU'LL SEE A  
**LOWER COST THAN WTAM'S  
\$.000073 per FAMILY**

Check WTAM'S cost two ways: First, divide the 15 minute Daytime rate of each Cleveland Station by the number of families each claims in its Primary Area. Then check the Surveys for actual listeners. In Metropolitan Cleveland and all through the Area WTAM leads by a wide margin . . . all day . . . all night . . . all week. It's this low cost per ear that makes WTAM the first choice of shrewd time buyers, coast to coast, for local, spot and network time.

**WTAM**  
CLEVELAND·OHIO

50,000 WATTS  
NBC RED NETWORK  
OWNED AND OPERATED BY NBC

REPRESENTED NATIONALLY BY SPOT SALES OFFICES



## Los Angeles

By JAC WILLEN

BOB BURNS and his "Arkansas Traveler" check up as a good bet to return to the fall airwaves, with production added to enhance the already well-known characterization. High rating at the close of this season brought new interest in the "Traveler" which had been deleted during mid-season broadcasts. Switch of sponsorship for the stanza looks certain.

"Toward the Century of the Common Man," written by Stephen Benet and George Faulkner, in behalf of the OFF for presentation over NBC in honor of Flag Day with an all-star cast. Time cleared for the ocean-to-ocean airing was set from 2-3 p.m., PWT, climaxed by an address by President Roosevelt at approximately 2:52 p.m., PWT.

Cowboy star Tex Ritter cut eight sides at his first session for Capitol records, new company headed by Buddy DeSylva, Johnny Mercer and Glenn Wallachs.

Success of Bob Garred's Pacific Coast CBS newscasts for an automobile sponsor (Ford) is behind the similar national campaign, stressing service rather than the sale of new cars, upon which the company is embarking.

Lovely Rosalind Russell is a feminine jurist and Walter Pidgeon a newspaper photographer in "Design For Scandal," M-G-M picture which provides the romantic scene for the capsule dramatization on "Hedda Hopper's Hollywood" broadcast Wednesday.

No immediate replacement for the late John Barrymore will be made by the Rudy Vallee program. Producer Dick Mack is reverting to his earlier policy of guest stars each week and wait for someone to make an instantaneous hit such as brought Barrymore and Joan Davis to the program as regulars.

Andrew Meagher has been appointed chief of police for all plant protective forces of the Universal Microphone Company's factories in Inglewood.

Mel Blanc, who portrays various roles on the Al Pearce and "Great Gildersleeve" shows, joined radio's scooter brigade last week with the purchase of a "one-lunger" which assertedly travels 125 miles on a gallon of gas.

## Mary Small Series Starts

Mary Small, featured vocalist on "The Jim Backus Show," heard Thursdays on CBS, is now also heard twice weekly over the network in her own vocal series aired Tuesday and Thursday from 10:45-11 p.m., EWT.

## THOMAS J. VALENTINO, Inc.

MAJOR SOUND EFFECT RECORDS

OFFERING THE "LAST WORD"

IN SOUND EFFECTS

SEND FOR CATALOG

1600 BROADWAY NEW YORK, N.Y.

**"It's Moonlight Saving Time"**

(By Jerry Lawrence, who celebrates a year of "insomnia")

• • • I remember when I used to eat breakfast like everyone does... I even remember going to bed when it was still dark out...but that was a year ago—before "Moonlight Saving Time." Note to the Secretary of Statistics: "Moonlight Saving Time" celebrates its first anniversary today. Aside: Funny, it only seems like a year ago since we started! Now I eat breakfast at 3:30 a.m. in the WOR studios...usually a ham and egg sandwich, coffee and a piece of pie. Whatever became of orange juice? I get home in time to change my son's diapers at 6 a.m....His name is Steven Jeffrey—sounds great, doesn't it?...and then to sleep. Well, sleep of a type...I usually dream I'm a needle and I play hundreds of records—one right after the other—standing on my head.

• • • Don't get the wrong idea...this "Moonlight Saving Time" is great fun...I wouldn't trade it in for an X card. Do you give 10 per cent of your salary to Uncle Sam for War Bonds? Did I say give? I mean INVEST! That's what I like most about "Moonlight Saving Time"...the way we have it set up now it's tied right in with the war effort. Seven hundred war plants around here listen to our program. From 4:45 a.m. we play "Music to Work By" for them. It's light, snappy music, and it's designed to reduce the "lag period" that occurs in the early morning hours. Music of that sort gives listeners a "lift"—so you see, even in our small way...we help increase production!

• • • We program "Moonlight Saving Time" so that everyone will hear something that interests him...we include many features specifically for war workers...those who work in the early hours miss many important programs and news items...they deserve to hear what's going on—after all, they're doing plenty for all of us. Every hour and half-hour we broadcast the latest news alternating with AP and UP...every night we have a five-minute summary of the ball scores and sport highlights...and we rebroadcast important war programs like "America Preferred," "This Is Fort Dix" and "This Is Our Enemy."

• • • Someday soon, night and day programming will be done along the same lines...if you stop to think about it the listeners in the wee hours are the same as any other listeners...It used to be a pet theory that all-night tuners-in were just beer hall stragglers and insomniacs...that's all changed now. Today a very important part of our country...the workers...listen in all night, and commercially speaking, they wear shoes and hats and use soap too! And I might add, wear furs! I. J. Fox has sponsored our first hour from 2-3 a.m. for a year. Why shouldn't the "owl" audience get the same sort of shows that are heard during the day?...I think they will....I think live talent will be used on the air twenty-four hours a day. Right now on "Moonlight Saving Time" we try to have as many live features as we can. Six nights a week from 3:30-3:45 a.m. we have one of the top composers and arrangers entertain at the piano....Cy Walter....and he's great. We introduce celebrities from time to time...they drop in to say hello after they're through work...recently we've had Sheila Barrett...Carol Bruce...Peter Arno...Tommy Dorsey and Guy Lombardo.

• • • Getting back to our first birthday celebration...next Tuesday, June 23rd, from 2-4 a.m. we're broadcasting from the Western Electric plant in New Jersey...since we have so many listeners in war plants it seems fitting to give a party right from one of the biggest plants in the country. It's going to be a swell affair....Western Electric talent will be heard on the show...and interviews right from the work benches. Did you ever hear what Victory sounds like? Well, tune in...will you?

## Chicago

By FRANK BURKE

WENNETH W. MacGREGOR, director of production at WGN, and Miss Agnes Jane Amar, Rock Lake, N. Y., will be married June in the Bride's Chapel of the Little Church Around the Corner, New York City. MacGregor is a son Dr. A. C. MacGregor of Brockton Mass. The producer joined WGN last winter to finish the Chicago "Theater of The Air" series and subsequently was appointed to his present position.

NBC vacationeers who started the week are William B. Ray, press department manager; John D. Gaithra, sales; Robert Fitzpatrick, William Cole and William Schol engineering; Louis Roen, announcing; Thomas Bashaw, sound effects; Robert Lamb, guest relations and Henry J. Guill, communications.

Mel Galliart, chairman of AFRA United Nation's Aid Committee, busy these days drumming up interest in the Russian War Relief show which will be presented at the Chicago Civic Opera House on the night of June 22.

Northwestern University's School of Speech recently honored their most famous alumnae, "Clara, Lu 'n' Em," by having them as guests at the opening of a campaign to stir up interest in a new speech building at the school.

Mary Ann Mercer, singer on NBC "Uncle Walter's Dog House" show, has a parchment to prove that she's a fellow "Arkansas Traveler." Mary Ann was made a member of the honorary organization by the Governor of Arkansas on a recent visit to Camp Robinson, Little Rock, Ark.

Enrollments in the NBC-Northwestern Summer Radio Institute which opens an eight-weeks' course at Northwestern on June 22 include Harriet Hester, educational director and Melville Galliart, announcer of WLS; Jerome Carleton, musical department, WAAF; Richard Cummins engineer and announcer, KFPA; Helena, Ark.; John Davis, Jr., announcer, WBIG, Greensboro, N.C.; Jerome Kaufheer, announcer, KBUR, Burlington, Ia.; Alexander R. Boyd, announcer, WHFC, Cicero, Ill., and Eugene Wilkey, Jr., production manager, WDOD, Chattanooga, Tenn.

**"Tortoise and Hangman" Set**

"The Tortoise and the Hangman," story of the political and physical conquest of Czechoslovakia culminating with the assassination of Adolf Hitler's Heydrich, is the subject of the second of the "Will to Freedom" series to be heard next Monday from 10:30-11 p.m. on CBS.

**RAY WINTERS**  
ANNOUNCER

5 Years With Paramount Newsreel  
2½ Years With Manufacturers  
Trust Co.

LA 4-1200

## QUEST-ING

## PROGRAM REVIEWS

Radio's War Front

WILLIAM H. DAVIS, chairman of the Labor Board, on "The Fight Against Inflation" series, Friday (OM Mutual, 8:15 p.m.).

EVYN DOUGLAS, in an adaptation of "Take a Letter, Darling," on "Philip Morris Playhouse," Friday (ABC-CBS, 9 p.m.).

JOHN EDWARDS and CONRAD KULT, on the "Ellery Queen" show, Saturday (NBC Red, 7:30 p.m.).

MARY ANN KULLMER, former "newswoman" correspondent in Berlin; GUS THUERMER, former correspondent in Poland for Associated Press, and MRS. ELEANOR KARD, wife of Reynolds Packard, formerly head of the United States Bureau in Rome, discussing "Axis Frame of Mind," on the "News Platform" program, Saturday (ABC-CBS, 7 p.m.).

EDWARD CAGNEY, featured in "The Doodle Dandy," on "Armchair Theater of Today," Saturday (ABC-CBS, 12 noon).

MICHAEL SPIRO, violinist, on "People Loves a Melody," Saturday (OM Mutual, 9 p.m.).

EDWARD GOLDEN, vice-president of United Steel Workers of America; ENDELL LUND, director of War Production; ALBERT RAMOND, president of the Bedaux Co., Inc., and DR. E.I. BOGEN, editor of the New York Journal of Commerce" and professor of banking and finance, New York University, discussing "Can Management Relations in War Industries Be Improved," on Theodore Roosevelt's "American Forum of the Week" (WOR-Mutual, 8 p.m.).

GEORGE ROCKWELL, famous figure in vaudeville, and GEORGE G. RASER, voted most talented student at St. John's University, on Allen's "Texaco Star Theater," Sunday (WABC-CBS, 9 p.m.).

MARK CHAPMAN, husband of Mary Swarthout, as guest narrator on "Family Hour," Sunday (ABC-CBS, 5 p.m.).



5305 factories swell buying power for 900,000 radio homes.

Nat'l Rep. George P. Hollingsby Co.  
50,000 Watts...Clear Channel...Full  
Time...NBC Blue and Red Networks  
CHAMBERS, N.Y. "The STROMBERG-CARLSON STATION"

AM  
CHAMBERS, N.Y.

*"Toward the Century of the Common Man"*

Based on Vice-President Wallace's now famous "People's Revolution" speech and tying in directly with President Roosevelt's United Nations Flag Day address, this hour-long dramatic program on NBC Red Sunday from 5-6 p.m., EWT, was one of the most ambitious special one-time-shot broadcasts since Norman Corwin's "We Hold These Truths" last December commemorating the anniversary of adoption of the Bill of Rights. "Toward the Century of the Common Man," written by Stephen Vincent Benet and George Faulkner at the instigation of the Office of Facts and Figures, hardly measured up to Corwin's star-studded, prize-winning show, but it was a highly moving, eloquent, and sometimes brilliant plea for united action to achieve victory and a just and equitable peace founded on brotherhood and the Four Freedoms.

Special music, composed and conducted by Robert Armbruster, carried the show over its few weak spots and added tremendous dramatic impact. Cal Kuhl produced and directed.

Almost too broad in scope, the program attempted to explain the causes of the present war since 1920 when the U.S. turned its back on the League of Nations, amplify the reasons for and spread of the current conflict and project a vision of the new and hopeful future when war will have been finally eliminated—all in the brief span of 60 minutes. As a result—and probably inevitably when such a tremendous span of history is encompassed—the program was somewhat confused and lacked clarity to a degree. However, the totality of the effectiveness of its appeal for brotherhood and justice far offset any structural weaknesses.

Participants on the show went nameless as far as could be determined here and information was lacking locally on who made up the cast, as the program was produced in Hollywood. Among those tentatively identified were Charles Boyer, who participated in a particularly effective dramatic bit in which he spoke for underground France, appealing for arms and aid, against a background of voices chanting in unison. Ronald Colman is believed to have spoken for Great Britain and the United Kingdom and Mrs. Robert Magidoff, Russian born wife of NBC's correspondent in Moscow, spoke for the Soviet Union. She made a somewhat over-tearful, but withal moving plea for understanding and friendship with the Russians. China and others of the United Nations also were represented.

Program, which was narrated by "Freedom," contained a strong note of hope for the future, looking "Toward the Century of the Common Man." It led easily and naturally into the President's transcribed speech, which took up the last five

*"All Men Are Created Equal"*

Emceed by Clifford Burdette, the fourth program in this new WNEW series last Sunday (3-3:30 p.m.) impressed as an unassuming, but important contribution to the war effort from two points of view. It sells race equality to white Americans and the war effort to Negro Americans, both essential if the United States is to prosecute to the fullest the war against hate and intolerance.

In addition, the program measures up as top-notch radio entertainment. In format, "All Men Are Created Equal" presents the Philharmonic Glee Club of the Abyssinia Baptist Church, with Burdette, who used to conduct a somewhat similar program on WNYC, interviewing prominent guests, both white and colored. All guests last Sunday were from top ranks of the entertainment world. Zero Mostel, of Cafe Society and the Blue Network's "Chamber Music Society of Lower Basin Street," was first in order of appearance, giving out with his "Isolationist Senator" sketch, always a sock number and particularly appropriate to this radio program.

In his character as Fred Allen's Falstaff, Alan Reed followed Mostel and recited a recent Allen parody of "Gunga Din," entitled "Hunka Tin," a clever tie-in with the Government's salvage drive. In more serious vein, Reed followed up with a moving recitation of "The Cause," by Edward Adams Cantrell, taken from Louis Adamic's book "My America." This was another direct tie-in with the war effort and an eloquent plea for racial tolerance. Ruth Welles, blind singer who recently appeared on "We the People," sang "The Lord's Prayer" in fine, professional style and Cab Calloway closed the guest roster with a brief talk on the importance of music to morale in wartime.

Well-trained Abyssinia Baptist Glee Club, under the direction of Elfreda Sandefer, sang "Get On Board" and "Lost Chord" in entertaining fashion. Burdette handled the emcee role in a straight forward, easy manner, the plea for granting of full citizenship status to the Negro people being put across by implication, which is always more effective than direct appeal.

The program, which effective with last Sunday's airing was increased from 15 minutes to a half-hour, represents a first class example of what the smaller-budgeted, independent stations can do to advance the democratic cause and aid the war effort.

minutes of the program. In fact, the President's "Prayer of the United Nations" seemed almost a benediction for the dramatic body of the program itself. As a contribution to international understanding and friendship among the peoples of the United Nations, the program served to highlight radio's unique informational and morale role in the war effort.

## AGENCIES

LEON D. HANSEN, vice-president in charge of the Pittsburgh office of BBDO, won the Chairman's Cup for low gross score at the agency's 12th annual golf and tennis tournament held at Pelham Country Club. Chet Maybaugh, time buyer, was among those turning in low afternoon scores, while Carroll Newton, business manager of the radio department, won a prize in the special putting contest.

WEISS & GELLER, New York, Inc., have given notice of their resignation as the advertising agency for Edelrau Brewery, Inc.

GREENSPAN BROS. CO., for Flagstaff Foods, is adding newspaper schedules to radio advertising which has been running here since June 1 and will continue through the Summer. Weiss & Geller, Inc., is the agency.

AMENDED and supplemental complaint has been issued by the Federal Trade Commission against Acme Breweries, trading as the California Brewing Association, San Francisco, Acme Brewing Co. and Bohemia Distributing Co., Ltd., Los Angeles. Radio continuities are mentioned by the FTC among other allegedly misleading advertising of Acme Beer. FTC contends the beer is not "non-Fattening."

**WEVD**  
**NEW YORK'S STATION OF DISTINCTIVE FEATURES**  
**NOW 5000 WATTS**

The unique position of WEVD with a large section of Metropolitan New York's radio audience is evidenced by—

- 1 The feature boxes of newspaper radio program pages.
- 2 The large number of famous advertisers on the station continuously year after year.

Ask for "Who's Who On WEVD" . . . sent on request.

**WEVD**  
117-119 West 46th St., New York, N.Y.

## NEW BUSINESS

KPO, San Francisco: Church & Dwight (Arm & Hammer Baking Soda), anns., through Brooke, Smith, French & Dorrance; Kilpatrick's Bakery (bread), "International Kitchen" participations, through Emil Reinhardt agcy.; William H. Wise & Co. (photography book), "Musical Clock" participations; The Kellogg Co. (Corn Flakes), anns. ETs, through J. Walter Thompson Co.; National Aeronautics Council, Inc. (Aircraft Spotter's Guide), "Musical Clock" participations, through Huber Hoge & Sons; Axton Fisher Tobacco Co. (20 Grand Cigarettes), news, through McCann-Erickson Agcy.; General Foods, Inc. (Post Toasties), "Don Winslow" ETs, through Benton & Bowles; Albert S. Samuels Co. (jewelry), "Art Linkletter Interviews," through Frederick Seid Adv.; Regal Amber Brewing Co. (beer), "Light & Mellow," variety shows, through M. E. Harlan agcy.

WLS, Chicago: Adlerika Co., through Campbell-Mithun Agency, Minneapolis, three 15-min. programs weekly for 52 weeks, featuring Rusty Gill and His Saddle Pals; Kerr Glass Co., through Raymond Morgan Co., Hollywood, participation in "Home-maker's Hour," five times weekly for eight weeks; Gruen Watch Co., through McCann-Erickson, renewal time signals, 25 weekly, 52 weeks.

### Ruth Lyons Joining WLW; To Conduct "Foundation"

Cincinnati—Ruth Lyons, who during the past 12 years has conducted programs on WKRC, will join the staff of WLW, here, on July 6, it has been announced by James D. Shouse, vice-president of the Crosley Corp. in charge of broadcasting.

Miss Lyons will take over WLW's "Consumers Foundation" program, which has been conducted by Marsha Wheeler since its inception about two years ago. It features "testing kitchens" conducted by housewives in homes scattered throughout the mid-west territory.

### Hasel-McCarthy To Cover AAU Meet For Blue Net

Joe Hasel and Jack McCarthy will cover the annual national senior track and field championships of the Amateur Athletic Union on Saturday for the Blue Network. Broadcasting from Randall's Island with a short-wave pack set, Hasel and McCarthy will cover top events from 2:35-3 p.m., EWT, on the Blue, 3:05-3:15 p.m., on WJZ, and 4:35-4:55 p.m. on the network.

**IF YOU'RE NOT FIRST STATION** in your market, I'd like to help put you there with potent sales promotion, effective station promotion, saleable program ideas, efficient merchandising. I'll bring along plenty of enthusiasm and a fresh outlook backed by experience as program director, continuity editor, promotion and merchandising director. Wire Box EK, Radio Daily, 1501 Broadway, New York City.

## WORDS AND MUSIC

By Sid Weiss

**NOTES FROM AN AISLE SEAT:** Wire from Arch Oboler, who just had an heir-dition to the family: "Boy, oh boy!"...It's Diane Courtney's contention that the Japs should be pretty well dis-Aleutianed by now.... Wonder why P&G. doesn't give Adele Ronson a crack at their ayem show after the job she did for them on the CBS afternoon spot.... Aside to Jack Mehler: Get your camera eye trained on Tobe (Fitch Bandwagon) Reed. The boy's movie fodder if I ever saw any.... Talking about the Fitch show, last of the "name" bands before the summer policy will be Raymond Scott's crew on the 28th.... Joan Edwards contends that when a person complains of gas pains these days, you don't know whether he needs a doctor or an "X" card.... Mrs. Al Rinker now a regular with Ray Block's "Swing Fourteen." Another "looker" in this group is Marcia Neil.

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Frankie Basch celebrates her 11th year in radio this week.... First of a series of Columbia educational records, re-enacting famous historical scenes, will be released July 4th. Cast will include: Phyllis Jeanne Creore, Bob Dryden, Jackson Beck and Ted Reid.... The networks might do worse than check into Richard Kent's possibilities as a newscaster instead of cooking counselor. Kent's been around the world a dozen times or more and served in the British Navy during the last war.... Announcer Tip Corning due for the Army soon.... The Marty (Wm. Morris) Goodmans have named their new arrival, Joan Ellen.... Bill Gernant readying a new air idea called "County Fair" which will reproduce on the stage (in cut-down form, of course) many of the gadgets used at carnivals for contestants to use.... Ed Hill leaving for Maine vacation next week, so cutting short his "Liberty" series.... Domestic scene: Geo. Raft playing with Bill Stern's two-year-old youngster all evening.... Geo. F. Putnam landed the "Parker Family" announcing assignment.... Charlie Michelson will distribute "A Toast To America's Allies," new five-minute musical transcribed series produced on the coast by Emil Brisacher & Associates.

☆ ☆ ☆

**CRITIC'S CORNER:** We don't mind hoke in our radio drama—but some of those scripts "Manhattan-at-Midnite" has been airing are too much for us. We'll bet the peasants think of N.Y. as the place where you put a nickel in a subway turnstile, bump into a lovely gal (who's weeping, of course, because she's alone and penniless in the great big city), with the wind-up being that you marry the gal.... Bob Hope is as nice a guy in person as he sounds on the air. Take it from one of the gals who bumped into him (literally) in the RCA Bldg.... Martin Block's copping of the Benny Goodman award as top disc-jockey doesn't exactly come as a surprise. He's been tops for a long time.... Paul Lavalle's version of "Peter and the Wolf" is one of the best adaptations we've ever heard.... Like the way Cal Tinney laces it into those who would hamper our war effort. Cal doesn't believe in mincing words.... Dinah Shore has a solid hit in her latest recordings: "Sad About Him, Mad About Him, How Can I Be Glad Without Him Blues." Written by two NBC youngsters, by the way, Dick Charles and Larry Marks.

☆ ☆ ☆

Now that the B'way season is drawing to a close, many of the radioites who are doubling in brass are putting in a normal appearance again. Tom Tully's got rid of those long locks he grew for his role in "The Strings, My Lord, Are False"—Jimmy Monks dropped his Welsh accent after nearly a year in "How Green Was My Valley" and "Yesterday's Magic"—Young Ted Donaldson is becoming a blonde again after having his hair dyed a flaming red for "Life With Father"—and Bert Tanswell has parked his English accent since "Heart of a City" stopped beating. However, we have it on good authority that Pete Donald's beard is here to stay!

☆ ☆ ☆

—Remember Pearl Harbor—

## War-Program Ideas

### Pearl Harbor Memorial

A special 15-minute Navy program from Fountain Square, Cincinnati was broadcast by WCKY last night in connection with the ceremony marking the sixth month since the bombing of Pearl Harbor. At 2:15 p.m., EWT, the exact time Japanese bombs began dropping on Pearl Harbor last December 7, who enlisted in the Navy the three days preceding were in at a mass ceremony on the square. Mayor James G. Stewart spoke. The broadcast was handled by Belcher, who now is a member of the WCKY staff. At 2:15 Belcher opened the program with introductions of Navy officers. WCKY's "Plane," de luxe mobile unit, stationed on Fountain Square and was used as a Navy recruiting office, in addition to housing engineering equipment for the broad-



### War "Box Score"

New "Box Score" of war giving "behind the date line" was started over the Columbia Pictures Network early this month. This program is presented by Sam E. veteran newscaster, who gives a daily forecast, or preview, of current news stories, background material, current stories and human interest tales. New series is sponsored by Sperry Flour and is heard each noon, Monday through Friday, the Columbia Pacific Network, 1:15-1:30 p.m., PWT. Because of type of material and because of news which will break during Summer months, Columbia believes that the new series will have a large audience among Pacific Coast listeners. Stations carrying it will be KNX, KQW, KARM, KROY, KIRO and KFPY.

### Greek Monarch On Blue

King George II, exiled ruler of Greece currently visiting in United States, will be heard on Blue Network for the second time in eight days on Friday, June 18, when he addresses a special luncheon given in his honor at the Waldorf-Astoria by the Overseas Press Club. The broadcast will be heard 1:45-2:15 p.m.

**INFORMATION AT YOUR FINGERTIPS!  
JUST REACH FOR THE CARD!**

### TUNE-DEX

A "living" "pocket" library of past, present and advance tunes printed on miniature cards detailing melody, chords, lyrics, composers, arrangers, keys, etc. Hailed by publishers, leaders, vocalists, radio program directors and others of the entertainment field as a valuable contribution to maintaining a permanent music reference.

NOW READY—1,000 old timers—tunes that program daily.

FOR COMPLETE INFORMATION: TUNE-DEX, 1619 Broadway, New York City

## Coal Unit Lauds Sales Campaign

Washington Bureau, RADIO DAILY  
Washington—Radio stations are asked of government "support and sale" in their drive to stimulate consumer movement of coal. A letter from H. A. Gray, acting director of the Office of Solid Fuels Division, Department of the Interior, states in part:

**Broadcasters Work "Very Effective"**  
Please assure the radio stations throughout the country that they have the full support and gratitude of the government in the work they are doing. On the request of this office and other-sponsored, paid advertising campaigns, to stimulate the summer movement of coal. The work they are doing is proving very effective in attaining the results desired by the government as a means of providing the public's supply of coal for winter."

This statement contrasts with remarks made by Federal representatives in one city where urging coal companies to pare down their advertising appropriations because "the government is doing the advertising and therefore you don't have to pay for it." This referred to the "Buy-Coal-Now" drive which was carried as a public service request of the Department of Interior.

**Advertising Encouraged**  
A recent incident came into the open between coal dealers, petitioning to have price ceiling raised to offset increased business costs, were unable to eliminate advertising costs. However, the Office of Solid Fuels' coordination has assured the dealers there is no official intention of ending advertising by retail dealers. In fact, local coal dealer associations have been advised to conduct advertising drives to stimulate the summer movement of coal. It is pointed out.

**Gammons Starts July 1**  
H. Gammons takes over the Washington post effective July 1, it was announced yesterday. He replaces Harry C. Butcher at WJSV, the latter having been called into active service. Successor Gammons as manager of WCCO, Minneapolis, has yet to be named.

PEOPLE WHO PREFER FRIENDLY SERVICE USE  
**Postal Telegraph**  
HABES FOR TELEGRAMS PHONED IN  
PPR ON YOUR TELEPHONE BILL.

## Industry's Full-Steam Ahead In "Selling" Treasury Bonds

(Continued from Page 1)

be given for the sales job radio has done. "It is difficult to estimate radio's effect on sales," says a research official of the Treasury's War Bonds division, "but it is certain that it has been a tremendous factor. Because of the lack of complete information, particularly in other media, no breakdown is possible. In the very few cases where radio data is complete, there can be no question but that Bond and Stamp sales have risen tremendously because of broadcasting activities."

### Over 400,000 Hours Given

Time figures through April show more than a million and a half War Bond announcements on the air (on a station unit basis) and about 400,000 hours for the Treasury's own programs—"Star Parade," "America Preferred," and others. The "Star Parade," for instance, has been carried by 682 of the nation's 862 broadcasters, and Treasury officials estimate that the series of five monthly announcements to all stations are aired 100,000 times monthly. A series of one-minute transcriptions, "Voices of the People," have been broadcast by 412 stations, and have been heard nearly 25,000 times.

### Grateful for Co-Op

Aside from these programs, Treasury officials are especially grateful for the cooperation they have received on commercial programs, mentioning specifically the "American Opera Festival," MBS; the Pepsi-Cola "War Bond Jingle Contest" and the Tommy Dorsey series, both on the Blue Network.

On the new "10% Club" plan whereby buttons and stickers will be given people who invest 10 per cent of their income in War Bonds, Treasury has had a series of one, three and five-minute ETs prepared by Hollywood stars for broadcast. The advance response on this series has been very encouraging. Frequent special events shows, such as Mrs. Morgenthau's recent round-table, are planned. Women's programs, farm broadcasts and foreign language broadcasts are receiving copy regularly.

### One Station's Goal 10 Fighter Planes

One of the outstanding original shows, from the point of view of its effectiveness in selling Bonds, is that put on jointly by WJAX and WJHP, Jacksonville, Fla. With the goal of buying 10 fighter planes for nearby

### Wedding Bells

James Benedict Kobak, younger son of executive vice-president Edgar Bobak of the Blue Network, was married to Hope McElroy of Washington, D. C., on Saturday, two days after his graduation from Harvard University. Kobak, who hopes to make a career in the writing or publishing field, is due to join the Army within a month or two. Mrs. Kobak, daughter of Mr. and Mrs. H. V. McElroy of Washington, is a graduate of the Bremen School.

## FCC Kills Applications; Include Super-Power

(Continued from Page 1)

their applications for super-power dismissed included WJZ, WOR, WGY, WGN, WJR, WSM, WSB, WHO and KFI.

The majority of applications dismissed for new FM stations were from newspapers, including the "Evening Star" Broadcasting Co. of Wash., and the "Star-Times" Publishing Co. and the Pulitzer Publishing Co., both of St. Louis, Mo.

The Commission yesterday consented to the transfer of WMRN, Marion, O., from Frank E. and Ellen Mason to Howard F. and Florence Guthery, for \$13,000. Mason, who is now a special assistant to the Secretary of the Navy, is also a vice-president of NBC.

## No Action Yet By Senate On Fly's Nomination

Washington Bureau, RADIO DAILY

Washington—President Roosevelt's nomination of FCC Chairman James L. Fly to serve another term as a member of the Commission reached the Senate Interstate and Foreign Commerce Committee yesterday, but no action is yet scheduled on it. Fly's present term has less than 15 days to run, so an early vote of committee members, headed by Senator Burton K. Wheeler is in order. Since no opposition is anticipated, the decision may be reached by polling the members. Thus far no committee meeting has been scheduled to report out the nomination to the Senate.

Fly resumes his testimony this morning on the Sanders Bill, H.R. 5497, before the less friendly House Interstate and Foreign Commerce Committee.

## Planters Show On WLW

Cincinnati—"Mansfield and Abbott," a 15-minute program sponsored by Planters Nut & Chocolate Co., Wilkes-Barre, Pa., featuring songs by Ronny Mansfield and stories of Army life by Minabelle Abbott, has started on WLW here. It is heard three times weekly. Goodkind, Joyce & Morgan, Chicago, is the agency.

## Writers' School Wartime Scripts

"Producing manuscripts for victory" will be the aim of the six-weeks' session of the Writers' School, sponsored by the League of American Writers, now in operation at school headquarters, 381 Fourth Ave. Accent will be on turning out radio scripts and other writing devoted to the war effort, according to Dashiell Hammett, president of the League.

### G.E. Elects Deines

Harry J. Deines has been appointed advertising manager of the General Electric Radio, Television and Electronics Department, and also made a member of General Electric's Advertising Committee, according to a recent announcement by the company.



# Coast-to-Coast



**R**ED RIVER DAVE" has been renewed for another year by Liberty Mills of San Antonio, for thrice-weekly broadcasts over WOAI, San Antonio, Texas. Series was set through the Coulter - Mueller - Grinstead agency....WOAI fed the Texas Quality Network a special program from the historic Alamo. Rally, titled "Win the War Recruiting Drive," was sponsored by the District Army Recruiting Office.

\* \* \*

The "Hillbilly Jamboree" of WPAR, Parkersburg, West Virginia, has just been booked for appearances at the Washington County, Ohio, fair. The group will appear in two shows nightly, September 6 to 9, inclusive.

\* \* \*

Beth Norman, "Lotta Noyes" on KGO, San Francisco, and heard in a daily switchboard skit, holds forth five days each week at a downtown bank to sell War Bonds and Stamps, under the aegis of the AWVS....Shirley Dinsdale, KGO's 14-year-old girl ventriloquist, is making frequent personal appearances at the women's clubs.

\* \* \*

Tom Tully, character actor, has been cast for "Grand Central Station," CBS, Friday, June 19 at 7:30 p.m., EWT. Program is placed by Ruthrauff & Ryan for Anti-Sneeze R'nso. Tully is also heard on "Manhattan at Midnight," "Death Valley Days," and "Hearts and Harmony."

\* \* \*

Ed Ferrick, who just finished a successful year as football and basketball coach at St. Joseph High School, has joined the staff of WSAZ, Huntington, W. Va., as sports announcer....Newest addition to the production department of WSAZ is Dick Whitney. This is Dick's first full-time job in radio.

\* \* \*

Donald Mathers, formerly of WMBO, Auburn, and WWNY, Watertown, N. Y., has joined the announcing staff of WTRY, Troy, N. Y....Fredrick Peach, a recent graduate of Manlius School and formerly a summer employee of WBRK, Pittsfield, Mass., has also joined the announcing staff of WTRY.

\* \* \*

Bob Ryan is the latest addition to the announcing staff of KGW-KEX, Portland, Oregon. Ryan formerly worked for KWIL, Albany, Oregon.

Mr. Frank Olverie is the latest addition to the staff of KTSA, San Antonio. She is assigned to the bookkeeping department....Miss Kitty Bosbeyshell, KTSA staff member, became the wife of Captain Ed O'Connor on Tuesday, June 9.

\* \* \*

To help maintain morale on the home front, WLAC, Nashville, Tenn., inaugurated a new series of community sing programs June 12, when Ruth Douglas led an audience participation song fest of old war favorites and patriotic songs in the auditorium of the Paramount Theater. Mary Elizabeth Hicks accompanied at the console. "Songs for Victory" will be under the sponsorship of Modern Retreaders, Tennessee tire treading concern.

\* \* \*

Lt. George R. Comte, formerly of WTMJ, Milwaukee, Wisc., news department, put a series of five programs on WTCM, Traverse City, Mich., in the interests of the U. S. Army Air Corps. Lt. Comte is contacting stations to use their unsponsored newscasts for plugs for the U. S. Air Corps.

\* \* \*

With the addition of "Northshore Neighbors," a Sunday evening show built along the "Seth Parker" style, WEBC, Duluth, Minn., now has four studio-produced, live talent programs. The station some months ago adopted a policy of producing more programs with station and local talent. "Treat the Crowd" (Fitger Beer) goes over a nine-station network six days a week. "Quiz of the Twin Ports" has gone commercial, under sponsorship of the Minnesota Power & Light Co. and the Superior Power, Water & Light Co. The fourth production, "WEBC Jamboree," is broadcast weekly from the stage of the Lyceum Theater.

\* \* \*

Willard Starkey of San Luis Obispo and Verne Harvey of Stockton, Calif., are recent additions to the KYA, San Francisco, engineering staff....Joe Landells, who left the KYA technical staff, is now instructing a wartime radio class at the Samuel Gompers Trade School....Gil Wales, new KYA commentator, was a pilot in the Royal Flying Corps in World War I.

\* \* \*

WSPD, Toledo, has dropped its two foreign language programs until more definite instructions are received from Washington. The programs being eliminated are Polish and Hungarian. However, the daily 50-minute Polish show over WTOL, Toledo, will continue.

\* \* \*

John Van Cronkhite, former Washington commentator who conducts "Who's Who and What's What in Washington" over WATN, Watertown, N. Y., interviewed Wendell L. Willkie at the Hotel Woodruff by remote control, during a dinner by the Republican Rural Committee.

Susan Little, home economics' expert at KROW, Oakland, Calif., has begun a series of talks before northern California women's groups....KROW's Portuguese broadcast, "Castles of Romance," has presented the Oakland Chapter of the Red Cross with a check for \$1,700, fruits of a radio appeal for funds during the recent Red Cross drive....KROW is staging special sidewalk quizzes to boost sales of War Bonds and Stamps. Del Warner and Charlie Tye handle the mikes.

\* \* \*

Frederick Bros. Music Corporation has expanded office facilities in Rockefeller center, as part of a program to expand its Artists Corporation, acts department. B. W. Frederick will remain in charge of the New York office. Chicago office will also expand, according to L. A. Frederick, pres. Fred C. Williamson, formerly New York manager, will work out of Chicago as a special rep. for the AC.

\* \* \*

Ted Donaldson, 8-year-old actor, will be seen in "What To Do In An Air Raid," the most recent of the film shorts designed to instruct the public in matters of Civilian Defense. The movie was produced by Transfilm, Inc., and has been approved by the Office of Civilian Defense. Young Donaldson has been heard on "Hour Of Charm," "The O'Neills," Wheaton Playhouse, "Life Can Be Beautiful," and Ted Malone's program.

\* \* \*

John S. Garceau, advertising manager of the Farnsworth Television & Radio Corp., Fort Wayne, Ind., has been promoted to director of public relations and general personnel. Howard Beck, formerly of the Marion, Ind., division, has been advanced to the Fort Wayne plant as chief inspector. Philo T. Farnsworth, executive of the firm, was recently granted two claims on an electron control device by the U.S. Patent Office. Farnsworth, whose application was filed April 3, 1940, assigned his patent rights to the firm.

\* \* \*

Bob McKenna, emcee of the "1500 Club," WWSW, Pittsburgh, Pa., submitted to a tonsillectomy, this week.

\* \* \*

Rosemary Burke, secretary to Charles Holbrook of the Blue's sales staff, gave a luncheon in honor of Muriel Keating at her home in New Rochelle on Saturday. Muriel, formerly secretary to John H. McNeil, manager of WJZ, will be married on June 20 to Don Dunphy, WOR sports-caster, at St. Malachy's Church.

\* \* \*

Because of a Victory Bond Rally at which she is scheduled to appear, Joan Edwards has postponed her "Date With Don" appearance slated for today at 1:45 over WOR. Instead, the singing star of "Your Hit Parade" will be heard on the "Date With Don" program, Friday, June 19, over WOR-Mutual.

George Lee Marks has been production manager of WOA, Antonio. He has written script "Uncle Walter's Doghouse," an aduced, written and developed grams for WMAQ, Chicago KROW, San Francisco.

\* \* \*

Pegeen Fitzgerald's new radio series, "Pegeen Prefers," Monday, nesday and Friday 9:15 a.m. WOR, acquired three sponsors, num number for a quartet show, within two months of auguration. Associated Labor for Vitamin Quota signed after sixth week, while Davidson Br for Mary Barron Slips, and Chemical Treating & Equipment for Press-On Mending Tape, ca recently. The latter two are radio advertisers, being place Briggs and Varley, Inc., and Advertising, respectively.

\* \* \*

WINS inaugurated a new series last night, entitled "Bluebon Guest Night," at 8:30 p.m. Cooper will emcee these Tu shows which will have casts of pinent performers. Opener listed Robinson, Erskine Hawkins three members of his band; Parrish, pianist; Ed McConney, dmer; Leemyer Stanfield, bass pl and Savannah Churchill, singer. gram will be shortwaved.

\* \* \*

Change in frequency to 980 kc increase in power to 5,000 watts made June 12 by WSIX, Nash Station had been operating on kc. with 250 watts. Changes based on grant by the FCC in Ma 1942.

## Records For Service Men Sets Up Sub-Committee

Formation of a sub-committee of radio actresses to assist the American Legion and Records For Our Fighting Men, Inc., in their current drive to collect old records, was announced by Kay Kyser, president of Records For Our Fighting Men, which will sell the scrap collected to buy recordings, as they are issued, to supply these, continuously, to men in the services, both here and overseas.

The new committee will be headed by Joan Blaine, star of "Valid Lady," and other members are: Helen Twelvetrees, WMCAs commental Betty Winkler, of "Abie's Irish Rose," Ann Thomas, of "Joe and Mabel" and Elizabeth Reller, leading lady "Young Dr. Malone."

The committee plans to enlist assistance of every radio actress in the country. It will ask them to mention the drive on programs and personal appearances whenever possible to ask their fan clubs to cooperate with the Legion's house-to-house canvass for the old recordings; and volunteer their own services, speakers, to the Legion.

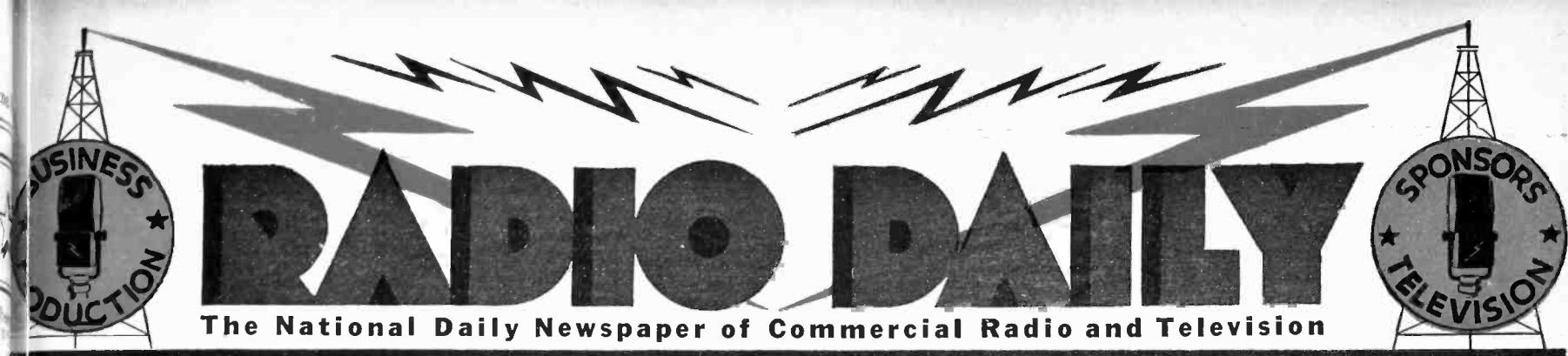


June 17

Joan Benny  
Sammy Fain  
Joe Haigh

Irving Black  
Red Foley  
Igor Stravinsky

1942



The National Daily Newspaper of Commercial Radio and Television

JUL. 19, NO. 57

NEW YORK, N. Y., THURSDAY, JUNE 18, 1942

TEN CENTS

# Fly Resumes Testimony

## Radio's Rubber Drive Even Surprises OFF

adio Division of the Office of Bits and Figures went on record yesterday as being highly pleased over radio's enthusiastic response to the office's short notice request to put across the Government's rubber salvage campaign. Most of the stations have gone way over the OFF's request for a minimum of 10 scrap rubber announcements daily, according to station reports to the OFF.

Major Josephine, who is handling the campaign for the Government, declared that, "We are glad now to see how magnificently radio is

(Continued on Page 3)

*Buy War Savings Bonds and Stamps*

## Crum & Dunphy Renewed For Year By Gillette Co.

Bill Corum and Don Dunphy, who handle color and blow-by-blow, respectively, for all Gillette Safety Razor Co.-sponsored boxing bouts on Mutual, have been renewed for another year. It was announced yesterday by J. P. Spang, Jr., president of Gillette. Corum is sports editor of the New York "Journal-American." For Dunphy it will mark his second

(Continued on Page 2)

*Buy War Savings Bonds and Stamps*

## Ses Blue Leading Way In Aiding War Effort

In Francisco—Declaring that his day swing of western Blue Network territory has convinced him that the network's stations are leading the way in unstinted support of the war effort, Keith Kiggins, vice-president in charge of station relations for the network's 128 outlets, forecast here

(Continued on Page 2)

## Turn About

Ted Husing, who usually interrupts the programs of others to give descriptions of leading turf events on CBS, will have a broadcast of his own interrupted Saturday when historic Dwyer Stakes is run at Belmont. Pinch-hitting for Husing, Norris Royden will interrupt Husing's description of the national AAU meet to call the lawyer.

### DCB Now BWC

Washington—By the executive order of President Roosevelt issued yesterday, the title of the Defense Communications Board has been changed to Board of War Communications, according to the Federal Register. Officers, organization and duties of the board remain the same as heretofore.

## FM Reports Progress; 500,000 Sets In Use

FM Broadcasters, Inc., despite the "frozen" status of the FM field, reflects controlled optimism regarding FM's present status and immediate future, in the trade association's latest bulletin for June. After noting "new and encouraging figures on the distribution of FM receivers" and several other factors, FMBI declares that "thus far FM is weathering the war handily."

Owners of FM receivers "now seem to be quite close to half a million," the bulletin declares, pointing

(Continued on Page 3)

*Buy War Savings Bonds and Stamps*

## Foreign Language Group Mails Out Revised Code

Committee of the Foreign Language Radio Wartime Control has mailed out the revised Code containing more or less minor revisions. Committee has also wired Elmer Davis, newly appointed head of the Office of War

(Continued on Page 6)

## Unions May Set Nat. Policy Re Hiring Women Technicians

### Petrillo Appoints Steeper To Fill Henderson's Post

Harry Steeper, president of local 526, of the American Federation of Musicians in Jersey City, N. J., has been named assistant to James C. Petrillo, filling the post held by Bert Henderson, deceased. Appointment is effective immediately. Late sessions of the recent convention elected A.

(Continued on Page 2)

## As Sanders Measure Witness He Lashes Networks and NAB; Doesn't Believe Time Right For Legislation

### CBC Considers Plan To Pay News Agency

Ottawa—Consideration is being given by Canadian Broadcasting Corp. to a new arrangement under which payment will be made to news-gathering agencies for the service provided CBC, it was stated by Major Gladstone Murray before the House of Commons' special committee meeting here. Canadian Press, he

(Continued on Page 3)

### Technical Book Firm Planning Spot Campaign

Austin Technical Institute, publishers of home study courses on technical subjects, is planning a radio advertising campaign, using 1-minute, 5-minute and 15-minute programs, in addition to continuing its advertising

(Continued on Page 2)

*Buy War Savings Bonds and Stamps*

### Ludens Studying Skeds For Next Season Markets

Ludens, Inc., is studying availabilities for its annual Fall-Winter spot campaign. Extent of the 1942-43 drive has not yet been determined, but it is expected to be at least as

(Continued on Page 2)

Washington Bureau, RADIO DAILY Washington—FCC Chairman James L. Fly, who merely described the scope of FCC operations at his earlier appearance before the House Interstate and Foreign Commerce Committee, yesterday got down to business, as expected, and took his fling at the networks and the NAB. Chairman Fly charged that the only support for the Sanders Bill has come from "two or three special interests in the broadcast field who apparently want less attention from the Com-

(Continued on Page 6)

*Buy War Savings Bonds and Stamps*

## Minute Men Service Set By N.Y. Outlets

New York radio stations, in addition to cooperating with the Greater N. Y. War Bond Pledge Campaign through numerous spot announcements and programs selling the drive, also will be utilized as a special information service for both Minute Men and prospects. All sixteen local stations are cooperating in airing the

(Continued on Page 2)

*Buy War Savings Bonds and Stamps*

### McCosker Is Mentioned As Political Possibility

Speculation was aroused in the trade yesterday over the possibility of an executive closely identified with broadcasting becoming Governor

(Continued on Page 2)

### "Chateau Hogan"

Chicago—Five hundred Hogans descended on WGN and took over the main studio last night as guests of the station and Mutual network at the premiere of "Chateau Hogan," new comedy-dramatic program. Howdee Meyers, of the WGN publicity staff, aided and abetted by the telephone book, was responsible for all the Hogans answering his invitation campaign.

(Continued on Page 5)



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MARVIN KIRSCH : : Business Manager

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## FINANCIAL

(Wednesday, June 17)

### NEW YORK STOCK EXCHANGE

	High	Low	Close	Net Chg.
Am. Tel. & Tel.	115 1/2	115	115 1/2	+ 3/4
CBS A	11 3/4	11 3/4	11 3/4	
CBS B	12	11 5/8	12	+ 1/2
Gen. Electric	26 1/2	25 7/8	26 1/4	+ 1/4
Philco	8 1/2	8 3/8	8 3/8	+ 1/8
RCA Common	3 1/4	3 1/8	3 1/4	
RCA First Pfd.	52 1/2	52 1/4	52 1/2	+ 3/4
Westinghouse	72	71	71 5/8	+ 1/8
Zenith Radio	13 3/8	13 3/8	13 3/8	+ 1/8
<b>OVER THE COUNTER</b>				
Farnsworth Tel. & Rad.		1 3/4	2	
Stromberg-Carlson		4 3/4	5 3/4	
WCAO. (Baltimore)		15	18	
WJR (Detroit)		18 1/2	20	
<b>Bid Asked</b>				

### Petrillo Appoints Steeper To Fill Henderson's Post

(Continued from Page 1)

Rex Riccardi, secretary of Philadelphia local 77 to the executive board, displacing A. C. Hayden of Washington, D. C.

### Corum & Dunphy Renewed For Year By Gillette Co.

(Continued from Page 1)

year as a top-flight network sport announcer, his experience prior to winning the Gillette assignment last year having been limited to local independent stations.

### Compton Adds New Show

Walter Compton, WOL newscaster and emcee of the Mutual program, "Double or Nothing," will add to his chores a daily, Monday through Friday, news program on the Mutual network. Beginning June 22, the series will be broadcast from 4:15-4:30 p.m., EWT, and will consist of straight reporting plus background material, human interest angles and personality profiles.

### McCosker Is Mentioned As Political Possibility

(Continued from Page 1) of New York State. Interest grew out of an item in a nationally syndicated column suggesting that Alfred J. McCosker, president of WOR and chairman of Mutual, might be "the Democratic dark horse" for the gubernatorial nomination.

McCosker refused to comment on the story yesterday, but observers pointed out that this is not the first time he has been mentioned as a potential political figure. Several years ago he was approached by a committee which wanted to run him for Mayor of New York.

Item raising the "dark horse" possibility appeared in Danton Walker's column and added that, "McCosker, it seems, is persona grata with F.D.R. and Jim Farley and a personal and political friend of four out of seven of Kennedy's new Tammany Hall Steering Committee which includes Alfred E. Smith and Bob Wagner."

### Sees Blue Leading Way In Aiding War Effort

(Continued from Page 1) that radio will go even farther in coordinating program structure on a wartime footing. He said that program structure generally will be "reslanted" to "war-minded sponsors and audiences."

He cited that the Blue already has released more than 40 new network shows of high listening audience caliber, all tying in more or less with the war program. As with other Blue execs who have visited this territory recently, Kiggins sees a great advance in radio business in the San Francisco bay area, because of steadily increasing war industries and the city's strategic position in relaying news of the Pacific phases of the war.

### B.C. Remedy Co. Donates Time To Treasury Dept.

The B. C. Remedy Co., Durham, N. C., makers of "BC" Headache Powders, has donated part of its time on approximately 225 radio stations throughout the nation to help stimulate the sale of War Savings Stamps and Bonds. C. T. Council, President of the B. C. Remedy Company, volunteered this cooperation with the Treasury's War Bond Drive.

The details of handling the time donation are being worked out by C. Knox Massey, vice-president of the Harvey - Massengale advertising agency, who recently joined the War Savings Staff of the Treasury Department as a special assistant in the Southeast to Charles J. Gilchrist, Chief of the Radio Section, serving without compensation.

### Bob Gillham On WNEW

Robert M. Gillham, director of advertising and publicity for Paramount Pictures, will be interviewed over WNEW at 12:35 p.m. tomorrow during "The Camera Turns With Bill Berns" program.

### Minute Men Service Set By N.Y. Outlets

(Continued from Page 1) Bond pledge plugs, while ten independent stations have set staggered schedules of 5-, 10- and 15-minute "information" programs to be aired nightly for the duration of the 10-day drive, making it possible to tune in one of the 10 at practically any time between 6:50 and 9:15 p.m. to hear a special program.

Following stations are carrying the "Minute Man News" broadcasts at the same time each night: WBRY, 6:50-7; WQXR, 7:7:05; WBNX, 8:05; WEVD, 8:05-8:10; WNEW, 8:15-8:20; WOV, 8:30-8:35; WLBI, 8:45-8:55, and WINS, 9:9:15.

In addition, WHN will carry the programs Tuesday, Thursday and Saturday from 8:55-9 p.m., and WNYC will broadcast from 8:15-8:20 on June 22, at 8:10-8:15 on June 20 and from 8:25-8:30 June 21.

In practice, setting aside of definite time periods, according to Pledge Campaign headquarters, will permit Minute Men to get latest information about progress of the drive, instructions, etc., at any time during the evening, or if a prospect desires further details all the canvasser has to do is turn to the radio station broadcasting at that particular time.

### Ludens Studying Skeds For Next Season Markets

(Continued from Page 1) extensive as the past season's. Campaign will tee off Sept. 15 to run for 26 weeks.

J. M. Mathes, Inc., handles the account.

### Technical Book Firm Planning Spot Campaign

(Continued from Page 1) in newspapers and periodicals. Through the Emil Mogul Company, Inc., publishers are launching a test campaign immediately, to be followed later by a coast-to-coast coverage.

### Nelson, Henderson Set

Donald M. Nelson, chairman of the WPB; Leon Henderson, commissioner of the Division of Price Stabilization, OEM, and Marriner S. Eccles, chairman of the Board of Directors, Federal Reserve System, will be the featured speakers on a special broadcast over Mutual from the "10% Club Rally" at Constitution Hall Sunday, June 21, from 1:30-2 p.m., EWT.

The purpose of the Rally is to pledge 10% of weekly Government salaries to the purchase of War Bonds and Stamps. The broadcast originates through the facilities of WOL, Washington.

### Colin B. Kennedy

Chicago—Colin B. Kennedy, 57, formerly head of a radio manufacturing company bearing his name, was found dead in his apartment late Tuesday night. He had been attached to the U. S. Army Signal Corps as a civilian radio engineer. A widow and two children survive.

### COMING and GOING

WILLIAM S. HEDGES, NBC vice-president charge of station relations; JAMES V. MCCOLL, general manager of spot sales and CHARLES B. BROWN, sales promotion manager have returned from Boston where they attended the ceremonies of the affiliation WBZ with the Red network.

ARTHUR SIMON, general manager of WPE, Philadelphia, and chairman of the Foreign Language Radio Wartime Control committee was here yesterday on a brief business visit.

WILLIAM A. RIPLEY, commercial manager and sales promotion director of WTRY, is down from Troy for a few days. Called for a while yesterday at the Blue Network offices. Will return today or tomorrow.

MRS. A. DINSDALE, wife of ALFRED DINSDALE, national sales manager of WATN, Watertown, N. Y., is visiting in New York.

BRIG.-GEN. LEWIS B. HERSHEN, director of the Selective Service System, REP. ERNEST CELLER of New York and DR. CARTER DAVIDSON, president of Knox College, are in Lawrence, Kans., today for the broadcasting of tonight's "America's Town Meeting of the Air" from the campus of the University of Kansas.

JAMES FISHBACK, sales manager of WOL Washington, is here from the Capital for couple of days. Will probably return tonight.

SAMUEL H. LINCH, director of radio education in the Atlanta Public Schools, has arrived in Cincinnati, where he will spend two weeks observing operations of the Crosley broadcasting organization.

SLOCUM CHAPIN, station manager of WSRR Stamford, Conn., is in New York on a short business trip.

A. EDMUND LYTHE, formerly of KDKA, Pittsburgh, has arrived in Rochester, N. Y., where he will join the announcing staff of WHAM.

GEORGE HEUTHER, former WWRL engineer and now a private in the Signal Corps at Fort Devens, Mass., visited the station during his furlough yesterday.

WOODY HERMAN leaves today for Detroit, where he will fill a week's engagement at the Eastwood Gardens.

LEON GOLDSTEIN, director of Public Relations of WMCA, left yesterday for a good-will trip among newspapers in upper New York State and New England.

### Paul Kennedy To CIA

Cincinnati—Paul Kennedy, for more than six years radio editor of the Cincinnati "Post," has been granted a leave of absence to join the New York staff of the Co-ordinator of Inter-American Affairs. He will assume his new duties July 1.

In announcing Kennedy's departure yesterday the "Post" said he would act in a liaison capacity between the committee's press and radio departments.

### Jay Jostyn's Talk

Jay Jostyn will deliver a talk in behalf of the U. S. War Bond campaign tonight between the acts of "Porgy and Bess," musical show on Broadway. He speaks at the theater under the auspices of the American Theater Wing.

### Wedding Bells

Bob West, new announcer on WHOM, was married last Sunday, to Mary Endicott Drane, concert violinist. The ceremony was performed by West's mother, Mrs. Georgiana Tree West, ordained minister, and head of Unity Center.

## CBC Considerers Plan To Pay News Agency

(Continued from Page 1)

sd, has approached CBC with a view to changing existing arrangements. In fairness to CP and its members, said Major Murray, it is thought that some payment should be made for the news.

CP at the present time pays Associated Press for news which it then goes to CBC without charge, although it has facilities through Press, News, Inc., for selling its services to individual stations.

### Both Parties Cooperative

Major Murray declared that negotiations with CP were proceeding in a most cooperative manner and that various proposals were being reviewed. CP has indicated that it is seeking full commercial rate, which would be between \$120,000 and \$15,000 annually. The CBC finance committee on Saturday will meet with a CP delegation and it is believed that arrangements will be completed at that time.

Both CP and British United Press have given service in providing news, with CBC paying only equipment cost. Replying to questions, Major Murray said BUP had made no application as yet for payment for its services. He would be reluctant to see either service cut off, he added. The committee also was told that Reuters News Agency had approached the CBC and that its offer is receiving consideration.

At the same session there was criticism of R. B. Farrell, Ottawa commentator, for his attacks on Communism. Farrell appeared, stating that his attacks had maintained a patriotic attitude and that there was a generally favorable audience response.

The members of the special committee also were critical of the manner in which officials of the CBC attended committee sessions. D. G. Ross, Toronto M.P., said N. L. Nathanson, vice-president and chairman of the finance committee of the CBC, should be in attendance to hear evidence. Nathanson, he said, was in reality "manager" of the CBC.

### McCann Defends Nathanson

After other members had voiced opinions along the same line, Dr. J. McCann, Renfrew M.P., chairman of the committee, said Ross' reference to Nathanson was unjustified. M. J. Caldwell, C.C.F. party leader, suggested that Nathanson be called when the committee is ready to hear him. Others of the CBC had their own businesses to attend to and could not be expected to attend all sessions, Caldwell said.

**SAN ANTONIO**

**92% MUSIC**

**Ask FOR JOE**  
CHICAGO-NEW YORK

## ★ PROMOTION ★

### KABC-Wheaties Promotion

KABC, San Antonio, is sponsoring a new type of contest in San Antonio and vicinity. Contest is being held through cooperation of Wheaties, sponsors of the baseball broadcasts aired each night over KABC with Bill Michaels at the microphone. A group of five prizes will be awarded to the kids turning in the largest number of Wheaties regular size box tops by the contest deadline on June 25. Contestants are asked to bring the box tops to the station with their name, address, telephone number and the name of the store in which they trade regularly. To the person sending or bringing in the highest amount of box tops goes a baseball glove with autographs of all the Mission ball players and he or she will be allowed to broadcast one inning of a game. Second prize winner will receive a new official softball bat autographed by the Missions and also allowed to broadcast one inning of a game. Third prize winner will receive an autographed picture of his favorite Mission player and also be allowed to broadcast one full inning of a game. Fourth and fifth prizes will be a case of hotel size Wheaties and an introduction over the air during a game. To the manager or owner of the store with which the winner trades, a set of five passes good for two admissions each to the Mission games will be the prize, in addition to be introduced over the air. Contest is being plugged nicely

in the nightly Wheaties - Mission broadcasts.

### "Shopping" Salutes

All eight San Francisco stations contributed one or more special programs during a three-day series of "birthday salutes," honoring the 21st anniversary of the twice-weekly "Shopping News." The publication, which has a circulation of more than 300,000 twice each week, is the only local sheet supporting radio strongly, and devotes its entire first page, with exception of small border ads, to radio pictures and stories each issue.

The schedule of salutes included the following—KSFO, newscasts by Bob Anderson and Brooke Temple, songs by Monica Whalen and Jim Moore; KFRC, special "Breakfast Club" program with Jack Kirkwood, Tommy Harris; piano twosome, with Virginia Spencer, George Wright; KPO, dramatization of "Shopping News" history, plus musical show featuring the Five Fatigues; KQW, "Cavalcade of Shopping News," with Ira Blue, Verna Osborne, Fred Briggs, Dave Vaile, and Ernie Gill's orchestra; KGO, "Musical Fashion Parade," with Clancy Hayes and Sonia Shaw; KJBS, Sam Moore, stories and music; KYA, Kathryn Allen, interviewing Marilyn King, "Shopping News" style expert; also special salute and newscast by Darrell Donnell; KSAN, Ted Lenz, "Down Through the Year," and Vic Paulsen, with music and comment.

### Radio's Rubber Drive Even Surprises OFF

(Continued from Page 1)

starting out on this . . . the first big thing of its kind. We have been especially pleased with the ingenuity and initiative developed by the local stations throughout the country. Another source of gratification has been the way the four networks are cooperating among themselves to give the Government the best possible results in this drive."

Much of the effectiveness of radio's rallying support has been through its tie-ups with chamber of commerce groups, filling stations, and other civic organizations. Round-the-clock network announcements, and the cooperation of the advertising agencies in mentioning the campaign in weekend commercials also received high praise from OFF radio execs.

OFF reported receiving a wire from one station in Kansas City announcing that its Sunday opening drive resulted in the salvaging of 100 tons of scrap rubber the next day.

Response from broadcasting industry has been so terrific, OFF has found it necessary to restrain some stations from going on an "all out" plan, including serving as collection centers, or tying up the drive with the gasoline rationing situation. Government considers neither proposal advisable nor necessary.

## FM Reports Progress; 500,000 Sets In Use

(Continued from Page 1)

ing out that this is "a smart bit of progression" from the 15,000 reported on Jan. 1, 1941. With seven FM stations now in operation in the metropolitan area, New York City leads all other localities in FM set ownership by a wide margin. About 80,000 receivers now are within the 52-mile range of local FM outlets, according to the FMBI estimate.

Following are latest estimates of set ownership in other localities: Chicago, 42,000; New England, 35,000 (10,000 in Boston); Philadelphia, 17,000; Detroit, 16,000; Milwaukee and Los Angeles, each 13,000, and Pittsburgh, 10,000. Other cities, including San Francisco, Kansas City, Hartford, Providence, Worcester, Albany-Schenectady, Rochester, Cleveland, Columbus and Washington, range from 6,500 down to 2,000 sets.

FMBI sees as encouraging the debut of WHN's FM affiliate, W63NY, and the beginning of operation, expected this Summer, of W75NY, owned by Metropolitan Television, Inc. (Bloomingdale's and Abraham & Straus). The trade association reports no disposition on the part of FM station owners either to shut down for the duration or reduce hours of operation to any appreciable extent.

### Bob Davis Joins WOR

Bob Davis joined the Press Department of WOR on Monday as a copy writer. Davis comes from the West Coast publicity department of Warner Brothers where he was feature service editor.

Al Durante of the WOR Press Department this week shifts from the day side to become night man in the department. John Anspacher, formerly on the night publicity desk, has been called back to the Army.

### Kagan Doing WPB Script

Ben Kagan, former writer of "The Parker Family" and "Mainstreet, U.S.A." is now writing the transcribed series, "You Can't Do Business With Hitler" for the Radio Section of the War Production Board. This series was originally written by Elwood Hoffman and Frank Telford. Telford will continue as production director of the series, and of the WPB show, "This Is Our Enemy," aired Sunday evenings at 10:30 over the Mutual network.



Two additional subscribers to the special AP radio news service, Press Association, Inc., were announced yesterday by PA. They are KPAB, Laredo, Texas, and WHA, Madison, Wis., the latter owned by the University of Wisconsin.

Thursday, June 18, 1942

**Los Angeles**

By JAC WILLEN

**G**ENERAL MacARTHUR—"Red Ryder" Victory Patrol Day was a red letter event. Hundreds of children flocked to the Hollywood Ball Park for the celebration and besieged "Red Ryder" (Reed Hadley) and "Little Beaver" (Tommy Cook) for their autographs. "Little Beaver" was made an honorary mascot for the Portland Beavers, who played the Hollywood Stars. William Farnum, Donald Dickson and the Sportsmen, a vocal group, were among those on the program.

Bob Burns, whose "Arkansas Traveler" series on CBS bowed off for thirteen weeks, will spend the vacation months in a tour of the United States. He will donate his services for several patriotic movements and will appear at several Marine Corps and Army encampments as an informal entertainer.

Edward G. Robinson, star of the CBS Thursday night show, "Big Town," was a guest of the commanding officer at Camp Roberts, California, last Monday, and addressed the men. During the coming summer, the Rinso show lead plans to tour various camps in the West to help entertain the service men.

Meredith Willson confessed a five-year-old secret this week: he gets his inspirations for his popular songs by riding around in a five-year-old Chevrolet. Every tune for the past five years, including his fabulously popular "You and I," was dreamed up at the wheel of the car, which he uses only for song-writing purposes. It's going to be a blow to radio music when those old tires give way!

Dinah Shore has only one superstition about radio, but she has not broken that one since her first broadcast; five seconds before the red light flashes the signal to start her Friday night song programs over the Blue Network, she crosses the two first fingers of each hand ("just for luck" says Dinah) and keeps them tightly clenched until the moment when she sings her first note.

**WFIL School Starts June 29**

Philadelphia—The school established by WFIL, of this city, for the purpose of teaching the sending and receiving of Continental Code to applicants for positions in the U. S. Navy will start operation June 29. Roger W. Clipp, vice-president and general manager of the station, has had full cooperation from the Navy Department in the establishing of the school and the planning of its classes.

**WCCO Men Join Up**

George Collier, transmitter technician, and Alfred J. Harding, salesman, who have been at WCCO, Minneapolis, joined the armed forces. Former is a chief signal officer stationed in Washington, D. C. and the latter has been commissioned an ensign in the Navy.

**Good Judgment At Last!**

• • • Appointment of Elmer Davis to the key government post by President Roosevelt over the week-end is still being commended by the press of the nation. It was a choice winning unanimous approval of the people to be affected by Mr. Davis' future work.... Radio deserves the credit for bringing Mr. Davis into the homes of Americans everywhere. The President himself knows the value of Radio Appeal.... Now we'd like to comment on another wise choice; a choice which hasn't received recognition, though his work to date, is the most astounding of the many excellent jobs performed during the present emergency.... The man we wish to commend for outstanding work is a feller called Robert Ritchie—a name not familiar in radio circles but an important figure in Show Business.... Mr. Ritchie is currently sitting in a small room at the Park Lane Hotel with his shirt sleeves rolled up. He is responsible for the Army Emergency Relief Fund National AAU Track Meet to be held at Randalls Island tomorrow and Saturday.... Now a track meet never is considered a financial success. Records show that outside of the Penn Relays and Drake University track meets, most of these field events operate at a loss.... We don't know who is responsible for "drafting" Mr. Ritchie into the fold to "run the show" but whoever he is, a salute to him, too, for grand judgment.... Mr. Ritchie has been in show business all his life. He was executive producer for MGM in London. He is responsible for "Yank At Oxford" and "Goodby, Mr. Chips".... Everyone knows that he's responsible solely for Jeanette MacDonald's success. To him MGM gives the credit for bringing Hedy Lamarr, Robert Donat, Luise Rainer, Greer Garson and other stars into their fold.... He knows talent, exploitation and showmanship.... What more could one want to qualify a person to stage and promote a huge event such as the Track and Field Event at Randalls Island tomorrow and Saturday?

• • • Let's look at the present record:... Bob "drafted" Jerry Ohrbach (now a Lieut.) of the N. Y. dept. store family. Jerry and the Ohrbach Athletic Assn. footed the bills for all expenses connected with the drive. An anonymous donor paid the food bills for the luncheon at the Park Lane Hotel where 212 people gathered last week from sports writers to the Mayor, to discuss plans for the event. He got Don Spencer, advertising man, to come in and help.... He called in Louis Nizer, brilliant speaker, lawyer and friend of the great and near-great, to handle a special job.... He called in all the Metropolitan newspapers' sports writers and told them his problems. They went to bat with publicity. Mayor LaGuardia contributed buses for transportation to the Stadium and so on down the line.... A program will be distributed to the people at the track meet tomorrow and Saturday.... This source of revenue will give Army Emergency Relief \$60,000 clear profit. (Cost of preparing the program and printing was contributed by a firm—materials given at cost!).... The sale of tickets in advance to the meet is tremendous. If the weather is with 'em, they'll net (from all sources) \$100,000 for the Relief Fund. If they should only hit \$90,000 it would represent \$1,000 more than was netted by the Louis fight (which included Joe Louis' contribution of his purse, radio rights, etc.!).... And that was a championship prize fight—an event noted for garnering the largest grosses.... Yet, in the case of a track meet, Bob Ritchie, single-handed except for the help of his well-chosen aides, will turn over to Army Emergency Relief as much, if not more.... Word of Mr. Ritchie's promotion has spread like wild-fire. All branches of the service want Ritchie in their folds—to help!.... The above is reported as a testimony for sections throughout the country, who want successful results, to go out and get successful men who are acquainted with the job they're expected to perform!.... Radio contributed locally in exploiting this event!

—Remember Pearl Harbor—

**Chicago**

By FRANK BURKE

L ORRAINE HALL, WBBM commentator, is cast for the role Edith in the Studio Players production of "The Women" which will be presented in Chicago on June 24.

New business reported by WJ includes sponsorship of Art Linic "Happy-Go-Lucky Time" by Zag Furniture and Carpet Co., Monday through Friday, 8-8:30 a.m., on 52-week contract and Myrna D Sargent adding two 15-minute periods to her weekly broadcasts under sponsorship of Kallman and Co. a Conformal Shoe Co.

Les Carr, WBBM-CBS transmitt chief, off to Washington, D. C., for wartime post with the Navy.

Barbara Fuller, radio actress, in c operation with Alan Scott, radio d rector, Office of Civilian Defens yesterday launched a one-girl campaign to procure records new ar old for Chicago's Servicemen's Ce ter.

Marigrace Stewart, formerly Sherman & Marquette, Inc., ha joined staff of WHIP.

Arlington and Washington race tracks, through Schwimmer & Sco agency, placing heavy orders for spot announcements with local sta tions.

**Davis Given Free Hand, FDR Informs Press Men**

Washington Bureau, RADIO DAILY

Washington—Assurance that Elmer Davis, new War Information Chief will have a free hand in operating the new consolidated OWI agency was made by the President at his press conference yesterday. Asked concerning the future status of Lowell Mellett, head of the Office of Government Reports, and Archibald MacLeish, OFF chief, both of whose agencies are now part of the Office of War Information, the Chief Executive answered that that was a question to ask Mr. Davis.

The President observed that some persons had said OWI could operate efficiently if the new director was allowed to run it, but would fall apart if there was any Presidential interference, then added that he thought it better to let Mr. Davis operate it.

Meanwhile, Milton S. Eisenhower, former head of the information section of the Department of Agriculture and more recently chief of the War Relocation Authority, has been named deputy director of the Office of War Information. The appointment was made by President Roosevelt, "at Mr. Davis' request."

The President refused to explain what the "Joint Psychological Warfare Committee" is. A representative from this committee was named to the new Committee on War Information Policy, named to assist Davis. The President merely said he did not know how mention of the Joint Psychological Warfare Committee got into the order—it was supposed to be "hush-hush."

**GUEST-ING**

**PEGGY LEE** and **DICK HAYMES**, Goodman vocalists, on "A With Don Norman," today (Mutual, 1:45 p.m.).

**KEEN FARRELL**, soprano, on Columbia Concert Orchestra program tomorrow (WABC-CBS, 7:30 p.m.).

**MICHAEL CAREY**, featured in "A Letter, Darling," on the Philip Morris Playhouse, tomorrow (WABC-CBS, 9 p.m.).

**MICHA AUER**, on Dave Elman's "Holy Lobby," Saturday (WABC-B, 8:30 p.m.).

**JOHN T. FREDERICK**, literary critic, on "Of Men and Women," Saturday (WABC-CBS, 2:05 p.m.).

**CONSTANCE BENNETT**, on "Stars of Hollywood," Saturday (WABC-B, 2:30 p.m.).

**CAT. BERNARD SEGAL**, chaplain at Ft. Dix and the Synagogue of America, on "Mutual's Radio Chapel," Sunday (WOR-Mutual, 1:35 a.m.).

**DENIS DAY**, on the Coca-Cola program, Sunday (WABC-CBS, 4:30 p.m.).

**JOSEPH ROSANSKA**, pianist, **FELIX KNIGHT**, tenor, on "City Music Hall of the Air," (WJZ-Blue 12:30 p.m.).

### Set Nat. Policy Re Women Engineers

(Continued from Page 1)  
amateur radio operator, to be used as replacement for men now in the armed forces. According to Freeman Hurd, IBEW representative now in New York, he met as contact with Columbia and with national IBEW headquarters in Washington, actual cause of strike was the firing of a local supervisor because he refused on the instruction of Local 7, to undertake to train Mrs. Bush. His explanation of the Local's order was that qualified IBEW members still were available at St. Louis for duty at the moment.

**Negotiations By Long Distance**  
as long distance negotiations brought the station back on air with the status of Mrs. Bush decided by further negotiations. Out of these St. Louis talks, which must be approved by the national IBEW office, in Washington, the national union policy on the woman-replacement situation is expected to develop, according to Hurd.  
The IBEW representative yesterday denied a CBS statement that none of women technicians

**WAR-PROGRAM IDEAS****"The Victory Parade"**

"The Victory Parade," new radio presentation of the Women's Services Section of the Welfare Division, Minnesota State Defense Council, was aired for the first time this month on WCCO, Minneapolis, and will be broadcast the first Thursday in every ensuing month. Purpose of the series is to bring to women of the state information as to what they can do in the total war effort. The first program consisted of two definite portions: the first was a dramatization of the work of a typical Victory Aid worker. Roles were played by members of the University of Minnesota Radio Guild; script was written by the Radio Workshop of the National Youth Administration.

Second portion consisted of interviews with women representing eight different women's organizations active in the state. Mary K. Keeley, State Director of Women's Services section of the State Defense Council, explained the general function of Victory Aids, and the eight women helped to outline the state-wide projects being undertaken by the amalgamated groups. Coincidental with regular Victory Aid house-to-house calling is the gathering of important statistical information to be used by local defense councils. A Speakers' Bureau has been instituted, which not only lists available speakers but also provides prepared speeches of 5, 10, and 15-minute duration, for use in local groups. A sample radio skit is being prepared, available to stations throughout the state. Final current project of the Women's Services Section is a monthly news letter for Victory Aids, which reports on work being carried on in the different areas.

already had been sanctioned by the national IBEW office, declaring a workable formula still remained to be evolved. He said the union recognized, in principle, that women eventually would be needed to replace men technicians, but said the problem was not yet acute. Numerous angles still remained to be ironed out to the satisfaction of the union, he said, in the interest of protecting members drawn into the armed forces and allied war work and for the maintenance of union standards.

In a statement issued late Tuesday night, CBS in New York characterized the strike at KMOX as a "wildcat strike of the most deplorable kind."

*Washington Bureau, RADIO DAILY*  
Washington—Trade circles here looked for possible official repercussions to result from the walkout Tuesday afternoon of 21 engineers at KMOX, St. Louis, after a dispute concerning the employment by the station of a woman to be trained as a technician. Government officials have made it plain that they are anxious to see women employed wherever they can be useful, as a result of critical wartime shortage of manpower.

**"Picture Of America"**

A "Picture of America" as illustrated in the wars America has fought was presented by WTAG, Worcester, last week as a special half-hour program, one of a regular series originating at the station in behalf of the war effort. Written by Anne Lorentz, WTAG war service coordinator, the show dramatized the growth of the nation by chapters from the Revolutionary period through the Civil War strife, the War of 1812, and the First World War to the present conflict.

Based on the theme, "The cowards never started and the weak died on the way," purpose was to show America's background of courage and perseverance, to demonstrate by historical comparison the inherent qualities in America's heritage which have fostered morale and favored victory. Entire WTAG script was published in the "Worcester Sunday Telegram" prior to the broadcast, marking the initial publication of a radio program in a Worcester newspaper.

**"Hospitality House Party"**

A lively new service men's program is KSFO's Saturday Night "Hospitality House Party," broadcast for soldiers, sailors and marines from the city's Hospitality House in Civic Center. Uniformed men take part in the broadcast, which consists of games, quizzes, songs, etc., and important prizes are given. Among the prizes on a recent night was a two-day trip to Yosemite for the winner and one buddy. Another lad won a dancing jaunt at the Mark Hopkins Hotel with comely Monica Whalen, KSFO singer-chatterer, who shares emcee honors with Bob Bence.

**Texas 'U' Special Course  
To Train Technicians**

Austin, Texas—A science-packed War-Emergency Program to turn out physicists for Uncle Sam in 20 months will be opened this summer by the University of Texas physics department, Dr. M. Y. Colby, department chairman, has announced. Urgent need for trained radio technicians and other physicists in military service, civil service jobs, and in war industries has caused the department to set up a new schedule of courses eliminating all "frills" and getting down to hard technical bed-rock in the shortest time possible.

The 75 semester hours of work embraced in the program—about 25 courses—are all in the fields of physics, mathematics and chemistry. No other academic work is included, so no degree will be awarded on completion of the program, but the work is all of college level and carries full university credit, Dr. Colby explained.

It offers a wide open field for all students—both men and women, freshmen straight from high school, college transfers and students now enrolled in the university who want

**AGENCIES**

**CHEMICAL TREATING** and Equipment Co., New York, has started its first campaign for Press On mending tape, using the Pegeen Fitzgerald program on WOR. Reiss Advertising handles.

**S. HEAGEN BAYLES**, vice-president and assistant radio director of Ruthrauff & Ryan, has been named chairman of the Radio Advisory Committee of the Advertising Council. Bayles succeeds Frederic W. Wile, Jr., assistant director of radio for Young & Rubicam, who has joined the War Manpower Commission under Paul V. McNutt.

**CARROLL NYE**, of Young & Rubicam, is en route back to the Coast to take over radio publicity for the Y&R Hollywood office. Nye spent six weeks in New York at the home office.

**JOSEPH JACOBS** Jewish Market Organization this week announced the continuation of International Cellucotton Products Company's advertising in the Jewish field for another 26 weeks, from July through December. Campaign comprises the quarter-hour radio feature, "Women in the News," every weekday morning from 9:15-9:30 over WEVD, as well as space in New York City's Jewish newspapers. This represents a year-and-a-half of uninterrupted advertising in these media.

**Stork News**

A son, Edward Robert, has been born to Mr. and Mrs. Edward Hoerner, New Orleans. Father is production manager of WWL, New Orleans.

Pittsburgh—It's a boy for the Paul Sleanes—he's a KDKA studio operator—at the Allegheny General Hospital. The child was born Sunday, June 14.

Dave Harpley, WQAM, Miami, engineer, became a papa June 11. Newborn's name is Hallie Catherine. Mother and baby doing well.

to take a rapid-fire war-service training program for immediate vital use, he said.

A year ago, he pointed out, estimates showed only 6,000 qualified physicists were available in this country, while today there is a need for perhaps as many as 100,000.

Students may start the program at the beginning of the summer session, the second summer term, July 14; or the first or second term of the long session.

**IF YOU'RE NOT FIRST STATION** in your market, I'd like to help put you there with potent sales promotion, effective station promotion, saleable program ideas, efficient merchandising. I'll bring along plenty of enthusiasm and a fresh outlook backed by experience as program director, continuity editor, promotion and merchandising director. Wire Box EK, Radio Daily, 1501 Broadway, New York City.

# Fly Lashes At Networks And NAB In Testimony At Sanders Hearing

(Continued from Page 1)

mission." "I think it is significant that the Bill was not supported by a single common carrier interest" he said. "It is only the big broadcasters who blow the big wind, make the big noise, and exert the big pressure."

## Names CBS, NBC

Under questioning the witness identified these interests as "the CBS, the NBC and their related association, the National Association of Broadcasters," when reminded by Representative Sanders that all of the Bill except Section Seven was drafted by the Federal Communications Bar Association, which includes common carrier representatives in its membership, Fly said the association was "largely dominated" by the broadcasting people. He went on:

"It ill behoves broadcasters to put on a false front and say they come in the interests of the Bell Telephone Co. You could take the broadcasters' gold dust—their total investment of 40 millions—and blow it in the eyes of Bell and not make a squint."

Later in his testimony Fly admitted there was nothing wrong in CBS' and NBC's appealing to Congress in this matter. He said he was merely asking the Congressmen to "be realistic in appraising" the "source of the request—to realize it came not from private citizens in Iowa or Brooklyn, but from interested corporations."

## Cagey On Mutual

Questioned closely as to why he had not listed Mutual among the big networks, Fly stressed that he included it in the same general category from the standpoint of size and power and as regards the influence the networks can exert, "through the grant of power we give them." He said he had not named MBS because it hasn't supported the Sanders Bill.

"But I have no brief for Mutual," the FCC Chairman went on. "They may disagree with me tomorrow and run to Congress for a change in the Bill."

Fly said he thought there might be need for specific broadcasting legislation, and that he could make recommendations for such "if the committee were in the mood." He stressed the opinion however, that this is not the time for controversial legislation or for any "which follows the underlying philosophy of this Bill. Moreover," the Commission chief went on, "I don't think this is the time to disrupt a war agency which is working all-out, 24 hours a day, and force it to go through such a drastic reorganization as this Bill would entail."

## Clever As Witness

In the lively give-and-take that went on in yesterday's session, after the Commission witness had continued the leisurely survey he began last week of its wartime operations, Fly showed his characteristically easy style of catching all of the "balls"

that came his way and quickly returning them to the pitchers.

He was in excellent form for this battle of words, as were some of the Committee members, and time and again the good-sized audience chuckled aloud at the sallies. At the end of the session, the FCC chairman told the committee he had "enjoyed every minute of it."

## Hits "New York" Control

On the question of control of public opinion, Fly admitted that broadcasting must have a large measure of this control "as the scheme now operates." He continued, "the only issue we have on this control is the single point whether all the control on the strings should be pulled from New York or whether certain strings should be left for the 900 station managers throughout the nation. I don't think this great essential of democracy and free speech should hang on a few strings from New York, that a few corporations, through their exclusive contracts, should tell other stations what programs they should carry."

Fly stated that opposition to the Commission's network regulations was the thing which had brought the network interests to Congress, and that this issue would be solved in the course of time by the courts. Representative Simpson thereupon inquired whether withdrawing those regulations would not permit the Commission to enjoy the status quo it wanted for the duration.

## Questioned By Patrick

"I know of a better way to settle it and it would take only a minute," Fly answered. "The two network heads could sit and write a one-paragraph letter to their affiliates stating that they should interpret their relationships in terms of the Commission regulations."

Representative Patrick praised the broadcasting companies for outstanding public service, especially their contributions to the war effort. The FCC chairman agreed that the industry had done a very good job, "especially in bringing in and delivering news to the people." He said it was a rare occasion when they were "other than generous."

"But," the witness went on, "If you're going to have a dictatorship you don't justify it by seeing its benevolent features."

Representative Martin Kennedy of New York expressed the opinion that the President's action in selecting radio commentator Elmer Davis to head the new Office of War Information complimented the broadcasting networks and "should be a complete answer to the charge of dictatorship." To which the witness expressed doubt that Elmer Davis was "owned by Columbia."

## Wolverton "Much Impressed"

Representative Wolverton said he had been "very much impressed" with the network counsel and officials who testified in favor of the Sanders Bill. He requested bio-

graphical sketches of the Commissioners.

Representative Brown expressed doubt as to the qualifications of the government's so-called experts. He related that he was referred in a short period to experts on accounting, agriculture and copper, all of whom turned out to be the same 1939 college graduate, and wondered whether that young man would next turn up in the Commission.

Fly answered that such versatility seemed to be a "common ailment" and added, "I doubt whether the vice-presidents of our national networks would know a radio relay if they met it in the street."

## Present Act Covers Division

Fly gave several objections to the division of the Commission (as proposed under HR5497) into two divisions. He said that this division is covered by the present Communications Act, and that the Commission had operated that way from 1934 to 1937 and could again if it wished to.

"But obviously," he added, "it came to the conclusion that such a separation would not work for the best results, and that was why it was abandoned."

The committee members questioned Fly closely on the Commissioners' attendance at meeting and docket hearings. Fly produced a chart showing that this averaged from 85 to 90 per cent attendance for all except Commissioner Case, who had been ill. Representative Sanders indicated that this matter would be explored further from another angle, because of complaints that the full membership did not attend all hearings on matters on which they voted.

## Calls Business Interest Justified

To one Congressman's query as to whether the Commission should be concerned with the business aspects of broadcasting, Fly said it would be "very unfortunate" if the FCC did not have something to do with some of these aspects.

To Sanders' question as to whether the monopoly issue should not be left to the Department of Justice to deal with, Fly stated, "the Commission should not be left to build up through its licensing provisions what the Department of Justice can tear down. The Department of Justice doesn't issue rules and regulations. In the cases it tries, the mills of the gods grind exceedingly slowly."

The FCC chairman also observed that after the war, the radio industry would be faced by a new set of problems in rapidly changing fields, and would be "re-made" then by FM and television.

## Pays Tribute to Television

"Judging from the accomplishments of the commercial television industry during the war" he went on, "you know you have there an industry which is ready to go and will dominate the field after the war."

The hearing will be resumed this morning, with Fly continuing testimony for the FCC.

# 'Language' Committee Mails Revised Code

(Continued from Page 1)

Information, offering full cooperation of all "language" outlets.

Code to be signed by outlets showing foreign language shows follows:

"Whereas the foreign language broadcasters of America have unique opportunity and responsibility to make this channel of communication a positive force in the Victory Program of the United States and the United Nations."

## Based On OC Code

"Whereas to achieve this goal recommended that the following voluntary code of wartime practice American Broadcasters Present Programs in Foreign Languages adopted:

"1. The broadcaster will faithfully observe the spirit and letter of the Code of Wartime Practices for American Broadcasters issued by the Office of Censorship.

"2. The broadcaster will consent to assume complete responsibility for the selection, content and presentation of all foreign language programs.

"3. The broadcaster will carefully monitor and check all foreign language programs. A complete script will be obtained and approved in advance, and any deviation from the script will result in the program being cut and appropriate action taken. This will also give particular attention to remote broadcasts.

## To Examine Background

"4. The broadcaster will carefully examine the background of all persons connected in any way with preparation or presentation of foreign language programs. A questionnaire shall be filled in by all personnel. All such personnel shall be fingerprinted. One original copy of the questionnaire, fingerprints, and other pertinent information shall be forwarded to the Foreign Language Radio Wartime Committee for transmission to the appropriate Government agencies.

"5. No person will be employed whose record indicates he may not faithfully cooperate with war efforts."

"6. Any broadcaster discharging an employee for failure or refusal to abide by this Code shall immediately notify the Committee.

## Pro-Democratic Cooperation

"7. The broadcaster will cooperate wholeheartedly with interested public and private agencies, and particularly with pro-democratic groups, in the selection of program material."

"8. The broadcaster pledges adherence to the letter and spirit of the Code and will report violations thereof to the Committee as well as to the appropriate authorities."

"9. The broadcaster will give particular attention to those programs known as 'Block Time Sales.'

"10. All foreign language programs will continue to contribute to the war effort."

"Therefore, I pledge that Station WXYZ will abide by the Voluntary Code of Wartime Practices American Broadcasters Present Programs in Foreign Languages."



## New Target for Industry: More Dollars Per Man Per Month in the **PAY-ROLL WAR SAVINGS PLAN**



TO WIN THIS WAR, more and more billions are needed and needed fast—AT LEAST A BILLION DOLLARS A MONTH IN WAR BOND SALES ALONE!

This means a *minimum* of 10 percent of the gross pay roll invested in War Bonds in every plant, office, firm, and factory in the land.

Best and quickest way to raise this money—and at the same time to “brake” inflation—is by stepping up the Pay-Roll War Savings Plan, having every company offer every worker the chance to buy MORE BONDS.

Truly, in this War of Survival, VICTORY BEGINS AT THE PAY WINDOW.

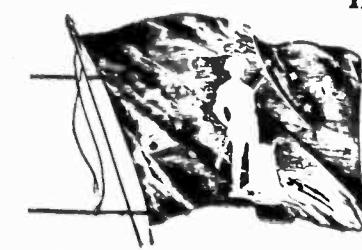
If your firm has already installed the

Pay-Roll War Savings Plan, now is the time—

1. To secure wider employee participation.
2. To encourage employees to increase the amount of their allotments for Bonds, to an average of at least 10 percent of earnings—because “token” payments will not win this war any more than “token” resistance will keep the enemy from our shores, our homes.

If your firm has not already installed the Pay-Roll War Savings Plan, now is the time to do so. For full details, plus samples of result-getting literature and promotional helps, write, wire, or phone: War Savings Staff, Section E, Treasury Department, 709 Twelfth Street NW, Washington, D. C.

## **U. S. War Savings Bonds**



This space is a contribution to America's all-out war program by  
**RADIO DAILY**



# Coast-to-Coast



**MEN IN SERVICE**, Saturday night series sponsored in a cooperative arrangement among 40 newspapers in the country, will be presented this Saturday, June 27, by the New York "Sun." Program will be heard only over WEAF, here, 12 midnight but will be shortwaved via recordings a week later, and available via WGE and WGEA, 6:30 p.m. Broadway names to be featured include Irving Berlin, Leo Durocher, manager of the Brooklyn Dodgers; Lou Holtz, who will act as emcee; Willie Howard, Olsen and Johnson, Danny Kaye, Mary Jane Walsh, Gladys Swarthout and Sammy Kaye's orchestra.

\* \* \*

Larry Elliott has been selected to announce Bob Hawk's "How'm I Doin'" for Camel Cigarettes, over CBS Friday nights, 10:10:30. The account was placed by the William Esty Agency and is the summer replacement for the Al Pearce program.

\* \* \*

Sun Oil has added WCHV, Charlottesville, Va., to the list of Blue Network stations carrying Lowell Thomas. Contract runs through December 4.

\* \* \*

House Jameson has been named by the National Father's Day Committee as the "outstanding father of radio drama" for his characterization of Mr. Aldrich on "The Aldrich Family" program. Jameson will be presented with a special award by the Committee on Father's Day, Sunday, June 21.

\* \* \*

Josephine Antoine, young American prima donna of the Metropolitan Opera Company, has just been signed for a sixteen-week series on the "Contented Hour," heard Mondays at 10 p.m. over the Red network.

\* \* \*

Allen A. Funt Radio Productions report that the "Funny Money Man" program has been added to KPO, San Francisco; WCOL, Columbus; WSPD, Toledo; KFPY, Spokane, and WITW, Baltimore.

\* \* \*

James J. Cahill, formerly of the New York sales staff of WAAT, Jersey City, N. J., has resigned to join sales at WQXR.

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10	18	19	20
11	12	13	14
15	16	17	18
19	20	21	22
22	23	24	25
26	27	28	29
29	30		

June 18

Ernie Adams	Ray Bauduc
Clayton Collyer	
William R. Goodhart	Alma Graef
Russ Hodges	Kay Kyser
David Miller	Jack Ross

Jerry Burton, WHN vocalist, has supplemented his four broadcasts a week, with recording jobs, having just waxed four tunes for Decca: "Elbow Song"; "All American Polka"; "If I Could Only Play A Concertina"; and "Man With A Lollipop." Burton also did ten numbers for World Transcription Library.

\* \* \*

Changes in radio personnel among Akron, Ohio, stations, occasioned by war, draft and industrial modifications include the following: addition of Andy Kochman, announcer, to WADC, replacing Ned Neidemire who went to the army; placing of Mary Jean Schultz in the publicity job, Glenn Phillips, Gene Peterson and Jack Frankel as announcers at WJW; and resignation of Velma West at WAKR.

\* \* \*

Lucille and Eddie Roberts, "Magical Mentalists," who open an engagement at the Rainbow Room next Wednesday, will appear as guests on Martha Deane's program over WOR, Monday at 2 p.m. The Roberts will demonstrate their mind-reading talents, and Lucille Roberts will attempt a remote control job of extra-sensory perception in trying to read the mind of one or more of the listening audience.

\* \* \*

Bob Kelley, sports editor of WGAR, Cleveland, for the past five years, was just elected secretary of the Cleveland Rams, professional football club. Though Kelley has been granted a leave of absence by John F. Patt, WGAR manager, until Jan. 1, 1943, he will handle the "Night Shift" program, an 11 p.m. to midnight hour of records and sports news. He will also do the play-by-play descriptions for all the Rams' games this season.

\* \* \*

John B. Hughes, Mutual's Pacific Coast commentator, who is now in New York, has been booked by the Lecture Division of the National Concert and Artists Corporation to speak at the luncheon meeting of the Newark, N. J., Rotary Club, Tuesday, June 23 at the Robert Treat Hotel, Newark.

\* \* \*

Three new old-time hillbilly acts have recently moved into WSAZ, Huntington, W. Va. They are: Uncle Rufus and his coon hunters, coming here from WMMN, Fairmont, W. Va., Cherokee Sue and Little John, also from Fairmont, and Indian Bill, Montana and Denny Slofoot, coming from WPAR, Parkersburg, W. Va.

\* \* \*

While B. S. Bercovici, Mutual news commentator from WJW, Akron, was on a recent lecture tour, Larry Krupp, WJW announcer, broadcast two programs simultaneously. As a transcription of Bercovici's broadcast on which Larry did the announcing, was being fed to the Network, Krupp was, at the same time, doing a locally sponsored newscast.

Glen Miller, Harry James, Tommy Dorsey, Jimmy Dorsey and Vaughn Monroe piled up the first five places in a popularity poll conducted by WOV's Alan Courtney among 74 high schools, prep schools and colleges in the Greater New York Area. Miller's lead was unmistakable, with a total of 101,905, while James, in second, drew 69,035. Courtney will appear on Miller's Chesterfield show, Thursday, June 18 at 7:15 p.m., over CBS, to award the WOV-1280 Club plaque. Contest started back in December, 1941.

\* \* \*

George F. Putnam, who presents fourteen, fifteen-minute news reports on NBC each week, will get his first assignment on the Blue when he starts announcing "The Parker Family," Sunday, June 28, at 9:15 p.m. "The Parker Family" repeat broadcast for the West puts Putnam in the unique position of presenting two consecutive programs from the same studio, on different networks. He signs off the "Parker" repeat at 10:59 p.m. on the Blue and then goes right into his 11 p.m. news report over WEAFC-NBC.

\* \* \*

Dick Granville, the "Galloping Darkhorse" of the "Musical-Merry-Go-Round," featured platter show at WTTM, Trenton, N. J., came home first in the sales department's new business Bonus Race just finished.

\* \* \*

Don Menke, WFBM, Indianapolis, copy editor, has transferred to the sales department. Dave Milligan, continuity writer moved into the job of copy editor... Norman McDonald has joined the WFBM announcing staff... Bob and Gayle Sherwood are now doing one of their musical shows from the studios of WFBM, daily.

\* \* \*

To foster interest in the navy, WTAG, Worcester, Mass., has been conducting interviews at the Boys' Club where youths are engaged in building model warships. Series of sea scout races at nearby Indian Lake were covered to call attention to Coast Guard needs; manual training classes at several schools were visited to describe model airplanes under construction for actual use by flying cadets. Programs, arranged by Clive Davis and Bob Martin, seek to boost enlistments in all branches of the service.

\* \* \*

Within a week, four people have been added to WJW, Akron, Ohio. Everett ("Bud") Pritchard is traffic director, while Gene Peterson, Glenn Phillips, and Jack Frankel are new announcers.

\* \* \*

Emmett Voeller, Richard Voeller and William Foos, of Indiana Technical College, have been added to the WOZO-WGL, Fort Wayne, technical staff as summer relief engineers.

The underground movement Norway will be graphically described by a young Norwegian journalist who has just arrived in this country from 3:45-4 p.m., in a program "Norway Does Not Yield." A feature of the broadcast will be Gunnar Martin, for many years connected with the Norwegian Broadcasting Company in Oslo, Norway. Gladys Petch will serve as moderator.

\* \* \*

Leonard Feather's "Platterbrass" jazz quiz will be given over en route to questions about Duke Ellington this Saturday (WMCA, June 20, 7:30 p.m.), in honor of Ellington's twentieth anniversary as a bandleader. Mercer Ellington, the bandleader's 23-year-old son, will be quizzed on the show.

\* \* \*

Second place among all 48 stations participating in the 1941 convention of the American Association of Cultural College editors has been awarded Sam Schneider, KVLY, Tulsa, Okla., farm editor, for his habit of extension service radio activities. Cornell College placed first. Before joining the KVVO, Schneider was extension radio editor at Oklahoma A&M college where he used KVVO facilities.

\* \* \*

Charles Baxter is the new announcer at WTOL, Toledo, having previous experience at WCOS, Columbia, S. C. He replaces Bill Stevens, who went to WSUN, St. Petersburg, Fla. Dalton Hille, WTOL announcer, has gone back to work after losing his appendix.

\* \* \*

For the birthday anniversary of W. H. Summerville, general manager of WWL, New Orleans, staff chip in and bought the boss a clock shaped like the station's transmitter building.... "University Time" on WWL, will continue throughout the summer season. It is produced by Dr. Alfred J. Bonomo, educational director of WWL and chairman of the New Orleans university's department of radio production and dramatics department.

## Hollywood Thrill Circus Buying Local Spot Time

Extensive spot campaign on local stations is planned by Sunbrock Shows, Inc., to promote its Wild West Rodeo and Hollywood Thrill Circus which opens at the Polo Grounds here July 12 continuing through the 19th. Spot schedules, expected to embrace 10 stations in the metropolitan area, are currently being set and will run from June 28 through the show's local engagement.

Spot placement is being handled direct by Larry Sunbrock, head of Sunbrock's Shows, Inc. Similar time will be bought along the show's itinerary.



VOL. 19, NO. 58

NEW YORK, N. Y., FRIDAY, JUNE 19, 1942

TEN CENTS

# Sanders Measure 'Faults'

## F Requests No Ban On Non-Govt. Causes

Office of Facts and Figures, in urging strong radio promotion of the 50th anniversary of Germany's attack on Russia, June 22, has called to the attention of radio stations the fact that just because a particular charity or cause is not listed in the OFF Alliation and Priority Plans does not mean it should not be given air time. OFF's plans do not list private organizations, it was pointed out, but this does not mean they should not

(Continued on Page 3)

## Se "Khaki Serenade" Is New Mutual Program

Further supplementing its programs featuring entertainment by service men Mutual inaugurates a new weekly broadcast of this type on Tuesday, June 23, from 2:45-3 p.m., EWT, entitled "Khaki Serenade." The soldiers, regularly stationed at Fort Logan, Col., who will contribute their talents to "Khaki Serenade" are Corporal Marvin Harlos, organist; Private Pierson Thal, pianist; and

(Continued on Page 3)

## Ans-Manville Signs Cecil Brown Over CBS

Cecil Brown has been signed by Ans-Manville Corp. to replace Elmer Davis on the firm's Monday through Friday, 8:55-9 p.m., EWT, new program. Deal, which was reported here as pending on Wednesday, was signed yesterday and Brown takes over the Davis spot beginning Monday. He will also be

(Continued on Page 2)

## here There's Life . . .

Chicago—Bob Hope was characterized by local newspapers yesterday as "the most unsellish star of the time" among radio artists. Star of the Pepsodent show, who is in town this week, played a benefit golf game with Bobby Jones for the United Service Organizations. The game was one of a series of benefit golf matches featuring the comedian.

### Bergen's Salary

Edgar Bergen, with the help of Charlie McCarthy, was paid \$282,000 during 1941 by Standard Brands, Inc., it was revealed yesterday with the publication by the Securities and Exchange Commission of additional reports on personal incomes for the year.

## Ascap Script Service Plans Wide Expansion

"Overwhelmingly enthusiastic reception" by radio stations of Ascap's new programming service has impelled the Society to authorize large scale expansion and nine new series, to be added to the three already running on over 300 stations, are definitely planned for the Fall, an Ascap spokesman revealed yesterday. Breakdown of preliminary returns of an Ascap station survey in connection with the service revealed that approximately 20 per cent of outlets

(Continued on Page 3)

## Bing Crosby Time Renews For Year Starting July 23

Chicago—J. Walter Thompson Co., here, yesterday announced renewal of the Bing Crosby "Kraft Music Hall" on NBC Red for an additional 52 weeks, effective July 23. Advance notice that program would be renewed was forthcoming some time ago when it became known Bing's

(Continued on Page 2)

## Movie Credits On Programs Will Be Institutional Plugs

### Executive Post Changes At Columbia Record Corp.

Several executive post changes went into effect this week at Columbia Recording Corp. Moses Smith, director of the Masterworks division resigned as of June 15, his post now being filled by Edward Wallerstein, president. Goddard Lieberson, Musical director, will now handle also

(Continued on Page 2)

## Chairman Fly Explains His Objections To Portions Of Proposed Changes; Wants Free Hand For FCC

## Charges CBC In Need Of Authority At Top

Ottawa—"A boss who has some say" is the greatest need right now of the Canadian Broadcasting Corp., it was stated here by Gordon Graydon, Peel M.P., before the special House of Commons committee on radio broadcasting during a discussion concerning the organization of CBC

(Continued on Page 3)

## Wheeling Steel Returning To Blue Network Oct. 4

Wheeling Steel Corp. yesterday signed for another 39 weeks on the Blue Network, effective Oct. 4 when "Musical Steelmakers" will return after a Summer vacation to the Sunday, 5:30-6 p.m. EWT, period on 75 Blue stations. Fall network will be

(Continued on Page 2)

## Cite Network Reporters; Only One Actually Safe

Indicative of the dangers besetting radio correspondents in war time, only one of five network representatives to be awarded citations by the National Headliners' Club this year

(Continued on Page 2)

Washington Bureau, RADIO DAILY

Washington—FCC Chairman James Lawrence Fly told the House Interstate and Foreign Commerce Committee yesterday that if the Sanders Bill as presently written became law it would definitely act to keep newcomers out of the broadcasting field. "In any business activity, there is a tendency and a very understandable tendency, on the part of those already entrenched, to bar newcomers," the Commission chief said. "Section 5 of the proposed bill (stating that to

(Continued on Page 8)

## CBS-AFRA Negotiate New Employee-Pacts

Negotiations for a renewed contract between AFRA and CBS for local staff announcers, directors and producers are still going on, union reported, with a few matters regarding working conditions to be ironed out before July 1 when the present contract expires. Deal in effect now provides for increased salaries in the

(Continued on Page 2)

## Unknown Writer Wins "Dr. Christian" Award

John L. Oberg, hitherto unpublished writer currently employed in a Hollywood war production plant, won the \$2,000 "Dr. Christian Award" offered by Chesebrough Manufacturing Co., sponsors of "Dr. Christian,"

(Continued on Page 2)

## To the Colors!

Chicago—Total number of employees of NBC's Central Division now in the armed forces of the United States climbed to 37 yesterday with enlistment of two more men. David J. Kempkes, studio engineer, entered the U. S. Army Signal Corps as a 2nd lieutenant while Paul Anderson, announcers' clerk, joined the U. S. Navy.



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MARVIN KIRSCH : : Business Manager

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## FINANCIAL

(Thursday, June 18)

### NEW YORK STOCK EXCHANGE

	High	Low	Close	Chg.
Am. Tel. & Tel.	116 3/8	114 1/2	115 1/4	- 1 1/8
CBS B	115 1/8	115 1/8	115 1/8	- 1/8
Gen. Electric	267 1/8	263 1/8	263 1/8	- 3/8
Philco	87 1/8	83 1/4	87 1/8	+ 1/2
RCA Common	31 1/4	31 1/4	31 1/4	-
RCA First Pfd.	52 1/2	52 1/2	52 1/2	-
Westinghouse	72 3/4	71 1/2	71 1/2	-
Zenith Radio	13 3/4	13 1/2	13 3/4	-
<b>OVER THE COUNTER</b>				
Farnsworth Tel. & Rad.	13 1/4	13 1/4	13 1/4	2
Stromberg-Carlson	43 1/4	43 1/4	43 1/4	5 1/4
WCAO (Baltimore)	15	19	19	-
WJR (Detroit)	19	21	21	-

### CBS-AFRA Negotiate New Employee-Pacts

(Continued from Page 1)  
renewed contract, so that that item is not holding up negotiations. Lawrence W. Lowman, vice-president in charge of operations, and I. S. Becker, assistant, are representing the network, and will probably meet with George Heller, union rep, again next week.

Heller reported that he concluded a renewed contract with WQXR, yesterday, obtaining an increase of slightly over 10 per cent for the eight announcers. Contract will run for a year.

AFRA, incidentally, is compiling, for the first time, a membership handbook which will contain union's national network contract, its national commercial code, the transcription code and the basic phases of Rule 12 dealing with agents. An addenda covering the Chicago and regional contracts will be included. Book will be three by five inches in dimensions, and contain about 44 pages. Text of the project is being prepared sans legal verbiage, so that its comprehension will be more easily achieved by the lay membership. Ned Wever is chairman in charge. Booklet should be off the presses within a few weeks.

### Unknown Writer Wins "Dr. Christian" Award

(Continued from Page 1)

CBS dramatic series, for the best script submitted for the program. Announcement was made by the program's star, Jean Hersholt, on his Wednesday night broadcast and the winning script, "Home Is the Son," will be produced on the show Wednesday, June 24 (8:30-8:55 p.m., EWT).

Unanimous first choice of the judges, Oberg's script won in competition with 9,465 other entries. It was selected by Walter Wanger, motion picture producer; Ben Hibbs, editor of the "Saturday Evening Post"; Dorothy McCann, producer of "Dr. Christian," and Antoinette Perry, playwright and director.

Twelve winners of other awards amounting to \$350 each also were chosen and their scripts will be used during the Summer on the "Dr. Christian" program. The competition was open to all writers, professional or amateur.

### Wheeling Steel Returning To Blue Network Oct. 4

(Continued from Page 1)

an increase of eight stations over the lineup employed currently. It will be the second year on the Blue Network for the program.

Details of the new contract were announced after conferences between Blue officials, John L. Grimes, general advertising manager of Wheeling Steel, and Critchfield & Co., Chicago agency handling the account. Last broadcast in the current series will be June 28.

Wheeling, W. Va.—Luncheon in honor of Thomas L. Thomas, Metropolitan Opera baritone, will be given Sunday at the Wheeling Country Club by A. J. McFarland, president of Wheeling Steel Corp. Thomas will guest that night on the "Musical Steelmakers" program, originated to the Blue Network from WWVA, here. Among those to be present, in addition to Mrs. McFarland, will be Mr. and Mrs. John L. Grimes and Mr. and Mrs. Roy E. Wilson. Wilson is assistant to Grimes, advertising manager of Wheeling Steel.

### Bing Crosby Time Renews For Year Starting July 23

(Continued from Page 1)

brother Bob would be his Summer replacement on the Kraft Cheese Co. show.

Kraft renewed the same 87-station Red hookup as currently being used Thursdays from 9-10 p.m., EWT. Bob Crosby takes over for Bing July 2.

### U.S.-Brazil Navy Salute

The U. S. Naval Academy at Annapolis, and its counterpart in Rio De Janeiro, the Brazilian Naval School, will exchange good-will greetings in a special Mutual network broadcast today from 9:15-9:30 p.m.

### Movie Radio Credits Will Be Institutional

(Continued from Page 1)

edgments in radio credits, substituting merely a line to the effect that the player's appearance is "a public service for your entertainment from the motion picture industry."

Thus will be eliminated the traditional, "so-and-so appears by courtesy of Blank Pictures and is currently to be seen in East Lynne." Change in phraseology, which was recommended by the Public Relations Committee's planning committee, will be made by all AMPP and MPPDA members as soon as practicable, it is understood.

The new policy of substituting industry for studio credit will not preclude the mention of producer credit when screen plays or scenes are dramatized on the air. However, a broader acknowledgment will be employed, with the statement that the dramatization "is heard tonight as a public service for your entertainment from the motion picture industry."

### Johns-Manville Signs Cecil Brown Over CBS

(Continued from Page 1)

used on the nightly 11:10-11:15, EWT, news period, alternating with Quincy Howe, William Shirer and Albert Warner.

Brown, it is understood, will not assume the Parker Pen Co. news program, which gets under way on 56 CBS stations June 27 to be aired thereafter Saturdays and Sundays from 8:55-9 p.m., EWT, and it is believed this assignment will go either to Eric Sevareid or John Daly. J. Walter Thompson Co. handles both accounts.

### Executive Post Changes At Columbia Record Corp.

(Continued from Page 1)

repertoire matters with Columbia artists. Don Law, in charge of recording and sales work for educational and children's records, will take on additional job of heading sales activity for chain store accounts, according to announcement by Paul Southard, sales manager of CRC. Law is replacing William T. Meyers who reported for active duty at Miami Beach, last week, as a captain in the Army Air Corps.

### Arthur Pryor, Sr.

Arthur Pryor, 71, noted band leader and composer of more than 250 marches, died yesterday at his home in West Long Branch, N. J. He was the father of Arthur Pryor, Jr., vice-president in charge of radio for Batten, Barton, Durstine & Osborn, Inc. Another son, Roger Pryor, is a well-known orchestra leader and former husband of Ann Sothern.

The elder Pryor, at the time of his death, was under contract to conduct 26 concerts this year on the boardwalk at Asbury Park.

## COMING and GOING

I. R. LOUNSBERRY, executive vice-president of WGR, Mutual outlet in Buffalo, spending few days in New York on network business.

H. ALLEN CAMPBELL, secretary and general manager of the Michigan Radio Network, returned to his Detroit headquarters following a short visit in town.

WALTER TIBBALS, producer and time buyer for the Biow Co., currently on vacation; back at his desk Monday, June 29.

RICHARD W. DAVIS, general manager of WNBC, Blue Network station in Hartford, Britain, on a flying trip to New York and back the same day.

JOHN MURPHY, commercial traffic manager for NBC, leaves tomorrow for Maplecrest, N. Y., where he will spend a vacation of two weeks.

W. C. IRWIN, commercial manager of WSC, Charlotte, up from North Carolina for conferences with the New York representatives of the station.

SHEP FIELDS has left for Baltimore where he is scheduled for a theater date.

ANITA KERT, former WLW vocalist who has been visiting in New York, leaves tomorrow for the Coast, where she will vacation a visit her folks.

ALLEN WANAMAKER, commercial manager of WGTM, Wilson, N. C., has left for home after visiting in New York for a few days with the local reps.

FLETCHER TURNER, time buyer for J. W. Mathes, Inc., expected back from a vacation trip on Monday.

JO TONG, secretary to Emily Holt, executive secretary of American Federation of Radio Actors, is spending a two-week vacation on Fire Island.

### Cite Network Reporters; Only One Actually Safe

(Continued from Page 1)

is in the United States, the whereabouts of the others being a matter of supposition, with one believed dead from torture at the hands of the Japanese. It marks the first time Headliner awards have gone to newsmen whose fate was unknown.

To be awarded at the ninth annual banquet of the club at the Hotel Claridge, Atlantic City, June 27, the silver plaques will go to Royal Arch Gunnison, MBS correspondent, for his "consistently good" broadcasts from Manila; to Cecil Brown, CBS, for his reporting of the sinking of the Repulse and Prince of Wales; and to Bert Silen, Don Bell and Ted Wallace of NBC, for their broadcast made while Japanese bombs were raining on Manila.

Gunnison and Silen are reported to be Jap prisoners. Bell was said to have been bayoneted by the enemy and the whereabouts of Wallace is unknown. Of the five, only Brown has succeeded in returning safely to this country.

### THIS YOUNG WOMAN KNOWS RADIO And She Won't Be Drafted!

Five years' experience: programming, acting, continuity, copy. Knows layouts, promotion. Interested in connection with progressive station. Go anywhere. Box 547, Radio Daily, 1501 Broadway, New York City.

# OF Requests No Ban On Non-Govt. Causes

(Continued from Page 1)

Accommodated in station schedules where possible.

It arose in connection with June 22 when Russian War Relief announced a number of stations regarding programs honoring the Russia's defense of their homeland against the Nazi invasion, but were turned down on the basis that they were not listed by the OFF. Broadcasters Victory Council, commenting on the action of these stations, which it termed "inane," pointed out that the Russian War Relief and United China Relief "are carrying on splendid work." "They deserve your support," BVC said, "and we hope you'll find room on your program schedule to give it to them."

CF, in urging radio observance of the June 22 anniversary, declared the "much can be done by broadcasters to honor the gallant defense that Russia has displayed—and the service its courage renders our own cause as allies."

## CBS Script Department Headed By Al Perkins

In promotion of William Spier full-time job as producer for CBS, Al Perkins, who served as assistant to Spier when he headed the Columbia script department, has taken over the duties of director of the script division.

He joins Brewster Morgan, Earl McAll, Charles Vanda and William Bonn as "account executives" under the recently revised production at the network. Each is responsible for a certain number of running programs, each with his budget, under the new arrangement which was effected to "decentralize" operations of the department.

They are responsible to Douglas Bauer, director of broadcasts for the network, and his assistants, Gerald Maulsby and Davidson Taylor.

## Holtz Series Starts Sunday

Bob Holtz, stage veteran who's co-star in the Broadway hit, "Purities of 1942," is the leading man in a new CBS comedy called "Time Out For Laughs," which has its debut Sunday, June 21, at 7:15-7:30 p.m. Highspotted on the program are Holtz's celebrated songs and songs by Mildred Bailey.

**WBX NEW YORK**  
With THE MOST INTIMATE AND  
EFFECTIVE PROGRAM APPROACH  
AMERICA'S LARGEST MARKET

500 WATTS Directional  
WBX METROPOLITAN NEW YORK

## WAR-PROGRAM IDEAS

### WHB's "Mental Maneuvers"

Five branches of service are represented on WHB's new quiz show, "Mental Maneuvers," broadcast Monday, Wednesday, Friday afternoons at Kansas City, Mo. Members of the Army, Navy, Marine Corps, Coast Guard and Maritime Service answer questions about non-secret military data: insignia, uniforms, slang, procedure, dress, history and other matters of general interest. High scoring participant receives a carton of cigarettes. A souvenir booklet illustrating insignia is offered to senders of usable questions. Dick Smith, WHB program director, emcees the show. Program is expected to aid recruiting activities of all services.



### Jingle Bond Prizes

True-minded dialers in northern California can win new War Bonds for their "Word Jingles" by listening to a new program by that name, heard Mondays through Fridays on KGO, San Francisco, during the dinner hour. The show, sponsored by Pepsi-Cola for its soft drink products, awards four \$25 bonds each night for the best four-line jingles.

### Charges CBC In Need Of Authority At Top

(Continued from Page 1) with Major Gladstone Murray, general manager of CBC.

"It seems to me that above you and Dr. A. Frigon (CBC assistant general manager) there is need for a boss who has some say. It becomes crystal clear from evidence heard by this committee that you haven't got a man at the top who has the say quickly and decisively, which most businesses find necessary," Graydon said.

Rene Morin, chairman of CBC's board of governors, could not with his own business interests be expected to exercise these powers, Graydon added.

#### \$4,000 Appropriation Limit

M. J. Coldwell, C.C.F. Party leader, asked Murray if he had these powers before the CBC by-laws were changed giving added authority to the assistant general manager. Murray said he had authority for making appropriations up to \$4,000 yearly salary. Under present practice, all staff appointments have to be passed by the finance committee of the board of governors.

With the committee meeting every two months this procedure was inefficient, Graydon asserted.

Coldwell said the present system was so inefficient that if a good man was obtainable by the time his application had been passed through the "sieve," weeks might elapse and he would be picked up by some other organization. He suggested an executive chairman for the CBC with wide powers.

### WOR "Vaudeville"

Vaudeville comes back four times weekly on WOR, New York, in a new series titled "Ye Olde Vaudeville Show." Conducted by Jerry Lawrence, the quarter-hour program consists of the playing of personality recordings featuring people well-known in the entertainment world. The "names" make up the majority of the acts, just as they would in a regular vaudeville show. Occasional band and novelty recordings, hand-picked for their entertainment value, are used. Before and after each "act," Lawrence describes what is taking place on the stage with all the color of an actual stage presentation. Applause and laughter records are used to give a realistic impression.



### WPAT's College Show

"Radio Campus" is the title of Montclair (N. J.) State Teachers' College's own weekly radio program which is broadcast on WPAT, Paterson, N. J., every Saturday morning at 11:45. The program includes dramatic presentations by members of the college's speech class and talks by members of the faculty.

### Set "Khaki Serenade" As New Mutual Program

(Continued from Page 1)

Herb Trackman, announcer. Trackman was formerly chief announcer at KFEL, Mutual's Denver affiliate, from where the broadcast originates. Harlos, Thal and Trackman are all stationed at the Colorado Air Forces Clerical School, Fort Logan.

"Khaki Serenade" will have its first two broadcasts from Lowry Field, Col., and thereafter will become a regular Fort Logan feature, heard every Tuesday afternoon via KFEL.

Other Mutual broadcasts utilizing the talents of service men are: Tom Slater's "This Is Fort Dix," "Anchors Aweigh," "Halls of Montezuma," "Stars and Stripes in Britain," "Pass in Review," and the American Eagle Club broadcasts.

### Wrigley Ben Bernie Show Arranges For Short-Wave

First across-the-board series, Wm. Wrigley, Jr., Co.'s new Ben Bernie musical on CBS, has been set for short-wave airing to American troops abroad. Aired Monday through Friday, 5:45-6 p.m., EWT, on 77 CBS stations, each day's program will be short-waved via transcription two days later, except for the three-day week-end span. Wrigley's other CBS program, "The First Line" and "Melody Ranch," also are beamed to the troops abroad. Arthur Meyerhoff & Co. handles the account.

## Ascap Script Service Plans Wide Expansion

(Continued from Page 1)

already have sold the weekly half-hour scripts, after only two weeks on the air, many to individual sponsors and others on a participating basis.

Comment of station managers and program heads was uniformly favorable and urged that additional programs be made available. Most frequent suggestion was the addition of library transcriptions to the recordings cued into the scripts, a plan which is being put into effect immediately.

As further evidence that the service is finding favor with stations, particularly the smaller outlets where production facilities are greatly limited, an analysis of returned questionnaires revealed that almost without exception stations are "playing up" the programs in choice afternoon and evening time periods, many tying them in with a single station personality.

Series in the works for Fall release, one or more of which will be in the form of 10-minute scripts to be used across-the-board in conjunction with 5-minute newscasts, are: "Songs from the Shows," "Marching to Music" and "History in Music." Three different series are being prepared on each of the three themes for distribution to stations in competing markets.

These will be added to the three series currently running on the "Music As You Like It" theme, which will be continued on an indefinite basis. Complete scripts are delivered to stations in 13-week units.

### Cream of Wheat Corp. Resuming 'Breakfast Club'

Effective Oct. 2, Cream of Wheat Corp. will resume sponsorship of the "Breakfast Club," early-morning variety show aired on the Blue Network. The new contract is for the 9:45-10 a.m., EWT, period on Friday and Saturday for 26 weeks on 75 Blue stations, an increase of 17 over its former lineup. BBD&O, Minneapolis, handles the account.

Cream of Wheat sponsored two 15-minute segments of the program from November, 1941, to March, 1942, a period of 20 weeks, on 58 stations.

**THE PENTHOUSE SERENADE**  
with Latin American Tunes  
A SELLING JOB IN PHILADELPHIA  
**WPEN**  
5000 WATTS 950 KC

# Dear:

**Tom Revere**

**Ted Fisher**

**Margaret Wylie**

**Ed Wilhelm**

**Tom McDermott**

**George Duram**

**Bill Maillefert**

**Walter Neff**

**and Bill Rogow**

**Linnea Nelson**

**Carlos Franco**

**Dick Dunkel**

**Ed Fitzgerald**

**Jack Laemmar**

**Reggie Schuebel**

**Tom Carson**

**Tom Lynch**

**Tom Maguire**

**Jim Neale**

**Dick Marvin**

**Carroll Newton**

**... and all you other  
timebuyers which lack  
of space won't permit  
us to mention ...**

This week  
"Moonlight Saving Time",  
that unique WOR all-night show  
featuring Jerry Lawrence as m.c.,  
is one year old

In that year...  
such well-known radio advertisers as  
Philco, Illinois Meat, Carter Products,  
Strauss Stores Corp., Golan Wines,  
I. J. Fox, Inc., Marlin Firearms, and  
many others have used this show with  
consistent success.

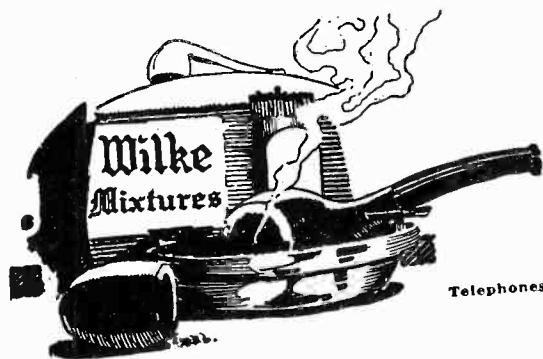
Within 5 months of its first year on  
WOR, "Moonlight Saving Time" received  
voluntary mail from listeners in 34  
states and 948 cities. Such states, in  
fact, as Oregon, S. Dakota, Kansas,  
Texas, Iowa—as well as Canada and the  
Canal Zone.

Today with war work changing the living  
habits of a nation, "Moonlight Saving  
Time" fills a very necessary part in  
the schedule of every smart timebuyer.

Write, call or wire WOR today for your  
copy of "a tale of 4 cities", the first  
and most intensive study ever made of  
all-night listening. Ask, too, for  
further data on "Moonlight Saving Time".

**WOR**  
1440 Broadway, in New York  
PE 6-8600

HERE'S WHAT ONE SPONSOR THINKS OF WOR'S UNIQUE  
ALL-NIGHT SHOW, "Moonlight Saving Time" . . .



We originated the unpainted briar root pipe  
**Wilke Pipe Shop**

400 MADISON AVENUE  
NEW YORK

Telephones ELDorado 5-8821  
PLaza 5-0139

March 5, 1942

Mr. R. C. Maddux  
Vice President in Charge of Sales  
Radio Station WOR  
New York, New York

Dear Mr. Maddux:

It has occurred to us that you may be interested in knowing what a fine job Jerry Lawrence's "Moonlight Saving Time" is doing for the Wilke Pipe Shop.

As you know, we came on WOR with announcements three nights a week the middle of last December, intending to try radio for four weeks and let it go at that. But preliminary results were so good that we extended our contract for another 13 weeks - and now we're glad we did!

Our store traffic has increased decidedly. Our regular clientele is well-established, and so we can easily pick out the new customers traceable to the influence of WOR. Air-raid wardens, taxi-drivers, defense workers, college boys, night-watchmen and soldiers have come in to make purchases - we know they heard our announcements because we asked them! One woman who couldn't sleep bought several expensive pipes for her husband.

We thought we were buying coverage of only the New York area, and we end up by getting practically the whole United States! Daily, now, our mail brings in inquiries and orders from listeners in Canada, in Florida, in Minnesota, in Wisconsin, in Iowa, and so on down the line. Over 20 states have been represented in the last few weeks alone.

We're especially impressed with the enthusiasm and sincerity that Jerry Lawrence puts into his program and into his commercial announcements of our pipes and smoking accessories. We certainly feel that he's had a lot to do with our success.

Naturally, we're pleased with all these results and we thought you'd like to know it.

Cordially,

*Anna Wilke*

Anna Wilke  
The Wilke Pipe Shop

AW;jm

The Home of Wilke Barclay Mixture

## LOS ANGELES

By JAC WILLEN

L T. COL. E. M. KIRBY, chief of the Radio Branch of Public Relations, has invited Maurice Holland, of the J. Walter Thompson Company, to act as producer on the "Command Performance" programs, Army short-wave shows to the boys in the Service, sponsored by the War Department, and heard every Thursday over NBC. Vick Knight, who produced the first 17, has been called East. Heard on the program, June 18, were William Powell, Martha Tilton, Georgie Jessel, Gene Autry, Brenda and Cobina, Judy Garland, and Al Pearce and His Gang.

Red Skelton is expected to be elevated to stardom by MGM Studios during the summer as a result of his meteoric rise as one of America's most popular air comedians during his one year on the NBC networks.

Billie Burke and Oscar Levant will be guests on the Rudy Vallee program Thursday over KECA. Rudy and Joan Davis are still at Camp Castaway, where this week's drama will be unfolded.

When Harry W. Flannery, former CBS Berlin correspondent, asked Edward G. Robinson, "Big Town" star, to autograph his new book, "Assignment to Berlin," the Rinso star came up with a new slant. Instead of the conventional business of signing his name and writing a few beautiful words, Robinson drew a caricature of Flannery on a blank page in the

Judy Garland gets in one more visit Sunday—her third this season—to "Charlie McCarthy's" program before he and his pals quit the air for a summer vacation. She will be welcomed by "Charlie," Edgar Bergen, Abbott and Costello, and Ray Noble and his orchestra.

"Fibber McGee" leader, Billy Mills, World War I bandmaster and arranger of note, is scoring an entire album of currently popular tunes for modern military band instrumentation.

Leonard L. Levinson, writer for "The Great Gildersleeve," has been appointed radio consultant to the Office of Facts and Figures in Hollywood, working with Nat Wolff on the summer's NBC "Victory Parade" which will air in the Jack Benny time, and the CBS "Victory Theater" which will take the "Radio Theater" hour (Lux) during the summer layoffs of those programs. Levinson will work directly under William B. Lewis, radio coordinator for the OFF in Washington. He is taking the job without pay and will continue with it in addition to his "Gildersleeve" stint.

## Wedding Bells

Bert Georges, general manager and executive vice-president of WHEB, Inc., Portsmouth, N. H., will be married to Justine Flint, of Kittery, Maine, soon. Miss Flint is a former newspaper woman of the "Boston American" and the "Portsmouth Herald." Georges was recently appointed to the Broadcasters Victory Council.

**This Could Mean Something!**

(But Undoubtedly Doesn't!)

• • • Charlie Ross of Paramount Music, calls his boss, Dick Murray of Paramount Pictures to ask for the afternoon off—his wife, Peggy, presented him with a 6 lbs. 6 oz. boy at Flower Fifth Avenue Hospital.... "Grand Central Station" people talking to other agencies because it folds for Rinso June 26th.... Barry Wood walking down the street looking at his reflection in store windows—just got a picture offer.... Alan Courtney rushes up to White Plains to present a plaque to Glenn Miller on the latter's Chesterfield program. Does so well—he may become a feature on one of those shows.... Joe Hasel worried stiff—hoping his BLU bosses like him. Doesn't he know that his nicely show has a rating topping the sportscasters of the two other networks—second only to Stan Lomax at WOR?.... Bill Weisman in a huddle on 6th Ave. with WHN's Bert Lebar and Ira Herbert. Maybe taking WHN's overflow of spot announcements to his WLIP?.... Ezra Stone in army uniform goes to a local bank and purchases war bonds as birthday gifts to relatives.... A classic sponsor story happened only last week. Client didn't approve of a package bought by the agency. However, others sold him on the idea. For some twenty weeks that the show was on the air, client never attended or listened to the show. He would listen to another show he had on the air.... A week before cancelling the first show, he attended one of the broadcasts. Next day the agency asked him whether he still felt the same about that show. Sponsor said he was and the agency man insisted that he give a reason for his dislike. The client gave the answer: "Too much applause on the program." Show was cancelled and the agency no longer has the account!

• • • Walter O'Keefe talking with Myron Kirk of the Kudner office. O'Keefe will emcee the Fleischmann show during the Charlie McCarthy hiatus for Kudner. Band not selected yet. Jack Pearl is slated for a guest shot on the show.... The Jimmie Fidlers keep counting the days 'till their daughter takes the first step.... Benny Goodman is still drawing terrific mobs to the Paramount Theater—yet a short while back they said "New King of Swing Crowned," "Goodman Slips".... Yet we could name twenty bands which have been touted by managers, agents, press agents and those so-called "music experts" (not us) as the "new sensation" and "coming king of swing," etc., who have ended up in bankruptcy or disbanded their bands to join the organizations of other top leaders. One of these days we'll run a list of the bands we touted and the quotes published under the dateline. Three names to occur now are Artie Shaw, Woody Herman and Charlie Barnett.... We hear that Tom Slater and Julius Seebach, the WOR vice-president, have been washing dishes every Wednesday night at the Stage Door Canteen.... Imagine the embarrassment of that executive's secretary who finally got around to the written recommendation of WEEI's Harold Fellowes to get after Laura Deane Dutton for a network build-up. She called Miss Dutton to come in for an audition—only to learn that the gal was under contract to the BLU.... We like Senator Ford's nimble wit on the "Can You Top This?" stanzas.... It Biow moves Charlie Martin to the coast, and most of the "wolves" are in the service there. Charlie will go crazy in an open and unopposed field!.... Boris Karloff asked Director Hi Brown after an "Inner Sanctum" broadcast whether a gangster ghost was the black sheet of the family!.... Steve Wilhelm, news commentator on NBC stations in the southwest is in N.Y. conferring with Jack Adams and Russel Seeds agency on program audition involving weekly appearances of a movie celebrity to originate from N.Y. and Hollywood!

— Remember Pearl Harbor —

## GUEST-ING

REYNOLDS PACKARD, former head of the United Press bureau Rome, on the "People's Platform" program, tomorrow (WABC-CBS, p.m.).

GLORIA CALLEN, senior national women's backstroke swimming champion, on "Jack Dempsey's All-Sports Quiz," tomorrow (WOR-Mutual, 8 p.m.).

EVELYN WYCKOFF, soprano, the St. Louis Municipal Opera series Sunday (WABC-CBS, 2:30 p.m.).

WILLIAM BRIDGES, curator publications at the Bronx Zoo; JIMMY RIMMER, keeper of kangaroos; VAN COOK, assistant to the animal hospital, and EARL CHACE, expert on insects, on Joe Reed King's "What's New at the Zoo," Sunday (WABC-CBS, 1 p.m.).

RICHARD ARNELL, British composer, on the Vera Brodsky program Sunday (WABC-CBS, 12:15 p.m.).

CLIFTON FADIMAN, literary critic of the "New Yorker" and master ceremonies on "Information Please" and JOHN COURNOIS' author and critic, on "Invitation to Learning Sunday (WABC-CBS, 11:30 a.m.).

REV. ROLAND TRAVER, minister of the Warburton Avenue Baptist Church in Yonkers, on "Columbia Church of the Air," Sunday (WABC-CBS, 10 a.m.).

## Stork News

Frank Allen, member of the WLW Cincinnati, agricultural department has been passing around the cigars. His first child, a son, was born June 15, at Good Samaritan Hospital, Cincinnati.

## Going to NEW YORK?

## Stay "Where Radio City Meets Times Square"

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

**60** ROOMS, each with radio and bath, from \$2.50.

Reasonable All-expense Tours. Write for details.

## HOTEL

**VICTORY**

AT RADIO CITY 7th AVENUE at 51st ST. NEW YORK  
RONALD A. BAKER, Manager

## AGENCIES

DOCTER & GAMBLE has canceled its spot schedules for Lava. Account will return in the fall it is understood. Biow Co. Inc.

FAG PET FOOD CO., manufacturer of dehydrated dog food, has Peck Advertising Agency, to handle its advertising.

RAYMOND RUBICAM, chairman of executive committee of Young Rubicam, has been named to the War Manpower Commission under Gen. V. McNutt. He will act as special assistant to Chairman McNutt, serving without compensation.

BAINE-THOMPSON CO., INC., as been elected to membership in Advertising Federation of America, was reported yesterday.

DI PEPPER CO., Dallas, has been elected to membership in the Association of National Advertisers.

GENERAL FOODS CORP. has agreed with the Federal Trade Commission to cease representing that "Swans Down Cake Flour is inferior to any other flour by 'three times as many women'." Young & Rubicam, Inc., also signed the stipulation.

### Atlantic Coast Network Plans July 1 Opening

Final opening of the Atlantic Coast Network, new seven-station group of Bulova stations, has been delayed until about July 1 because of difficulty of securing proper telephone lines and other technical difficulties all of which will be ironed out, of course, according to Harold Mount, Bulova executive. WNEW will be the new web which is being presented nationally by John Blair C. Edward Codel is general manager.



June 19

Ed Coleman	Gwen Davies
Aly Donnelly	Alden Edkins
Martin Gabel	Charlotte Harriman
Gr. Lombardo	Dickson McCoy
Weds. Moore	Mildred Murray
Virginia Payne	Ed Thorgersen

June 20

Matthew D. Crowley	
Joseph A. Feintuch	
Bob Howard	Kenny Stevens

June 21

Rita Allen	Jack Arthur
Ge Austin	Zelma Brounoff
Mik Gordon	Gail Laughton

## WORDS AND MUSIC

By Sid Weiss

**BIGTOWN SMALL TALK:** Scrappy Lambert new sales manager at Kermit Raymond....Gloria Stuart signed as the femme lead in the Bill Rowland flicker to be filmed in the east....Woody Herman tagged as "Typical Father of the Orchestra World" by the committee in charge of such nonsense....Harry Hayden new general manager of the "Guide" magazines....Add resemblances: Ted Collins and G-man Hoover....Recommended: Peggy Marshall's arrangement of "Johnny Doughboy"—one of the best we've heard....Network tip: Julianna Morgan, who crossed the B'way wiseguys by producing two shows (thereby smashing the jinx about women producers) stepping into radio with a brand new set of ideas....Fred Williamson, former manager of Frederick Bros. N.Y. offices, continuing with the firm as a special rep....Bill Gailmor, WHN commentator, scooped the entire ether with his veiled reference to the big Washington confab just made public via the press....Dick Ritter, who handled audition appointments for the Blue, now in the army....Jay Meredith signed for new "Aunt Jenny" series.



The Red Cross could do worse than adopt Irving Mansfield's "The Helping Hand" as their official theme. Caught on the Fred Allen show Sunday night, the recitation packed plenty of drama and sizzle and as a matter of fact is practically a saga of the Red Cross. Incidentally, the Allen Crossley continues to climb despite the heat, Howard Reilly will be happy to learn. Taking over the directorial reins when Vick Knight went into government short-wave service, Howard has turned in a veteran's performance.



Addie Klein, who scores so solidly in "Uncle Harry," will guest on WQXR's "Women in War" Friday morning....Charlie Martin insists that this fall will see one of his plays on B'way....Form of criticism: Ken Lyons' crack about the guy who had a commercial stomach—but a sustaining mind!....WOW's Maxine Keith is devoting her spare moments to teaching English to refugees....D'Arteaga has arranged to invite 30 underprivileged kiddies each week to his radio show....Gladys Shelley has written "Minute Man of America" in collaboration with Charlie Kenny. Royalties will be turned over to the USO....A tip of the hat to Winnie Law, whose advice on casting problems keeps NBC directors happy....Phil Romano, whose orchestra paces "Top Notchers," has captured the old vaudeville flavor in his playing in the 44th St. Theater pit....Sammy Hill cast as a 13-year-old youngster on "Bess Johnson"....Believe-it-or-not, Ben Pratt was called by a director last week who asked if any of his girls could read for a new part on a nite-time show. "Not one of them is right for the part," replied Manager Ben—as the director fainted....Mike Fitzmaurice gets the sort of break he's been waiting for in a featured singing role in "The Chocolate Soldier" which opens on the 23rd at Carnegie Hall....Marcia Neil, soloing for the first time on the Philip Morris show, headed for an NBC build-up. (Ray Block sez she's the find of the season).



Shock to the entire industry was the sudden passing away of Linn Borden the other day. Linn was one of the most promising of this year's crop of comedians (he was heard on "Uncle Walter's Dog House" and "Private Linn Borden Reports") and had just signed a five-year contract which would have netted him half a million dollars when he succumbed to heart trouble. He leaves a widow, Mrs. Babian, in New York City.



Jean McCoy an addition to "Kitty Foyle"....Sylvia Leigh has been written out of the "Aldrich Family" for the summer. She's operating her own stock company in Wheaton, Ill. for the summer months....Toni Gilbert, formerly on the radio staff at Wm. Esty, has written a new show, "Canteen Society," heard lately on WHN. Edelbrau Beer sponsors the show....It's wedding bells for Bob Wilson and Marion Clarisa Taylor this Saturday....That old gag about the actor who said "you should've caught me at the grave" has a topper in the one about the actor who wired his agent as follows: 'My wife died after the matinee show. Went on as a single at nite and wowed them!"

## NEW BUSINESS

WINS, New York: Sachs Quality Furniture, Inc., 60 ET anns. weekly for 26 weeks, thru William Goldman; Piel Bros. (beer), half-hour weekly quiz programs, thru Sherman K. Ellis; Pepperidge Farms Co., "Thru A Kitchen Window" participations, 3 times weekly for 13 weeks, thru Kenyon & Eckhardt; William H. Wise, Inc., six 5-minute programs weekly for 3 weeks, thru Northwest Radio Advertising Co.; Ex-Lax, Inc., 10 ET anns. weekly renewal for 7 weeks, thru Joseph Katz Co.; I. J. Fox, Inc., 70 anns. weekly for 6 weeks, thru Louis Kashuk; Associated Broadcasting Co., 3 quarter-hour programs and 5 half-hour programs weekly, renewal for 26 weeks, thru Furman, Feiner & Co.; Riggio Tobacco Co., 100 ET anns. weekly for 26 weeks, thru M. H. Hackett, Inc.; Commerce Insurance Agency, 3 quarter-hour programs daily, renewal for 13 weeks, thru Klinger Advertising Corp.; Select Theaters, Inc., 12 anns. weekly for 13 weeks, thru Blaine Thompson Co.; Pabst Blue Ribbon Beer (distributor), half-hour program daily except Sunday for 52 weeks; Hudson Canadian Fur Co., 12 quarter-hour programs weekly, renewal for 26 weeks; Freehold Trotting Assn., 80 anns. thru Radio Advertising Corp. of America; Holy Name Society of the Department of Sanitation of New York City, remote broadcast; Committee For Wayside Evangelism, 15-minute programs weekly for 13 weeks.

KVCV, Redding: Dr. Corley's Products (health foods), health talks, through Rufus Rhoades Agency; Langendorf United Bakeries (bread), Fulton Lewis, through Leon Livingston Agency; Acme Brewing Co. (beer and ale), "Breakfast Club" participation.

## Hart Substitutes For Block

With Martin Block on vacation, Maurice Hart, WNEW announcer, has taken over his chores, including Block's commercials on Procter & Gamble's NBC Red network program, "Pepper Young's Family." Hart is handling morning and evening "Make Believe Ballroom" stints on WNEW.

Dennis James, another WNEW staff announcer, is substituting as announcer on Kate Smith's daily noon commentary on CBS for Art Millett, who is ill.



# Chairman Fly Explains Objections To Changes via Sanders Measure

(Continued from Page 1)

make a grant without a hearing we must find not only that public interest would be served thereby but also that the grant would not aggrieve or adversely affect the interest of any licensee, applicant or other person), rewards legal maneuvers and obstructive tactics.

#### Sees "Harassment"

"By subjecting newcomers in the radio broadcasting field to harassment and delay, the bill definitely acts to keep them out of the field. Once the objecting party consumes a year in hearings and proceedings before the Commission he can move the matter to the courts for another year or so. What man of moderate means would apply for a station in face of such conditions? In my judgment that is not a proper policy to follow with respect to radio broadcasting where the right of entry is already severely limited by physical factors. The Commission now has, and should continue to have, the authority to avoid these delays and thus enable prompt additional service to the public when it appears from the application that public interest will be served by a grant."

#### Defends Intervention Rule

Fly had a somewhat similar objection to the proposed change in the Commission's intervention rule, that a proposed intervenor must show his interest in the proceedings and how his participation therein would have this right of intervention, "whether or not he had anything to contribute to the hearing." He also charged that the Commission under the bill would have no discretion in drafting the issues but would have to designate applications for hearings on the issues contained in the protest.

The FCC witness went on, "it would be sanguine to expect protests from interested parties to contain clear and sharply defined issues. It has been the Commission's experience that it is impossible to conduct a hearing with any dispatch where there are many parties involved. Various procedural devices are utilized for time consumption. Frequent continuances are necessary; the situation is bad enough even when attorneys are diligent and cooperative; it is much worse when delay is the point to be gained. Thus, the proposed intervention rule would provide a great field day for lawyers."

#### "Almost Insuperable Difficulties"

Meanwhile, he went on, prospective applicants would face "almost insuperable difficulties" since the Commission no longer would be able to act expeditiously on their applications.

After tangling with the witness on this question, Representative Sanders, sponsor of the bill, indicated the Committee might give serious consideration to Fly's suggestion that the right of intervention be limited

to licensees, applicants and parties with a substantial legal interest.

Testimony on this point tended to show that the Commission had been liberal in granting petitions of intervention. Fly estimated that, out of a total of 217 petitions to intervene, 124 had been granted, 37 dismissed without prejudice, 12 withdrawn and only 44 or about 20 per cent had been denied.

#### Discuss H.R. 5497 at Length

Most of yesterday's testimony was devoted to the Commission Chairman's opinion of the procedural provisions of H.R. 5497. Another objection he had to the bill was that it repealed Section 5 of The Communications Act which gives the FCC authority to delegate some of its functions to individual Commission boards and the like. He described the operations of the FCC administrative board and introduced exhibits tending to show it would "border on the fantastic" to require the entire Commission to pass on hundreds of detailed routine matters.

Rep. Sanders commented that if H.R. 5497 did not permit delegation of authority to continue, the omission had been "unintentional."

The Congressman added, "division and not delegation of authority was the point in controversy here."

#### Opposes Section 10

Another section of the Sanders Bill which the FCC Chairman specifically argued against was No. 10, requiring that the trial examiner shall in all cases issue an intermediate report prior to consideration of a case by the Commissioners themselves.

Fly explained that under the present practice time and effort was saved for all concerned by having the Commission issue the proposed findings of facts and conclusions after reviewing the record.

He went on, "the main complaint against the present practice is that the Commission, once having issued proposed findings, has made up its mind and accordingly any other remedies which are afforded to the parties are purely formalistic. Because the proposed findings are the Commission's, the argument runs, that the Commission is naturally loathe to change its mind on final argument. I can assure you that this is not so."

#### Itemizes Cases

Tabulating the Commission's proposed findings, Fly said, that of 160 issued no exceptions at all were filed in 84 cases. Breaking down the 76 cases for which exceptions were filed, he said, that in 18 cases the findings were set aside and the order changed. In 10 cases the findings were modified but the decision unchanged, while in 48 cases the proposed findings were adopted without any change.

"The first thing to be noted is that in 53 per cent of the cases, counsel accepted the proposed findings and proceeded no further."

Fly observed, "this in itself, is strong indication of the care and

thoroughness with which the proposed findings are prepared. In 24 per cent of the cases in which counsel have filed exceptions, the proposed findings were reversed and in 13 per cent of the cases the proposed findings were modified although the decision was not changed.

The FCC chairman made strenuous objection to Sections 5 C and O of the bill (covering the filing of protests and of petitions for rehearing), contending that they would operate to postpone the effective date of the Commission's order.

#### Cites Injustice to "Newcomers"

Fly said, "Under the proposed bill it is laid down as an inflexible rule that new stations cannot come into operation until after the conclusion of hearings which could be demanded virtually as of right by existing licensees, and which they could protract almost indefinitely. This provision, it is submitted, practically gives to existing licensees the power to keep newcomers off the air for long periods, a power which the Congress has for more than 15 years expressly negated. Existing licensees could advance their selfish interests by filing protests or petitions for rehearing which would automatically postpone the establishment of new facilities and thus result in the injury of the public."

#### Fears Endless Hearings

The witness said that under the Sanders Bill, a licensee could refrain from intervening in a hearing on an application, even though he was entitled to do so, and then file a petition for rehearing after the application had been granted. He added, "Under the proposed bill, the filing of such a petition would automatically stay the effectiveness of the Commission's action. It is not difficult to imagine the use to which this device could be placed. A licensee might very well decide not to intervene in the hearing where several licensees have already done so, knowing full well that if the decision should go in favor of the applicant he would have another opportunity to get the Commission to postpone the action granting the application. The opportunities which this presents for harassing applicants are thus unbounded."

#### Rehearing Petition Not a Stay

Under the present law, Fly pointed out, filing of a petition for rehearing does not operate as a stay unless the FCC so directs.

The FCC chairman then went on to say that provisions which the Federal Communications Bar Association wrote into the bill would make the procedure not only in radio cases, but in every type of application for an instrument of authorization "cumbersome and lengthy." This would be especially true in the case of special authorizations the Commission issues to common carriers,

## COAST-TO-COAST

JOAN HARDING, staff commentator of WMAL, Blue affiliate in Washington, D. C., will take over her assignment on "Men of the Sea" day when she will interview Brig. Gen. Edward A. Ostermann, adjutant and inspector of the U. S. Marine Corps. Concentrating on the Marine Corps from Washington, Miss Harding will be heard regularly on Friday afternoon broadcast, when George Hicks, speaking from New York, will continue as waterfront porter Monday through Thursday. The series is aired daily on the Blue from 3:35-3:45 p.m., EWT. Hicks will also be aired in a "Men of the Sea" broadcast from 9:45-9:55 p.m., EWT.

\* \* \*

Attempting to match the title of the current song hit, "Breathes Carl Brose and Jim Robertson, WMAM, Marinette, Wis., played Shep Fields recording of the tune more than twice the normal speed of 33 rotations per minute. The mail response was so unanimous in its demand for a repeat, that the band have had to hike up the speed of the disk several times a week!

\* \* \*

Sammy Kaye and his swing away orchestra, currently heard on the "Sunday Serenade" each week at 2 p.m., over NBC, will pay a guest visit to the Army base at Ft. Monmouth, N. J., Monday, June 22. The band will play the tune previously selected by the soldiers in a popularity poll.

\* \* \*

The new tune called "Here in the Night" was written by WEBR's Buffalo, N. Y., Pete Krug....Helen King, WEBR's contest club mentor, is the recipient of a hand-sewn handkerchief sent her by a fan who explained "Every year I send one of my tattered handkerchiefs to the person who has given me the most enjoyment over the air. This year I am sending it to you."

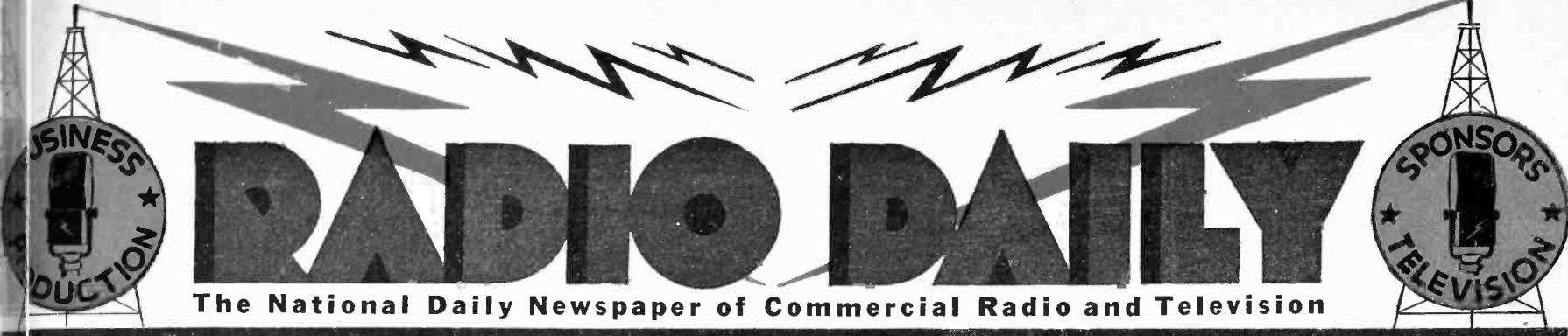
especially in wartime, to communicate with points not covered by license.

In connection with the FCC's special authorizations, Fly reviewed the WLW case, about which earlier witnesses had testified. He stressed that the original license issued to WLW to increase its power to 500 kw. was special and experimental, containing the clause that it could be terminated at any time without notice or hearing at the Commission's discretion.

#### To Continue Testimony

Fly refused to say that he considered Mutual's type of network operations better than the CBS-NBC systems. Asked what were the relative merits of stations owning a network, and a network owning stations, the FCC chairman replied, "in one case the horse is in front of the cart, and in the other the horse is in back—and feeding out of the cart's contents."

The FCC chairman will continue his testimony today.



L. 19, NO. 59

NEW YORK, N. Y., MONDAY, JUNE 22, 1942

TEN CENTS

# AFA Meeting Under Way

## Havy Network Sked From NEA Convention

Even broadcasts, five by CBS and two by the Blue Network, have already been scheduled in connection with the convention of the National Education Association to be held July 27 to July 2 in Denver. In addition, Columbia has announced that it will have an exhibit of the numerous pamphlets and books used in connection with the network's educational activities. CBS is also bringing its regularly scheduled (Continued on Page 3)

## NB Sales Managers Bolster Exec Committee

*Washington Bureau, RADIO DAILY*  
Washington—Additional appointments to the Sales Managers Executive Committee of the NAB were announced Friday by President Nelle Miller. Frank R. Bowes, WF, Boston, will represent large stations; William Malo, WDRC, Hartford, Conn., will represent medium stations; Dietrich Dirks, KTRI, Sioux City, Ia., small stations, and Don (Continued on Page 2)

## Blue Net Gave 72 Hours To War Effort During May

The Network contributed a total of 10 hours and 43 minutes to the war effort during May. The total figure includes 62 hours and 21 minutes of news time, and 9 hours and 22 minutes of sponsored time. Programs such as the "National Farm and Home Hour," Bob Ripley's "Believe It or Not" presented through the Coordinator of Inter-American Affairs, other (Continued on Page 2)

## WCAU "First"

Philadelphia—WCAU obtained a first on the air Friday night when it took its mobile unit to Franklin Field and recorded the action highlights of the battle extravaganza of the Army show held at the stadium. The recording was made Saturday night 90 minutes before official opening of the show, thus inducing listeners to attend a spectacle.

**On The Job**  
Watertown, N. Y.—Commercial-mindedness of Silas Hibbard Ayer III can be attributed to his father, who is a salesman at WATN of this city. Youngster, on being interviewed on the station by WATN sportscaster Hank Elliott after winning the local marble championship, offered his father the advantages of the resultant radio and newspaper plugs to further dad's influence among his accounts.

## Mutual States Policy Anent Petrillo Talk

Seeking to clarify its policy in regard to individual disputes among affiliated outlets with the AFM, Fred Weber, general manager of MBS, on Friday revealed the network's status on such matters and took exception to the AFM's president arbitrarily placing MBS in the middle. Petrillo at the recent AFM convention in Dallas indicated that the general course for networks would (Continued on Page 6)

## Congress Gives Okay On Retaining Watson

*Washington Bureau, RADIO DAILY*  
Washington—Close on the heels of his nomination for a second term as FCC Commissioner, James Lawrence Fly has won his fight to retain Dr. Goodwin Watson as chief analyst of the foreign broadcast monitoring (Continued on Page 6)

## War Angles To Dominate Convention With Generous "Name" Sprinkling Scheduled On Speakers' List

## Fly Makes No Bones About NAB Attitude

*Washington Bureau, RADIO DAILY*  
Washington—FCC Chairman James L. Fly told the House Interstate and Foreign Commerce Committee Friday he thought it would be a "good idea" if the NAB membership would overthrow its present leadership. His statement was a part of the second heated airing of Fly's relationship (Continued on Page 3)

## Forbes WCCO Manager; Succeeds Earl Gammons

William E. Forbes, for the past four years assistant to Donald W. Thornburgh, CBS vice-president in charge of West Coast operations, has been appointed general manager of WCCO, Minneapolis-St. Paul, replacing (Continued on Page 2)

## New Children's Serial Under Aegis Of The CIA

In cooperation with the Office of the Coordinator of Inter-American Affairs (Rockefeller Committee), the Blue Network on June 29 will launch a new children's serial, "Sea Hound," (Continued on Page 6)

## ★ THE WEEK IN RADIO ★ ... Radio Keeps Plugging

By BOB LITZBERG

LAST week might be termed "inventory week" in the broadcasting industry, with the Treasury Department's announcement of the results of its study of radio's cooperation and with the government's announcement of a proposed special survey to determine the effects of the war upon the industry's employees. The Treasury's report, in addition to revealing the vast amount of free time given to announcements and programs, singled out for special

mention the "Treasury Star Parade," ET show on 682 stations; "American Opera Festival" on MBS; the Pepsi-Cola "War Bond Jingle Contest" and the Tommy Dorsey series on the Blue Network; and typical outstanding original shows on WJAX and WJHP, Jacksonville, WCMI, Ashland, Ky., WBML, Macon, Ga., and KTRI, Sioux City, Ia., among others.

The announced study of broadcasting's personnel status will un- (Continued on Page 2)

Joseph B. Eastman, director of Office of Defense Transportation, and Rear Admiral Frederick C. Sherman, U.S.N., commander of the aircraft carrier "Lexington" of Coral Sea fame, have been obtained by the Advertising Federation of America for opening day addresses today, to supplement a program of "names" in business and government, for its thirty-eighth annual convention and advertising exposition at the Hotel Commodore. Convention's preview (Continued on Page 5)

## Finds N.Y. Stations 'Snubbing' Suburbs

Newspaper editors in suburban areas served by New York stations are practically unanimous in their opinion that New York station programming has been too aloof to the interests and needs of the outlying communities; that programs have been provincially New York or of a vague, national character, account- (Continued on Page 6)

## Eric Sevareid Signed On CBS By Parker Pen

Eric Sevareid has been signed for the Parker Pen Co. news show which gets under way twice-weekly on 56 CBS stations June 27. Previous to his appointment as Director of the (Continued on Page 2)

## Celebration

Chicago—It will be "old home week" on the "Quiz Kids" second anniversary program Wednesday, which will feature the four original kids—Van Dyke Tiers, Gerard Darrow, Joan Bishop and Cynthia Cline. Since the show's inception 110 children have participated and \$53,500 in Government Bonds has been awarded to the victorious youngsters.



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JOHN W. ALICOATE : : : Publisher

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

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## FINANCIAL

(June 19)

### NEW YORK STOCK EXCHANGE

	High	Low	Close	Net Chg.
Am. Tel. & Tel.	114 7/8	114 7/8	114 7/8	+ 1/8
CBS A	12	12	12	+ 1/4
Gen. Electric	263 3/8	263 3/8	263 3/8	-
RCA Common	3 1/4	3 1/4	3 1/4	+ 1/8
RCA First Pfd.	52 1/2	52 1/2	52 1/2	-
Stewart-Warner	6	6	6	-
Westinghouse	70 3/8	70	70	-
Zenith Radio	13 3/8	13 3/8	13 3/8	-
<b>OVER THE COUNTER</b>				
Farnsworth Tel. & Rad.		1 3/4	2	
WCAO (Baltimore)		15	19	
WJR (Detroit)		18	21	

### Blue Net Gave 72 Hours To War Effort During May

(Continued from Page 1)  
Government agency shows and those presented by outside organizations such as "Wake Up America" by the American Economic Foundation, are covered in addition to Blue programs which contribute to the war effort. These figures do not include additional time contributed locally by WJZ, WENR or KGO.

### Eric Sevareid Signed On CBS By Parker Pen

(Continued from Page 1)  
Office of War Information, Elmer Davis had been signed for the stint. For Parker's Quirk, Sevareid's newscasts will be aired Saturdays and Sundays from 8:55-9 p.m., EWT. J. Walter Thompson Co. controls.

### SOUND EFFECT RECORDS GENNETT-SPEEDY-Q

Reduced Basic Library Offer Containing Over 200 Individual Sound Effects  
Write For Details

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

## ★ THE WEEK IN RADIO ★

### ... Radio Keeps Plugging

(Continued from Page 1)

doubtedly have a more direct effect on the industry than any other government move of recent months; already hard-pressed to secure experienced technicians, radio, it is believed, will receive some sort of a temporary draft-deferred status as a result of the study, which will be participated in by the FCC, War Manpower Commission and the Selective Service Board. In announcing the survey at his press conference, FCC Chairman Fly advised radio engineers and technical experts to think twice before leaving the industry and especially the smaller station where the employment problem is becoming more acute.

On the war front last week radio rolled up its sleeves to do a job on the rubber salvage campaign. Washington spokesman indicated that the industry would be called upon to "prove its worth as a medium of mass communication and persuasion" in this most crucial two-week campaign. In the meantime broadcasters attended government agency meetings, planned and scheduled new war-effort programs, helped to launch the Treasury's "10% Pledge" campaign... Appointment of Elmer Davis to the newly created Office of War Information received the enthusiastic approval of both press and radio.... Renomination of FCC Chairman Fly to the Commission was sent by President Roosevelt to the Senate for approval, which is expected to be forthcoming.... Testimony before the House Interstate and Foreign Commerce Committee on the Sanders Bill during the week was featured by a lashing attack by Chairman Fly on the networks, the NAB and the proposed legislative changes.... Following the Davis appointment, Washington awaited a new special setup for shortwave broadcasting headed by a committee representing the FCC, the Office of War Informa-

tion and the Rockefeller Committee.... Radio Writers' Guild and NBC consummated a deal covering news writers.

Decision of the Ford Motor Co. to follow General Motors with a network show was still in the process of negotiation and was expected to be announced momentarily.... FCC dismissed 22 applications for new standard-band stations, 17 FM applications and 9 power-increase requests in line with the Commission's wartime policy of freezing new broadcast construction.... Blue Network announced a number of improvements of its affiliates' facilities.... Short-lived strike of 21 engineers at KMOX, St. Louis, is expected to result in the formulation of a national policy in respect to hiring of women to replace men as technicians at radio stations.... Ascap announced a large scale expansion of its new programming script service.

New formula eliminating free motion picture plugs by guest stars was agreed upon by the Hays office of the film industry.... CBS and AFRA are negotiating for a renewed contract for staff announcers, directors and producers in New York.... Business signed during the week included: signing by Lever Bros. for the time vacated for the summer by the Jack Benny show on NBC; setting of 50 stations on NBC by ESSO Marketers for its broadcast of the Army-Navy football broadcast; renewal of General Mills' "Stories America Loves" on 40 CBS stations; renewal of two CBS daytime serials by Lever Bros.; renewal of Gillette sportscasts for another year on MBS; signing of Cecil Brown to replace Elmer Davis on the Johns-Manville CBS newscast; renewal of NBC's Kraft Music Hall with Bing Crosby; and the renewal for 39 weeks of the Wheeling Steel Corp. program on the Blue Network.

### NAB Sales Managers Bolster Exec Committee

(Continued from Page 1)  
Davis, WHB, Kansas City, Mo., will represent Mutual-affiliated stations.

Bowes succeeds John M. Outler, Jr., of WSB, Atlanta, who last week was appointed chairman of the committee, succeeding Eugene Carr, formerly of WGAR, now with the Office of Censorship. Malo succeeds E. Y. Flanigan of WSPD, Toledo, and Dirks, who served part of a term last year, has been reappointed as the small station representative for a full term. Davis replaces Linus Travers, WAAB, Boston, as the Mutual-affiliate representative.

### Benrus Renews On WJZ

Benrus Watch Co. has renewed for 52 weeks its contract for time signals on WJZ. Benrus time signals are aired five times nightly, seven nights a week. J. D. Tarcher & Co., New York, is the agency.

## COMING and GOING

HOPE H. BARROLL, JR., executive vice-president, and ANDREW HILGARTNER, of WFE Baltimore, were in town Friday for conference at the offices of MBS.

WILLIAM A. RIPLEY, commercial manager a sales promotion director of WTRY, return over the week-end to his Troy headquarters after being in New York since Thursday.

BERT HAUSER, sales promotion manager the Blue Network, is on a business trip Chicago and Minneapolis.

KEN CHURCH, sales manager of WKRC, Cincinnati, left for Ohio on Friday.

DR. H. B. SUMMERS, head of the Blue Network's public service division, is in Milwaukee for the meeting of the American Library Association. He also will attend the convention of the National Education Association at Denver and the Audio Visual Educational Conference Iowa City.

EDMUND CASHMAN, of Lord & Thomas, leaving today for Ft. McPherson, Atlanta, plan this week's stanza of Kay Kyser's "Kolleg of Musical Knowledge" for Lucky Strike.

FLEETWOOD LAWTON, West Coast commentator for NBC, to Beverly Hills today, where he will address the Rotary Club.

JAMES FISHBACK, sales manager of WOL Washington, returned to the Capitol on Friday after having been in town since Wednesday.

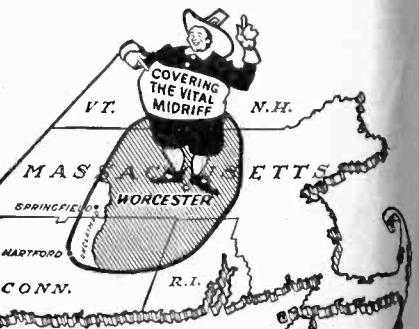
JOHN B. HUGHES, West Coast commentator for Mutual, will "travel" today to the shores of New Rochelle, where he will board the Chinese junk "Amoy" and from that point will broadcast a program to be heard on the network from 8:15-8:30.

GRACE JOHNSON, director of women's activities for the Blue Network, off to Boston to attend the convention of the Women's Home Economics Association.

### Steelmakers Orchestra As Blue Net Sustainer

Tommy Whiteley and his Steelmakers Orchestra will be heard as a Blue Network sustaining feature beginning some time in July. Orchestra will be heard as a remote pickup from Ogleby Park, just outside of Wheeling, W. Va. Program will be comprised of popular music and band is the same outfit usually heard with the Wheeling Steel Co.'s "Musical Steelmakers" program which returns to the network commercially in October.

### When you buy time— BUY AN AUDIENCE



WTAG WORCESTER

## Fly Makes No Bones About NAB Attitude

(Continued from Page 1)

the NAB officials before the Committee during his testimony on Sanders Bill (H.R. 5497) to reorganize the Commission.

Today's give-and-take on the subject was touched off when Representative McGranery brought up the Chairman's remark at the NAB Louis Convention last year that NAB leadership reminded him of "mackerel in the moonlight—it shines and stinks."

Admitting this was his own phrase," Fly insisted that he was referring to a few men at the top of the NAB and not to the general membership, which he called "a lot of broadcasters." The witness also insisted that with this description the record should include what was said at the convention by the Government and himself.

### Sanders Decries Ill Feeling

"Gather they make very good eating," the witness observed. Representative Sanders said he felt it was a serious thing if ill feeling existed between the Commission and the broadcasting industry. Fly answered that the fact that we are hostile to Mussolini does not make us hostile to the Italian people.

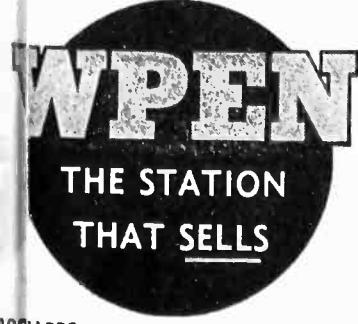
Sanders replied, "But this country is trying to get the Italian people to overthrow Mussolini. Are you going to get NAB members to overthrow their leaders?"

"We are doing nothing about it," Fly told him, "but I think that would be a good idea."

Rep. McGranery's query whether NAB members had not voted five to admit the chains to membership, Fly said, that while more than 300 members had attended the annual convention the number was successively about 170, 190 and 19. He said he thought Columbia had done a good job of "getting the vote out"; also "a pretty good job" of dominating the NAB.

FCC Chairman said that after reading the report of the network he felt the Committee would rework the Commission on whethernational broadcasting concern you have the right to "tell a station in Keokuk what programs it should have." The witness also said he expected the courts would agree

Philadelphia Its



## WARTIME PROMOTION

### WJSV Rubber Drive

To promote the rubber salvage drive in Washington, D. C., WJSV has projected a contest, offering four \$25 war bonds to persons who bring in the greatest number of red hot-water bottles, and two one dollar war stamps for other contest prizes in line with the drive. The awards will be made on a series of four programs called "The WJSV Rubber Treasure Hunt."

The first was aired last night at 10:45 p.m. Others will be broadcast Sunday at 7:15 p.m., next Tuesday, June 23 and Thursday, June 25 at 10:45 p.m. Prizes will go to persons who on those dates bring to a specified collection point the greatest number of red hot-water bottles. Arthur Godfrey and Arch McDonald will be among those serving as judges. Winners will go on the air with a description of "how I done it."

In addition to these prizes put up by A. D. Willard, Jr., station's general manager, there will be the war stamp prizes for the most unusual rubber article submitted, for the largest collection of the same types of items, for the largest variety, and for the largest single rubber article. Second prizes in these categories will be tickets to the Earle Theater.

that it was within the scope of the FCC to legislate on this matter.

Asked what practical effect the regulations would have on the chains, he denied McGranery's contention that they would tear down CBS and NBC and build up Mutual.

Fly denied prejudice to the networks and minimized the points at issue.

Stating that the Commission was in many ways working "shoulder to shoulder" with the big networks, Fly said the FCC was helping RCA divorce its two networks and put the Blue on a sound business basis. He said that Mutual's operations don't run counter to the law, "and the basic philosophy you have put there," but would come under the same criticism as the other chains if MBS tried to exercise similar control over its stations.

### Hits Procedural Provisions

Continuing his criticism of procedural provisions in the Sanders Bill the witness opposed Section 8, which would permit appeals to be taken either to the District of Columbia Court of Appeals or to the Circuit Court of Appeals in the appellant's own circuit. He contended that Washington was the one "central and convenient" place for the litigation.

Another objection was expressed to Sec. 402 G, amending the provisions of the existing law with respect to judicial review. Fly said this "tamps in a vague and formless way with a large body of well-defined judicial doctrine painstakingly built up over a long period," and that it would confuse both the courts and the lawyers. He also opposed Section 8 H, which he said was designed to set aside the holding of the Supreme Court in the Pottsville case.

### WOL Auto-Destination Card

The "Share A Ride Club," originated by WOL, Washington, D. C., offers free destination cards to residents of Washington and nearby Maryland and Virginia, which cards can be used by motorist and pedestrian alike. Motorists can place the cards in the windshields of their cars, while pedestrians can wear them in plain view. These destination cards show drivers and prospective riders where each is going and are meant to encourage the offering and asking for "lifts." Idea has been endorsed by Leon Henderson, Price Administrator.



### Victory Garden

Fresh vegetables from the model victory garden maintained by KDKA, Pittsburgh, in Schenley Park, now are served at the weekly luncheons of the station's executive staff. The garden is under the supervision of Don Lerch, KDKA farm director, who reports that it survived an early blitz by some rabbits and is now in fine shape.

## Heavy Network Sked From NEA Convention

(Continued from Page 1)

"People's Platform" presided over by Lyman Bryson, network's educational director, to scene of the meeting.

Blue Network's schedule for the convention includes two discussions which will originate at KVOD: on June 29 at 2:25 p.m. a discussion on the "Lost Legion," men turned down by the U.S. armed forces because of illiteracy, which will be participated by convention attendees including John W. Studebaker, U.S. Commissioner of Education, Belmont Farley and Howard A. Dawson of the NEA staff, and Homer L. Chailoux of the American Legion; on July 1, from 3:30 p.m. a panel discussion paralleling a similar seminar on the floor of the convention on the subject "After the War—What?", to be discussed by various educators with George V. Denny of "Town Meeting" as moderator.

In addition to the "People's Platform" broadcast, CBS has scheduled a discussion on "Teachers and the War," an address by the NEA president-elect and talks on "Spotlight On Asia," "Children and the War." Mutual and NBC have not yet announced their plans for coverage of the meet-

**Los Angeles**

By JAC WILLEN

**G**RAHAM GLADWIN, formerly of WTIC, WNAC, WEAF, and more recently free-lancing, has joined the staff of KPAS, Pasadena, as an announcer. Gladwin was also commentator of the show, "News of Woman's World," for the California Radio System for some time.

Hedda Hopper takes her Columbia network listeners on a tour of the Paramount Studio Stages, June 26, on her "Hedda Hopper's Hollywood" broadcast. Miss Hopper will tell of visiting Claudette Colbert and Fred MacMurray on the "No Time for Love" set. On July 1, she is to feature a dramatized scene from "Flight Lieutenant," the Columbia picture starring Pat O'Brien.

Harry W. Witt, KNX sales manager, left Hollywood to attend the Pacific Advertising Club Association's convention at Mount Rainier, near Seattle, Washington. He's scheduled to return to Hollywood the week-end of June 27-28.

Jennings Pierce, Western Division station relations manager for the National Broadcasting Company, left Hollywood this week on a tour of all Rocky Mountain and Pacific Northwest stations of NBC's Western Division. After conferring with station heads in Utah, Idaho, Montana and Washington, he will visit the Pacific Advertising Association's convention in Tacoma, Washington.

"Bedtime Story," starring Loretta Young and Don Ameche, will feature the "Lux Radio Theater" broadcast today.

A 20-year-old caricature of Paul Whiteman, drawn by Xavier Cugat, the Blue Network's "Rumba Revue" maestro, popped up again last week to solve a knotty problem for the two maestros in Hollywood. Whiteman and Cugat, who own identical autos, broadcast from the Radio City studios on the same day. And until Whiteman had the Cugat caricature, in miniature, painted on the door of his car, the parking lot attendant was nearly frantic trying to keep the maestros' cars straight.

Dick Joy, senior CBS announcer, has organized his own "save-your-car" movement. Joy has worked out a plan whereby five of his neighbors take turns using their autos to transport the group to and from Hollywood each day.

**I QUOTE:**

"... and I can highly recommend him as an all-around radio man . . . his ability will quickly assert itself and prove an important asset to you . . ."

That's what one of radio's top executives had to say, in part . . . If you are looking for a GOOD production man, creative, young and ambitious, draft class Four-F . . . then here is your man . . . Free to travel.

Reply, Radio Daily, Hollywood, Calif.

**McCosker For Governor!**

But don't get excited. . .

• • • Newspapers in various parts of the country have been carrying items the past few days stating that Alfred J. McCosker, president of WOR and chairman of the board of Mutual Broadcasting System, is a "dark horse" to get the Democratic Party's nomination for the governorship of N.Y. state. . . . The story may be a press agent's dream—or it may be legit. We don't know. . . . However, we'd like to make a few statements in behalf of Mac. . . . We don't know of a better choice for this important post. . . . McCosker is a native New Yorker. He was a newspaperman with actual leg-work experience. He knows politics because he's "played" it long enough. He is the friend of big people and small. Everyone likes him. . . . McCosker's rise to the important position he now enjoys surpasses any imaginary writing of Horatio Alger. . . . He was a Denver newspaperman during the days when newspapers snatched circulation from each other. . . . He knows a good fight and enjoys one. . . . He started in radio as a press agent when radio was in its infancy. He was the first guy to go on the air with gossip of Broadway and Hollywood. . . . Stars of the stage and screen are his dearest pals. He has gained the confidence and been "Father Confessor" to many of 'em. . . . Politicians have dined at his home and religious leaders have found him tolerant and ready to aid any cause. . . . McCosker for Governor? . . . Silly? . . . We don't think so! . . . Ever hear of a hillbilly actor who became governor and then United States Senator by using radio? . . . McCosker is not a hillbilly. . . . He is as New York as the tall buildings. . . . He has made a good executive in the broadcasting industry. . . . He has fought what he believes to be right even when others dear to him had to go over to the other side of the argument. . . . McCosker would make an excellent governor for this state. . . . McCosker's greatest asset is his great diplomacy. . . . We don't know of a single case of a person going to him for aid who didn't leave without feeling that the visit with the WOR proxy was satisfactory. . . . Mac makes you feel at ease in his presence—even when he doesn't agree with you!

• • • What could McCosker bring to the State Capital in Albany if he were elected? . . . His knowledge as head of a radio chain would make him qualify for this sort of work. . . . He could take Fred Weber and Ted Streibert to make up his advisory cabinet. . . . He could take Jules Seebach out of radio to handle the labor problems for the state. (Seebach owns a vast plantation down south which operates at a vast profit—and employs many people). . . . He could take Nat Abramson to handle traffic problems. (Nat has never gotten a traffic ticket—always talks his way out!). . . . There is Eugene Thomas, darn good sales chief, who could serve a good purpose up in Albany under McCosker. . . . There's Lester Gottlieb, former WOR press man, now MBS press coordinator, would make another valuable cohort for the McCosker cabinet, handling press relations for the governor. . . . McCosker may be able to "draft" important execs from Macy's Dept. store (owners of WOR) to come up to Albany and run finances for the state. Macy's is a darn good business institution and if Mac could get the help of some of its executives, N.Y. would be in great shape. . . . (We don't know what he'd do with Henry Morgan though!). . . . There are other sources of important executive talent surrounding McCosker where he now sits—which could be tapped for service in behalf of the state. . . . McCosker for governor? . . . Sure! . . . Being a radio exec. and former newspaperman, McCosker has many friends in these two all-important branches of propaganda. . . . Propaganda is so important in a political campaign and two-thirds of the Democratic Party's worries are over when they nominate McCosker. . . . He'll get publicity and deliver the votes. . . . Sure, McCosker for Governor.

— Remember Pearl Harbor —

**Chicago**

By FRANK BURKE

WIND has completed arrangements with Kroch's, Chicago's largest book store, to devote an entire Michigan Avenue window to the display of "He Wanted to Sleep in the Kremlin," written by Dr. Gerhart Schaefer. WIND's news analyst heard at 8 p.m., Monday through Saturday, when his book is released to the public on July 8. The display will include a life-size "blow-up" of Dr. Schaefer, an AP news teletype, WIND microphones and copies of the book.

Pat Flannigan, WBBM and WJW sports announcer, recently helped the Treasury Department sell War Bonds by introducing a group of Chicago Cubs at the Sear's "Treasury Window."

Frank Sweeney, who handles the WJJD "Concert Hall" program, has returned to his announcing duties following a three-week lay-off because of an appendectomy.

Pierre Huss, INS foreign correspondent, was a guest on WBBM "Listening Post News" the other evening.

WBBM's Cliff Johnson assigned the emcee job on the new early morning "Whatcha Doin'," show.

Mark Love of WHIP interviewed Lieutenant David Goldenson, officer in charge of Navy recruiting, the other day in the interest of the Navy recruiting drive.

Bill Mogle's "Tune Tips," an original idea in presenting recordings, slated for a summer sponsor locally.

Victor Herbert's "Italian Street Song" from "Naughty Marietta" will be the solo selection of Lois Wallen, soprano, tomorrow, on "The Northlanders" program over WGN.

Wartime drain on manpower has increased number of women musicians on NBC staff in Chicago. The feminine performers include Audrey Call and Evelyn Davis, violinists Irma Glenn and Helen Westbrook, organists, and June Lyon, pianist.

New NBC employees include Mary Kirkbride and Betty Personet, both in Central stenographic.

Edith Morgan Coyt St. Cyr Perron, member of the NBC Central Division press department, is a member of the committee which supervised publication of "Nesting Birds," written by William J. Beecher for the Chicago Ornithological Society. All of which, may or may not, be radio news.

Blanche Brand has resumed her duties as secretary to Roy Shield, NBC Central Division musical director, after a leave of absence.

Irene Shields, NBC Chicago cashier, has joined the army of commuters for the summer. She has rented a house near Dundee, Ill.

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

# AFA Convention Under Way— War Angles Predominating

(Continued from Page 1)

got under way yesterday with a "brunch" session sponsored by the Council on Women's Advertising Club, and will close Wednesday, Jun 24.

Committee planning the convention placed emphasis on the audience participation phases of the convention, inserting the question and answer and comment periods in practice every session so that the Federation might sound out more readily, consensus on the paramount issue—participation of advertising in the war program—in order to determine an organizational policy. Pointed out that up to now there has been no concerted effort on the part of the industry to formulate such a policy because of its delicate character. Likely that toward the last of the convention's meetings, committee will be able to inject specific resolutions dealing with maximum effort of advertising profession in the war effort.

**Barton to Keynote**

As previously reported here, Bruce Barton, president of BBD&O will deliver the keynote address today, over a 1d network line, at 1:30 p.m. CBS will run it at 3:30 again as a rebroadcast. His topic will be "What To Do In A Revolution." Joseph B. Eastman, director of Office of Defense Transportation, will follow Barton with "Transportation and Victory."

Night at the annual banquet, speaker's list will be augmented by the name of Rear Admiral Sherman who will tell of the Battle of Coral Sea courtesy of the Navy Department. Miss Clare Boothe, principal speaker, will handle "How Near Is the Far East" and will answer questions from the audience. Frank Croninshield, editor and author, will be toastmaster. Harry Meyer's orchestra will play for dancing. Dress is optional.

Setting the pace for the conclave, yesterday, Miss Vivien Kellems, president of Kellems Products, Inc., criticized the current tax legislation as "a vicious perversion of the whole theory of financing government," and urged business and industry to take increasing responsibilities in government. She was accompanied on the speaker's roster by Pierre J. Huss, manager of the Central European news bureau of the INS, who spoke on "The Foe We Face." J. A. Welch, president of the AFA, and v.p. of Crowell-Collier Publishing Co., exchanged official greetings at yesterday morning session which was chairmaned by Mabel G. Flanley, AFA. Barbara Daly Anderson, president of Advertising Women of New York, Inc., welcomed the guests on behalf of the hostess club.

**Program Outlined**

Program for today's sessions is as follows: 9 a.m., registration, ball room; 9:30 a.m., Men's and Women's Advertising Club Conferences chaired by Mabel G. Flanley and Ray

Maxwell, respectively; 10 a.m., Public Utilities Advertising Association; 12:15 p.m., General Session Luncheon in the Main ball room, presided over by Elon G. Barton, director of advertising, LaSalle Extension University, Chicago. Besides addresses by Messrs. Barton and Eastman, session will present Thomas H. Beck, president of the Crowell Collier Publishing Company in a speech on "Industry on the Offensive," a message from the President of the United States, greetings from Mayor LaGuardia, and the presentation of the Josephine Snapp Award. At 4 p.m., there will be a Men's Council, and at 7 p.m., the annual banquet and ball.

**Luncheon Session Tomorrow**

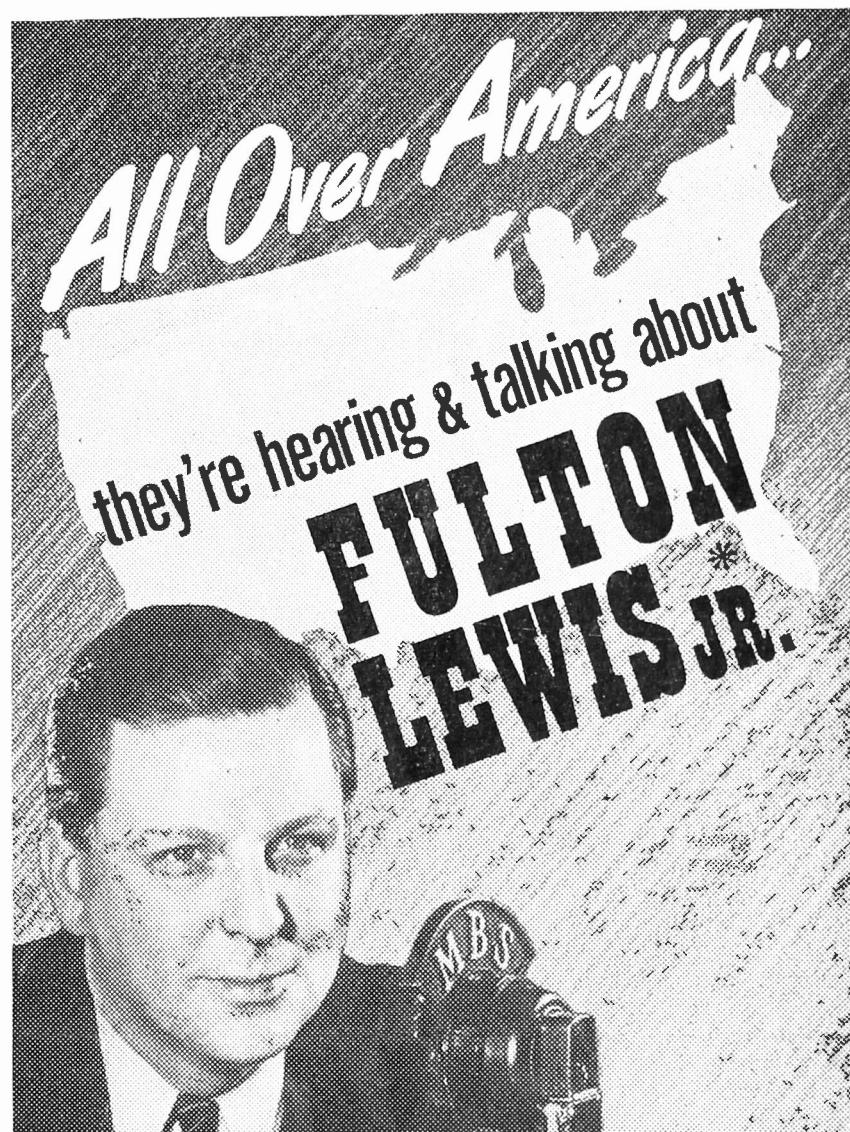
Tomorrow, the main luncheon session at noon will be sponsored by Advertising Women of New York, Inc., and will feature Thomas E. Dewey; Charles C. Carr, director of advertising of Aluminum Company of America, on "Advertising's Contribution to Victory"; Mrs. Sara Pennoyer, v.p. of Bonwit Teller, Inc., on "The Customer Wants News." Charles E. Murphy, general counsel of the AFA will introduce Dewey. Barbara Daly Anderson, pres. of the AWNY will preside.

Highlight in the evening tomorrow will be the round-table dinner at 7 p.m. Gene Flack will be master of ceremonies. The editorial board of "Newsweek" will answer questions from the audience on current events. Malcolm Muir, president, will preside. Board members will include Raymond Moley; Ernest K. Lindley, chief of Washington Bureau; Ralph Robey, authority on finance and economics; Admiral W. V. Pratt, USN Retired, naval analyst; Major General Stephen O. Fuqua, U.S.A., Retired, military analyst, and John Lardner, correspondent just returned from Australia.

**Broadcasters' Conference Wednesday**

Other phases of the day's agenda tomorrow are: 8 a.m., Women's Council; 9:30 a.m. and 2:30 p.m., Direct Mail Advertising Association; 9:30 a.m., Packaging Conference, Premium Advertising Conference, Junior Advertising Council and Outdoor Advertising Conference; 10 a.m. and 2:30 p.m., Public Utilities Advertising Association; 2 p.m. General Magazine Conference; 3:30 p.m., Annual Business Meeting.

As recently stated in these columns Broadcasters' Conference, staged by the Sales Managers Division of the NAB will be featured Wednesday morning at 9:30 a.m. in the South Room, main lobby floor. Frank E. Pellegrin, director of Department of Broadcast Advertising of the NAB, will preside. Speakers will include Samuel R. Rosenbaum, pres. of WFIL, Philadelphia; Lt. Col. Edward M. Kirby, chief, Radio Branch, Bureau of Public Relations, War Department, Washington; and John M. Outler, WSB, Atlanta.



\* WASHINGTON'S FAMED COMMENTATOR

**Now on 165 Mutual Stations  
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FOR SPONSORSHIP IN YOUR CITY**

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## Mutual States Policy Anent Petrillo Talk

(Continued from Page 1)

be to cut off affiliates despite contractual obligations, whenever a disputes arise between the station in question and a local of the AFM. Weber stated that its affiliate was cut off only, as in the case of WSIX, when a general strike was instituted against the network by the AFM thus hurting all of the affiliates on the web.

"Musical program service was cancelled to WSIX, Nashville, only when a network musicians' strike occurred after all efforts by the Mutual network to have the affiliated station and the AFM settle their local dispute failed," Fred Weber stated by way of clarifying statements made by Petrillo, union chieftain.

### Calls Move Defensive

"This action by Mutual came only when it was necessary to protect full musical service—both commercial and sustaining—to all other Mutual network stations. Mutual's curtailment of musical program service to WSIX came when the union actually called a strike of all studio musicians employed by other Mutual stations. The strike occurred on April 1, 1942, and was called off shortly after its execution when the musical programs were eliminated from WSIX. WSIX's local strike started last March. The dispute is over union demands for increased musical expenditures.

"On March 16 the union notified Mutual that remote dance band broadcasts would be eliminated unless WSIX settled its strike or the network stopped musical service to this station," Weber said. "Mutual was unable to comply with this demand and as a result, to protect the interests of WSIX, dance band programs went off the entire network for approximately 16 days.

### Attempted Conciliation

"Every effort was made by Mutual to assist in bringing about satisfactory negotiations between the station and the local union but without success," Weber continued.

Mutual then attempted to bring Jack Draughon, WSIX executive, and Petrillo together in New York and Chicago. Illness postponed one planned meeting. A meeting of the two men was finally held in Chicago but an agreement could not be reached, and the full strike was called, cutting all service by studio orchestras from key stations.

In 1941 a similar situation occurred in Pittsburgh when jointly-owned KQV, Blue outlet, and WJAS, CBS affiliate, were involved in a local musicians' dispute. Remotes were banned from these networks, followed by a strike called on musicians employed in the networks' Los Angeles and New York studios. This strike ended quickly when both stations acceded to the demands.

### Affiliates Have Last Word

Weber further stated: "Mutual's policy on these disputes has been to exert every effort to have the station and the union settle their differences, but we cannot require our stations

## New Children's Serial Under Aegis Of The CIA

(Continued from Page 1)

to be aired Monday through Friday from 5:15-5:30 p.m., EWT. In the nature of an experiment, according to the Blue's announcement, the new show will test radio's power as an educational medium in building inter-American good-will.

A straight adventure serial replete with action, "Sea Hound" will keep the educational element carefully in the background, but information worked into the scripts will cover the history, geography, industries, products and ways of living of the people of the Latin-American nations. Factual material will be checked by the Rockefeller Committee.

### Labeled "Adventure"

On the air the program will be billed only as an adventure series, but educational aspects will be stressed with educators, members of parent-teacher organizations and leaders of women's clubs whose support will be directly solicited.

Chief characters in the series will be "Captain Silver," the hero and owner of the "Sea Hound"; "Jerry," a 14-year-old American boy; "Ku-Kai," elderly Chinese philosopher, and "Tex," who will provide comic relief. The four travel the coasts of Central and South America encountering adventures in every port which they visit.

## "The Ambitious Guest" Next In Van Doren Series

Mark Van Doren will wind up Hawthorne's "The Scarlet Letter" in his daily readings on "The Radio Reader," Wednesday, June 24, over CBS, 9:15-9:30. Novel was started May 11. Follow-up on the program will be "The Ambitious Guest," one of the short stories in Hawthorne's "Twice Told Tales." These readings will be given June 25 and 26. On Monday, June 29, Van Doren will start another classic, Charlotte Bronte's "Jane Eyre." At the conclusion of this book, Van Doren will go on vacation. Substitute reader will be named later.

## Regional Net To McGivra

Joseph Hershey McGivra has just been appointed representative, exclusively in the national field, for KLO, Ogden-Salt Lake City, Utah, and the Intermountain Network which includes, also, KOVO, Provo, and KEUB, Price, Utah. All three stations are Mutual outlets. Appointment was made by George C. Hatch, general manager, and Louis Haller, advertising manager.

to accept union demands that stations consider unacceptable. We must also keep in mind the interests of our stations collectively as well as individually by continuing to perform our regular service to them. Accordingly, the Nashville situation involved either the elimination of complete musical service to every station on the chain or WSIX's elimination from musical feeds."

## Congress Gives Okay On Retaining Watson

(Continued from Page 1)

service. Unexpectedly after the House twice voted and its conferees had at first insisted that no part of the Independent Offices' Appropriations be used to compensate Watson a joint Senate House Committee has at last accepted the Senate version of the bill under which Watson remains with the FCC. Senate Conferees, for their part, gave the administration another victory by giving way to the lower body on a TVA revolving fund.

The original House provision on Watson, amounting to a bill of attainder against one of Fly's most important wartime aides, was strenuously opposed by administration forces. Acting Senate majority leader Alben Barkley led the opposition to the provision in the Senate in a letter which Senator Barkley read into the Senate debate. Watson had written, "I am told, and you can judge the truth of this better than I, that the continuing attack is aimed less at me than at Chairman James L. Fly for quite other reasons."

That is why Washington radio circles are interpreting Watson's retention as a personal victory for the FCC chairman.

There seems to be some likelihood of further satisfaction for Fly if his testimony before the House Interstate and Foreign Commerce Committee results as now seems likely in some rather important re-drafting of the Sanders Bill to reorganize the Commission.

### Entered Phase Wednesday

The re-drafting might tone down certain provisions which would have dealt especially harshly with FCC procedures and policies. While the FCC Chairman and the Committee members are far from seeing eye to eye on these matters, and while committee members do not follow Fly in his frequent allegations that the networks represent to monopolies, they do seem to be giving serious consideration to his explanations as to why the FCC opposes specific provisions of the bill.

Fly entered upon this phase of his testimony last Wednesday, after three sessions in which he discussed only the wartime operations of the Commission. Some members of the committee hinted that they considered this factual description, without a single reference to the Sanders Bill itself, as a sort of "filibuster." When questioned regarding this Fly answered that he would be "derelict in his duty if he did not give the committee a picture of the body on which it proposed to operate."

The FCC Chairman is known to feel that the Committee, which has not dealt with radio legislation in the past eight years, is not as familiar with the broadcasting set-up as it ought to be. He is repeatedly calling upon it to read the report of the Commission's study of network broadcasting.

### Wedding Bells

Richard Pheatt, radio editor of the Toledo Blade, was married recently to Harriett Fox, also of the Blade.

## Finds N.Y. Stations 'Snubbing' Suburbs

(Continued from Page 1)

ing for the omission of local station breaks in the nearby press. It was reported Friday by Leon G. Stein, publicity director of WMCA, who just returned from a three-day jaunt among newspapers in two Connecticut cities. He will call New Jersey this week, start Wednesday, and then next week will visit up-state New York newspapers.

### Tour Thorough

In making these trips, Goldstein reported that WMCA appreciates the importance of suburban newspapers, and as a result of his first trip last year, learned that too little recognition had been directed their favor. This year's tour is more thorough, so that he can cover the three states more completely promoting the good-will of both his own station and radio as a whole smoothing out many kinks in newspaper-radio relations.

Noticeable on this trip, the reporter, was the complete elimination of radio columns from most newspapers, the cut being accelerated by this country's war entry. However, for the most part, listings and highlighting are retained by the press as a contribution to the war effort. Papers are aware of the government's relations with so many of the radio programs, and realize that these listings are a service to the war effort. Station, on the other hand, should be alert, Goldstein pointed out to the importance the retention of these listings has on the industry.

### Many List Only Web Shows

Many of the newspapers, Goldstein had found, had maintained listing only of the network shows, because the New York stations offered their readers nothing. So many of the cities in New York, New Jersey and Connecticut were growing in importance in the war program and deserved better recognition. In an effort to meet this situation sometime ago, WMCA had put on a series "Democracy at Work," paying tribute to a different city during the program each week.

Individual results were so gratifying, Goldstein indicated, that he plans to make the trips at least twice a year instead of allowing twelve months to lapse between visits.

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The Third Annual Issue of

RADIO DAILY'S

# "SHOWS OF TOMORROW"

Issue Will Be Published On

TUESDAY, JULY 7th





# Coast-to-Coast



**PIERRE JUTRAS**, composer and pianist, is one of the winners of the song writing contest conducted by the "Blended Rhythm" program, on CKBI, Prince Albert, Saskatchewan. Title of his composition is "From the Bottom of My Heart."

**Mrs. Lillian Swann**, secretary at WSAZ, Huntington, W. Va., is recuperating from a tonsil operation.

Newest staff member of KOINKALE, Portland, Ore., is Bill Ward, who joined the continuity department of the two Portland stations after three years with KOL, Seattle.

**KABC**, San Antonio, is airing a half-hour program, "Army On the Air" from its studios, Friday mornings, for feeding to the Texas State Network. Broadcasts are prepared by the Public Relations Office of the District Recruiting Office, and feature Second Division band from Fort Sam Houston.

To promote more friendly relations between WWVA, Wheeling, W. Va., and the newspapers in the towns nearby, a series of programs is being planned which will deal with the war activities of neighboring cities. The newspapers are being asked to prepare the material and publicize the program in return for the attention the program will focus on the city and the newspaper, which will be credited for the material.... George W. Smith, managing director of WWVA, Wheeling, W. Va., has been elected president of the Ohio Valley Board of Trade.

**Al Bland**, the "driver" of WCKY's (Cincinnati) "Bandwagon," early morning show, will not be heard for two weeks starting June 22. He will have his tonsils removed and will undergo an operation on his nose. During Bland's absence, the program will be carried on by Fred Bennett, Al's regular partner-in-fun.

**John Lindsay**, formerly with WRNL, Richmond, Va., is now an announcer with WEIM, Mutual's outlet at Fitchburg, Mass., replacing Hugh Harper, who resigned to enter Civil Service war work.... Joan Adams, director of women's activities, has a foot infection. During her absence, visiting women are taking her place on "A Date With Joan."



June 22

Phil Duey      Joe McGarrigle  
Herbert Spencer      Stephen Wilhelm  
Theodore Katzenstein

**Andrew A. Costello**, formerly of the engineering staff of WKIP, Poughkeepsie, N. Y., has joined WPAT, Paterson, N. J., as a studio engineer.

Filling the latest vacancy on the announcing staff at WTAG, Worcester, Mass., is Hal Miller, formerly with WNAC, Boston. He replaces Holly Wright, former WTAG chief announcer, now at WRC, Washington, D. C.

**Muriel Pollock**, organist, appeared with Howard Barlow's symphony orchestra on "The Nature of the Enemy," on CBS, June 16. She was the only woman playing with the symphony.

**Alexander Dreier** is starting a five-a-week news broadcast from Chicago, for the Skelly Oil Co., over the NBC Red midwest network.

New at WDNC, Durham, N. C., are Paul Koontz, engineer, and Earl Kastner and William Dunegan, announcers.... Lindsay Coffman is new chief engineer, succeeding R. A. Dalton, who has gone to WJSV, Washington, D. C.... Woody Woodhouse, commercial manager, is the new president of the Durham Lions Club.

**Paul West**, continuity director at KSFO, has accepted appointment as advisor for two new radio courses being given nightly at the Technical Evening High School. Training includes actual practice in fundamental problems of microphone and diction technique, writing, production, and dramatic characterization.

**Navy induction ceremonies** at Grandview Park, Sioux City, Iowa, were transcribed by WNAX, Sioux City-Yankton. Don O'Brien, WNAX sports department head, guesting at the next meeting of the Navy Mothers' Club of that city, will present the Navy induction transcription to the group for their permanent files.

**WHN** has put its wires into Palisades Amusement Park to pick up the name bands scheduled to appear there during the summer months. Sam Fletcher's orchestra will be the first on these broadcasts, with a schedule of three quarter-hours weekly, 10:30-10:45 p.m. on Tuesdays, Wednesdays and Thursdays. This is the fourth remote band pick-up set by WHN in the past few weeks. Others are Hotel Lexington, Glen Island Casino and Rogers Corner.

**Adelaide Hawley's** guests for the week of June 22 on her WABC program are as follows: Tuesday, June 23, Joseph Schildkraut, co-star of "Uncle Henry"; Wednesday, June 24, Mark Warnow, conductor of the "Lucky Strike Hit Parade"; Thursday, June 25, Mrs. Juliana Force, Chairman of the American Art Research Council; Friday, June 26, Mrs. Goldwasser, Secretary of the Nursery School Association.

As a part of its promotion in the rubber collection campaign, WTHT, Hartford, Conn., sent its mobile recording unit to several gasoline stations in Hartford to interview station attendants on the opening of the campaign. The program turned up many novelties and was broadcast for 15 minutes on the same day that the recording was made. Frederick Bieber, program director, handled the show.

**Frank Lovejoy** is playing the role of assistant district attorney in "Hearts in Harmony," a recorded series sponsored by Kroger Grocery Co. and produced and distributed through the midwest by World Broadcasting Co. Lovejoy was heard on "Manhattan at Midnight" last week, and also appeared on "Grand Central Station."

**Esther Sagel Hanlon** has been engaged as staff organist at WKRC, and will furnish the music for Karl Zomar's scrapbook on a Mutual coast-to-coast line, Mondays, Wednesdays and Fridays at 12:15 p.m. Additional station activity includes a contract renewal by Crest Oil Co. for announcements for a year, through the Roy S. Durstine Agency. Key Advertising Agency set a year of Churngold announcements, also.

Two new directors have been added to the Eastern Production staff of the National Broadcasting Company by Ray Nelson, Eastern production manager. Bob Labour, formerly a producer at KGU, Honolulu, will do general production. Martin Jones, known in New York theatrical circles as a director and producer, will be assigned to dramatic productions.

**William H. Bohack**, formerly of WAAT, Jersey City, N. J., and WHBI, Newark, N. J., has joined the announcing staff of WPAT, Paterson, N. J.... Ruth C. Leafer, formerly a reporter for the Raleigh, N. C., "News and Observer" and a member of the program department at WJHL, Johnson City, Tenn., is the new assistant to program director Henry L. Miller at WPAT. She is the wife of Woodrow S. Leafer, WPAT announcer.

WWL, New Orleans, is extending its program service to 18 hours Sundays, beginning at 6 a.m., C with CBS news. The station formerly went on the air at 8 a.m. Sunday. Arthur J. Fuxan, Jr., has joined mailroom staff of WWL. Charles Blaise, formerly of the mailroom, been added to the station's department.

**Captain Paul Fogarty**, WGN producer, is on a vacation-fishing at the Chicago Rod and Gun Minocqua, Wis.

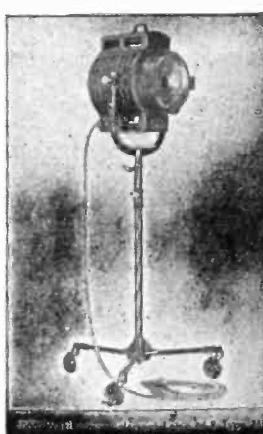
**KNX**, Hollywood, CBS's outlet, substituted a new stunt for early morning risers. It is a quiz rouser sponsored by the Hamilton Jewel Company of Los Angeles, and called "30 Seconds to Go," run from 7:45-8 a.m., PWT, every Saturday morning.

Listeners register their names and telephone numbers at any of Hamilton Jewelry stores. Tom Hall, emcee, calls the registrant on the telephone and poses a question of which is broadcast. The listener on the other end of the phone is given "30 Seconds to Go" for a right answer. If the listener answers the question immediately he is given a \$50 merchandise order, but for a second that he takes to answer certain sum is deducted from prize.

## Howard-Shelton Quiz Show Starts On Mutual Thursday

New quiz-show-to-end-all-shows, tagged "It Pays to Be Ignorant" and starring Tom Howard, George Shelton and Harry McNaughton ("Bottle"), will be inaugurated by Mutual Thursday, June 25, at 8:30-9 p.m., EWT, to be aired each week thereafter at the same time. Show will be completely unscripted (it says here) and will apply reverse English to every conceivable type radio quiz session, including high brow "experts" shows, amateur nights, courts of human relations, charm schools, etc.

Tom Howard will act as quizmaster, firing questions at his board of experts."



### ★ TELEVISION ★

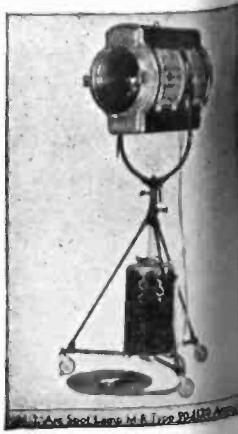
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# RADIO DAILY

The National Daily Newspaper of Commercial Radio and Television



COL. 19, NO. 60

NEW YORK, N. Y., TUESDAY, JUNE 23, 1942

TEN CENTS

## AFA Mulls Post-War Aims

### Expect Fly Approval; Watson Post Retained

Washington Bureau, *RADIO DAILY*  
Washington—FCC Chairman James Fly will go before the Senate Interstate and Foreign Commerce Committee this morning. The committee, meeting in executive session under the Chairmanship of Senator Burton K. Wheeler, is expected to act favorably upon President Roosevelt's nomination of Fly for a second term as Commissioner.

The nomination was sent to the Senate committee a week ago and, unconfirmed, it will start a second

(Continued on Page 3)

### B Hope Now Top Man In National Ratings

With Jack Benny retired from the air on his annual Summer vacation, Bob Hope took undisputed top position in the June 15th national Hooperings, announced yesterday. Hope rated 30.5, followed by "Fibber McGee and Molly," 28.9, and the Gise & Sanborn program, 25.0. Red Skilton continued to top the list of programs measured by partial rather than total audiences.

(Continued on Page 2)

### WMCA Labor Arbitration Settles Over 100 Cases

One hundred cases, involving approximately 50,000 employees, have been arbitrated or settled during the past 50 weeks by "Labor Arbitration," the WMCA show under the direction of Samuel Zack, labor relations counselor, which winds up its second season June 28. Whether or not the

(Continued on Page 2)

### Victory Time

Jerry Lawrence, conductor of WOR's all-night "Moonlight Saving Time" program, was congratulated last night via special transcription by William L. Batt, WPB official, on the occasion of his first anniversary. After extending congratulations to Lawrence, Batt advised war production workers listening in that, "The night shift is America's margin of victory."

#### NAB Watching AFM

Washington—Spokesmen for the NAB have stated that they will not be caught napping "if and when" James C. Petrillo, president of the American Federation of Musicians, carries out his threat to prevent members of the AFM from making recordings for radio, juke boxes and other uses after August 1. The cryptic NAB statement was not amplified.

### NBC To File Answer In Mutual's Action

Chicago—Motion by RCA-NBC for a bill of particulars in the suit filed against the companies by Mutual, was denied yesterday by Judge John P. Barnes, in Federal Court. The defendants, it is understood, had not yet filed a complete written answer to the anti-trust action which involves a triple total of \$10,500,000 and sought additional information before doing so. In denying the motion for the bill of particulars, Judge

(Continued on Page 2)

### CBS's Wash. News Bureau To Be Headed By Sevareid

With the resignation of Albert Warner, effective July 1 when he will enter the armed forces, Eric Sevareid will take over the post of chief of Columbia's Washington news bureau, it was announced yesterday. Exact broadcasting schedule of Sevareid,

(Continued on Page 2)

### Amateur Transmitter Listing—FCC Order At BWC Request

#### OWI Reprimands Mag; "Violated Confidence"

Washington Bureau, *RADIO DAILY*  
Washington—First reprimand handed to any publication by Elmer Davis's new Office of War Information went yesterday to the magazine "Broadcasting" for its publication yesterday of the summary of a secret government document on "American

(Continued on Page 6)

### Bruce Barton Keynotes Opening Session On 'Revolution' Theme; FDR's Message Encourages Use Of Advertising

### Central Winery Spots In Eastern Territory

Central Winery, Inc., of Fresno, Calif., started yesterday, the largest radio campaign firm has yet projected, distributing contracts through up-state New York, Connecticut, metropolitan New York and Delaware, though 87 per cent of its radio budget is concentrated among three local stations, WMCA, WHN and WOR.

In all, approximately \$40,000

(Continued on Page 7)

### Disk Engineers Studying New Recording Device

Recording engineers here were reluctant to comment thus far, on the new, magnetized steel-wire process of recording which was put through preliminary tests last week at WGN-Mutual, in Chicago, by the patent

(Continued on Page 7)

### Sees "Winter Audience" For Coast This Summer

West Coast Bureau, *RADIO DAILY*  
Hollywood—A "winter audience" will be tuned into Pacific Coast radio dials this summer, according to a

(Continued on Page 2)

Post-war aims and the role of advertising in winning the war occupied the attention of delegates to the 38th annual convention and advertising exposition of the Advertising Federation of America which opened yesterday at the Commodore Hotel here. Both Bruce Barton, president of BBD&O, who gave the keynote address

(Continued on Page 5)

### Vick Knight To Biow As Producing Chief

Having completed his chore on the West Coast for the War Department, Vick Knight has returned to New York and yesterday went to work as executive producer for Biow Co., where he will have full charge of all Biow radio shows, both network and spot. Knight, former producer of the Fred Allen broadcasts, had

(Continued on Page 7)

### "Hoople" Comic Strip Makes Network Debut

Resurgence of comic strips on the airwaves continues apace, with the Blue Network yesterday contributing "Major Hoople," NEA cartoon which has been running in papers since

(Continued on Page 2)

### "Bambi" Preview

Hollywood—A radio preview of "Bambi," Walt Disney's newest full-length cartoon, with the creator and several characters as guest stars, were featured on the broadcast of Blue Barron's "Show of Yesterday and Today" over the Blue Network Sunday. Highlight was the microphone debut of Thumper, the Rabbit, one of the stars of the new animated fantasy.

(Continued on Page 3)



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## FINANCIAL

(Monday, June 22)

### NEW YORK STOCK EXCHANGE

	High	Low	Close	Net Chg.
Am. Tel. & Tel.	113 1/2	112 5/8	113 1/2	- 1/2
Gen. Electric	25 1/2	25 1/2	25 3/8	- 1/4
RCA Common	3	3	3	
RCA First Pfd.	52 1/2	50 7/8	50 7/8	- 15/8
Stewart-Wagner	5 7/8	5 7/8	5 7/8	- 1/8
Westinghouse	70	68 1/4	69 1/4	- 17/8
Zenith Radio	13	12 3/4	13	
<b>OVER THE COUNTER</b>				
Farnsworth Tel. & Rad.		1 3/4	2	
WCAO (Baltimore)	16	20		

### CBS's Wash. News Bureau To Be Headed By Sevareid

(Continued from Page 1)  
who recently was signed for a twice-weekly news series on the network for Parker Pen Co., has not been set.

Warner currently is heard Monday through Saturday on the "World Today" program, 6:45-7 p.m., EWT, Monday, Wednesday and Friday, 6-6:10 p.m.; Sundays at 8 p.m. and Saturdays, 11:10-11:15 p.m.

### NBC To File Answer In Mutual's Action

(Continued from Page 1)  
Barnes ruled that the RCA-NBC answer must be filed within 60 days. This presumably disposes of all preliminary motions in the action and the next step is the filing of the answer.

### Berlin Show On Smith Hour

A microphone preview of Irving Berlin's new musical comedy, "This Is the Army," with an all-soldier cast, will be presented on the final "Kate Smith Hour" of the season, Friday, June 26, over CBS. "This Is the Army" is scheduled to have its world premiere on Broadway, Sat., July 4. The net proceeds go to Army Emergency Relief.

### "Hoople" Comic Strip Makes Network Debut

(Continued from Page 1)  
1922. Originating in Hollywood, the program bowed in last night in the 7:30 p.m., EWT, slot, to be aired Mondays at the same time hereafter. Mutual recently set "Superman" for early debut and currently is running an air version of the "Red Ryder" strip.

"Major Hoople" features Arthur Q. Bryan in the title role, Patsy Moran as "Martha," Conrad Binyon as nephew "Alvin," Mel Blanc as "Tiffany Twig," the boarder, Joe Forte as the Army general and Frank Graham as the orderly.

Arnold Maguire is producing the series, with Jerry Cady of Columbia Pictures, scripting the NEA staff-drawn cartoon strip. Walter Green handles the conducting chores and will provide the original musical scores. John Kennedy announces.

After first two airings, and starting July 6, the West Coast will hear the show at 7 p.m., PWT, via a transcription rebroadcast.

### WMCA Labor Arbitration Settles Over 100 Cases

(Continued from Page 1)  
program will take just a two-week recess or wait until the Fall to return has not been determined as yet. In its place will be light opera gems. Breakdown of the cases handled by the program shows that 49 cases were decided in favor of the employees; 41 cases in favor of industry and the employer, and 10 were settled by mutual consent of both parties with the board of arbitrators rendering counsel. During show's two years of operation it has won two awards from the Ohio State University for the best adult participation program in the regional station class.

### KTKC's Power Boost Becomes Effective Today

West Coast Bureau, RADIO DAILY  
Los Angeles—Increase in power of KTKC, Blue Network affiliate in Visalia, Calif., to 5,000 watts, with clear channel and full-time operation, and the completion of the station's new transmitter and studio construction, is the occasion for a salute by the network to Visalia and nearby Fresno. KTKC, which joined the Blue Network Nov. 15, 1941, now, with its increase in power, covers the entire San Joaquin Valley, one of the richest and most productive areas in the state.

The salute to KTKC, and the communities it serves, will take the form of a half-hour variety show to be presented tonight from the Blue Network studios in Hollywood Radio City.

### Hal Rorke's Commission

Hal Rorke, assistant to Louis Ruppel, director of CBS publicity, has been commissioned a Captain in the Army Air Corps and will report for duty July 2. No successor has been named as yet.

### Bob Hope Now Top Man In National Ratings

(Continued from Page 1)  
than full national coverage. His mark was 30.1.

Trailing the three leaders in the national report, listed in descending order, were "Aldrich Family" (24.1), "Lux Radio Theater" (23.4), Walter Winchell (22.6), Fanny Brice-Frank Morgan (21.0), "Mr. District Attorney" (19.9), Kay Kyser (18.0), Bing Crosby (17.0), Rudy Vallee (16.8), Eddie Cantor (16.5), Fred Allen (16.3), "Take It or Leave It" (15.1) and "Fitch Bandwagon" (15.1).

### "Vox Pop" To Celebrate Eighth Year On Webs

"Vox Pop," audience participation interview show, will celebrate its eighth anniversary on the networks, Monday, July 6. Parks Johnson and Warren Hull will be in Cleveland at that time to chat with the All Star Service Team immediately after the game with the winners of the majors' All Star Contest.

"Vox Pop" is one of the few of its type of programs to remain on the air since the entry of this country into the war and the general censorship which eliminated the others. Show has allied itself closely with the patriotic theme, in its war-time modification, broadcasting from army camps and service centers. Next Monday, June 29, show will launch Canadian Army Week with an international salute and interviews from the Army Officers Training School for Eastern Canada, Brockville, Ontario, at 8 p.m., via CBS and Canadian stations. This will be "Vox Pop's" fourth hands-across-the-border broadcast from a Canadian military base.

### FCC Modifies Regulations Re Aeronautical Operators

Washington Bureau, RADIO DAILY  
Washington—In order to relieve the rapidly growing shortage of skilled operators for aeronautical stations, the FCC has modified certain rules for a period of five years to permit operation of an aeronautical fixed station by the holder of a radiotelephone permit or license. The operator must be capable of transmitting and receiving at least 16 International Morse Code groups per minute. At each station, however, one first or second class operator or, in a station using type A-1 or A-2 emission only, a holder of a restricted radiotelegraph operator permit, must be on hand at all times.

It was stated by the FCC that this action "specifically looks forward to the possibility of training women to assume these duties by providing for such operation without the detailed technical qualifications necessary for the more technical grades of licenses."

### C. G. Phillips

Portland, Ore.—C. G. Phillips, 44, owner and founder of KIDO, Boise, Idaho, is dead at his home here as a result of a heart attack.

## COMING and GOING

PHILLIPS CARLIN, Blue Network vice-president in charge of programs, left on his vacation Saturday. He'll spend two weeks fishing at Guilford, Conn.

KEITH MASTERS, Chicago attorney of MBS, is in New York on a short business trip.

GENE AUTRY and his rodeo are in Chicago for four days of appearances at Soldier's Field with a percentage of the receipts being turned over to the Army and Navy relief funds.

M. B. WOLENS, commercial manager of WCFL, Chicago, is expected in New York today for a brief visit on station and network business.

DWIGHT A. MYER, chief engineer of KDKA and newly-elected chairman of the Pittsburgh chapter, Institute of Radio Engineers, leaving this week for Cleveland where he will attend the annual convention of the IRE.

EARL E. MAY, president of KMA, Blue Network outlet in Shenandoah, Ia., is here for conferences at Rockefeller Center.

TODD HUNTER, newscaster on WBBM, CBS outlet in Chicago, is vacationing on the West Coast, with an occasional busman's holiday being spent at the studios of KNX.

BEN PEARSON, author of the "Hollywood Showcase" programs, is on the final leg of a two-week business trip.

### Sees "Winter Audience" For Coast This Summer

(Continued from Page 1)  
study of Hooper ratings made by F. A. Berend, sales manager for NBC's Western Division. For the first time since the founding of the Hooper surveys, Berend pointed out, no significant seasonal decline in listening is apparent.

Average day-time listening on the Pacific Coast in May, Berend said, is ten per cent higher according to Hooper ratings than it was a month ago.

### New Horace Heidt Show Sked For Blue Net July 5

Horace Heidt and his orchestra will be aired on the Blue in a new series of Sunday morning broadcasts beginning July 5. The "Sunday Morning Review," with Heidt is scheduled to be heard from 11:05-11:15 a.m., EWT.



## New Int'l Projects Discussed With CIA

Two new radio projects, details of which have not yet been worked out, were discussed at yesterday's meeting of the International Film Relations Committee and representatives of the Co-ordinator of Inter-American Affairs. Meeting was on the third anniversary of the IFRC's NBC at CBS shortwave broadcasts. The Co-ordinator's representatives, Charles E. McCarthy, director of publicity of the motion picture section; John M. Halpern, of the radio division and Harry Casler, photo editor, heard the IFRC system of rating editors described. Under the sep the film company representatives, in alphabetical order by companies each will handle the job for a month. Charles J. Schneider of Columbia is the current editor and will be succeeded by Dave Blum of M-M.

## FCC Orders All Amateurs to Register Transmitters

(Continued from Page 1) forms with the Commission's Washington headquarters after obtaining blanks either from Washington or from the field offices.

These forms call for full details of the type of transmitter, the kind of radio emission, number of tubes, rate and power, along with other technical details. The order applies not only to holders of amateur station licenses but also to any person or organization in possession of a transmitter owned by the holder of amateur radio transmitter.

**Cease Order Last Winter**  
Amateurs were ordered to cease operating last winter, but a partial revival of activity is now permitted as part of the recently announced FCC-FCC civilian defense emergency communications system.

In addition to registration of persons now in possession of transmitters, the FCC is requesting any holder of an amateur operator's license who neither owns nor possesses a transmitter now to notify the Commission of the fact, give his present address, and subsequent notification, within five days, of any change of address.

## Postal-W.U. Merger Nearer

Washington Bureau, RADIO DAILY  
Washington — The Senate, by a roll vote, has approved the permissive telegraph merger bill authorizing the merger of Western Union and Postal Telegraph. The bill now goes to the House for further action.



## PROMOTION

### Blue Sales Kit

On the theory that salesmen for radio programs, which cannot be transported in a satchel, should be provided with some adequate substitute for their commodity, the sales promotion department of the Blue Network has devised a streamlined method of getting information to the members of the sales staff in a form which can be easily carried. Each salesman has been equipped with a pocket-size, leather-covered, looseleaf notebook, with the title page, "Blue Network Programs For Sale." On each page of the notebook is a complete description, under appropriate subject headlines, of each program currently open to sponsors. Subject headlines are type of program, title, time, featured artists, broadcast history, outline of show, listener comment and price. Incidental information which might be important to an advertiser considering sponsorship is included and the show is outlined in informal, pithy language which can be used by the salesman.

For example, on the page describing "House in the Country," daily serial, the broadcast history notes that the show has been on the Blue six months and that "by Wednesday, April 22, program had pulled over 1,500 requests for a recipe mentioned the previous Friday." The show is outlined as follows: "At last—a serial with taste, intelligence, and a sense of humor . . . as healthy and bright as its central characters, who are the nicest young couple you know! A 'House in the Country' is the story of their everyday life after they forsake their native Manhattan for an old farmhouse. Bruce has given up his job as commercial artist to try to make a living with his paints. Joan, an ex-secretary, takes up housekeeping seriously for the first time. The listener, sharing the laughter and discoveries of their new life, gets welcome relief from pathos, wrecked homes, broken hearts . . . hears a light and lively story, with plausible situations and real, recognizable people. In witness of the program's warm reception is a flood of listener comment."

The network notebook currently covers 20 programs and as new shows are added to the Blue roster, salesmen will be provided with descriptions.

### Wedding Bells

Manfred B. Lee, who with Frederic Dannay, his cousin, has written the "Ellery Queen" books and radio scripts, will marry Kaye Brinker, West Coast radio writer, actress and director, July 4, at a private ceremony here. "Ellery Queen" air series will conclude that day also, for a summer layoff. Miss Brinker has appeared on CBS in "Manhattan Mother," on MBS in "True to Life," and on several of the "Ellery Queen" shows where she first met Lee.

### NBC To Receive Film Record

A 35 mm. motion picture library of NBC stars and programs in action is being prepared for Niles Trammell, president of NBC, by Ralph Staub, of "Screen Snapshots," who has made a long series of films covering NBC shows during the past two years. Included in the reels will be shots of Burns and Allen, Fanny Brice, Jack Benny, Edgar Bergen and Charlie McCarthy, The Greta Gildersleeve, Rudy Vallee and his show, Kay Kyser and others. The tie-up with "Screen Snapshots," which has resulted in wide exploitation of NBC shows in theaters, was arranged by the NBC Western Division press department in Hollywood.

### WMCA "News" Promotion

In a campaign to promote its news broadcast tie-ups with the New York "Times," WMCA has worked out a deal with local hotels, primarily of the elite, residential grade, whereby posters, listing the station's news schedules will be displayed at strategic positions in the lobby and apartments. Hotels already committed to the arrangement are: Delmonico, Ritz Tower, Beaux Arts, One Fifth Ave., Thirty Fifth Ave., Roger Williams, Peter Cooper, Stanhope, Volney, The Madison and Belvedere.

## Expect Fly Approval; Watson Post Retained

(Continued from Page 1)

term running seven years for Fly on July 1. He came to the FCC three years ago, filling in the unexpired term of Commissioner McNinch, who resigned because of ill health.

Resumption of the House Interstate and Foreign Commerce Committee hearing on the Sanders Bill, originally scheduled for this morning, has been postponed until Thursday. Continuance of Fly's testimony in opposition to the bill is expected to take two more days, after which the committee is scheduled to call the FCC's Chief Engineer E. K. Jett, and Commissioner T. A. M. Craven.

### Watson Case Fly Victory

The compromise independent offices appropriation bill, with the prohibition against FCC's continued employment of Dr. Goodwin Watson deleted, passed the House yesterday and was sent to the Senate. Representative Woodrum, Chairman of the House Conference, informed the lower body that if Dr. Watson were found to be unfit he would "find his way out of the government service."

Retention of Watson as chief analyst of the Commission's foreign broadcasting monitoring service, is considered to be a victory for the administration and FCC Chairman Fly.



## "SPECIAL EVENTS!"

You'll hear lots of them on WSAI," points out Suzy our Steno. "Our full-time special events department, with two mobile units and every other facility at its disposal, takes care of that."

Cincinnati listeners habitually tune to WSAI for "on-the-spot" coverage of important events. WSAI's reputation for service, like WSAI's SOUND MERCHANDISING, makes it a STANDOUT in the eyes of advertisers.

### WSAI'S SALES AIDS

1. Street car and bus cards
2. Neon Signs
3. Display Cards
4. Newspaper Ads
5. Taxicab Covers
6. Downtown Window Displays
7. House-organ
8. "Meet the Sponsor" Broadcast

IT SELLS FASTER IF IT'S  
**WSAI** IDENTIFIED  
CINCINNATI'S OWN STATION  
NBC & BLUE NETWORKS • 5,000 Watts Day and Night • Represented by Spot Sales, Inc.

**Los Angeles**

By JAC WILLEN

THEY'RE still laughing about KNX-TV CBS newscaster Bob Garred's classic opening line after his 10 p.m. news program had been "blacked out" for four nights in a row—"As I was saying when I was so rudely interrupted...."

Stan Laurel and Oliver Hardy are waxing a series of radio platters for a national network debut of the comedy team within the next few weeks. Ben Shipman, attorney for Laurel and Hardy, worked out preliminary details for a radio series while in New York last week. It will mark the comedians' first appearance as a radio team.

"Superman," whose fabulous exploits have been recorded in Paramount's Technicolor cartoons, newspaper comic strips and radio transcriptions, will appear for the first time in the flesh on the Mutual Broadcasting network in a Mondays-through-Fridays series from 5:30-5:45 p.m., EWT, beginning August 31. The series will be released to 202 stations of the Mutual chain, and will be introduced with the musical theme used in the Paramount shorts.

Dick Joy, ace CBS announcer-newscaster, has made a series of transcriptions to help the Government in its current campaign to collect discarded rubber. Joy is also lining up other announcers to aid the move.

No matter how far destiny carries 'em from Columbia Square, the boys who have once worked at Columbia Broadcasting System's key station, KNX, in Hollywood, never forget good old Columbia Broadcasting. Private Bill Melton, for instance, formerly a doorman in Studio A at the Hollywood studios, has written his favorite actress, Ona Munson of "Big Town," that he has organized a "Big Town Club" among his buddies at Sheppard Field, Texas. The club meets every Thursday night to listen to the series over Columbia, with Miss Munson starring in the leading feminine role.

"The Good Ship Grace," from the "Haven of Rest," embarks again from KHJ and the Don Lee net in two broadcasts weekly, Tuesdays and Thursdays, 8-8:30 a.m., PWT. Directed by "First Mate Bob," the program has not been released to KHJ, Don Lee, listeners since January 11, 1942.

Ken Niles, "Big Town" announcer, steps into his first producer berth when he takes over the reins on the Mary Astor "Hollywood Showcase" (CBS-KNX, Hollywood) Monday nighter on June 29. Niles will continue his announcing chores. "Showcase" is sponsored by Richard Hudnut and is handled by the Kenyon and Eckhardt Agency.

**WMBH To Mutual**

WMBH, Joplin, Mo., will become a Mutual affiliate on Wednesday, July 1, it was announced yesterday. Operating on 1450 kc., with 250 watts, full time, the new outlet brings the total of MBS affiliates to 206.

**Little Shots About Big Shots!**

• • • Jean Collins introduced a novelty song entitled "My Heart Belongs to K.P. Jones" on WEEI, Boston, the other day during the "Musical Camera" show. Josef Cherniavsky wrote the ditty which received a tremendous response....All Kitchen Police visiting Boston were invited to the studio to witness the performance....Bill Gailmore, WHN commentator, while attending an Allied War Relief rally the other day coined a phrase that may be taken up by the Russian War Relief: "Russia Has Been Our War Relief—Let's Reciprocate!"....Julie Stern, formerly ace songplumber for Robbins Music, who is now plugging the Irving Berlin score from "This Is The Army" because he's a draftee, wants to get out of that assignment to join the air force. Barry Wood, on seeing other former songpluggers now in the army doing the same kind of work, said, "Before they'd visit plugs with money in their hands. Now they carry guns!"....KFEL's news editor, Bill Welsh, is on vacation—which may be his last fling as a civilian—what with his draft board eyeing him—and the Marines offering him a sergeantcy if he enlists!

• • • Supervised by Robert B. Macdougall, director of education at WTTM, Trenton, N. J., a new series of Civilian Defense programs is under way. The show is the official and only radio program under the auspices of the Office of Civilian Defense Director for the State of New Jersey, Leonard Dreyfuss....Format calls for a series of dramatizations combining human interest stories in connection with civilian defense work and vital messages to listening public and civilian defense workers. Officials of the Office of Civilian Defense take part in the dramatizations and an official news flash is released on the program....Production is in the hands of Lee Stewart, assistant program director....Macdougall acts in a dual capacity, having recently been named radio coordinator for the Office of Civilian Defense for the State of New Jersey.

• • • Since last Monday, WBZ executives and their guests have been wearing red carnations in their lapels to call attention to the fact that WBZ is now the Boston NBC Red network outlet....During that same week Fred Waring and his "Pleasure Time" company had been broadcasting from the ballroom of the Statler Hotel as part of the week of celebration....The men taking tickets at the doors for the Waring broadcasts soon came to recognize Red Carnation wearers as members of the WBZ party and admitted them without asking for tickets or credentials. All went well until the Wednesday broadcast....Then, red carnations appeared throughout the audience. It looked as if everyone in Boston worked for WBZ. People found out that a Red Carnation was as good as a ticket for the broadcasts and the Statler florists were doing a land office business.

• • • Gordon Waltz, member of WLW production staff for the last six years received his biggest shock while supervising a broadcast last Wednesday of "Everybody's Farm" program....Gordon was tip-toeing across the floor of studio A when the organist suddenly plunged into Wagner's "Wedding March"....It was his last broadcast before reporting for service to the Army Thursday morning and he had vision of a complete blow-up of his final program after a perfect six-year record....About that time a member of WLW's publicity department started toward a microphone with the producer's girl friend who came to the studio to watch his final show!....It was then that Waltz caught on!"....The secret of their marriage Monday had leaked out and the revelation of it was made part of the broadcast without his knowledge.

— Remember Pearl Harbor —

**Chicago**

By FRANK BURKE

PAUL WHITEMAN and orchestra slated to play a week's engagement at the Oriental Theater in Chicago in August.

Owen Vinson, producer of "The Brewster Boy," as a dog fancier, is winning blue ribbons these days. His great dane, Heidi, romped away with first honors at the Lake Shore Kennel Club show in Hammond, Ind., and the Skokie Valley Kennel Club show at Des Plaines, during the past week.

Jack Payne, staff continuity writer at WGN, has received a letter from his dad at Hilo, Hawaii, saying that he is seeing civilian service as an enemy plane spotter.

Dick Holland, "Bud Barton" of the "Bartons" on NBC, is only 15, but this week became "the man of the house" as far as his mother and sister are concerned. His father, William J. Holland, enlisted in the Navy as a chief petty officer.

Glenn Miller's broadcasts will originate in the CBS studios in Chicago for two weeks beginning July 7. Glenn is coming here for an engagement in the Panther Room of the Hotel Sherman.

Ruth M. Harshaw, radio writer and book lecturer, at 52 is the oldest student enrolled in the NBC-Northwestern University Summer Radio Institute which opened yesterday for an eight-week period.

Bob Atcher and Bonnie Blue-Eyes, WBBM hillbilly entertainers, have been signed for a Columbia picture, "Panhandle Trail," and will leave for Hollywood, Sept. 1.

**BVC Mailing Suggestions For Radio's Rubber Drive**

*Washington Bureau, RADIO DAILY*  
Washington—Promotion suggestion for the government's rubber scrap campaign is included in a communication being sent by the Broadcaster's Victory Committee to all stations. The campaign, which opened a week ago, will continue until June 30, with radio assuming the main burden of putting the vital drive across.

High among the list of BVC suggestions is one for a Victory Rubber Hour next Sunday afternoon, June 28.

Such a program, put on the air last week by KBIX, Muskogee, Okla., won praise from OFF officials handling the government's scrap rubber drive. The hour-long broadcast was a running description of the community hunt for rubber, announced during the morning in Muskogee pulpits. Station announcers broadcast a description of the "Treasure Hunt."

**RADIO ARTIST?**  
*Call*

**LEXington 2-1100**

**FIRST AND FOREMOST**

## QUEST-ING

DONALD CAREY, on Bill "Sports Newsreel of the Air," (NBC Red, 6:45 p.m.).

EZRA STONE, on Dorothy Lamour's "Voice of Broadway," WABC-CBS, 6:15 p.m.).

MATHE ERROLLE, soprano; ARI AUSTIN, singing comedian; WILBUR EVANS, baritone in the St. Louis Municipal program, Sunday (WABC-TV 30 p.m.).

ELIETTA KAYE, actress, on "Matinee at Meadowbrook" show, Sunday (WABC-CBS, 5 p.m.).

TONY RYAN, vocalist of the Kaye orchestra, on "Nellie Presents," tomorrow afternoon (WABC-TV 12:30 p.m.).

ERY WAYNE, on "Your Date with Norman," tomorrow (WOR-TV 1:45 p.m.).

ES WALTERS, baritone, on "Moments in Music," tomorrow (AB-CBS, 10 p.m.).

ELIA M. ELIOT, assistant chief of children's bureau of the United States Department of Education, and W. D. McCLUSKEY, consultant on youth activities of the United States Office of Civilian Defense, using "Children and the War," "Children Also Are People," tomorrow (WABC-CBS, 4:30 p.m.).

ASTAIRE, joining Bing Crosby in duets from their latest "holiday Inn," on the "Kraft Music Hall," Thursday (NBC Red, 8 p.m.).

R. AURANCE M. THOMPSON, national director of the Red Cross and co-author of the Red Cross' first Aid Textbook, on the "We Live" program, Thursday (AB-CBS, 9:45 a.m.).

LILLIAN HELLMAN, playwright, "Columbia Workshop," Friday (AB-CBS, 10:30 p.m.).

S. BILL ROBINSON, wife of dancer and co-chairwoman of the Television, American Women's Emergency Services, on "Wings Over Sunday" (WABC-CBS, 10:30 p.m.).

AKER GROSS, pianist, on the Broadcast Symphony, Sunday (WABC-CBS, 3 p.m.).

## REEVES

and Recording Studios Inc.  
New York City  
35mm. 16mm.  
Mute and Wax Recording Facilities  
Location Equipment for Film, Business  
and Specialty Recordings.

# Post War Aims Mulled By AFA As Annual Convention Opens

(Continued from Page 1)

at the initial general luncheon session, and Clare Boothe, well-known journalist who spoke at last night's annual banquet, examined closely the various possible relationships among nations which might evolve after the war, stressing America's obligation to lead in planning a peace which will obviate future armed conflicts.

President Roosevelt, in a message to the convention, congratulated the AFA "for the way in which its members already have contributed of their time and skill to the war effort." The President continued: "If the members of your organization will, wherever possible, assist in the war program and continue the splendid spirit of cooperation which they have shown during the past year, advertising will have a worthwhile and patriotic place in the nation's total war effort."

Warning that "for the duration there will be a diminution in product advertising, but this does not mean an end of advertising," the Chief Executive pointed out that: "There are many messages which should be given to the public through the use of advertising space. The desire for liberty and freedom can be strengthened by reiteration of their benefits."

#### "Business" Aspect of War

In his keynote speech, Bruce Barton offered a new name for the war. "The President has asked for a name for the war," Barton said. "So far as we in industry are concerned, the name that we hold in our minds, whether we speak it out loud or not, should be 'The War That Business Helped to Win.'" Barton's speech, which was entitled "What to Do in a Revolution," stressed the necessity of finding a middle ground, between Fascism and Communism, here in America and throughout the world after the war.

Discussing the role of business in "a world revolution," Barton offered the following advice:

"You and I shall not make money the rest of our lives, at least not in the sense in which we used to think of making money. Henceforth we must measure our lives rather in terms of inner satisfaction and the approval of our fellow men. Those men in industry who accept the new conditions cheerfully can look forward to some very challenging and rewarding years. Those who fight against the trend will be washed out."

Regarding the future of business, Barton advised that: "Our output should be so good and so plentiful, our service so free from any taint of self-seeking, that every man in uniform, every father and mother, brother and sister, will say: 'Business gave us the tools we needed. Business performed such miracles of production that we overwhelmed the enemy. Business helped us to win the war quickly and bring most of the boys back home!'"

He stressed that it was up to busi-

ness to win the approval of the mass of the voters. Whether the views of the "politicians" in Washington or of business prevail, Barton said, "depends not on them, but on us. . . . If American business rises to its full opportunity in this crisis, if it makes the right kind of record and unfolds that record, in simple language, to the common man, we need have no fear of the verdict. That common man and his wife, and their boy home from the wars, will register the verdict at the ballot box."

#### Asks Pooling of Best Assets

Noting that "long range prophecy is always hazardous," Barton nevertheless declared that in envisioning a post-war world "some things are sure: The post war plan must not become a football of politics. . . . The plan must not be predicated on the repeal of human nature. . . . Finally, every country must bring to the peace the one best asset its national life has developed."

In the case of the United States, Barton held, this "one best asset" is "the free and unrestricted planning not of a bureaucratic few, but of our whole 130,000,000—the enormous forward impulse of the multitude of free individuals dreaming their dreams and working unhampered to make those dreams come true." No "new regimentation" will satisfy the peoples of the world after the war, Barton said, but the opportunity to emulate the American system of free enterprise.

Quoting Alexander Kerensky's most vivid impression of America—that "the people smile"—Barton concluded:

"We are fighting to make sure that we and our children may keep the right and the incentive to smile. Not a smile of smug self-satisfaction, of mere physical enjoyment of material things, but the smile of people strong in self-reliance because their free right to dream great dreams and do great deeds has been fused in the fiery furnace of war with a stern self-discipline and devotion to ideals eternal. Such a people can lead the world, and they will."

#### Clare Booth Talks

Clare Boothe, wife of Henry Luce, publisher of "Time," "Life" and "Fortune," stressed the global aspect of the war, maintaining that no front was more important than another, but that the Axis should be considered "one indivisible enemy, waging one indivisible war against us."

A successful peace, Miss Boothe held, must be predicated on some variation of the formula the United States employed in its treatment of the Philippines, whereby that land was guaranteed its eventual independence over a period of years and gradually educated in the ways of self-government. She pointed to the recent words of Under Secretary of State Sumner Welles as outlining the policy to be followed in bringing about a just and lasting peace. Welles had declared: "The age of Democ-

## AGENCIES

MEETING OF THE BOARD of Directors of the Association of American Railroads, which was scheduled for last Friday in Chicago, has been postponed until this Friday, June 26. Board is expected to act on the proposal of its advisory committee that the Association sponsor an institutional radio program on a national network. Arthur Kudner, Inc., is the agency.

JOHN B. HUGHES, Mutual news commentator, will be guest speaker at the last luncheon-meeting of the Advertising Club of New York tomorrow.

SHERMAN K. ELLIS, head of the advertising agency bearing his name, has been named chairman of the advertising, publishing and graphic arts committee of United China Relief.

LARGEST ADVERTISING BUDGET in the firm's history has been set by Columbia Pictures for its top pictures during the 1942-43 season, it was announced by David Lipton, advertising director.

racy can come only when the era of Imperialism is ended."

Annual Josephine Snapp Awards were announced at the luncheon session following Barton's talk. Award "to the woman who has made the most outstanding contribution to advertising during the year" went to Barbara Daly Anderson, home economics editor and director of "Parent's" magazine consumer service bureau. Ann Ginn, director of women's activities at WTCN, St. Paul-Minneapolis, was given honorable mention.

Other speakers at the luncheon session were Joseph B. Eastman, director of the Office of Defense Transportation, and Thomas H. Beck, president of Crowell-Collier Publishing Co. Joining Miss Boothe at the banquet last night, Rear Admiral Frederick C. Sherman, commander of the sunken aircraft carrier Lexington, gave an informal talk.

Today's luncheon session will be devoted to an advertising "open house," with Thomas E. Dewey as featured speaker. A round-table dinner on current events, with the editorial board of "Newsweek" heading the discussion, will feature the evening meeting.



## NEW BUSINESS

WGAR, Cleveland: National Biscuit Co. (Nabisco Shredded Wheat), through Federal Advertising, New York, six anns. weekly for 13 weeks; McKesson & Robbins (Soretoe), through J. D. Tarcher, Inc., N. Y. C., eight daytime anns. weekly for 20 weeks; Kellogg Co (Rice Krispies), through J. Walter Thompson Co., Chicago, 10 daytime anns. weekly, indefinite; Grennan Bakeries, through Campbell-Mithun, Inc., Minneapolis, renewal of five daytime anns. weekly for 13 weeks; American Cigar and Cigarette Co. (Pall Malls), through Ruthrauff & Ryan, Inc., N. Y. C., 12 daytime and 13 evening anns. weekly for seven weeks; American Biochemical (Paracelsus), through Hubbell Advertising, Cleveland, two daytime anns. weekly for 13 weeks; Procter & Gamble (Oxydol), through Blackett-Sample-Hummert, N. Y. C., four evening anns. weekly, indefinite; M. Werk Co. (Werk Soap), through Frederic W. Ziv, Inc., Cincinnati, three 15-min. ETs weekly for 28 weeks; Studebaker Corp., through Roche, Williams & Cunningham, Chicago, renewal of three 10-min. newscasts weekly for four weeks; McKesson & Robbins (Bexel), through J. D. Tarcher, Inc., N. Y. C., six 15-min. daytime programs weekly for 13 weeks; "Saturday Evening Post," through BBD&O, N. Y. C., three daytime and four evening anns.

KHSL, Chico: Dr. Corley's Products (health foods), health talks, through Rufus Rhoades Agency; Langendorf United Bakeries (bread), Fulton Lewis, through Leon Livingston Agency; Acme Brewing Co. (beer and ale), participation in "Breakfast Club," with Jack Kirkwood.

### FDR Committee Okays "Disks For Fighting Men"

Announcement that President Roosevelt's Committee on War Relief Agencies has extended formal recognition to Records For Our Fighting Men, Inc., as a non-profit corporation to collect and sell old phonograph records as scrap, and with the proceeds to purchase new records for distribution to the armed forces, was made yesterday at the corporation's headquarters, here. Marshall K. Skadden, secretary of Records For Our Fighting Men, Inc., said the musical artists backing the project had received notice of official recognition from Joseph E. Davies, former U. S. Ambassador to the Soviet Union and now Chairman of the President's Committee.

Records For Our Fighting Men, Inc., was chartered at Albany, June 1, with Kay Kyser, Kate Smith, Fritz Reiner, Sigmund Spaeth and Gene Autry as incorporators. Kyser is president. More than 100 well-known musical artists have already pledged their services in support of the campaign.

## WORDS AND MUSIC

By Sid Weiss

**NOTES FROM AN AISLE SEAT:** Short-wave broadcasting dept. of the COI requiring all actors and announcers to go on 48-hour weekly basis as Civil Service Employees starting this week....If Chesterfield buys an hour variety show (as rumors persist), Walter Huston will be emcee.... Jim Kilgallen and his daughter, Dorothy, will be armchair detectives on "Ellery Queen" this week....Kate Smith leaves for Lake Placid on the 29th, continuing her daytime airings from up there....Mutual has the exclusive rights to any Joe Louis fight that he makes to raise income tax coin....Watch for a terrific announcement from R. & R. agency shortly.... Vaughn Monroe goes back into the Commodore in October to try and break his own attendance record—which is an all-time high there....Mort Lewis coming in with a new show early in July which insiders report is a "sensationally different and fantastically satirical comedy idea".... Recommended: Mildred Bailey's version of "My Beloved is Rugged"....At least four major film studios are gnashing their molars because 18-year-old Mary Jane Yeo isn't free for picture work. She's under contract for another year to the Ice Follies at the Center Theater. Tip to radio scouts: She sings, too!....Diane Courtney gets the Sunday nite spot vacated by Dinah Shore.

☆ ☆ ☆

Elizabeth Watts, who, as Elizabeth Day, was a singing sensation in the 20's, is "Mrs. Anderson" on NBC's "The Andersons"....Nancy (Alice Maslin) Craig was gifted with a pair of goats by her hubby on their wedding anniversary....Irving Miller's new tune, "My Ma Gave Me A Quarter," has been offered royalty free to the Treasury Dept. for use in their campaign....The Blue Barron series on the Blue moves under War Manpower Board supervision this week.

☆ ☆ ☆

Pals of Maury Lowell, the director, will be shocked to learn of his sudden passing away Friday morning in Chicago. Maury had been directing "Listen, America" for the Henry Souvaine office and was about to join the staff handling "Cheers from the Camps." Only 27, Lowell had come out of the mid-west not long ago with a brilliant record as a director and writer....Mills Bros. set for a weekly Sunday show on the Blue by Jack Cleary....Jeanne Juvelier an addition to "Bess Johnson"....Frank (General Amusement Corp.) Cooper looking for writers for a comedy drama. Incidentally, Cooper just set Connee Boswell with a new variety show being readied for July....The Ian Martins (Inga Adams) have a date with the Stork. Ian's already going around as tho' he just discovered something new!

☆ ☆ ☆

PASSING PARADE: Bill Frederick—who confides that Lawrence Welk and his Champagne Music are wowing them in their mid-west one-niters....Risa Royce—who once was married to Joe Von Sternberg, the film director....Ted de Corsia—who always gets the "tough" calls from Hi Brown. (Why not give him some of the soft touches, too, Hi?)....Irene Beasley—whose tune, "I've Got a Job to Do for Uncle Sam," is being used by WNYC as theme of their Civilian Defense airings....Frank Lovejoy—who still gets fan mail on his role in "Your Family and Mine"—proving he rates a regular spot....Tim Marks—who complains about all these parties being given the lads who are leaving for the army. (He was turned down—so he wants a "disappointment" party!)....The Victory Twins—who have been invited up to Hartford, Conn., to participate in the War Bond and Stamp sales efforts up there—in addition to all the work they're doing down here.

☆ ☆ ☆

"Young Man In Search of a Faith," radio script by Alvin Josephy, formerly with WOR and now with the OFF, occupies the lead-off position in a newly published anthology of democratic writings titled "Of the People" (Oxford Press). Script, for which Russell Bennett wrote a special musical score, was broadcast on Bennett's "Notebook" program on MBS last August. The Josephy piece is the only radio script in the anthology which was collected by Harry Warfel of Maryland University.

## To the Colors!

TOM WRIGHT, of the public department of Young & Rubicam, went into the Army this week, stationed temporarily at Camp U. L. I.

—VVV—

H. D. HENSHEL, manager of V. H. S., will leave Wednesday, June 24, for active training. He is a major in the U. S. Army.

—VVV—

JOE LEIGHTON, for the past years a member of the publicity of KNX, Los Angeles, and the Pacific Network, has left to be chief petty officer in the U. S. Coast Guard.

### OWI Reprimands Mag; "Violated Confidentiality"

(Continued from Page 1)  
Attitude Toward War News." OWI termed the use of the re-incomplete and misleading" statement, which follows in full:

"In today's June 22 issue of the radio trade magazine 'Broadcasting' appears an article in which are reproduced portions of the report survey made by the intelligence bureau, OFF, now part of the Office of War Information.

"This report, which deals with 'American Attitudes Toward War News,' is a secret document of the United States Government and plainly so designated.

"It is clear that the document could have been obtained only in an improper, and possibly illegal manner. Publication of excerpts from the document was without authority from OFF or OWI, which alone could give authorization.

"The fact that the document was quoted only in part, and the further fact that extracts were selected with the apparent purpose of serving the magazine's self-interest result in giving an incomplete and misleading picture of the contents of the report.

Obviously disturbed by the "leak," OWI yesterday was making determined efforts to ascertain how the secret document was obtained before publication. The comparatively few copies of the report distributed government information circles, numbered, were reportedly called in. The question of a possible statutory violation is being looked into, according to OFF.

*Editor's Note:* OFF on Friday, June 12, held a meeting of station, network and agency men in CBS studio 2 in New York, during course of which the government representatives explained what was expected in the line of radio production (RADIO DAILY, June 14) and a part of the above-mentioned document was read in confidence by Bill Lewis, Radio Coordinator of the OFF. At the time of the off-the-record-talk, it was believed that the only press representative present was a reporter from RADIO DAILY; trials and tribulations of covering war-agency items may have cropped up via a second-hand version of the meeting.

# Knight To Biow As Producing Chief

(Continued from Page 1)

of the special "Command Performance" programs which were given to U. S. troops abroad. His new contract with advertising agency where he will be in charge of more than one program. Knight will have under his tree Philip Morris programs, "Presents," NBC Red; "Philip Playhouse," CBS, and "Crime" also on Columbia. Other shows Knight will supervise Eversharp's "Take It or Leave It," CBS, and spot airings for "Tootsie Rolls." Charlie will continue as director of "Playhouse" and other Biow programs working under Knight.

## Vill Serve New Sponsors

In addition, it was stated that Knight will be responsible for the "on a large scale of new shows for several new sponsors, to be heard on the air next Fall from the Biow agency." New sponsors are rumored to be a soap account and a toothpaste firm, but it is said the contracts had yet to be signed. Biow currently handles spot ads for Lava soap, a Procter & Gamble product.

Knight entered big-time radio in 1937 as producer of the Chrysler program for A & P., "We the People for Calumet; 1937-1938, Ed Gitter's "Texaco Town"; 1939, "Mel Caravan" with Cantor, then loaned Knight to Rudy Deodato for the Sealtest show. In 1941, he was identified with the Fred Allen program for Texaco and left to become the unsalaried producer of "Command Performance." The gratis activity by him was due to the "March of Dimes" for the past four years.

## Engineers Studying New Recording Device

(Continued from Page 1)

Armour Research Foundation, affiliated with the Illinois Institute of Technology. Engineers pleading insufficient details on the month to be able to evaluate it, that they would say consisted thereon that the current method of recording was a fine one which would require much the part of a new device if it were superseded. There is the indication, too, that acceptance of the new patent date a long way off, even if it were advantageous, because the war materials would affect that,

The factors which the engineers take into consideration from the material point of view involve the method's fidelity, its cost, speed, practicability for radio and phonographs. Agreed, however, too, phonographs and juke boxes have to be readjusted con-

## PROGRAM REVIEWS

### "Starlight and Music"

Romantic music and popular ballads, a fairly routine idea for summer programs, will characterize this new Sunday series which started Sunday, over WOR-MBS, 9:30-10 p.m. After a bit of preliminary pomp over a new theme song, written especially for the new program by Leonard Whitcup, composer of "I Am An American" and "Boots and Saddles," show brought on Genevieve Rowe, soprano; Leonard Stokes, baritone, and Bob Stanley's orchestra. Vocalists soloed and dueted, alternately, to make that much of the pattern interesting, but the performances, for the most part fell short of the arresting quality which would prevent the listener from trying out something else on his radio.

Miss Rowe's singing is methodical, but when there arose opportunities to be warm, personal and dramatic, she did not come through. Certainly, her choice of songs could not be criticized adversely, keeping in mind the purpose of the program. Numbers included "With a Song in My Heart," "All the Things You Are" and "Why Was I Born?"

There was a bit more color to Stokes' baritone renditions, his best being "Lamp Lighter's Serenade." Duetting of the two singers produced the best effect of the evening, for the orchestra, under Bob Stanley's direction, never came up to expectations, doing a particularly uncomplimentary job on "Sleepy Lagoon" and "Begin the Beguine."

### "Time Out for Laughs"

First installment in this new sustaining quarter-hour series was not to the advantage of anyone associated with its debut, particularly Lou Holtz, who has not had too much good luck with broadcasting. He is a favorite of this reviewer, but somehow he doesn't get a supporting script. Last year, it took him almost four weeks to warm up and carry his half-hour spot. The task seems more difficult this year, because in 15 minutes Holtz is mighty limited. The show represented no particular organization or direction.

Holtz came on and closed gargling a take off on "O Solo Mio," with lyrics concerning the enemy, etc. He told a so-so army story, and his Itsie-Bitsie Club yarn, but both lacked spark and zip.

Other than Holtz, show offered Mildred Bailey, whose "Skylark" vocalizing was no redeemer. Meyer Alexander's orchestra completed the to survive.

siderably to accommodate the new method.

As described by the patent owners, the new device uses a steel wire as thin as human hair; that eight hours of continuous recording could be wound on a spool five inches in diameter, two inches wide; that the recorder, itself, is about the size of a large portable radio; that sound is

### "This Is Fort Dix"

The seventy-seventh program in this pioneer army camp series (Mutual-WOR, Sundays, 2:30-3 p.m.) was dedicated to service men who were engaged in show business before being called to the colors. Since this is a soldier participation show originating at the camp, the program consisted of entertainment by former entertainers. Most of those participating were recent recruits, so that the quality of their performance was still in the commercial brackets.

Perhaps of necessity, the program is run as a variety bill which could be ended at any point. Program doesn't lead up to a climax, everything and everyone being on even keel. Sustained interest is achieved primarily because the performers are service men. Component parts are, in themselves, satisfying entertainment from the point of view that the folks back home are listening to their own or someone else's drafted son. Secondly, those who were featured on this program were smooth and quite at home behind the mike, to distinguish them from the non-pros who have been heard before on this and other camp shows. To a fault-finding minority, the idea of the program served the noble purpose of proving that the draft is taking a full quota from show business. And this was a demonstration from only one center, which, obviously, could include just a representative handful in a half-hour showing.

Tom Slater emceed the show in lively fashion, sticking to a straightforward style of introduction and interviewing, so that individual contributions weren't hemmed in by distracting patter.

Most dramatic feature was the editorial by Sergeant Jimmy Cannon, formerly of "PM," commenting on what the Nazis have done to Broadway. Text went deep into the symbolism of the eradicated Great White Way, and of course, served to heighten patriotic ramifications. There were songs and conversations among the performers who had known or worked with each other in the trade, including Jack Leonard, now a sergeant, Bobby Burns, Howard Delaney and others. Sergeant Herby Fields' musicians did a swell job when called on.

talent lineup. Program debuted Sunday via CBS, 7:15-7:30, and is slated for a Sunday, weekly. It will need considerable reconstruction if it is

recorded magnetically; that once the recording is made, the sounds can be played back immediately without processing, and that the wire can be demagnetized and after being so processed, used again.

Invention is the work of Marvin Camras, 26-year-old assistant physicist, and Dr. Harold Vagtborg, director of the Foundation.

## Central Winery Spots In Eastern Territory

(Continued from Page 1)

will go for radio time. Of this about \$35,000 is being spent here. Agency, Weiss & Geller, approximates the campaign as the largest among wineries for the summer N. Y. market. Most of the deals are set for a three-month run. Other stations sharing the appropriation are WAGE, Syracuse; WSAY, Rochester; WELI, New Haven, and WDEL, Wilmington, Del.

Campaign started yesterday with a 15-minute recorded show, the Dick Gilbert quarter-hour, 2:15-2:30 p.m., Mondays through Saturdays, on WHN for Lango wine. For the same product, sponsor has engaged Mel Allen, sportscaster, for another Monday through Saturday, 6:30-6:45 p.m., on WMCA's "Sports Resume," starting June 29.

For its Legend Wines, CW contracted for four, one-hour programs, which started yesterday, also, on WHN. Its "Radio Newsreel Theater of the Air," running 11-12 p.m., will air also Wednesday, Friday and Saturday.

Starting June 29 on WOR, sponsor will feature Don Dunphy immediately following Yankee and Giant baseball broadcasts. In the past, winery has used radio only for small spot jobs.

## Four New Advertisers Participating On WABC

Four advertisers, new to WABC, have been added as participating sponsors to Arthur Godfrey's early morning program, 7-7:45 a.m. Three are now being heard; the fourth will initiate its plugs June 29. Two will participate five days a week, Mondays through Fridays, and two will run six days a week, Mondays through Saturdays.

Deals have been set as follows: Northwestern Cherry Growers' Association through the Pacific National Advertising Agency, Monday through Friday, started Monday; Schutter Candy Corp. through Rogers and Smith for Bit O'Honey candy bars, Mondays through Saturdays, started Monday; Twentieth Century-Fox Film Corp., through Kayton-Spiero Co., for "Ten Gentlemen From West Point," Mondays through Saturdays, started Monday; and Sunrock's Shows, Inc., starting June 29, Mondays through Saturdays, for its Wild West Rodeo and Hollywood Thrill Circus. Account was obtained directly.

### Roy Porter To Blue

Roy Porter, Associated Press correspondent recently returned from Europe, has joined the commentator staff of the Blue Network, G. W. Johnstone, director of news and special features, announced yesterday. Author of "Uncensored France," published in May, and with a wide background of reporting, Porter began a weekly series of Sunday news analyses from 3-3:15 p.m., EWT, on June 21.



# Coast-to-Coast



BILL MITCHAM, formerly with WBT, Charlotte, N. C., and freelance publicist, has returned to radio via WAYS, Charlotte, N. C., as announcer, working also on special events and publicity.... Oliver Thornburg is leaving WAYS for an announcing post in Washington, D. C.... Leon Lloyd, transmitter engineer at WAYS, is on vacation.... WAYS broadcast the first oath administered to the first woman to be inducted into the U. S. Navy, last Wednesday, June 17, when over 500 "Victory Belles" took the naval oath. "Belles" promote navy recruiting, and have received official recognition by U. S. Navy.

Now in its fourth month, Helen Sutton's "Guide Post," daily feature on WNLC, New London, Conn., has completed its 75th interview with persons actively associated with the war effort. The program covers a wide variety of consumer activities: nutrition, inflation, marketing, health, OPA, economics, education, employment, child care and rationing. The Honorable Mrs. Chase Going Woodhouse, Secretary of State of Connecticut, made her first appeal over this program for the mobilization of women in production work in war-time industries.

Charles Lloyd, KLX, Oakland, acting manager during Preston Allen's assignment with the Navy, is back from vacation.... A newcomer to KLX dialers with her weekly series is Mary Valle, secretary of the Veterans' Bureau, maintained in Oakland by the American Legion. She gives valuable info to families of service men.

In the past 12 weeks, WTMJ, Milwaukee, has distributed over 7,000 service flags. The offer was directed only to those having relatives in the service, the flags being distributed free of charge to those asking for them in writing.

Allen Drake, actor, will address 100 men and women at a meeting of the Tuesday Luncheon Club, June 30 at 12:30 p.m., Hotel Wellington. He will speak on how characters are created for the air, and will also present his original Chinese Comic Opera.

1	9	4	2
5	7		
12	1	10	11
17	18	19	20
25	26	27	28
3	22	23	29
21	22	23	30

**BIRTHDAYS**

June 23

Peggy Langer	Ruth Wheeler
Jean Kelk	Mary Livingstone
Pick Malone	Eddie Miller
Claude Reese	Marley Sherris

Skippy Homeier, 11-year-old actor, appeared on the Blue Theater Players for the first time on Sunday, June 21, on WJZ. Skippy joined the ranks of some of radio's best known performers in a dramatization of "House For Sale." He is heard regularly also as "Teddy" on "Bright Horizon," on the "Columbia Workshop," "Manhattan at Midnight" and others.

KDYL, Salt Lake City, is adding a dramatic touch to the Rubber Salvage Campaign in its area. Not content with the ordinary run-of-the-mill spot announcements and talks, George Provol, KDYL's program director, sends portable recording crews consisting of technicians and announcers to various filling stations throughout the city. At each of these salvage collection depots, the announcer describes the activities and puts across dramatically the necessity for collection of scrap rubber. Disks made at these points are then played back in the early evening. Campaign will continue throughout the Rubber Salvage Drive.

One of the busiest employees around WPAR, Parkersburg, W. Va., these days is Lee Neal, newscaster. He handles 18 news programs a week, has three commercial programs, does some writing and still finds time to handle some of the duties of the sales department.... James Ducas is the newest player at WPAR. He attended an announcers' school conducted by the station during the winter.

Clarence G. Cosby, general sales manager at KXOK, St. Louis, announced the sale of six news broadcasts a day, seven days a week, for one year to the Walgreen Drug Company. The contract was negotiated by Schwimmer & Scott Agency.... Gladys Bowden, a recent graduate of the School of Journalism at the University of Missouri, has been added to the news and continuity departments at KXOK, to handle all programs of the public service type in addition to an assignment in the news department.

Lightning struck twice June 19 for Mrs. H. L. Bruswitz, member of WEBR, Buffalo, "Contest Club." She found a wrist watch, courtesy of Walnettos, in the mail, and then heard her questions stump "Information Please" experts.

Eunice Steel, KFRC, San Francisco, organist, is doubling at the new Downtown Bowl, San Francisco, the west's largest bowling alley.... Jo Ellen Humphries, daughter of Col. O. W. Humphries of the Army, has joined KFRC's "Chapel Moments" as soloist.

New personnel at KVOO, Tulsa, includes Virginia Smith, receptionist; Barbara West, continuity department, and George Chapman, formerly of KTUL, Tulsa, engineering department.

Harry C. "Pappy" Cheshire, king of hillbillies for KMOX, St. Louis, has returned from Hollywood where he made a picture for Republic Pictures. It will be released soon as "Hi Neighbors." Featured with Cheshire were Vera Vague, Don Wilson, Jean Parker, Lulubelle and Scotty, Roy Acuff and many others.

Studio orchestra at WTAG, Worcester, Mass., under the direction of Dol Brissette, entertained recently at commencement exercises of Phillips Andover Academy, Andover, Mass.

"Americans All" will be the title of a new series of 15-minute broadcasts over KTSA, San Antonio, by the Business and Professional Women's Club. Series is being written in collaboration with Dr. Carlos E. Castaneda, Latin American librarian and associate professor of history at the University of Texas. Appearing as vocal soloist will be Carmen Quinones, Mexican. Philip J. Montalbo will act as narrator. Series is to carry out a theme of Latin-American solidarity.

Lynn Meyer, formerly of the sales staff of WLOL, Minneapolis-St. Paul, has been advanced to the position of promotion and merchandising manager. He succeeds Doug Durkin who has joined the British Purchasing Commission in Washington, D. C.

George Johnston, former continuity director at WHCU, Ithaca, N. Y., switched from that outlet to WNAX, Yankton, S. D., six weeks ago. His former colleagues, missing him at a family cocktail party, just recently, whipped together, produced and waxed a half-hour program with everyone contributing something from personal messages to imitations of Johnston's own programs. Platter was then mailed to Yankton as a belated farewell reception.

WPAT, Paterson, N. J., boasts of the results of a brief series of broadcasts begun in May, designed to help the N. J. National Youth Administration. A letter station received June 20 from Bernard S. Miller, New Jersey Youth Administrator, declared that ". . . although NYA programs have gone over a number of other New Jersey stations, more than 80 per cent of all inquiries from broadcast listeners resulted from programs aired by WPAT."

Carol Gay, women's commentator and stylist on KWK, St. Louis, has made between 25 and 30 speeches before women's groups in the last two weeks.... Nick J. Zehr, chief engineer at KWK, St. Louis, was elected vice-chairman of the St. Louis Section of the Institute of Radio Engineers at the closing session of the 1941-1942 season.... Judy Carver, singer, has joined the "Shady Valley Folks," heard over KWK twice daily, to sing cowgirl and Western songs.

Yvonne Peattie, actress in "Thorne House," sponsored by W Oil and Snowdrift Co. on KPO, Francisco, eloped to Reno with William Hopper, a non-professional Grace Cooper, one-time actress KPO, is now chief hostess in "Friendship Radio City".... Leonard Groves, KPO's public service dept., judge at the annual boys' contest staged by the American Legion in San Francisco as a m of developing skill in public spea

A new program, titled "Off Record" devoted each week to agency of America's war effort, began on WCKY, Cincinnati, Saturday, June 20. It will be heard Saturday at 10 p.m.

Hit tunes in current popular f on records, will be heard during 45-minute show, in addition to triotic talks or dramatizations. first program was dedicated to U. S. Marine Corps and introd Sergeant George Biggerstaff, of Marine Corps recruiting station Cincinnati, who is to conduct show under the name of Serg Snatchboot. This character is to Marines what Paul Bunyan is the North Woods folk, a legend super-man.

The second program, on June 27, will feature a transcript of the wireless message received from regidor, as furnished by the Department.

Cutest gag of the month is blue-painted radio in the office Blue Network-Hollywood press department. Radio dials in only sta KECA, local Blue outlet, and car the following slogan across its face—"It's easy to do business u the Blue."

John K. Chapel, KROW, Oakland Calif., news commentator, leaves a couple of weeks for a vacation Mexico City.... Eddie Edwards KROW is now aiding Dean Mad broadcasting the Oakland Co League baseball games.... Sand Scott has joined the KROW staff do a women's commentary Mornings, featuring items of garden domesticity, health and other subje of interest to the housewife.

**COVER**

**A \$2,000,000,000 MARKET**

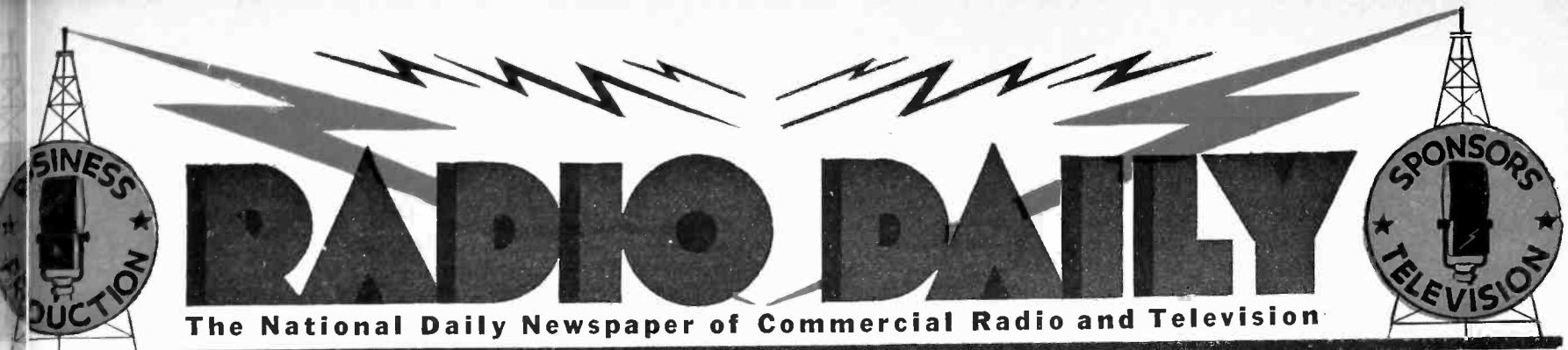
**WITH ONE STATION**

**WOW**

**OMAHA**

**590 K. C. + 5,000 WATTS**

**John J. Gillen, Jr., Gen'l Mgr.  
JOHN BLAIR CO., REPRESENTATIVES**



VOL. 19, NO. 61

NEW YORK, N. Y., WEDNESDAY, JUNE 24, 1942

TEN CENTS

# AFA's Radio Session

## Revised War Code Ready Next Friday

Washington Bureau, RADIO DAILY  
Washington—The Revised Code of Wartime Practices for American Broadcasters will be ready for release Friday morning, it was announced yesterday by the Office of Censorship. Along with the Revised Press Code, which will be released Tuesday afternoon, the Radio Code will be explained today at a special press conference called by Byron Price, Chief of the Office of Censorship.

It is understood that in the revised

(Continued on Page 3)

Buy War Savings Bonds and Stamps

## Powerful Mexican Outlet Now Property Of Govt.

Mexico City—XERA at Villa Adina, opposite the city of Eagle Pass, Texas, most powerful radio station in Mexico with a power of 18,000 watts, which at one time belonged to the late Dr. John R. Buckley and more recently owned and operated by a Mexican company headed by Ramon D. Bosquez, is now officially the property of the Mexican government.

It is understood that the station was the

(Continued on Page 5)

Buy War Savings Bonds and Stamps

## Senate Committee Okays Renomination Of Fly

Washington Bureau, RADIO DAILY  
Washington—The Senate Interstate Commerce Committee yesterday recommended unanimously confirmation of FCC Chairman James Lawrence Fly for a new seven-year term as commissioner to begin at the expiration

(Continued on Page 2)

## Radio Exercises

Chicago—The thousands of elementary school graduates in the 33 public schools of this city will hear simultaneously an address delivered by Dr. William H. Johnson, superintendent of public schools, and broadcast from the Chicago studios of WIND. He will speak at 1:30 p.m. tomorrow and the auditorium of each school will tune in at that time.

### Blue Outing

First annual outing of Blue Network employees and officials took place yesterday at the Crescent Club, Huntington, Long Island. Some 300 strong dispensed themselves, some going in for sports including golf, tennis, soft ball, etc.—with the scores being somewhat obscure late in the day.

## Advertising Women Hold AFA Luncheon

Addressing the "open house" luncheon sponsored by the Advertising Women of New York at the 38th annual convention of the Advertising Federation of America at the Hotel Commodore here yesterday, Thomas E. Dewey urged three wartime "guiding principles" upon the advertising industry:

1. We must be bound to each of our allies by unbreakable ties of

(Continued on Page 3)

Buy War Savings Bonds and Stamps

## Wheat Germ Product Expanding Air Coverage

Mother Hubbard Distributors, Inc., for its new vitamin product, Golden Center Toasted Wheat Germ, is expanding its spot radio campaign, market by market, with a view to eventual national coverage. Currently employing participations on the Marjory Mills program on the Yankee Network and the Dr. Walter H. Eddy

(Continued on Page 2)

## Theater Wing's Registrants Reveal War-Work Aptitude

### Philip Morris Net Sales Reveal Increase Of 29%

Philip Morris & Co., Ltd., Inc., heavy radio advertiser, reached new all-time highs in sales and earnings during the firm's fiscal year, ended March 31, 1942. O. H. Chalkley, president, announced in the annual report to stockholders yesterday. Net sales for the year were \$112,565,201 compared

(Continued on Page 2)

## NAB Sales Managers Chairman Outler Tells Gathering Of "Opportunities"; Kirby, Rosenbaum, Pellegrin Talk

## BVC Drafting Plan To Retain Manpower

Washington Bureau, RADIO DAILY  
Washington—Meeting in Washington for the first time since April members of the Broadcasters Victory Council yesterday devoted considerable attention to the radio manpower shortage, the Revised Radio Censorship Code and other matters of par-

(Continued on Page 5)

Buy War Savings Bonds and Stamps

## Insect Spray Campaign For Southern Markets

American Home Products Co., for Black Flag and Fly Ded, has launched its annual 13-week Summer spot campaign in Southern states. Announcements, one-per-day, have been scheduled on six Texas and Tennessee stations, with the products also

(Continued on Page 2)

Buy War Savings Bonds and Stamps

## AFM Extends Licenses For Recording To Aug. 1

Recording licenses of transcription and record companies, which would expire June 30, will be renewed or extended to August 1, spokesman for the American Federation of Musi-

(Continued on Page 2)

West Coast Bureau, RADIO DAILY

Hollywood—Following several weeks lay-off to allow time for reorganization of the various entertainment units—made necessary be-

(Continued on Page 2)

## Slight Interruption

Victoria, B. C.—Not more than a few minutes was lost by the British Columbia radio stations as a result of the attack by a Japanese submarine which shelled the Dominion Government radio and telegraph station at Estevan Point, Vancouver Island, on Saturday night. Stations ordered off the air at 11:43 p.m., were permitted to resume almost immediately.



Vol. 19, No. 61 Wed., June 24, 1942 Price 10 Cts.

JOHN W. ALICOATE : : : Publisher

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

Published daily except Saturdays, Sundays and Holidays at 1501 Broadway, New York, N. Y., by Radio Daily Corp. J. W. Alicoate, President and Publisher; Donald M. Mersereau, Treasurer and General Manager; Chester B. Bahn, Vice-President; Charles A. Alicoate, Secretary. Terms (Post free) United States outside of Greater New York, one year, \$10; foreign, year, \$15. Subscriber should remit with order. Address all communications to RADIO DAILY, 1501 Broadway, New York, N. Y. Phone WIsconsin 7-6336, 7-6337, 7-6338. Chicago, Ill.—Frank Burke, 203 North Wabash Ave. Phone State 7596. Hollywood, Calif.—Ralph Wilk, 6425 Hollywood Blvd. Phone Granite 6607.

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

## FINANCIAL

(Tuesday, June 23)

### NEW YORK STOCK EXCHANGE

	High	Low	Close	Net Chg.
Am. Tel. & Tel.....	114	114	114	+ 1/2
CBS A .....	11 1/2	11 1/2	11 1/2	- 1/8
RCA Common .....	3 1/8	3	3 1/8	...
Westinghouse .....	685 8	681 2	685 8	- 1/8
Zenith Radio .....	13 1/2	12 3/4	12 3/4	+ 1/8
<hr/>				
OVER THE COUNTER				
Bid	Asked			
Farnsworth Tel. & Rad.....	1 3/4	2		
Stromberg-Carlson .....	47/8	53/8		
WCAO (Baltimore) .....	15	19		

### Wheat Germ Product Expanding Air Coverage

(Continued from Page 1)

stanza on WHN, Mother Hubbard Distributors is adding five weekly announcements on WJZ, here, beginning July 1.

Baltimore and Washington are the next markets to be opened up, it is understood.

H. C. Morris & Co., here, handles the account.

### Standard Radio Dividend

Montreal—Net profit equal to 49 cents a share is reported by Standard Radio, Limited, for the fiscal year ended March 31. Income amounted to \$115,804, of which \$105,279 was dividends from subsidiary and \$10,525 bond interest. After expenses of \$9,288, and income tax of \$690, there remained a net of \$105,826.

### MacArthur Officer On MBS

Lieutenant-Colonel Carlos P. Romulo, a member of General MacArthur's staff, and one of the last officers to leave besieged Corregidor, will be heard over Mutual in a special broadcast from Melbourne, Australia, tomorrow from 11:30-11:45 a.m. EWT, as he addresses to Rotary International Convention at Toronto, Canada.

### San Quentin Program Back On Don Lee July 3

(Continued from Page 1)

cause of the expiration of jail terms for several of the key men—"San Quentin On The Air" returns over KHJ and the Don Lee network as a weekly feature Friday, July 3, 8:30-9 p.m., PWT. Like the previous thirteen broadcasts, the new series will originate from the new San Quentin mess hall within the prison, and will be presented as a feature of the rehabilitation program now being carried on under Warden Clinton Duffy and California State Board of Prison Directors.

Programs will feature an enlarged orchestra, directed by John A. Hendricks, the Glee Club directed by Jack Reavis, vocal soloist and various novelty instrumental and vocal groups. All program participants are inmates.

Shows are presented under supervision of the non-inmate head of the Music Department, Ted Stanich. KFRC, in San Francisco, is the originating station.

### AFM Extends Licenses For Recording To Aug. 1

(Continued from Page 1)

cians declared yesterday. Letters will go out to the licensees before the week is out. Whether or not the same letter will include an explanation of the union's order to halt wax production after August 1 had not been decided up to late yesterday afternoon.

Current licenses which are expiring had been granted for only three months, indicating to the trade back in April that the union had plans for the recording problem. Heretofore licenses had been issued for a whole year.

### Two-Thirds Station Time Donated, Says Dr. Angell

Chicago—Characterizing radio as a democratic business undertaking that must carry advertising in order to prosper, Dr. James Rowland Angell, public service counsellor of NBC, in an address yesterday at the NBC-Northwestern University Summer Institute, declared that two-thirds of the time carried by radio today is donated by the stations, with the remaining one-third paid for by sponsors.

Radio, said Dr. Angell, is first of all an instrument for conveying information; second, for directing and creating public opinion, and third, as an entertainment medium. For these purposes, he added, radio is the finest medium in the world, and particularly valuable for times of emergency such as the present.

Speaking directly to the 100 students gathered for the sessions of the summer school, Dr. Angell declared, "If radio is to play its proper part in American life there must be a steady flow into its service of well-trained men and women who bring with them a sound, general intellectual discipline, together with a sensitive social consciousness."

### Senate Committee Okays Renomination Of Fly

(Continued from Page 1)

piration of his present term on June 30. This action took place exactly one week after the Fly nomination was sent to the Committee by President Roosevelt.

The Committee met in executive session, and the vote was recorded after Senator Tobey, Republican, of New Hampshire, had put several questions to Fly. On the Senate Committee are such Administrative stalwarts as Majority Leader Alben Barkley, Senators Wagner, Mill and Truman.

It is taken for granted that both the Senate will confirm the nomination, and that the President will re-designate Fly as Chairman of the Commission.

Fly, who was born in Texas, 44 years ago, was admitted to New York and Massachusetts State Bars in 1926, and entered the Government service three years later. He came to the FCC in 1939, after serving for two years as general counsel of the TVA and was designated to serve as Chairman of the Commission in September of that year, when he took the oath of office.

### Philip Morris Net Sales Reveal Increase Of 29%

(Continued from Page 1)

with \$87,352,065, an increase of 29 per cent over the preceding fiscal period.

Consolidated net earnings of the company and its wholly-owned subsidiary, Philip Morris & Co., Ltd., of England, amounted to \$7,792,565, the largest in the company's history, compared with \$7,360,669 for the preceding period.

Firm currently sponsors three network programs in behalf of Philip Morris cigarettes, the "Philip Morris Playhouse" and "Crime Doctor" on CBS and "Johnnie Presents" on NBC. Biow Co. handles the account.

### CBS "Pepper Young" Adding Martin Block

Martin Block has been signed as announcer of "Pepper Young's Family," which will be broadcast over CBS daily Monday through Friday at 2:45 p.m. starting June 29. This is in addition to the "Pepper Young's Family" broadcast at 3:30 p.m. over NBC and CBC. Twenty-five stations are in the CBS line-up and seventy-five in the NBC network, with twenty-seven on the CBC. Block is donating half his salary for the CBS show to the USO, the other half to miscellaneous charities. Until June 29, Block will be on vacation. Sponsor for "Pepper Young's Family" is Procter & Gamble. Agency is Pedlar & Ryan.

### Mrs. Donald Nelson On WINS

Mrs. Donald Nelson, wife of Chairman of War Production Board, will be interviewed by Alice Hughes, columnist, on WINS tomorrow morning at 11 a.m.

## COMING and GOING

E. K. COHAN, CBS director of engineering, is in Washington for conferences at the headquarters.

CREIGHTON CATCHELL, general manager WGAR, Portland, is in town from Maine talks with the local representatives of station.

LYMAN BRYSON, educational director of spending a few days in Chicago before going to Denver for the convention of the National Education Association which meets next week.

WILLIAM RINES, general manager of WCR, Portland, Me., is in Washington, D. C., on business trip.

LARRY ADLER, harmonica virtuoso, is in Cleveland, where he is scheduled for an appearance with the Symphony Orchestra of that city.

HERB MOSS, production manager of "Tri-Consequences," off for Little Rock, Ark., make plans for the broadcasting of Saturday night's program from Camp Robinson.

BERT GEORGES, general manager of WHI, Portsmouth, N. H., on a quick trip to Boston on station business.

WILLIAM F. MALO, commercial manager WDRB, Hartford, is in town for the A sessions.

LARRY ALEXANDER, of WSB, Atlanta, arrived in Pittsburgh, where he will join staff of KDKA as an announcer.

WALTER KANER, publicity director of WWR, Woodside, has left for Washington, D. C., for a few days on business.

### Insect Spray Campaign For Southern Market

(Continued from Page 1) being plugged in other areas via hitch-hike spots on Sterling Product network daytime serials.

Blackett-Sample-Hummert handles

### WINS Boosts Int'l Sked

Extension of its British Broadcasting Corporation's shortwave new broadcasts from three times to six times weekly has been announced by WINS, New York. BBC newscast will be aired at 6:45 p.m. every night except Sundays under the new setup. Broadcasts are through the facilities of Press Wireless.

### Melville May To WBAX

Wilkes-Barre—J. Melville May, formerly of WRAW, Reading, and WCBA, Allentown, has been named new commercial manager of WBAX.

**NOT JUST MONROE COUNTY**  
**but WHAM Land**  
140,518 prosperous farms  
boost year 'round buying  
income.  
Nat'l Rep. George P. Hollingsby Co.  
50,000 Watts... Clear Channel... Full  
Time... NBC Blue and Red Networks  
**WHAM**  
ROCHESTER, N. Y. "The STROMBERG-CARLSON STATION"

# Advertising Women Hold AFA Luncheon

(Continued from Page 1)  
 y, confidence and cooperation.  
 2 The instruments of freedom  
 be maintained at home.  
 3 The nation must be united in  
 ause of enduring world peace  
 the war.

## Dewey Lauds Advertising

Dewey paid glowing tribute to advertising and its place in the war effort. "In winning the war and the peace to follow, the advertising profession is bound to have a greater part than ever before," he said. "Specifically I think of the members of our profession as agents for freedom. Prior to the war, advertising was an essential agent in the growth of our American system of free enterprise. The system gave us a standard of living higher than that known by any other people. But advertising has one far more than simply presented the advantages of one product against another. It has been a force of education. It has taught us to be better, to enjoy better health, wear better clothes, to eat better food to live in better houses."

## Compliments Radio

The former New York District Attorney also complimented the American system of radio. "In Nazi Germany," Dewey told the luncheon guests, "radio has been the domain of Goebbel's, the master propagandists. The German citizen first has to pay for his set. Then he has to pay a yearly tax for the use of it. The total sum thus paid in by the German radio public has been more than the total yearly gross of all the big radio chains in America and all the independent stations put together. What do Hitler's subjects get in return? You know the answer. They get the most undignified hog wash that the air waves ever carried. Here in America the consumer pays no radio tax and is offered the best of entertainment and programs representing not only the Government but also those who differ with its policies. So we have heard the expression on the radio as we have seen it in the press. It is our business to see that it is kept that way."

## Wants Free Radio, Press

Speaking the maintenance of advertising—"at whatever cost"—as a necessary part of a free press and a free radio, Dewey declared:

"It is not an easy task. But you are used to doing difficult things. I recognize that gross in the advertising business has decreased—in some cases as much as 40 per cent. I recognize the difficulty of maintaining your agencies while giving a large part of

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

# RADIO DAILY

## WAR-PROGRAM IDEAS

### "Hostess Program"

A new hostess program and radio service was introduced over WTAG, Worcester, Mass., to replace the "Morning Journal" which had been discontinued. Program is being conducted by Isabel Whitaker, former editor of the "Journal."

As announced by E. E. Hill, managing director of the station, the program and its follow-up service will be directed largely at the industrial area's great proportion of newcomers and will provide a get acquainted arrangement between them and representative business concerns. For example, non-competitive furniture, grocery, drug, and bakery stores as well as laundries, restaurants, and beauty shops will sponsor the idea on a participating basis furnishing information in each line to solve newcomers' problems.

Mrs. Whitaker will act as mistress of ceremonies, welcoming new residents to the city, describing Worcester's places of interest, its schools, clubs, stores, and services. She will also award an orchid to the outstanding Worcester "Woman of the Week," the selection being made on the basis of an outstanding deed, service, or anniversary. New arrivals will be invited to appear as guests on the "Hostess Program." Servicing these new residents, Mrs. Whitaker will make personal calls, presenting them with theater passes, library cards, and individual gift cards from her sponsors.

Produced and operated by the Resnik-Miller Agency of New Haven, Connecticut, the WTAG "Hostess

your time to free work for Government and the war effort. But never forget that you are an absolutely necessary part of maintaining our freedoms at home. You are as necessary a part of a free press as management, editing, reporting, paper and ink. You are as necessary a part of our radio system as the broadcasting and receiving sets themselves."

Other speakers at yesterday's luncheon session were Charles C. Carr, director of advertising, Aluminum Co. of America, and Mrs. Sara Pennoyer, vice-president of Bonwit Teller, Inc. Carr discussed "Advertising's Contribution to Victory" and Mrs. Pennoyer, "The Customer Wants News." Barbara Daly Anderson, president of Advertising Women of New York, presided.

### Quiz on Current Events

Last night's round-table dinner was given over to a question and answer session on current events with the editorial board of "Newsweek" participating. Gene Flack, trade relations counsel of Loose-Wiles Biscuit Co., was master of ceremonies.

At the annual business meeting yesterday afternoon Forbes McKay, associate advertising manager, Missouri Pacific Lines of St. Louis, was elected Chairman of the Council on Advertising Clubs. By virtue of this office he automatically becomes a vice-president of the Federation. He

"Program" is aired Tuesdays and Thursdays from 2-2:30 p.m., and will move later to the 1:30-2 p.m. spot to be vacated by Marjorie Mills.



### Color Guard

An idea presented by Jerry Belcher, of WCKY, Cincinnati, for stimulating civilian morale has been adopted by the Navy and Marine Corps Recruiting Offices in Cincinnati, with the approval of Col. C. O. Sherrill, city manager. The stunt is not primarily a WCKY promotion, but a patriotic idea in which several other Cincinnati stations probably will participate.

Each evening at 6, a color guard supplied by the Navy or Marine Corps will appear at the flagpole on Fountain Square, in the heart of downtown Cincinnati. "Retreat" will be sounded, and the "Call to the Colors" will be heard as the flag is lowered. All traffic near the square will be stopped by the police for 40 seconds. From a loudspeaker, voiced from the WCKY studios, just above the square in the Hotel Gibson, a preliminary announcement will be made to advise the public as to what is taking place. It is probable that a similar ceremony will be held each day on the opposite end of the square, with Boy Scouts, Legionnaires or other patriotic organizations taking part.

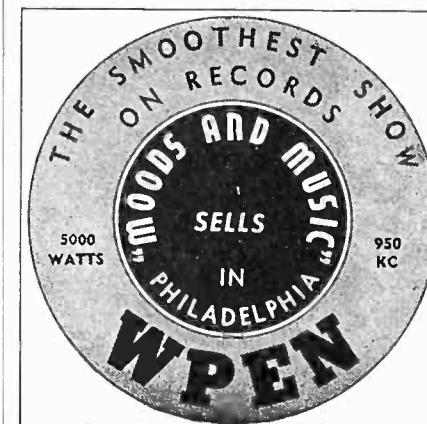
When schedules are adjusted it is probable that several of Cincinnati's stations will be able to broadcast the ceremony each evening.

is a member of the Advertising Club of Atlanta.

Howard Minnich, past president of the Advertising Club of Columbus, Ohio, and advertising manager of the Ohio Fuel and Gas Co., was elected a vice-chairman of the Council, together with Willard Egolf, manager of KVOO, Tulsa, Oklahoma, and past president of the Tulsa Advertising Club and governor of the 10th District, AFA.

### Minnich, Egolf Vice-Presidents

Both Minnich and Egolf also became vice-presidents of the Advertising Federation of America, by virtue of their offices as vice-chairmen of the Council.



## Revised War Code Ready Next Friday

### (Continued from Page 1)

version of the Code, based on five months' experience and changing conditions, original provisions are supplemented by interpretations and suggestions worked out by the Censorship Office in cooperation with the broadcasters.

### Self-Censorship to Continue

The Revised Code is reported to follow the original in its approach to the general problem of voluntary censorship. It is taken for granted that every American broadcaster will continue functioning as his own censor and help prevent the dissemination of information that might aid our enemies or injure the war program. Facilities of the Office of Censorship will be at their disposal around-the-clock to assist in consultation and advice.

### Stork News

Rollie Williams, KMOX, St. Louis, account executive, announced the birth of a daughter weighing seven pounds upon her arrival last week, and named Cathy Lou.

Hoyt Andres, announcer at KMOX, St. Louis is the father of a boy born last week and weighing eight pounds and six ounces. Child has been named Charles Hoyt Andres.

# WEVD

## NEW YORK'S STATION OF DISTINCTIVE FEATURES

### NOW 5000 WATTS

The unique position of WEVD with a large section of Metropolitan New York's radio audience is evidenced by—

**1** The feature boxes of newspaper radio program pages.

**2** The large number of famous advertisers on the station continuously year after year.

Ask for "Who's Who On WEVD" . . . sent on request.

# WEVD

117-119 West 46th St., New York, N. Y.

## Los Angeles

By JAC WILLEN

**D**ISCOVERED: Hideout of Noel Colbert, assistant to Milt Samuel, Blue Net West Coast publicity head, is Lake Tahoe. There the conscientious Noel, and Mrs., are spending their vacation period.

Harlow Wilcox does his eighth consecutive summer show for S.C. Johnson and Son, Inc., this year when he takes over the announcing spot on Meredith Willson's "Fibber McGee" replacement program, June 30.

"Tune Out Time," Blue Network program heard Saturdays (7-7:30 p.m., PWT) from Hollywood, has been offering rare talent opportunity to be heard on the airplanes, meanwhile providing excellent entertainment to listeners. Arnold Maguire is the capable emcee.

Red Skelton's "footprinting" in the cement of the forecourt of the Grauman's Chinese Theater in Hollywood at the opening of his latest film, "Ship Ahoy," was picked up and rebroadcast by the special events department of KMTR for local consumption.

Chuck Lewin, with a draft rating of Four-F, and a mind full of new ideas to add to his radio experience, back on the local front looking for a good radio connection.

Caroline McClesky, secretary to Hollister Noble, CBS-Hollywood publicity head, back from her early vacation period looking like a million dollars might look.

WPB's "Three Thirds of the Nation" changes time July 1, moving from its current 10-10:30 p.m., EWT, to 9:30-9:55 p.m., EWT. The show is scheduled to return to a full half-hour late in August, moving back into its current hour.

Tracy Moore, Blue Net sales manager in Hollywood, planned to Seattle to confer with Blue station executives there. He will remain in the Pacific Northwest for about two weeks, and will attend the Pacific Advertising Association's convention at Mount Rainier National Park.

Groucho Marx, who guests with Rudy Vallee and Joan Davis on Rudy's June 25 program, may fill in for Joan when the latter vacations next month.

Victor Borge's comic work on the Bing Crosby program has gone over so well that his sponsors this week renewed his contract for another quarter-yearly period.

### Shift "Lightnin' Jim" On Pacific Blue Network

General Mills, Inc., will shift "Lightnin' Jim," aired for Kix on 11 Pacific Coast stations of the Blue Network, to a new time on Monday night, effective July 6. The serial will be broadcast Monday from 10:30-11 p.m., EWT, the same time as the current Wednesday and Friday broadcasts, instead of in the half-hour beginning at 10 p.m. Blackett-Sample-Hummert, Chicago, is the agency in charge of the account.



### Notes from the Notebook!

• • • Walter O'Keefe replaces Crumit & Sanderson as permanent emcee of "Battle of the Sexes" effective July 27th—in addition to emceeing the Charlie McCarthy-Chase & Sanborn replacement for nine weeks on the Red Sundays effective July 5. Raymond Paige and his orchestra have been set for the musical end of the latter show which is a Kudner package for Fleischmann.... Ted Husing's appearance on last nite's "Cheers From Camps" as emcee served as an audition to possibly get the job permanently.... Niles Trammell, NBC prexy, is still taking it easy after that appendix operation.... Hi Brown, indie producer, starts a new propaganda show, "Liberty Corners, USA" on CBS July 5th—or has it been reported before.... NBC's sustainer, "The Andersons" with Elizabeth Watts doing the lead, has been renewed for another "thirteen".... Jinx Falkenburg, who is pretty on the tennis court and off, gets a crack at doing a spot with Bill Stern because she was formerly junior tennis champ in Calif.... Vick Knight will go to the coast with Milton Biow to open an office there for the agency and head that office. The shows will be moved to the west and it's this pillar's guess that "Crime Doctor" and the Tuesday nite Philip Morris shows will make way for stanzas featuring names.... Did Young & Rubicam buy "Duffy's Tavern" to replace "Manhattan At Midnite" on the Blue Wednesday nites? (At least, we got the report that Y&R bought the show to air on that net Wednesday nites—and so, going on that assumption, we're asking about "M.A.M.").... Undercover work is now in progress to negotiate a change which, if it materialized, would astound the advertising and radio industry! It concerns a top show and a former client!.... Some movie scout should take a look at Betty Mandeville, audition director for Biow.... Drew Pearson and Bob Allen do their rehearsing for their Sunday nite news spot on the street car coming in from Georgetown to Washington—because of the gas shortage!

• • • Penny Singleton did the "Blondie" broadcast with a nurse beside her in the event she collapsed during the show. Penny was recovering from a siege of intestinal flu.... Because Paramount Pictures had to curtail production during the war, Hedda Hopper's Hollywood series of short subjects was dropped—even though they were successful.... Another series so affected were those featuring the "Quiz Kids." Seems that four cameras had to use film constantly to get good shots of the kids doing their camera bits unrehearsed!.... Bill Danch, Don Quinn's assistant on the Fibber McGee and Molly scripts, will take over the assignment of supplying Tommy Riggs and Betty Lou with mouth fodder for the duration of the Burns and Allen summer series.

• • • Blue Barron's "Show of Yesterday and Today" on the BLU Net Sunday's has been renewed for thirteen weeks and instead of plugging Federal Security, the show will stress the War Manpower drive.... Ed Ettinger, who edited the Rinsos Vaudeville Theater, will handle the scripting for the Kudner Vaudeville show.... The "Treasury Star Parade" crew winds up with record cutting on the coast and returns to N.Y. the first week in July to do more.... Local stations in Denver were set for interviews with former New Jersey Governor Harold G. Hoffman when it was announced he would report for duty with the Air Force as a Major at Lowry Field, Denver, June 16. Program directors called Lowry public relations offices daily but no Hoffman. Last word was that his orders had been changed and he reported for duty in Brooklyn instead!.... Jimmie Fidler who debuted with his gossip show in the Sunday slot the other nite pulled a beauty of a boner. He discussed an exclusive item about Groucho Marx, stating that the comic was in N.Y. now to further those plans. Radio listeners two hours earlier heard the Rudy Vallee program doing a "Victory Parade" shot in the Jack Benny time—with Groucho Marx as featured comic—from Hollywood!

—Remember Pearl Harbor—

### To the Colors!

ROBERT M. MORRIS, NBC engineer and business manager of N Radio-Recording Division, has been granted a leave of absence to take duties as chief signal officer of U. S. Army Signal Corps.

—VVV—

LAMBERT KOHR, newly appointed director of special effects KMOX, St. Louis, has been inducted into the United States Army.

—VVV—

VIRGIL E. REAMES, member of the sales staff of KLZ, Denver, has been promoted to the rank of Major and is now at Camp Cooke, Calif.

—VVV—

JACK GERTZ, former newsman KMYR, Denver, has been upped a sergeancy in the Marines. He is on the public relations staff for Marine recruiting.

—VVV—

JAMES V. COSMAN, president WPAT, Paterson, N. J., has been commissioned as a Lieutenant, Senior Grade, in the United States Navy. He has been assigned to duty Washington, D. C., where he is serving in the Bureau of Ships.

—VVV—

HANSON DUSTIN, commerce manager of WPID, Petersburg, Va., has reported for duty at Camp Lee, Va. He is being replaced at WPID by Milton Gwaltney, formerly with WSVA, Harrisonburg, Va.

—VVV—

WILLIAM T. MEYERS of the Columbia Recording Corp. has been commissioned a Captain in the Army Air Corps. His job in chain stores is being handled by Don Law.

—VVV—

RICHARD MORRISS PITTENGE, announcer at WFBM, Indianapolis, Ind., left the station last week to report for supplementary training at the Naval Air Force at Glenview Naval Air Base, Ill. He is an Ensign.

### "Plays For Americans" Closing 20-Week Run

Originally scheduled for eight weeks only, the Arch Oboler series of "Plays for Americans" was terminated on NBC last Sunday after 20 consecutive weeks. Completely exhausted from the arduous task of writing, producing and directing an original dramatic program on a war theme each week, Oboler will rest for the next few weeks, it is understood. Final play on Sunday was entitled "Adolph and Mrs. Runyon."

During the "Plays for Americans" cycle, Oboler's "Johnny Quinn U.S.N." was selected by the Institute for Education by Radio at Ohio State University as one of radio's outstanding morale plays. Olivia deHavilland starred in the vehicle.

### RAY WINTERS ANNOUNCER

5 Years With Paramount Newsreel  
2½ Years With Manufacturers  
Trust Co.

LA 4-1200

## GUEST-ING

MONTON KATIMS, guest conductor of Alfred Wallenstein "Sinfonietta" program, tomorrow (WOR-Mutual, 8 p.m.).

SECRETARY OF LABOR FRANCIS PERKINS, on the "Fight Against Inflation" program, Friday (WOR-Mutual, 8:15 p.m.).

HAN. LIU CHIEH, Minister-Counselor of the Chinese Embassy, on the Cross-General Mills "Thus We Live" program, tomorrow (WBC-CBS, 9:45 p.m.).

VINIO GONZALES, commercial attaché of the Chilean Embassy in Washington, and FRED HEPING, comedian, on "Double or Nothing," Friday (WOR-Mutual, 9:30 p.m.).

HELEN JEPSON, soprano, on the Coca-Cola program, Sunday (WABC-BS 4:30 p.m.).

## IV: Drafting Plan To Retain Manpower

(Continued from Page 1)

Our importance at this time to the broadcasting industry. Chairman John Shepard, 3rd, presided. Others in attendance were George Storer, Ohio, representing the Fort Industry group of stations and also the National Independent Broadcasters; John Fetzer, WKZO, Kalamazoo, Michigan, representing the NAB; Eugene Ulman, WIRE, Indianapolis, Ind., representing Network Affiliates, Inc.; Dan D. Shouse, WLW, Cincinnati, representing the Clear Channel; Walter J. Damm, WTMJ and "Milwaukee Journal," representing the FM Broadcasters, Inc., and Ted Taylor, executive secretary of BVC.

**Selective Service Plan Set**  
BVC reported yesterday that it is formulating a plan which may shortly be placed before Selective Service officials. This, it was explained, would provide for the retention, in the event of the minimum personnel needed to run each of the station's broadcasting outlets. The plan would be flexible, basing itself upon the individual station's programming set-up, and also take into consideration whether its transmitter and studios are at the same or different locations.

BVC members have voiced warm approval of FCC Chairman Fly's re-statement as to the vital importance of broadcasting to the war effort and his appeal to radio technicians, especially of the smaller stations, not to leave broadcasting "in the lurch." The BVC plan, it is hoped, would help counteract the present drain on technicians, which, if unchecked, may force some of the country's smaller stations to push the off button for good.

BVC suggests that Chairman Fly's statement be made available to all station personnel, "at least to technicians."

## Theater Wing Queries Re War Occupations

(Continued from Page 1)  
mechanics and others who are members of the branches of the International Alliance of Theatrical Stagehands Employees, and is not exclusively, actors and actresses.

Thus far approximately 10,000 of the 27,000 which had originally been distributed have been returned. Project is continuous for an indefinite period, so that those who have not yet filled in a questionnaire may still do so. As yet no separate breakdown has been made for the radio industry, though spokesmen indicated task was in its early stages and that tabulations and statistics would be forthcoming later in the summer.

### Lists 29 War Occupations

Studying one hundred questionnaires taken at random as a cross-section, committee found 29 war occupations listed among detailed backgrounds. More important among these are shipbuilding, tool designing, ordnance inspection, camouflaging, welding, radio construction and repairing, and mechanical drafting. Just how well all these are going to fit into the war manpower picture is still conjecture on the part of the committee, though, within the past week, project advanced to point where ten persons have been placed in vocational training schools subsidized by the federal government's Bureau of Education. Eighty per cent of the questionnaires edited thus far show that theatrical union members are interested in, willing or anxious to convert whatever aptitudes they have to war efforts.

## Two New Language Shows Inaugurated By WHOM

WHOM, Jersey City is adding two new programs to its schedule, establishing a "Summer School of the Air" in place of its naturalization school which had to be discontinued with the U. S. entry into the war, and instituting a Norwegian news summary for the benefit of 123,000 Norwegians in New York and 65,000 Norwegians in New Jersey.

The "School of the Air" will be an adult education program under the direction of Charles Baltin, station's director of war activities. There will be no studio classes in keeping with federal regulations. Program will be aired in English in the evenings, and produced in several of the station's basic foreign languages such as Polish, Yiddish, Italian and German for airing throughout the day. Station's complete repertoire consists of nine languages. Contents of new series will include American history, American government and the principles of Americanism. Material, to be aired daily, will be based on interviews and information station obtained from the thousands who attended its naturalization school in 1941. Execs have approached local institutions of higher learning for tie-ups and cooperation. Series is

## Outler Sums Up Advantages Of Current Radio Advertising

(Continued from Page 1)

radio today. Outler addressed the broadcasters conference held this morning at the Commodore Hotel here in conjunction with the 38th annual convention of the Advertising Federation of America. Other speakers were Lt. Col. Edward M. Kirby, chief, Radio Branch, Bureau of Public Relations, War Department, and Samuel R. Rosenbaum, president of WFIL, Philadelphia. Frank E. Pellegrin, director of the NAB Department of Broadcast Advertising, presided.

### Calls Radio "Tool"

Speaking on the subject, "Radio As An Advertising Medium in Wartime," Outler prefaced his remarks by stating that he wanted to consider with those present "radio as a tool in your work—and how it can be used to do a better job for your advertising dollar—and how it can be fitted into your own operation." He recited radio's past history and "its staggering growth in the past few years" as "the clue to what is evident today and what may be expected tomorrow."

Reviewing recent Hooper and Roper surveys, the NAB Sales Managers committee chairman emphasized "two elemental facts" regarding radio: 1, that radio listeners buy more than non-listeners and, 2, that among the listeners, the longer they listen the more they buy.

"In other words," Outler said, "the advertising dollar in radio can be depended on to set up a continuing investment....The more they listen, the more they buy."

Discussing radio's unique ability to move goods, Outler declared that "one prime reason stems from the fact that the average American is a pretty decent sort of fellow with a rather rigid sense of fair play and obligation. He wants to pay for what he gets. And he doesn't mind, in the least, paying for his entertainment or recreation."

### Mentions WSB Survey

He cited a recent WSB survey which showed an 18 per cent sales increase when drug store displays were tied in directly with the radio personalities of their respective programs. This and other surveys, Outler said, "is proving, rather conclusively, that audience loyalty to a program is definite—and tangible—and an advertising asset unknown in other available approaches to the customer's consciousness...."

Returning to radio in wartime, Outler declared that: "We have it from responsible government officials that the free system of American radio has enabled a conduct of our war effort, in all its phases,

slated for a start the first week in July.

The quarter-hour of Norwegian news will start Sunday, June 28, for a weekly airing at 11 p.m. as compiled by the Royal Norwegian In-

which far exceeds a normal without radio. The radio audience of the country is vitally important to the government."

Outler saw the continuation of radio advertising during wartime as, in some respects, an obligation:

### Cites Advertiser's "Obligation"

"With radio taking such a vital part providing ships, tanks, planes, guns, men and provisions—it is even more important now to maintain these radio audiences. This is the function and—in many respects—the obligation of the advertiser. I say this because the American system of radio is based on commercial effort and the advertisers are the only ones with the budgets and the personnel who know how. And the fact that the advertisers will maintain these audiences provides the means and the channel for the government to get its message across to the greatest number of people."

Considering again the purely commercial aspects of radio today, Outler said that "economic circumstances created by the war have added to, rather than subtracted from, radio's effectiveness." To document his statement he pointed to Hooper and other surveys showing the absence this year of radio's usual "summer slump," as well as the absence of the usual seasonal disruptive factor of daylight saving time changes, partial gasoline rationing, etc.

"If for no other reason than sheer economics," he continued, "the radio audiences for June, July and August of 1942 will be greater than in any previous year in radio's history.... Radio as a means of mass communication today is even more powerful because the very stringencies which hamper other media have actually added to the number of listeners to radio advertising."

"Truly, this is radio's great opportunity."

### Tells Value of Immediacy

In conclusion, Outler declared: "We know that the buyer of merchandise today can afford the luxury of immediacy—the seller cannot. Which fact places squarely on the shoulders of the advertising craftsman of today an obligation and an opportunity—opportunity which is 22-karat, diamond studded and neon lighted. Failure to take advantage of this opportunity cannot be laid at the door of the buyer. He's out there waiting for you and a large number of them can afford things today which yesterday were out-of-reach luxuries. More listeners with more time to listen and more money to spend for things they want or can be made to want."

formation Bureau in London, and presented by the Royal Norwegian Broadcasting Service, affiliated with the exiled Norwegian government. RNBS also shortwaves programs via WRUL daily.

## Customs' Reminder On Disk Censorship

(Continued from Page 1)  
fice of the Collector of Customs, Restricted Merchandise Section, visit the waxers for purposes of checking on their out-going product. One firm learned about the censorship when a Canadian shipment of transcripts had been returned here, by the transportation carrier, because the Censor stamp of approval was lacking.

Irving Fishman, of the U. S. Customs, who is in charge of the Custom censorship of the wax products, explained that the regulation concerns the dramatic pieces more so than musical productions. All exporters platters have been furnished with new shipper's declaration forms. For the most part, censorship works on cordial, cooperative plan. Transcription companies have instructions notify the Customs' office when they have a shipment ready. Censors then sent to the firm's studios when he listens to the records made for export, watches the packaging to see that the auditioned platters are the ones which are sent out, and then seals and stamps the batch.

Among the larger firms, such as Columbia, in Bridgeport, Custom agent pays regular weekly visits the plant.

### Commentator Programs Checked

When asked what type of material was being censored among the outgoing transcriptions, Fishman recommended that the same codes established by the OWI, OFF and other information bureaus in the Government applied to the recordings. Anything deemed unfavorable to the Government's and the Allied nations war efforts is out. Regulation applies to the recordings of news commentators and other speech makers whose criticisms or interpretations might be harmful for home consumption, but which are misconstrued by other nations who lack complete understanding of the American way.

## Planters Expands Time On CBS Pacific 'Net'

*West Coast Bureau, RADIO DAILY*  
Los Angeles—Already sponsoring William Winter's news commentaries across the board on the CBS Pacific Network, Planters Nut & Chocolate Co., beginning July 6, will assume sponsorship of Bob Garred's newscasts Mondays, Wednesdays and Fridays from 5:45-5:55 p.m., PWT, on the same network for Planters Peanut Oil. Winter broadcasts for Planters, Monday through Friday from 2:30-2:45 p.m., originating at KQW. New Garred program will emanate from KNX, going to five other Coast Columbia outlets.

Raymond R. Morgan Co. handles the account.

### Another Van Horn Newscast

Arthur Van Horn, WOR newscaster next Monday will inaugurate a new program which will be a brief summary of latest news flashes, to be heard every day, Monday through Friday, from 5:45-5:50 p.m.

A COMPILATION OF RADIO  
PROGRAM IDEAS INCLUDING—

- ✓ NATIONAL DEFENSE PROGRAMS
- ✓ DRAMATIC STRIP SERIALS
- ✓ DRAMATIC SERIES
- ✓ QUIZ PROGRAMS
- ✓ VARIETY SHOWS
- ✓ COMEDY SHOWS
- ✓ MUSICAL PRODUCTIONS
- ✓ NEWS BROADCASTS
- ✓ JUVENILE PROGRAMS
- ✓ FEMININE SHOWS
- ✓ SPORTS FEATURES
- ✓ FOREIGN LANGUAGE PRODUCTIONS
- ✓ MISCELLANEOUS IDEAS

IN THE **SHOWS OF TOMORROW**

TO BE PUBLISHED BY RADIO DAILY TUESDAY, JULY 7th THROUGH THE  
COOPERATION OF NETWORKS, PRODUCERS, STATIONS, AGENCIES AND OTHER  
BRANCHES OF THE RADIO INDUSTRY.



# Coast-to-Coast



**J**AY JOSTYN, the "Mr. District Attorney," acted as a volunteer war bond salesman in one of New York's department stores, Saks 34th, and in a half-hour guest appearance, sold close to \$10,000 worth of war bonds and stamps.

\* \* \*

When the Kate Smith program leaves the networks Friday night, June 26, for the summer vacation, Ted Straeter, the show's choral director, will devote all his time to his new band and octette of singing sirens. Three summer replacement spots have already been offered Ted and his songstresses, but he's waiting until the unit is ready, before introducing it on the air.

\* \* \*

The United Institute of Aeronautics has placed a 13-week contract with WHN calling for sponsorship of the "Newsreel Theater of the Air" Tuesday, Thursday and Sunday nights, 11 p.m. to midnight. J. R. Kupsick is the Advertising Agency.

\* \* \*

KONO, San Antonio, aired a special broadcast honoring the USO Club operated locally by the Jewish Welfare Board. Program, aired directly from the stage of the center, featured a talk by Col. O. J. Cohee, 8th Corps Area Chaplain. Remainder of program included a special show prepared by the boys of the service who, prior to their induction, were stage and radio stars. Music was furnished by the Brooks Field Orchestra directed by Sgt. Johnny Sparks. Plan calls for airing shows from other USO centers.

\* \* \*

Agnes Vavrek, a graduate of the Ohio State University School of Journalism, last week became the second woman to be employed in the news room of WHK-WCLE, Cleveland. She replaces James Burke, who is now an ensign in the Naval Intelligence Department.... Willard's WHK-WCLE orchestra was heard through WHK last Sunday night for the first time from a point outside the Cleveland metropolitan area. The band, playing a date at Meyers Lake Park near Canton, did a broadcast over MBS from 11:15-11:30 p.m., which WHK relayed in this area.



June 24

Ed Aronoff	S. Kirby Ayres
Harry M. Baldwin	Clellan Card
Jack Dempsey	Marty Martin
Martin Pine	Lois Ravel
Tom Wildman	

Tom Tully has been selected as "The Voice of General Motors" for the movie short called "Victory Is Our Business" which is scheduled for national release soon. Tully is heard on such programs as "Grand Central Station," "Manhattan At Midnight," "Death Valley Days," "Young Widder Brown" and others.

\* \* \*

Feeling the need for a co-ordinator of Civilian Defense information and a regular broadcast of same, KTKC, Visalia-Fresno, California, has appointed Charles Neite, prominent in Valley civic affairs, as "Valley Defense Reporter." Neite will co-ordinate information from the three Counties of Fresno, Tulare and Kings. In return, the three Defense Committees will publicize, in poster form, the time of broadcast, the station's frequency, etc.... Gerry Erwin, for three years production manager and musical director of KTKC, will soon become the station's program director, replacing Charles Foll, who is awaiting a call to the air force.

\* \* \*

Maxine Keith, female platter jockey at WOV, has been making flying trips to other Eastern cities on behalf of "Records for Fighting Men." Her services consist of appeals made on stations in cities she visits, as arranged by the committee for RFM. Last week she appeared in Boston, and Saturday, she will leave to visit Cleveland and Detroit.

\* \* \*

Ted Donaldson, 8-year-old radio actor, has been selected by the Museete Publishing Company to emcee a new series of "Jack and Jill" recordings, manned entirely by professional children, and designed for children between the ages of 4 and 8 during air raids. The record book contains all the dialogue and words to the music so that the children can follow and participate in the singing. Young Donaldson has appeared on such programs as "Life Can Be Beautiful," "The O'Neills," Ted Malone, and many others.

\* \* \*

On June 28 KROW, Oakland, Calif., will broadcast the talk by Edward Baker, Fire Chief of London, when he speaks at the municipal auditorium in Oakland before several thousand Civilian Defense Auxiliary Firemen and members of the regular city fire department.

\* \* \*

WJAG, Norfolk, Neb., will celebrate its twentieth anniversary, July 26. Art Thomas, manager, is planning on reading over the air, letters received from former staff members, as part of the anniversary celebration.

\* \* \*

Edward Krolkowski, who has conducted his Polish American program on WELI, New Haven, for the past five years, has discontinued his presentations.

WPAR, Parkersburg, West Virginia, held its annual 1450 Club picnic this past week with an estimated attendance of 4,500. The club, now less than a year old has 8,013 regular members. Club's regular program was aired from picnic grounds. Following the program an amateur contest was held with the winners receiving war stamps as their prize. Miss 1450 and Mr. Announcer were in complete charge of the affair. Refreshments included 700 gallons of lemonade made with 5,600 lemons, cake and ice cream. Stork Baking Company, sponsors of the program, footed the bill.

\* \* \*

Kermit Raymond, producers of "Famous Fathers," sold the quarter-hour ET to eight stations in one day, last week. Contracts, for 13 weeks, cover the following stations: WAJR, Morgantown, W. Va.; WSLB, Ogdensburg, N. Y.; WJLB, Detroit, Mich.; WCHS, Charleston, W. Va.; WTAR, Norfolk, Va.; WBLK, Clarksburg, W. Va.; WSAZ, Huntington, W. Va.; and WFVA, Fredericksburg, W. Va.

\* \* \*

Another broadcast approach to topics as blackouts, tire rationing, air raid wardens, and gas shortages, is the new "Musical Portraits" program heard on WWRL, Mondays at 8:30 p.m. Combining original musical numbers, with bits of poetry and a dash of humor, the program aims to tell the story of how Americans are adapting themselves to the new mode of wartime life necessary for victory. Narrations are by Wade Dent; vocals by Freddy Farrell, and the music, by Tedy Gaylor.

\* \* \*

The cavorting of jeeps, the vivid sham battles and colorful formation drills of the Army War Show were aired by WFIL, Philadelphia, when the show opened in Philadelphia Saturday night, June 20. Show, produced under the direction of the United States War Department in Washington, was held in Franklin Field, to demonstrate every type of battle action, from anti-aircraft cannonading to really rolling caissons. Renditions by the Army Glee Club were under the direction of Sergeant Johnny Carlin, formerly of WFIL.

\* \* \*

While the "Shady Valley Folks" and the "Buckeye Four" of KWK, St Louis, were making a personal appearance at a picnic, a terrific rain storm descended, cutting off all lighting facilities. Performers struck up one of their swing hillbilly songs and the rest of the gang jived in. Approximately 4,000 picnickers took off their shoes and stockings and stood in the rain listening. When the lights finally went on again three hours later, the crowd was still there. The "Shady Valley Folks" then put on an hour's show. And not until the last note of the show died away did the 4,000 soaked and dripping auditors disperse.

Ninety-one broadcasts weekly from the KGO, San Francisco, transmitter to cover every phase of worldwide and regional news, as it comes direct from the major news services or from Blue Network studios in New York City and Washington, D. C.

\* \* \*

Irene Beasley received an offer from the School of Music & All Arts, in Winston-Salem, N. C., to teach a five-week course in interpretation of popular music for radio. Her schedule of musical announcements for Procter & Gamble's Ivory Flakes, however, heard daily on CBS and NBC, made it necessary for her to turn down the offer.

\* \* \*

Marcia Neil, new vocalist on "Johnny Presents," is also a songwriter. She has just received her latest royalty check for \$23, for "Just a Kiss Again," which she wrote just a year ago. To complete her versatility, Marcia accompanies herself on the piano at the Weylin Bar, where she is double from her microphone duties.

\* \* \*

Earle McGill, CBS producer, is putting on a special War Bond program tonight, 7-8 p.m., with talent including Milton Berle, Dennis Day, Don Cook, Dorothy Maguire, Eileen Farrell, new CBS singing discovery; Red Bloch's orchestra and others. Roy Franken has written a special sketch for the occasion.

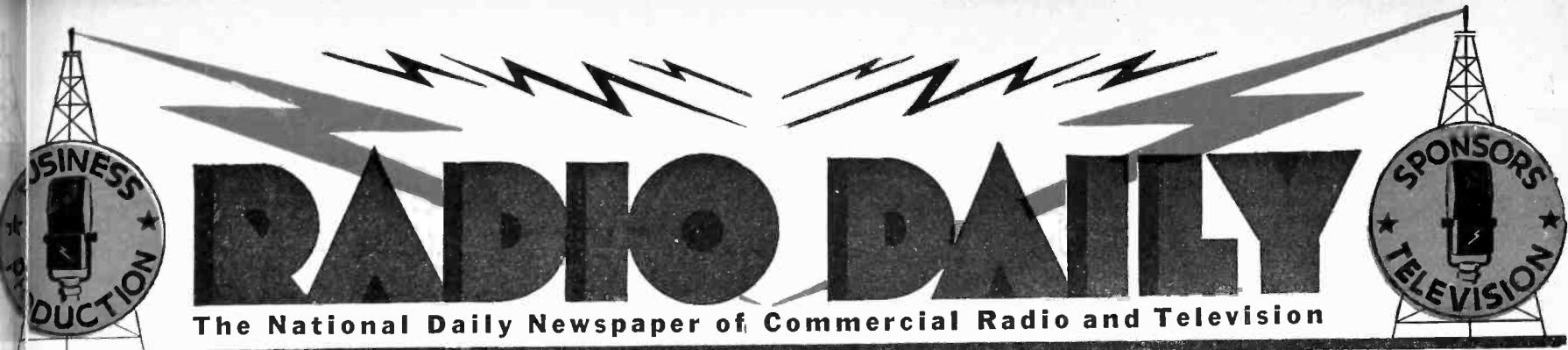
## CBC Studies Possibility Of Taxing Radio Tube

Ottawa—Intensive study of the possibility of placing a tax on radio tubes in Canada has been made by the CBC, Major Gladstone Murray, CBC general manager, told the House of Commons special committee on radio broadcasting at a continuing hearing which reviewed steps considered to increase CBC revenues. However, the long life of radio tube made it impossible for the conference to calculate any systematic revenue from that source.

Major Murray also stated that increases in radio license fees also had been considered but were ruled out of the question after much deliberation.

(Canadian radio set owners pay an annual fee of \$2.50 for home radios, an extra \$2.50 for auto radios and for battery-operated sets the fee is \$2.00.)

The matter of CBC revenues has been carefully considered from a number of angles, Murray continued. He added that in his opinion the percentage of commercial programs has reached a saturation point. He also outlined to the committee action taken with regard to some recommendations made in a report prepared in 1939 by the late Alan Plaunt, CBC governor who resigned in protest at the delay in giving his report consideration.



The National Daily Newspaper of Commercial Radio and Television

V. L. 19, NO. 62

NEW YORK, N. Y., THURSDAY, JUNE 25, 1942

TEN CENTS

# Radio's Wartime Status

## New Tube Packaging Developed By RCA

As a contribution to the war effort and an example of industry cooperation in a most competitive field, Radio Corporation of America is making available to all manufacturers of radio tubes a revolutionary new principle in the packing of radio tubes, which is the result of research into tube-packaging by Charles I. Elliott, RCA packing engineer. Announcement of RCA's offer to competing manufacturers was made at a luncheon meeting held yesterday at the Waldorf-Astoria and attended by representatives of tube manufacturing companies and the trade press. (Continued on Page 2)

## Signal Corps Plans Drive For Additional Trainees

Signal Corps of the U.S. Army is planning an extensive program for training many additional men, either as civilians or soldiers, with previous training along radio or allied lines not necessary if the trainee has aptitude. If he has had some previous experience he may be immediately appointed as an instructor to be ranked accordingly, according to Major-General Dawson Olmstead. (Continued on Page 2)

## Paramount Sets Campaign For "Holiday Inn" Film

Testifying to the effectiveness of radio in promoting films, Paramount Pictures is planning the most extensive network promotion to date for "Holiday Inn," new musical featuring Bing Crosby and Fred Astaire, with music by Irving Berlin. Paramount (Continued on Page 5)

## Braden from London

Tom Braden, former member of the publicity department of WOR, will head up the list of Americans to appear on the MBS broadcast of the American Eagle Club luncheon from London on Saturday at 8 p.m., EWT. Braden left WOR last January to volunteer for service with the British Army and when last heard from was in officer's training in England.

### No Disclaimer

Lt. Col. Edward Kirby, War Dept. radio chief, revealed at the AFA broadcast confab yesterday why there is no official Army "disclaimer" on the General Motors "Cheers from the Camps" program. With the armed forces now receiving the entire output of General Motors, he said, they could hardly withhold endorsement of the products.

## Blue Safety Program Wins Commendation

Specific indications, such as requests for nearly 100,000 additional copies of free leaflets and the increased number of safety programs instituted in war plants are listed as proof of the success of the promotion campaign conducted by the War Production Fund to Conserve Manpower in connection with "Men, Machines and Victory" program on the Blue. Credit for the promotional (Continued on Page 3)

## FCC Approves KYA Sale; Other Commission Activity

Washington Bureau, RADIO DAILY Washington — FCC yesterday dismissed without prejudice 56 broadcast applications, in accordance with its wartime policy of not granting requests involving use of materials to construct or change transmitting facilities for standard, FM and television stations. The largest majority (Continued on Page 5)

## AFA Closes 38th Annual Meet With 3 Wartime Resolutions

### Larry Loman To Army—Commissioned As Major

Lawrence W. Lowman, vice-president in charge of operations of CBS, has been commissioned a Major in the United States Army, reporting to the Office of Strategic Service at Washington, D. C. Lowman actually reported for active service on Tuesday, and has been given a few days (Continued on Page 2)

**Contributions By Industry, War Dept. Objectives, Commercial Aspects Discussed At AFA Confab**

## Esso Goes Overboard On Army-Navy Game

Most concentrated coverage of any commercial broadcast on record has been set by Esso Marketers, distributing subsidiary of Standard Oil of N. J., for its airing of the Army-Navy football game Nov. 28. In addition, a number of other important radio precedents will be set by Esso in sponsoring the game, first time (Continued on Page 5)

## UP Station Subscribers Hit Grand Total Of 610

Rapid developments on the war fronts, the entry of the United States into the war, and the subsequent rallying of United Nations against the axis are reflected in a record radio expansion reported by the (Continued on Page 2)

## Texaco Again Signs To Sponsor Met. Opera

With the Metropolitan Opera set to return this Fall instead of cancelling for the duration as had been feared, Texas Co. again will sponsor the series of Saturday afternoon Met. (Continued on Page 2)

Group of between 60 and 70 radio-minded advertisers and agency men attending the AFA annual convention here yesterday morning heard a well-rounded presentation of radio's wartime status. Meeting at the Hotel Commodore was addressed by Samuel R. Rosenbaum, president of WFIL, Philadelphia, who outlined radio's contributions to the war effort; Lt. Col. Edward M. (Continued on Page 7)

## Service-Men-Records Get More Radio Aid

With recording program emcees of New York, Philadelphia, Washington, Baltimore and Boston lined up practically 100 per cent behind Records for Our Fighting Men, Inc., representatives of the non-profit organization to collect old phonograph records (Continued on Page 3)

## Ford To Start July 13; Lines Up 107 Outlets

Ford Motor Co. will debut its new institutional program on the Blue Network, Monday, July 13, on approximately 107 stations, it was (Continued on Page 5)

### Gastronomic Note

Lovers of pot roast, who shed a tear with Fibber McGee over the NBC comedian's inability to get a single bite of the luscious dish during a recent program, now can set their minds at rest. An executive of one of the country's largest packing plants heard the show and within 48 hours the McGees (Jim Jordans) had pot roast on their dinner table.



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JOHN W. ALICOATE : : : Publisher

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

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## FINANCIAL

(Wednesday, June 24)

### NEW YORK STOCK EXCHANGE

	High	Low	Close	Net Chg.
Am. Tel. & Tel.	113	113	113	.....
CBS A	11½	11½	11½	.....
CBS B	11½	11½	11½	— ¼
Gen. Electric	255½	255½	253½	— ⅛
RCA Common	31½	31½	31½	— ⅛
Westinghouse	68½	68½	68½	.....
<b>OVER THE COUNTER</b>				
Farnsworth Tel. & Rad.	1¾	2	2	.....
Stromberg-Carlson	5	5½	5	.....
WCAO (Baltimore)	15	19	19	.....
WJR (Detroit)	19	21	21	.....

### Larry Loman To Army—Commissioned As Major

(Continued from Page 1)  
leave of absence to terminate his affairs at Columbia.

Lowman is the second CBS officer to be commissioned in the armed forces in the last month, Harry C. Butcher, vice-president in charge of the Washington office, having been sworn in as a Lieutenant Commander in the Navy.

No successor to Lowman has yet been named.

### Mills Bros. Returning

The Mills Brothers quartet will end a long absence from radio June 28 when it will launch a new series on the Blue Network, Sunday from 6:45-7 p.m., EWT. Composed of three sons and a father, who stepped into the breach when one son died, the quartet has been touring during the past three years.

### YOUR SALES TARGET . . .

**WCOL**  
COLUMBUS NBC

in Central Ohio's  
Richest Market

WRITE OR WIRE  
DIRECT FOR  
STATION DATA

### New Tube Packaging Developed By RCA

(Continued from Page 1)

ciple, if utilized by the tube industry, will result in major contributions to the war effort in the conservation of shipping space, material, handling and warehousing savings. The new packing ideas developed by Elliott is saving some 120 tons of packing material a year for RCA as well as enabling the company to ship approximately twice as many tubes, thus halving the need for critical shipping space. The American Standards Association is now studying the possibilities of setting up an American War Standard covering the packaging of electronic tubes as a result of RCA's study.

Tremendous advantages have been found in the new system of handling every type of tube including television and transmitting as well as receiving. These advantages will not be felt so much at present among broadcasters, who are limited in their purchases for the duration. However, replacement parts, as far as tubes are concerned, will immediately be affected by the employment of the new principle. Obviously, broadcasters as well as home purchasers of electric tubes will receive its benefits, such as the reduction of breakage, when normalcy is resumed.

### National Spot Sales Show Rise On Blue M&O

National spot sales on the managed and operated stations of the Blue Network reached a new high in June when a normal seasonal decline is ordinarily anticipated. Report was released by Murray B. Grabhorn, national spot sales manager. The banner month was listed for WJZ; WENR, Chicago, and KGO, San Francisco.

WJZ, with an increase of 45 per cent over last year's June record, marked this month as one of the biggest in the station's history with regard to national spot sales. Sales on both WENR and KGO registered a 93 percent jump over reports for 1941. For the other months, Grabhorn reported that gains in spot sales were consistent since the establishment of the independent network and its national spot sales department.

### Ad Club Round Table Re Radio In Wartime

The Professional Publicity Group of the Social Work Publicity Council will hold a round-table on "Radio in Wartime," today, at the Advertising Club. Henriette K. Harrison, national radio director for the National Council of YMCA's, will be chairman, assisted by Bent Taylor, Community Chest and Councils, Inc.; Dorothy Lewis, of the National Association of Broadcasters; Gloria Chandler, of the Junior Leagues of America; Earle McGill, of the Columbia Broadcasting System; Thomas Stewart, of the Junior Red Cross, Washington, D. C.; and Paul Fraily, radio director of the United Charities Campaign, Philadelphia.

### Signal Corps Plans Drive For Additional Trainees

(Continued from Page 1)

Chief Signal Corps Officer of the Army, General Olmstead yesterday played host to a group of radio news-men and newspaper editors to whom he outlined his plan at Fort Monmouth, N. J. yesterday.

Gen. Olmstead stated that trainees will not only be instructed in the fundamentals of communications, but for those of higher intelligence, in the advanced aspects of modern radio engineering, electronics and physics. He also pointed out that radio is a "must" in every plane, tank, or other combat unit in the field. For this reason he said that those who are interested in radio, telephone and telegraph communications, are urgently needed to aid in carrying out the voluminous duties of the Signal Corps.

Group, following luncheon at the Country Club, made a tour of the classrooms and laboratories of the Post which revealed every phase of communications being taught. The new Walkie-Talkie, which is a 28-pound short-range radio receiving and transmitting set, packed on the back of one man.

Brig. General G. L. Van Deusen, Post Commandant, addressed the group also at the luncheon session and later in the afternoon a Retreat Parade and Review by the Officers Candidate Dept. of the Signal Corps School, was held, during which one of the Candidates was decorated for heroism. Capt. Harold E. Timmerman, public relations officer, assisted by 1st Lt. Spencer Allen, formerly of WGN aided in acquainting the group with the Corps training methods.

George E. Wellbaum, of the New York Telephone Co., did the chaperoning from the New York end. Benny Goodman contributed loan of the busses used for transportation.

### UP Station Subscribers Hit Grand Total Of 610

(Continued from Page 1)  
United Press in a summary covering the first six months of this year.

According to A. F. Harrison, UP radio sales manager, 46 stations were added to the radio clientele; five new radio news bureaus were established, bringing the total of these to 47, and four state radio circuits were created in Kentucky, Wyoming, Nebraska and Texas. Approximately 510 radio outlets in the United States and possessions now broadcast UP dispatches; 610 stations in the western hemisphere receive the UP service.

In South America, the expansion has reached 60 Latin American broadcasting outlets. UP's Canadian wire has been extended virtually across the Dominion.

### Stork News

A six and a half pound son was born this week to Mr. and Mrs. Bob Kelley. Father had been sports editor of WGAR, Cleveland, until his affiliation with the Cleveland Rams, football pros, recently.

## COMING and GOING

LT. COL. EDWARD M. KIRBY, chief, Radio Branch, Bureau of Public Relations, War Department, returned to Washington late yesterday afternoon after addressing the broadcast session at the Advertising Federation of America convention here.

KEN R. DYKE, formerly NBC director of promotion and now with the Office of Facts and Figures in Washington, is spending a couple of days in New York.

DR. H. B. SUMMERS, head of the Blue Network's public service division, to Iowa City to attend the meeting of the Audio Visual Educational Conference.

A. N. ARMSTRONG, JR., general manager of WCOP, Boston, is in town for conferences with the New York representatives of the station.

GEORGE CASE, formerly program and production manager of WCFL, leaves the Windy City tomorrow for Dayton, Ohio, where he will join the staff of WIND as program director.

HOWARD W. THORNLEY, president and chief engineer; FRANK F. CROOK, treasurer, and TED ALLEN, commercial manager, of WFC Pawtucket, on a brief visit here yesterday leaving for their Rhode Island headquarters last night.

E. E. HILL, managing director of WTAG Worcester, Mass., is in Washington this week after a short stop-over in New York. Expected back in Worcester on Saturday.

PEG MALONEY, following a vacation of three weeks, has returned to her job as director of public relations for WKRC, Cincinnati.

### Texaco Again Signs To Sponsor Met. Opera

(Continued from Page 1)  
broadcasts on the Blue Network. Airings, which probably will begin Nov. 28, run from 2 p.m., EWT, to approximately 5 p.m. It will be the third consecutive year Texaco has bankrolled the opera.

Buchanan & Co. handles the account.

### Sydney Laurence Dixon

West Coast Bureau, RADIO DAILY  
Hollywood—Sydney Laurence Dixon, NBC western division national spot sales manager, 41, is dead here of heart disease. Dixon succumbed soon after leaving a session of the Pacific Advertising Association convention at Tacoma.

### When you buy time— BUY AN AUDIENCE



**WTAG** WORCESTER

# The Safety Program Wins Commendation

(Continued from Page 1)  
 It is assigned to the Fund's H. Hazelrigg and Martha Linn. The commendation is included in a new bulletin by Dr. H. B. Summers, head of the Blue's public service division. At the first step in its campaign, the fund had printed more than 100,000 copies of a promotional leaflet about three weeks prior to the opening broadcast on June 5. The leaflet stressed the seriousness of the problem of man-hours in war production industries lost through accidents and called attention to the program. In addition, copies of a proclamation by President Roosevelt emphasizing the need for industrial safety, and of a letter from Donald Nelson, WPB chief, were prepared. Finally, a transcription was made from the end of the opening program and messages prepared.

#### Direct Mail Used

A week later a letter was sent to the manager of each Blue station, calling attention to the program and enclosing copies of the leaflet, the President's proclamation and the Newsletter. A few days later, a pressing of the transcription was mailed to a group of stations with the request that they be returned for mailing to another group.

In the two weeks before June 5, the fund made extensive use of direct mail with letters and printed envelopes sent to more than 26,000 key people. Groups, to whose members letters were sent, included radio editors of 250 newspapers, officers of 490 industrial concerns affiliated with the National Safety Council, public relations directors of 261 major industries or industrial establishments, heads of 5 national organizations, such as the Red Cross and U. S. Chamber of Commerce, 1,600 contact men for the National Traffic Safety Contest, 50 members of the Executive Committee of the Fund and several hundred members of the National Committee, 100 directors of the War Production Board of the WPB, and 22,000 leading business and industrial leaders throughout the country.

#### 100,000 Copies Requested

As a result of its campaign, the fund received letters asking for nearly 100,000 additional copies of the leaflet distributed. Excellent response to the promotion is seen in the posting of bulletin board notices by hundreds of industrial concerns, and in the bulletins made up by them to call the program to the attention of their employees. Among the latter group were such companies as Westinghouse Electric, Pullman,

## PROMOTION

### "Baby Parade"

Denver's Meadowgold Creamery has inaugurated a new program on KMYR with clever promotional tie-ups. Called the "Meadowgold Baby Parade," the program is a salute to new arrivals in the city. Advising listeners that the stork is so busy these days he needs help, the "Meadowgold Godmother," Lillian Lewis, "delivers" the babies. By keeping in touch with the Vital Statistics Bureau, the program is always aware of new additions to the city's population. The morning after their arrival, their names are announced, some mention of their parents made and a musical offering dedicated to them. Meadowgold follows up by sending the child a "Baby Book," handsomely bound volume that gives hints on baby care, child-rearing, etc., and provides space for recording baby's growth.

### Department Store News Tie-up

An elaborate promotion plan for news bureau of KSTP, St. Paul, Minn., has been worked out in conjunction with the Golden Rule Department Store here. In one of the most prominent ground floor spots in the store, the management has placed a huge map, with a special panel for bulletins. From each bulletin, ribbons are carried to the point on the world map affected. These bulletins are phoned in regularly through the day to the store, with full credit to the station's news bureau for the service. In addition the station has placed a teletype nearby and sends in regular reprocessed dispatches throughout the day for the store patron interested in more complete details on the news.

### Wage Increases Hamper AFM Coast Negotiations

San Francisco—Local 6 of the American Federation of Musicians is negotiating with KFRC and KQW for permanent contracts. Up to now stations have been operating on a more or less temporary arrangement. Factor causing slow progress in negotiations is union's request for wage increases for the 27 musicians involved. Expected that committees will reach a compromise figure shortly.

and the Baltimore & Ohio Railroad. In some plants, transcriptions are being played for the benefit of those who are not able to listen at the time of the broadcast.

"Men, Machines and Victory," presented on the Blue with the cooperation of the Fund, aims to reduce the number of accidents to workers on and off the job. The 15-minute program, aired Fridays at 10:15 p.m., EWT, uses dramatized incidents which emphasize that every accident takes its toll of manpower and reduces the equipment available for men in the armed forces.

## Service-Men-Records Get More Radio Aid

#### (Continued from Page 1)

ords, to be converted into scrap and the proceeds used to buy new records for America's armed forces, will make flying trips over next week-end to ten other radio centers in various parts of the nation.

Washington turntable maestros have joined the campaign 100 per cent, Dick Gilbert, chairman of the disc jockey committee, reported yesterday after a week-end trip to the Capital and to Baltimore. Every Washington station now is represented on the regional committee, Gilbert said, which is comprised of Harkins, WWDC.

#### Gilbert Host at Luncheon

In Baltimore Gilbert was host at lunch to Rosser Folks of WBAL, Eddie Hubbard and Bill Willse of WITW, and Erwin Elliott of WFBR.

At a breakfast meeting in Philadelphia on Monday, Arthur Simon, general manager of WPEN, stated that he was confident "of the full cooperation of this city's station managers." Among the others present were Leroy Miller of KYW; Pat Stanton, vice-president of WDAS, and Lou London and Al Henry of WPEN.

Maxine Keith of WOV who visited Boston reported that WCOP, WMEX, WHDH, WEEI and WORL have lined up behind the plan.

So successful was the personal contact idea that next Sunday Gilbert will fly to St. Louis, Pittsburgh, Cincinnati and Indianapolis; Miss Keith will make a three-day canvass of Detroit, Cleveland and Buffalo, while Paul Brenner, WAAT, is slated to visit Syracuse, Rochester and Albany.

### Auto Club Renews Newscasts

Chicago—Chicago Motor Club has renewed its thrice-weekly news programs on WENR for another full year. The Aubrey, Moore & Wallace agency placed the business.

**URVA COVERS  
RICHMOND AND CO.  
NORFOLK, VIRGINIA  
WITH 50,000 WATT'  
BOTH DAY AND NIGHT  
COLUMBIA NET WORK**

PAUL H. RAYMER CO., NATIONAL REPRESENTATIVE



Thursday, June 25, 1942

**Los Angeles**

By JAC WILLEN

**F**RANK PENNY, former vaudeville and team-mate of Bud Abbott prior to the forming of the present Abbott and Costello team, joins the pair at Universal Studios in their current film, "Who Done It?", in the role he played in real life at the last vaudeville appearance of the comedians just before their meteoric rise. Penny in reel life will again portray the friendly theater manager.

Lou Bring, musical director for Al Pearce and Gene Autry, was awarded a silver baton by the National Swing Club for outstanding conducting of the Lena Horne record album.

Peter Potter, Hollywood platter player heard twice daily on KMPC, will make his motion picture debut in the role of a Georgia boy in Paramount's "Star Spangled Rhythm," starting before cameras this week.

The Merry Macs have been signed for a week at the local Orpheum Theater starting July 8. Prior to the appearance, the Macs will cut eight sides for Decca.

Frank Bingman has been assigned to the announcing berth on "Those We Love," which premieres Wednesday,

"United We Sing," CBS song-show starring "1,000 Americans," the audience, who sing over the airways under the leadership of Art Baker and with the music provided by Wilbur Hatch and his orchestra, will feature Irene Rich as guest star on today's broadcast.

At last there has been found a fine use for those movie double features. Victor Borge, Danish comedian on the Bing Crosby program, reports that he learned English in a few weeks by going to double feature movies all day long.

Army Air Corps camps from all parts of the nation have flooded "Fibber McGee and Molly's" agency, Needham, Louis & Brorby, with requests for recordings of the Army Air Corps' song as sung by the King's Men on a recent "Fibber" broadcast.

Edward G. Robinson recently was guest of the commanding officer at Camp Roberts. In addition to talking to the men, the "Big Town" star enacted a scene from a recent broadcast in which he was a prisoner of the Gestapo.

Sidney N. Strotz, vice-president in charge of Western Division of the National Broadcasting Co., addressed the Pacific Advertising Association convention luncheon meeting, Tuesday, June 23, speaking on "Don't Be A Quitter." The NBC executive's address stressed the need for advertising in war time.

Xavier Cugat's most consistent fans are a group of South American aviation cadets studying at a Southern California flying field—they haven't missed a "Rumba Revue" airing since the maestro arrived in Hollywood.

**Wedding Bells**

Bob McCoy, former vocalist with Horace Heidt, and currently, bass-baritone at KOIN, Portland, Oregon, has been wed to Dora Dahl, member of the station's business office.

**The Informer!**

• • • Wonder how many denials we'll get in reporting that Abbott & Costello will go to Camels next season???"Duffy's Tavern" will take over the "Quiz Kids" time on the Blue Wednesday nites plugging a Bristol-Myers' product—Minute-Rub or Sal Hepatica! We further hear that if the show clicks, it may take Eddie Cantor's spot after Banjo-eyes completes his next 39-week cycle!...Tums renewed Horace Heidt for TWENTY-SIX weeks and will add a repeat airing for the series starting in August from 12:30 a.m. to 1. First time account has used a repeat show....Richard Himber, who opens at the Essex House July 10, immediately phoned a magic shop when he arrived in town!...Artie Shaw, who reported to the Navy as an ordinary seaman, was given a nine-day furlough before donning a bluejacket!...Bob Hawk, lunching at Toots Shor's yesterday with Dick Marvin of Wm. Esty, agency handling his "How'm I Doin'" show, allowed Marvin to pay the luncheon check!...Bert Lahr won't appear on the Fleischmann show as a guest star. Fabulous price asked for Red Skelton to make an appearance....Mort and Lester Lewis are now cooking up a show called "Hands Across the Sea" which would feature entertainers from the American and British armed forces!...A press release concerning an important radio figure named to launch a ship reached this desk with the statement that the time and place wasn't given to the artist because Navy regulations prohibit such information to get out too far in advance. Then on the same day comes a second release giving the date and place—adding a footnote as "confidential to editors"—the exact time!

• • • Life in the Service: In private life Ed Lasker hired and fired Eddy Duchin. Also Eddie Peabody. At the Great Lakes Naval Training Station, it's Lt. Comdr. Peabody, Lieut. Senior Grade Duchin and Lieut. Jr. Grade Lasker!...Sgt. Ezra Stone, who is directing the Irving Berlin "This Is The Army" show, has Carl Fischer, formerly with him at the George Abbott office, as business manager....More than one-third of the men assigned to the production of the Army show, have qualified for officers' training following the run of the show. The men will do seven evening performances and two matinees in addition to the regular drill period daily!.

• • • Harry Maizlish heads for N.Y. the end of the week to pick up more business....Bob Jennings is expected in N.Y. the first of next week....Helen Strotz reports that the "New Yorker" didn't accept her story for publication and so she's ready to accept any reasonable bid for the property!...Scrappy Lambert relates the story about a bandleader he used to book. The maestro would have all his mail forwarded to the booking office and whenever a bill or a letter from the Dept. of Internal Revenue would reach the bandleader, the maestro merely wrote one word on the envelope and returned it to the postman. The all-important word was "deceased."

• • • James Saphier, here from the coast to drum up some more business, related a classic story concerning that classic character of show business, Joe Frisco....Seems that the comic was called down by the Internal Revenue Bureau to account for something like \$12,000 in back income taxes. (Whenever Frisco had that much, or less, he would play the ponies.) Frisco didn't have the scratch and told the Revenue man as much; he'll pay it when he gets it....Joe left the office and in the corridor encountered another actor who was en route to see the same Federal agent...."Whatta gonna see him about?" Frisco stuttered. The actor said he was called down regarding \$141 he still owed the government. Frisco said he would attend to it for the actor and with that, he returned to the office of the Federal agent. "Say," he called out, "will you put this guy's bill on my tab!"

**Chicago**

By FRANK BURKE

**R**ADIO has been advised to be ready for a test blackout in the Chicago area in the near future. It will be the first blackout of the metropolitan area.

Shifting story scenes in NBC's "Bachelor's Children" has brought Phil Lord and Louise Fitch into the cast.

Ted MacMurray, director of "Lonely Journey," this week started his twentieth year in radio.

Originating at Camp Grant, Illinois the fourth, "Cheers From the Camps" program will be heard over WBBM-CBS on Tuesday, June 30, from 8:30-9:30 p.m.

Mary Ann Mercer, NBC singer and Raymond Jeffers of the Seeds agency back from a tour of southern Army camps with "Jeff" reporting that Mary Ann has sold a total of \$2,225,000 war bonds and stamps.

Bill Ray, NBC press manager, due back next week from a vacation in the Colorado Rockies.

Bill Irwin, former radio editor of the "Times" and now in the Army, is reported ill with a heart ailment at the Fort Sheridan, Ill., hospital.

Ten major stake races of the 1942 season at Arlington Park and Washington Park race tracks will be broadcast over the NBC Red beginning Saturday, July 4, with the \$10,000 Stars and Stripes Handicap at Arlington and closing with the Beverly handicap at Washington Park on Sept. 5.

When Barbara Fuller, young CBS radio actress, accepted Charlie Garland's invitation to present a trophy to "Miss Victory" at the Des Plaines, Ill., OCD ball the other night she didn't know that "Miss Victory" would be a new friend and radio protege in the person of 17-year-old Mona Lee Cote. During a visit following the presentation Barbara learned that Mona Lee had dramatic aspirations and was interested in radio. She then agreed to coach Miss Cote and arrange a radio audition for her.

WBBM's new transmitter at Itasca, Illinois, held open house to the staff at a farewell party for Les Carr, transmitter chief, who leaves for a position in the Bureau of Navigation at Washington. Part of the transmitter is now closed to visitors for the duration.

**SELLING SALESMAN**

A real planner and merchandiser is looking for a good job. Married, draft-deferred-36-wants an opportunity to earn better than an average living. Good contacts. National local experience major markets. Location unimportant. Write RADIO DAILY, Box G, 1501 Broadway, N. Y. C.

Sunday, June 25, 1942

## RADIO DAILY

**Esso Goes Overboard  
On Army-Navy Game**

(Continued from Page 1)  
 be broadcast commercially. Esso complete coverage and avoritism to no one network, will use simultaneous Mutual, and NBC hookups to broadcast each network making its pickup and employing its own play and color commentators over that listeners may select their favorite combination. The broadcast was offered to the Blue network, but the web was unable to take it because of previous commitments for the Metropolitan Opera.

In only 18 states from Maine to Louisiana, the area where Esso products are distributed, Esso has contracts for a total of 160 stations to carry the game. Of these 61 are local affiliates, 51 with NBC and 10 with CBS. Arrangements for additional coast-to-coast coverage also are being made, possibly under the sponsorship of other firms in the non-competing areas.

The event will be given possibly the most extensive shortwave coverage ever purchased by a commercial sponsor. According to the Esso agent, Marschalk & Pratt, Inc., over available International stations the country will be bought, with CBS stations, WCBX and WCRC, and NBC outlets, WRCA and WNBI, already scheduled to receive the broadcast.

Sports announcers and color men have not yet been selected for the broadcast, which will originate from Municipal Stadium, Philadelphia. As reported at the time Esso made the deal with Army and Navy officials, \$100,000 for the rights will be divided equally between Army and Navy relief agencies.

**To Start July 13;  
Lines Up 107 Stations**

(Continued from Page 1)  
 and yesterday. Program, which will be aired seven nights weekly, 8 p.m., EWT, will present a nationally known commentator, with contractual difficulties reported still holding up conclusion of this aspect of the deal, with Earl Godwin still believed to have the inside track. Mkon, Inc., Detroit, is the agency.

## NEW YORK'S NEWEST STATION

**WLIB**  
THE VOICE OF LIBERTY  
190 KC • CLEAR CHANNEL

*A Hit Overnight!*

"WLIB is fast becoming a favorite with matinee dialers."  
Ben Gross, N. Y. DAILY NEWS  
OFFICES: 846 Flatbush Ave., Brooklyn, N.Y.

**NEW PROGRAMS—IDEAS****Shortwave Series**

A new series of shortwaved news broadcasts from London every night at 10:45 over WNEW feature Derrick Prentiss, noted BBC newscaster, and a special analysis of the enemy's current propaganda by James Fergusson and Brent Wood, both star reporters of the BBC radio news staff. With this new nightly series, WNEW rounds out a programming policy of extensive coverage of the London news consisting of regular pickups through BBC every Tuesday night at 8, with Vernon Bartlett and Frederick Kuh alternating as newscasters direct from the British capital. On Sunday afternoons at 2:15 WNEW presents J. B. Priestley, famous English author-playwright, speaking from London on various aspects of the War.

**"This Is Your Home"**

"This Is Your Home," is a new KPO, San Francisco, series based on the romantic history of furniture. Show was initiated last Sunday, with narration by announcer Bud Heyde. "Furniture of France," with its fusion of Roman and Celtic cultures provided the theme for the opening broadcast. Transcribed background music, appropriate to the classic periods dramatized, will be an outstanding feature in this series. Don Thompson is writer and producer.

**FCC Approves KYA Sale;  
Other Commission Activity**

(Continued from Page 1)

of the cases were for standard broadcasting facilities. On 30 of these cases hearings already had been held, while no hearings had been scheduled in 22 other standard cases.

Two FM station applications dismissed were from the Piedmont Publishing Co., Winston-Salem, N. C., and the Houston Printing Corp., Houston, Tex. Television facilities were denied the Allen B. DuMont Laboratories, Inc., Washington, D. C. and WIXG, General Television Corp., Boston.

The Commission yesterday granted consent to transfer of the control of the Eastern States Broadcasting Corp., license of WSNJ, Bridgeton, N. J., from Howard S. Frazier and W. Burley Frazier to Congressman Elmer M. Wene of New Jersey for a consideration of \$3,047, representing 603 shares of common stock. Representative Wene, who operates the Wene Chick Farms, one of the largest hatcheries in New Jersey, was visiting his district yesterday and could not be reached for comment.

The FCC also granted consent to the assignment of the license of station KYA, Palo Alto, Calif., from Hearst Radio, Inc., San Francisco, to the Palo Alto Radio Station, Inc., for \$50,000. Stockholders in the Palo Alto concern include Mary K. Brown, internationally known tennis star.

Among other actions taken by the Commission yesterday, John Stenger, Jr. of Wilkes Barre, Pa., who was or-

**Children's News**

A new juvenile attraction—children's quiz direct from summer playgrounds—will be featured all summer on WEOA, Evansville, Ind. Program will be inaugurated tomorrow morning and is scheduled as a weekly at 9:30 a.m., for a quarter-hour period. Each week, the quiz will be broadcast from a different play spot, with young persons from all parts of the city participating. Weekly winners will receive a prize, plus a chance to compete in the finals at the end of the vacation season. Questions used on these stump-the-children programs will be based on special news broadcasts conducted by Margaret Rosencranz for young listeners Mondays, Wednesdays and Fridays. Miss Rosencranz will handle the quizzers also.

**Fairway Facts**

KMYR, Denver, has instituted a "Golf Round-Table." Heard Monday nights, Mark Schreiber, the station's sports editor, presides over 15 minutes of chatter on greens and fairways. A local pro and outstanding amateurs participate each week as well as a prominent member of a Denver country club. Predictions are made about current tournaments; courses, sticks and scores are constantly on the pan.

**Paramount Sets Campaign  
For "Holiday Inn" Film**

(Continued from Page 1)

used network radio on several occasions during the past year to plug musicals, but the two half-hour shots scheduled on the Blue Network for "Holiday Inn" amounts to nearly double any previous radio effort in behalf of a single picture. Over 100 Blue stations will be used on each of the broadcasts.

Initial airing, August 4, 9:30-9:55 p.m., EWT, will coincide with the New York and world premiere of "Holiday Inn," while the follow-up broadcast, Aug. 28, 10-10:30 p.m., EWT, will boost the show at the time of its national release.

Talent is not yet set on the two programs, but the first is expected to feature a line-up of name bands playing tunes from the movie.

Decision to go "all-out" in network promotion of "Holiday Inn" apparently stems from successful results in similar promotion of "Fleet's In" and "Birth of the Blues" during the past year. Former was plugged in two 15-minute broadcasts via the Blue and Mutual and the latter in a half-hour MBS airing.

Buchanan & Co. handles the Paramount account.

dered off the air sometime ago for fraudulent statements to the FCC was granted his petition for a three months' extension of the effective date of the Commission's order on his application for renewal of his license.

**AFA Ends Convention  
With War Resolutions**

(Continued from Page 1)

some new board members, and adopted three resolutions which recommended that members continue to dedicate themselves to support of wartime activities, and which commended those who have been so doing.

Speaking at the luncheon session yesterday, on "War Advertising—a Challenge to Business," McClintock declared: "A mass response on the part of our people is imperative for total war effort and advertising has a capacity to get this response more fully and more quickly than any other means of communication. . . . As never before, this emergency demands the fullest possible utilization of advertising, which has proved its capacity to mould the thinking and the feeling of the American people." He also outlined the purposes of the Advertising Council, pointing out how it cooperated in the planning of the salvage promotional campaigns.

**Officers Re-elected**

Re-elected officers include: James A. Welch, president; Tom Nokes, Ray Maxwell, Forbes McKay and Mabel G. Flanley, vice-presidents; Clara H. Zillessen, secretary; and Robert S. Peare, treasurer. Re-elected board of director members are: Paul Garrett and William A. Hart. Additions to the board are: William O. Savage, Mabel G. Flanley, Ray Maxwell, Harry Caswell and D. R. Murray. Charles E. Murphy was re-elected general counsel of the Federation. Miss Beatrice Adams was elected chairman of the Council on Women's Advertising Clubs.

The three adopted resolutions were: first, that the AFA members dedicate themselves wholeheartedly to wartime duties; second, that the Federation commend those who have already done outstanding war work; and third, that the Federation appreciate and thank officers and committees for their services in planning the convention.

**ALWAYS A  
GOOD SHOW  
FOR THE LISTENER**

\*  
**ALWAYS A  
GOOD BUY  
FOR THE ADVERTISER**

**WHIO**  
DAYTON, OHIO  
Basic CBS - 5000 Watts  
G. P. Hollingsby Co., Representatives

**To the Colors!**

E. B. FITZPATRICK, president of WHDL, Olean, N. Y., and general manager of the Olean "Times-Herald," has returned to active duty with the United States Army. He reported to the U. S. Military Academy at West Point on June 23 and has been assigned to the staff of the Academy.

—VVV—

STEPHEN FULD, of the CBS station relations department, has been called into the Coast Guard as an Ensign. He is to report in the near future. Fuld has been with CBS for five years. He came to Columbia from WNEW.

—VVV—

FRANK SOMERS, of CBS engineering, has been made a Lieutenant in the Navy. He reports next week to Corpus Christi, Texas, to attend the Naval Aviation Radio Training School.

—VVV—

CHARLES C. CALEY, assistant manager of WMBD, Peoria, has been commissioned a lieutenant in the U. S. Army Air Corps and detailed to the Officers' Training School at Miami Beach.

—VVV—

GEORGE M. MENDENHALL, chief studio and recording engineer of WGKV, Charleston, West Va., has taken up his duties with the U. S. Army Signal Corps.

—VVV—

GEORGE L. YOUNG, former auditor and assistant to the vice-president of Fort Industry Co., has reported to Quonset Point, R. I., for training as a lieutenant in the aviation branch of the U. S. Navy.

—VVV—

GERALD WOLPERT, of the technical staff of WFDF, Flint, Mich., who enlisted in the Marine Corps, has been made a staff sergeant and will start training on June 27.

—VVV—

PAUL H. GIROUX, musical director of KTAR, Phoenix, to the army, as volunteer. Assigned to Phoenix Recruiting Station.

—VVV—

BILL WRIGHT, baritone soloist at KVOO, Tulsa, Okla., is leaving the staff to enter War Construction Service for the duration.

—VVV—

DON ANDERSON, director of the "Minute Men," WFBL, Syracuse, N. Y., has enlisted in the U. S. Army, and will report June 30.

—VVV—

CHARLES P. MUELLER, partner in the Coulter-Mueller-Grinstead Advertising Agency of San Antonio, Texas, has been commissioned a captain in the U. S. Army Air Corps and has reported for duty here at Duncan Field. He was a flyer in World War No. 1.

**Bercovici Gets Third Newscast**

B. S. Bercovici, Mutual news commentator, will be heard on Sundays from 1-1:15 p.m., EWT, effective Sunday, July 5. The newly scheduled broadcast is in addition to his regular news commentaries heard over the network at 6 p.m., EWT, Mondays through Fridays. The new program originates from WJW, Akron.

**WORDS AND MUSIC**

By Sid Weiss

**O**UR TOWN: It's a boy at the Arnold Moss homestead. Born while pop was on the air. (Arnold sez mom did a good job, too)... It's a girl visitor at the I. E. Loperts... We always knew that Mary Margaret McBride would smash attendance records whenever she made a personal appearance—but she topped her own record at the Laurel in Winsted, Conn., the other nite. Fans of hers streamed in from 25 neighboring cities to color her welcome... Rare as a man who bites a dog is an actress who raves about another's toiling—so that's what makes this news. We couldn't help but overhear Jacqueline Susann put on a rave about Jessie Royce Landis to Sylvia Lowy, who does the "Mr. D.A." casting. Sylvia could do worse than look over Jackie, too... Probably radio's busiest producer these sultry days and nites is genial Ed Cashman who practically commutes between army camps (by army bombers, trucks, tractors or what-have-you) with Kay Kyser's big time show.

☆ ☆ ☆

Ray Heatherton's packing them in at the Biltmore is the talk of the street. One of the lovelier rooms in town—and yet for one reason or another one of the toughest to fill—Ray has forced the management to dust off the ropes practically every nite. A former top radio vocalist, Heatherton organized his unit some three years ago, opening immediately at the Rainbow Room without so much as a break-in date. His booking at the Biltmore began the nite after he closed at the Rockefeller bistro and he's been there every season since.

☆ ☆ ☆

Benny Goodman will do another picture in August... Arthur Judson Bureau signing Alfredo Antonini as guest conductor for some of the major symphonies this coming season... Note from Rupe (WIBC) Werling: "After a month and a half of digging, weeding, cultivating a nice case of sumac poisoning, etc., my Victory Garden is a success. I've finally grown it—one big, red, luscious, curvaceous radish!"... Recommended: The Havana Madrid's Don Gilberto and his "Rhumba One" orchestra—a new high in Latin rhythms... Ed Hurley's mag. "Fighting the 5th and 6th Column Menace," which exposes what most of us have too long suspected.

☆ ☆ ☆

**CASTING NOTES:** Mandell Kramer an addition to "Hearts In Harmony." Also on "Ellery Queen" this week... Jeanne Juvelier signed for "Brooklyn, U.S.A." subway circuit tour... Chicago's Alice Goodkin has found N.Y. very receptive. Here less than nine weeks, she's already been heard on "Easy Aces," "Aunt Jenny" and "Light of the World." Currently, she's doing "Kitty Foyle" besides modeling for Powers.

☆ ☆ ☆

**HEADS UP, DIRECTORS:** Harda Klaveness, another Garbo... Helen Larmon, who won't tell you that her father is an advertising exec... Rush Hughes, whose light has been too long under a bushel... Howard Merrill, a best bet on scripting... Patsy Campbell, who has been tabbed by Brock Pemberton to read for a big part in a B'way show... Jay Meridith, who starts a new series on "Aunt Jenny" this week... Burt Raeburn, whose voice plus piano adds up to radio... And blonde Muriel Hutchison, long of the theater, much to radio's loss.

☆ ☆ ☆

Plenty of changes taking place in Ralph Edwards' "Truth or Consequences" staff due to marriage, the draft, mayhem, or what have you. Lloyd Rayward has taken a Washington post with Phil Davis replacing him. Esther Allen, formerly Ralph's secretary, is now a member of his "idea" department. Martin Stevens has shifted from his utility staff to NBC. Bill Haws has been tagged by the Navy with Ken Tobey stepping in.

☆ ☆ ☆

—Remember Pearl Harbor—

**NEW BUSINESS**

WOWO-WGL, Fort Wayne, Ind. Radbill Oil Co., Inc. (Renuxit Fresh Dry Cleaner), 26 five-min. part "Modern Home Forum," thru Harry Fligenbaum Adv. Agen. Phila.; Socony-Vacuum Oil Co. (Mobilgas & Mobiloil), 624 15-min. new casts, through J. Stirling Getchell Inc., N. Y.; Ex-Lax, Inc. (Ex-Lax), 18 one-min. ETs, through Joseph Katz Co., N. Y.; Peter Foxe Brew Corp. (Foxe DeLuxe Beer), 78 on min. ETs, through Schwimmer Scott, Chicago; Van Wert County Guernsey Breeders' Assn. (Van Wert County Guernsey Sale), three 10-word anns., direct; Motor City Circus (Circus), 26 50-word anns., direct; Shell Oil Co. (Shell Petroleum Prods.), 150 one-min. ETs, through J. Walter Thompson Co., N. Y.; Dave Furniture Store (Furniture), 13 studio pgms., "Don and Helen," direct; Allis-Chalmers Mfg. Co. (Tractor Farm & Road Machinery), 27 one-min. anns., through Bert S. Gittin Adv., Milwaukee; "Chicago Herald American" (Newspaper), one one-min. ann., through Bozell & Jacob Inc., Chicago; Kellogg Co. (Rice Krispies), 200 one-min. ETs, through J. Walter Thompson, Inc., Chicago; Huntington County Guernsey Breeders Assn., three 100-word anns., direct; American Legion Post No. 1 (Memorial Service), four 50-word anns., direct; Gettles Optical Co. (Glasses), 13 15-min. ETs, direct; Knight Hatcheries, three parts "Roundsman's Hour," direct.

KFRC, San Francisco: Dr. P. Phillips Canning Co. (Grapefruit Juice). "Breakfast Club" participation, thru C. L. Miller Adv. Agency; Acme Breweries (beer), "Salute to the Allies," thru Brisacher, Davis & Staff Calif. Spray Chemical Corp. (Bug-Geta, Ant-B-Gone, Rose Spray, Cal-Tox, Extrax, Contax, Flo-Tax, Transplantone, Tri-Ox Wood Killer), participation in "Housewives Protective League," thru Long Adv. Service; Kilpatrick's Marvel Bakery (bread); "Morning Hostess" participation, thru Emil Reinhardt Agency; McKesson Robbins Co. (Calox tooth powder), anns., thru John Blair & Co.; Musterole Co. (Musterole), anns., thru Erwin, Wasey & Co.; Pacific Brewing & Malting Co. (Wieland's beer), anns., thru Brewer-Weeks Agency; Pepsodent Co. (tooth paste), anns., thru Lord & Thomas; Rainier Brewing Co. (beer), anns., thru Buchanan & Co.

**Costello Joins NBC**

Ned Costello, for the past 15 years associated with newspapers, advertising agencies and radio sales, has joined the local and spot sales staff of NBC. He succeeds Walter Scott, who has been transferred to the Red network sales staff.

**Joins KDKA Technical Staff**

Pittsburgh—Fred Leonard, formerly transmitter operator at WWSW and more recently with the Pressed Steel Car Co., of this city, has joined the staff of KDKA as studio operator.

# Radio's Wartime Status

## Kirby Lauds Trade For Part Played During Conflict

(Continued from Page 1)

Col. Kirby, chief of the Radio Branch, Bureau of Public Relations, War Dept., explaining means and objectives of the Army's use of broadcasting, and John M. Outler, WSB, Atlanta, recently named chairman of the NAB Salesmanagers Committee, speaking on commercial aspects of the industry in a wartime conney.

**Five Problems Presented**  
Col. Kirby, former public relations head of the NAB, in his talk on "Radio Goes to War" presented the five chief problems confronting the War Dept. today from a public relations viewpoint:

1. The morale and well being of millions of men in the U.S. armed forces wherever they are.
2. To focus attention on the global scope of the war.
3. Recognition, without overstress, of sorrow and suffering resulting from casualties.
4. Unity among the United Nations; uniting the Axis "divide and rule" propaganda.
5. Encouraging realization that this is an all-out war, with the fighting and production fronts of equal importance.

Radio has contributed much to achieving these objectives, Col. Kirby said. By its very nature, he said, radio has focused attention on the global aspect of the war through foreign pickups, reports from the war zones, etc. He paid especial tribute to the commercial advertisers for their part in aiding radio to do its male job, revealing as an illustration the information that some local sponsors now are broadcasting programs from various Army units throughout the country.

Col. Kirby listed some of the War Dept. radio activities, describing the "Command Performance" series, "News from Home" and other shortwave programs. He said that such shortwave shows definitely are heard by U.S. troops abroad.

### Talks on Air Raid News

Regarding domestic programs, Kirby declined for comment "We the People" and General Motors' "Cheers from the Camps." He commended the former for its shortwave pickups and the latter served two purposes: connect the production line directly with the fighting line and as a goodwill builder for General Motors. Tuning to the functions of broadcasting under actual war conditions, Kirby disclosed that in the event of a bombardment, when radio stations in one area are ordered off the air, stations in other sections of the country will not be permitted to broadcast news of the raid until it is over or the Army gives the okay. This was not a matter

of censorship, the Army radio expert explained, but merely in order not to aid the enemy in determining the effectiveness of the raid or whether it was on time, etc.

Kirby said this policy probably would enable the press to "scoop" the radio, but pointed out that such scoops were of little importance as compared with military security and civilian morale.

### Discusses "Language" Stations

Problem of foreign language stations was considered briefly by Kirby who issued a warning that such broadcasters should look with suspicion on any new advertisers who turned up suddenly with a flurry of fancy prices and discounts which might turn out to be code. He urged thorough investigation of all clients of foreign language programs.

He discussed also the War Dept.'s program on NBC Sunday afternoons, "The Army Hour," pointing out that this represented the first time in U.S. history the Army had made official use of the radio. He explained that because of its foreign pickups of important persons it was impossible to publicize the program in advance.

Stepping out of his official character for a moment to express a "personal opinion," Kirby sharply criticized representatives of certain other media who, he said, had taken advantage of the necessity of silencing radio stations at times to try to lure advertisers away from the medium. He termed this a "highly unfair and unethical" procedure.

### Cites Army's Honor Record

In conclusion, Col. Kirby pointed to two characteristics peculiar to the American Army: "It has never lost a war or failed to give back to the people what it asked them to give up in order to win that war."

Speaking on "Radio's Greatest Challenge," Samuel Rosenbaum outlined the services being rendered by radio stations as a public contribution in keeping the public fully informed on the many aspects of rationing, production, conservation and war preparation and pointed out that radio is rendering without charge service for which newspapers, magazines, meeting halls, telegraph and telephone companies and printers are regularly paid.

All of the things which broadcasters do for nothing, Rosenbaum pointed out, are taken for granted. "In fact," he continued, "I think it would be better if this talk were called 'Taken for Granted' instead of 'The Challenge to Radio'."

### Sees Threat to Indies

Rosenbaum saw a real, if still future threat to the existence of many smaller, independent stations in the continued expansion of Government use of radio and the concomitant drop in local revenue.

"To my mind the real challenge to radio to be presented by this war has not yet been presented," the WFIL president declared. "I feel the country has not yet begun to

realize the severity and intensity of the efforts and sacrifices which every citizen will be called upon to make. The course of the war will demonstrate that the requests to be made of our citizenry will increase with mounting intensity, and that correspondingly the efforts expected of radio stations to disseminate these requests will be increasingly exacting.

### Revenue Reduction Inevitable

"At the same time it is a matter of common knowledge that every radio station, except the comparatively few favored stations of large power in metropolitan centers, is beginning to feel the reduction in commercial revenue which is bound to result from the impact of war production and rationing and dislocation of industry. National spot revenue is still holding up, but network revenue is beginning to feel it, and local business is already causing marked concern to stations which depend on it.

"This is bound to have its effect not upon the willingness but upon the ability of radio stations to continue to render the national services which are so generally taken for granted. The stations on the National and Columbia networks are in a fortunate position of being the most prosperous economically and of broadcasting the large majority of the great popular commercial programs for national advertisers who are making a real and intelligent use of the medium to get the war message across to their established listening audiences.

### Asks That Problem Be Met

"But the stations on the other networks and the non-affiliated stations are those which make the major portion of their contribution on non-commercial programs and non-commercial announcements and therefore on a sustaining basis, and therefore at their own expense as a public service. It is these stations which, in my opinion, will feed the impact of war conditions more and more in the next twelve months, with declining revenue and increasing demands for public service."

Rosenbaum said he felt that the situation was one which national authorities should begin to plan to meet. He did not suggest, he said, that radio stations wished to be paid for their contributions to the war effort, but felt that "it will become urgent within the next twelve months to provide some help" for the smaller stations if they are to continue to render the service expected of them.

### Wants Small Stations Helped

He had no specific suggestions to make in respect to the situation other than that "it would be a fair contribution to the smaller radio stations if, in some way, lines were made available to them so that they could receive and broadcast important national programs without having to pay for them." Rosenbaum saw "a little contradiction" in the

## Rosenbaum Warns Of Dangers To Indie Outlets

fact that affiliates are forced to pay for their network land-lines and then were expected to broadcast free-of-charge patriotic programs received over these same lines.

"I have no quarrel with any public utility, but I just say it is just another of those contradictions where the radio station serves the public free, and somebody gets paid even by the radio station," he said.

Rosenbaum suggested that it would match the contribution of radio stations in building public morale, if telephone lines were contributed free of charge so that necessary messages of vital importance, like speeches by the President, could be broadcast simultaneously by all the 900 stations in the country without asking for favors from the existing network companies.

### Meeting Challenge Honorably

He said, in summing up the contribution of radio stations to the war effort: "Radio is meeting honorably the challenge so far presented by the war. With fair cooperation from the central authorities, it will continue to meet that challenge with equal success. Its greatest test will be the preservation of its freedom in the face of the ever-increasing control of communications which is inevitable under war conditions.

"Its greatest test will come in the preservation of its right to criticize and discuss strategy and administration without intimidation or suppression. Its greatest test will come in promoting an honest discussion of views for fighting the war and winning the peace, without undue pressure from those in Congress or government. Perhaps the short-term license will prove to be the greatest challenge to radio."

John Outler in his address on "Radio as an Advertising Medium in Wartime," details of which were reported here yesterday, presented the case for radio in competition with other media under today's trying circumstances. He built up a powerful argument for the broadcast medium, his remarks being well received by those present. Addressing himself to advertisers, he stressed their opportunity which, he said, "is 22-karat, diamond-studded" should they use the publicity value of radio during the emergency.

### Pellegrin Presides

Frank E. Pellegrin, director of the NAB Department of Broadcast Advertising, presided at the morning session, introducing the speakers and making pertinent comments. Presenting Col. Kirby, whom he termed "the NAB's No. 1 contribution to the war effort," Pellegrin pointed out that Kirby was, in effect, a "combat officer directing 900 good soldiers." He referred, of course, to the nation's radio stations.



# Coast-to-Coast



JIM BARNHART has taken over studio engineer duties while Ed Pulley has added functions of recording engineer to his chief engineer role at WGKV, Charleston, W. Va., to replace George M. Mendenhall who has been called to the U.S. Signal Corps... FCC recently authorized transfer of control of WGKV from W. A. Carroll to Worth Kramer.

Three members of the WGKV staff are distinguishing themselves in local histrionic circles. Joe Farris, continuity editor, and Leslie Gorall and Ray Panner of the production staff, have the lead roles in "Mr. and Mrs. North" presented locally by the Kanawha Players.

\* \* \*

An affectionate homecoming was given Dorothy Fisher, young contralto, upon her return to KOIN, Portland, Oregon, after spending two years in voice training in New York. The station staged a "Dorothy Fisher Studio Party" broadcast in her honor, with the entire music staff participating. Miss Fisher will fill assignments with KOIN throughout the summer, before returning to Manhattan in the fall.

\* \* \*

Four new stations, bringing the total to 80, have been added to those airing "Coffee Time," radio series broadcast by Mrs. Ida Bailey Allen, the Pan-American Coffee Bureau's home economist. Among the recent additions are KUJ, Walla Walla, Wash.; WJMC, Rice Lake, Wisc.; KUTA, Salt Lake City, Utah; and KLO, Ogden, Utah.

\* \* \*

WDRC, Hartford, is cooperating with a special Youth Service Committee set up in Hartford to provide entertainment and recreation for soldiers, war workers and newcomers to Hartford. Five local churches have arranged nightly programs for the new Hartford residents and service men, and WDRC is putting on announcements each day calling attention to the time and place of the evening's entertainment.

\* \* \*

Sales promotion manager, Walt Dennis, of KVOO, Tulsa, is up to his ears in the current Oklahoma rubber scrap campaign as vice-chairman in charge of publicity for the state committee.

9 4 2



June 25

Leo Cohen	Martin Gosch
Doug Largen	Annette McGrady
Cliff Soubier	Smiley Whitley
Arthur Tracy	

Fred Keating, zaney of stage and screen, opens another bag of antics during his "Kidding With Keating" program over WMCA Tuesday, June 30 from 8:05-8:30 p.m. Keating is aided and abetted as usual by petite Peggy Bernier, song stylist-stooge, and the music of Don Bryan and his orchestra.

\* \* \*

WJTN, Jamestown, N. Y., is mailing out its latest off-set photographic promotion piece. Under the title "Showmanship and Service Sells for WJTN," the 4-fold pamphlet shows showmanship samples which sell the station and service samples which sell programs to listeners and cooperation to dealers.

\* \* \*

Mary Anderson of the Broadway play, "Guest In The House," will be Allen Prescott's guest on "Prescott Presents" tomorrow afternoon, WJZ at 3 p.m. Mary will switch from heavy histrionics to comedy and will trade jokes with Prescott.

\* \* \*

Jim Riddel, tenor and chief of a double quartet, has been assigned to vocals on the "Hello Again" show four days a week over KALE, Portland, Oregon... Jack Lombard, KALE control room member, spent two weeks in Victoria, B. C. on a visit to his mother.

\* \* \*

New letterheads in use by WTMJ-W55M, Milwaukee, carry a line-drawing of "The Journal's" new Radio City which will soon be in operation. Held up to the light, the stationery reveals an outline map of the State of Wisconsin and the state slogan, "America's Dairyland."

\* \* \*

All Denver stations cooperated with city and state officials June 22, "War Heroes Day." The huge rally in the Denver Civic Auditorium was broadcast by all five local studios. In addition, KFEL handled broadcasts of the parade from two points, using Wally Reef, KFEL newsman, and Sergeants John Connors and Hal Kanter, radio men attached to the Air Forces' public relations staff at Lowry Field. KMYR posted a mike on the reviewing stand to describe the parade, which featured soldiers from all three local posts, as well as heroes of British and American fighting units. Much acclaim was made over the 20-odd Denver survivors of the "Lexington," now home on furloughs.

\* \* \*

Here is how WGBF and WEOA, Evansville, Indiana, collected 1,500 pounds of scrap rubber in 60 minutes last Saturday night. Listeners were urged to telephone in their names and addresses if they had any scrap rubber. Members of the stations' staffs were scattered throughout the city in radio-equipped cars, and as the names of those telephoning in were announced on the air, the squad cars picked up the names and called for the rubber.

Ed Barry, formerly associated with WMFF, Plattsburgh, N. Y., has joined the staffs of WGEQ and WGEA, General Electric's two Schenectady short-wave stations. Barry will be one of the English language news announcers for broadcasts to Europe, South America and Australia, and also will help edit news for the translators of foreign language programs.

\* \* \*

Bob Allen, whose band is heard five times weekly via remote pickups by WOR, has engaged Larry Wagner and Van Alexander to arrange the four tunes that he will record for Joe Davis' "Beacon Record" label during this week.

\* \* \*

Bob Evans airs a new program, "The Household Quiz," each Friday from 2-2:30 p.m. over WSPD, Toledo. Bob's questions are slanted toward household subjects with a comedy turn called the "Whifenpoof" for a clincher. Norma Richards is hostess at the quiz session and Glenn Jackson announces.

\* \* \*

KFEL, Denver, was the first station in the country to lease a wire service from the "Chicago Daily News" Foreign Wire Service. Copy started rolling last Saturday when the installation of a news ticker was completed sooner than expected.

\* \* \*

"Minute Men Revue," road show version of the "Musical Clock" of WFBL, Syracuse, climaxes a season of S.R.O. performances in a score of towns, with an all-summer engagement for appearances in Syracuse public parks. The "Revue," featuring the WFBL "Minute Men," Don Anderson, director; Dick Workman, soloist, and Jim Deline and John Batchelder as emcee, has been signed for nine performances in city parks. Anderson will make his farewell appearance this week. He leaves for the Army June 30.

\* \* \*

WNYC will broadcast the National Professional Tennis Championships at Forest Hills, Friday, Saturday and Sunday, June 26, 27 and 28. This will cover the quarter-final, semi-final and final rounds of the tournament. George Ward will again do the play-by-play for the city station. Broadcasts will be heard at 2:05-3:30 on Friday, June 26; 1:30-3:45 p.m. on Saturday, June 27, and 3-4 p.m. on Sunday, June 28. Series inaugurates the station's summer tennis season, which regularly covers the championship play at Seabright and Forest Hills, including a complete daily coverage of the National Amateur Championships at Forest Hills in late August.

\* \* \*

Jack M. Draughon, general manager of WSIX, Nashville, has acquired the special AP radio news wire from Press Association, Inc., radio subsidiary of The Associated Press. The Nashville MBS affiliate operates on 5,000 watts.

Allocation of War Service announcements locally on WOZO, WGL, Westinghouse stations in Wayne, Ind., has been placed charge of Ed Koops of the pro department who has announced plan whereby every local sustained show, either transcribed or live lib or written, will contain announcements according to a master Koops' procedure involves supplying the entire staff with a weekly minographed list showing the program and type of announcements to be used. Entire talent staff and continuity department are urged to make the announcements blend into the content of the program rather than stick out like a thumb.

\* \* \*

WWNY, Watertown, N. Y., profited itself to Sowan's Grocery. At 1 a.m. Sowan's purchased one spot announcement on the Betty Ba women's program, advertising a special price per quart on strawberries. At the time of broadcast 34 crates of berries were on hand at the grocer. Forty-five minutes later Sowan's telephoned WWNY to cancel additional spots. As all berries were sold.

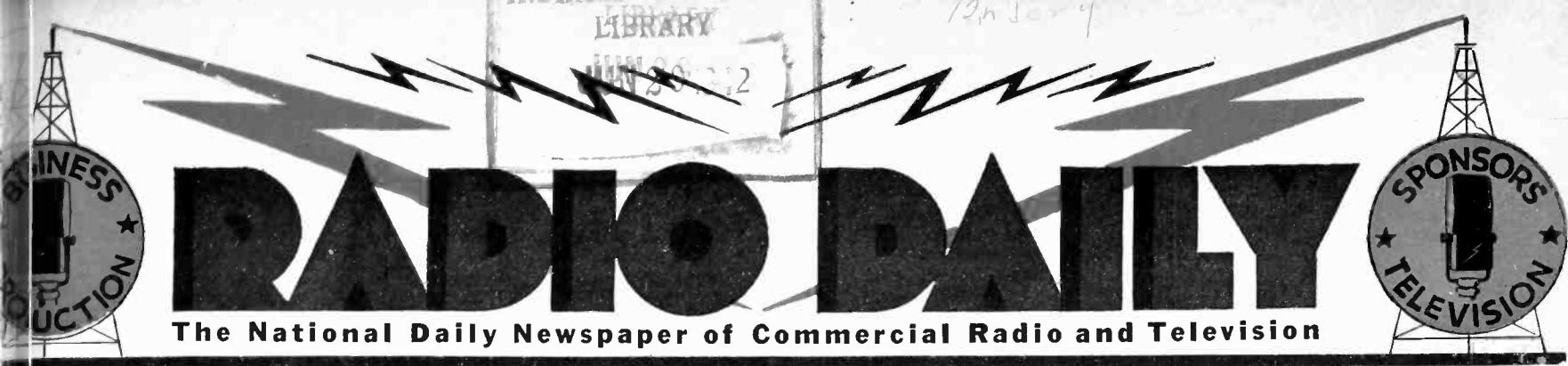
\* \* \*

At the very hour Roger Good WGY, Schenectady, N. Y., announced was being married to Miss D. Westcott in Syracuse, a telegram received in Schenectady from G. rich's Syracuse Draft Board. He was given until Tuesday, June 23, to report for service... Private Howard Tupper, former WGY announcer, now touring the country with Army War Show Task Force. ... A severe sunburn received while driving an open car across the desert en route to Salt Lake City, Utah, cut short WGY announcer Arnold Wilkes' vacation and left him prostrate in the western city. Wilkes, who is due back on the job Monday, is under a doctor's care.

## Colgate Okays Renewal For "Hobby Lobby" Show

Colgate-Palmolive-Peet Co., which only last February sponsored a total of 4 hours and 40 minutes weekly on CBS, yesterday had reduced Columbia schedule to 25 minutes per week with no additions anticipated before Fall. C-P-P has formally renewed for another 52 weeks the 25 minutes occupied "Hobby Lobby," which is aired behalf of Palmolive shaving cream. Renewal is effective July 4 and, reported here previously, the program will change from Saturdays Tuesdays, 8:30-8:55 p.m., EWT, beginning July 21.

The half-hour, Saturdays 8:30-8:55 p.m., currently occupied by G. Lombardo for Colgate dental cream, has been cancelled as of July 11, it is understood the sponsor will return the program in the Fall. Ted Bates, Inc., handles the account.



The National Daily Newspaper of Commercial Radio and Television

19. NO. 63

NEW YORK, N. Y., FRIDAY, JUNE 26, 1942

TEN CENTS

# Radio's Revised Code

## Breakdown Shows Full-Network Benefit

CBS to back up its claim anent new full-network 15 per cent discount plan that "the advertiser's audience in each additional area will greatly multiplied," is circulating code with a breakdown of results four separate audience studies made behalf of different programs to research organizations. All show, according to Dr. Frank Lamm, CBS director of research, at intensive coverage from within 'smaller' CBS station-cities  
*(Continued on Page 2)*

## Butcher Named As Aide To General Eisenhower

Washington Bureau, RADIO DAILY  
Washington—Lieutenant Commander Harry C. Butcher, U.S.N.R., vice-president of CBS, who was called to duty with the U. S. Navy on June 1, has been named personal aide to Major General Dwight Eisenhower, commander of the United States forces in the European theater of war. He will leave Washington in the future for his new post and  
*(Continued on Page 2)*

## Radio Stations Combine To Hypo Rubber Salvage

San Francisco—A city-wide variety show utilizing talent from numerous stations, was produced at KPO to assist the national scrap rubber drive, and stayed to KSFO, KJBS, KROW, KLX and KLX. Another rubber poster was KQW's special production featuring Mitzi Mayfair of Hollywood.  
*(Continued on Page 2)*

## Promotion

No fruit and vegetable peddlers, uptown, Eastside, finding business none too good, set up portable radio on their push carts, and tuned in to WQXR. During operatic programs, the peddlers chimed in with their own voices, taking all the roles that can along. The peddlers now own a vegetable market, indoor set.

### No Middle-Man

Henry Morgan, in "singing the praises" of Adler Shoe Stores, his sponsor, mentioned on the air that a certain friend of his visited one of the stores and received service that wasn't so good. "Old Man Adler," as Morgan calls his sponsor, phoned Friend Henry to say that he would appear on the program to give his side of the story. Adler was heard on the show last night.

## Coast Newscasts Up, S.F. Survey Reveals

San Francisco—Increasing importance of San Francisco as a news-casting point is shown in a check-up of local stations, revealing no less than 149 daily broadcasts as a weekly average for KGO-KPO, KFRC, KQW, KSFO, KYA and KSAN. Many more news programs are broadcast over the eastbay stations of KROW and KLS in Oakland, and  
*(Continued on Page 2)*

## Newly Chartered Union Takes Radio Publicists

"Radio publicists," apparently meaning employees of network and local station publicity departments, were officially placed under the jurisdiction of newly chartered Local 114 of the United Office and Professional Workers of America, CIO, yesterday, according to an announcement by  
*(Continued on Page 5)*

## Fly's Testimony Continued By Sanders Bill Committee

### WMCA's Special Shows Staged For Service Men

Two half-hour live productions with an array of Broadway talent are being presented tonight by WMCA in special studio programs dedicated to entertainment of men in the services.

The first will be for the benefit of  
*(Continued on Page 2)*

## Office Of Censorship Institutes Changes Based On Five-Months Experience; 'Language' Shows Affected

## WPB Receives Appeal To Save Indpt. ET Men

Visualizing a critical situation wherein independent recording studios might be forced out of business while stations continue record production, Hazard E. Reeves, president of Reeves Sound Studios, Inc., has appealed to the Radio Division of the WPB for a preferential rating which would grant the independent studios the same supply of recording  
*(Continued on Page 2)*

## Lever Bros. First To Sign CBS's New Discount Plan

While all CBS sponsors currently employing 90 or more stations, and many with 70 or more, are expected to take advantage of the new Columbia full-network 15 per cent discount, Lever Bros. yesterday became the first client to officially sanction the  
*(Continued on Page 2)*

## Noxon Renews Spot Skeds In New York Territory

Expanding cautiously with an eye to possible national coverage in the Fall, Noxon, Inc., has renewed for another 13 weeks its spot schedules  
*(Continued on Page 2)*

Washington Bureau, RADIO DAILY  
Washington—First revision of the Code of Wartime Practices for American Broadcasters, was published today by the Office of Censorship. Same Office yesterday afternoon issued the first full revised edition of Wartime Practices for the press, revealing that the Practices for radio continue along a tighter and more intricate type of censorship.

In format and contents, the radio code has been considerably altered since the original was issued on Jan. 15. Office of Censorship suggests that broadcasters use the new issue, based on five months' experience, as a  
*(Continued on Page 6)*

## Value Of Exploitation Cited By Coast Web

Los Angeles—Stressing the subject of exploitation, and its application to radio today, the Columbia Pacific Network has released the plan of one of its most recent exploitation campaigns which furthered the Columbia news analyst, Harry W. Flan-

*(Continued on Page 3)*

## WNEW Extending Run For "Russia Fights"

WNEW's series of dramatic programs, "Russia Fights!", will be aired an additional seven weeks, commencing Thursday, July 2, when the  
*(Continued on Page 2)*

### Sponsor's Award

Pittsburgh—Duquesne Light Co., for its sponsorship of the half-hour program of organ music by Bernie Armstrong on KDKA each Sunday, has received the national award in the radio division from the Public Utilities Advertising Association, which conducted a "Better Copy Contest." Station break announcements were included in the winner's entry.



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JOHN W. ALICOATE : : : Publisher

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

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## FINANCIAL

(Thursday, June 25)

### NEW YORK STOCK EXCHANGE

	High	Low	Close	Net Chg.
Am. Tel. & Tel.	113	112 5/8	112 5/8	- 3/8
CBS A	115 1/8	115 1/8	115 1/8	+ 1
CBS B	113 1/4	113 1/4	113 1/4	+ 1/8
Gen. Electric	25	25	25	- 1/4
Philco	8 1/4	8	8	- 3/4
RCA Common	3 1/8	3	3 1/8	+ 1/8
RCA First Pfd.	50	50	50	- 1/8
Stewart-Warner	6	5 1/8	5 1/8	-
Westinghouse	68 1/4	68 1/4	68 1/4	+ 1/4
Zenith Radio	127 1/8	127 1/8	127 1/8	+ 1/8
<b>OVER THE COUNTER</b>				
Farnsworth Tel. & Rad.	1 3/4	2		
Stromberg-Carlson	5 1/8	5 5/8		
WCAO (Baltimore)	16	19		
WJR (Detroit)	19	21		

### 'Frisco Stations Combine To Hypo Rubber Salvage

(Continued from Page 1) lywood, concert pianist Douglas Thompson, former Pittsburgh radio star Paul Gannon, soprano Alma Cella, and Latin-American night club star Joaquin Garey.

Another wartime show was "Salute to Russia," a KGO production relayed to coast Blue Network stations. The program was dedicated to the War Savings Bond and Stamp Drive, and talent included the Ukrainian Chorus of California; songs by Russian-born Sonia Shaw, singing sailor John Laurence, and the KGO-Blue Orchestra.

### Two Time Shifts At MBS

Mutual's Sunday "Overseas Report," with Owen Cunningham reporting from Honolulu, Leslie Nichols speaking from Cairo, and Frank Cuhel airing from Melbourne, and Irving Caesar's "Safety Song" series, both get new time positions effective Sunday, June 28.

The "Overseas Report" will be heard from 6:15-6:30 p.m., switching from 12:30 p.m., and Caesar's programs are aired at 12:30 p.m., moving up from a 2 p.m. position.

### WPB Receives Appeal To Save Indpt. ET Men

(Continued from Page 1) blanks as is available to the broadcasters who have been designated A-3 in a WPB Preference Rating Order No. p-129.

Reeves has already made one trip to Washington, to iron out this situation, and will present additional data to the WPB next week. The president indicated he would submit additional data contributed by other recording studios, if concerted interest on the part of the trade were forthcoming soon.

The situation, as explained by Reeves, indicates that the WPB had overlooked giving ratings to recording studios. The increased shortage in coating materials, he pointed out, will soon necessitate a reasonably high preference rating so that materials might be available for the manufacture of recording blanks.

Since broadcasting stations have been given the A-3 rating, those which have their own recording studios can thus be supplied with recording blanks.

### CBS Breakdown Shows Full-Network Benefit

(Continued from Page 1) gives the advertiser a higher proportion of the audience than he gets in the big cities where ratings are computed regularly by Hooper and the CAB."

Statistics, which cover various CBS programs, both daytime and nighttime, claim program ratings of from 4.2 to 9.4 per cent higher in 'smaller-city'-non-Hooper or CAB areas as compared with the regular ratings for the shows as measured coincidentally in the larger, regularly measured cities. Samuel E. Gill and Crossley, Inc., conducted the studies.

One of the examples cited was a coincidental survey in May, 1942, of the Fred Allen program by Crossley. The Allen audience in 9 non-Hooper CBS station cities was 22.6 as compared with the regular Hooper rating for the same broadcast of 16.5, or 37 per cent higher in non-Hooper cities.

### Lever Bros. First To Sign CBS's New Discount Plan

(Continued from Page 1) plan and sign contracts accordingly. Program involved is the Tommy Riggins-Betty Lou show for Swan Soap which will debut on the full 114-station CBS network, Tuesday, July 7, 9-9:30 p.m., EWT. As reported here previously, the Riggins program will serve as Summer replacement for the Swan-Burns and Allen show which is scheduled to move into the Tuesday CBS slot in the Fall. Burns and Allen show was on NBC Red during the past season.

During the past year, Lever Bros. used an average of about 70 Columbia stations for its various programs, "Lux Radio Theater," "Big Town," "Bright Horizon," "Aunt Jenny's Real Life Stories" and "Big Sister."

Young & Rubicam, Inc., handles the Swan portion of the Lever account.

### WMCA's Special Shows Staged For Service Men

(Continued from Page 1) 100 United Nations' gobs who have been invited to the theater-studio, and will offer the entire cast of Downtown Cafe Society, including Teddy Wilson and his band, and Eddie Mayehoff, comic emcee. Gertrude Niesen is also scheduled for a number on the program which will be aired between 8:05-8:30 p.m. as part of "It's the Navy," which series station has been running in cooperation with the Third Naval District officers. Studio party program is a deviation from program's usual procedure.

Forty Conover models are being brought to the party for a jitterbug session with the sailors who will be permitted to dance for the half-hour lapse between this program and the next.

Between 9:05-9:30 p.m., WMCA will salute the USO with another variety program featuring Walter O'Keefe, emcee; Bea Wain, songstress; and Lili Damita, actress, in an original six-minute script by Wally Gould. Gobs will be invited to remain for the second party.

### Coast Newscasts Up, S.F. Survey Reveals

(Continued from Page 1) KRE in Berkeley. KGO, Blue Network outlet, is now clearing 91 news shows each week, in addition to net-work pickups.

Evidence of attention focussed on the news by local residents is seen in two new sponsorships at KGO. News by John Galbraith has been signed for P. Lorillard Co. (Sensation Cigarettes), and George Applegate's news is now under the banner of Foreman & Clark, west coast men's clothing chain. Lennen & Mitchell set the ciggle deal, the clothing contract coming through Botsford, Constantine & Gardner.

### Butcher Named As Aide To General Eisenhower

(Continued from Page 1) will be stationed at General Headquarters of the U. S. Army in London.

Since having been called to duty on June 1, Commander Butcher has been detailed at the Office of the Director of Naval Communications in Washington.

While his departure for London is scheduled for the "near future" the time as well as the mode of travel will not be known until after he has arrived in the British capital.

### WNEW Extending Run Of "Russia Fights"

(Continued from Page 1) program shifts from its original Wednesday schedule. Show format, which started May 13 under the auspices of the Russian War Relief Society, will continue with original dramatizations based on records of the Nazi invasion of Russia, as written by prominent radio writers, and acted by stage and screen stars.

## COMING and GOING

DON SEARLE, general manager of KO Omaha, and KFAB Lincoln, is in town from Nebraska for conferences with the local representatives of the stations.

BENEDICT GIMBEL, JR., president of W has returned to Philadelphia after spending three days in New York. MAJ. EDWARD DAVIES, vice-president in charge of sales, here on station business at the present time.

LYMAN BRYSON, head of the CBS educational department, is in Chicago for the broadcasting of tomorrow night's "People's Platform" program from that city.

COL. HARRY C. WILDER, president of WSY Syracuse, in New York and visiting yesterday Rockefeller Center.

LIN MASON, chief announcer at WKR Cincinnati, also HUBBARD HOOD, sales department; HELEN ORTH, secretary to Syd Corne program director, and MARY GROTHAUS, secretary to Ken Church, national sales and promotion director, have left on their annual vacation.

JOHN J. MATHESON, commercial manager of WHDH, is back at his Boston headquarters following a short business trip through Connecticut.

WILLIAM C. ALCORN, general manager of WBNX, is spending 10 days in Indiana.

KATE SMITH, following tonight's broadcast will leave for her summer camp at Lake Placid. She will be accompanied by her mother, T. COLLINS and members of his family.

BENNY GOODMAN and his orchestra off Detroit for an engagement at the Fox Theatre.

GEORGE FOGLE, director of NBC's Chicago program, "Ma Perkins," has left on a two weeks' vacation.

### Noxon Renews Spot Skeds In New York Territory

(Continued from Page 1) on WNEW, WJZ and WAAT, and added participations on the Arthur Godfrey morning show on WABC. Effective July 9 a test in the Buffalo market will be inaugurated via WBEN. Other areas will be opened market by market.

Effective July 10, participations on the Godfrey show for Noxon metal polish will be aired Monday through Saturday, being first use of WABC by the sponsor. Godfrey program is broadcast daily from 7-7:45 a.m.

Raymond Spector Co., Inc., handles

**DETROIT AREA COVERAGE**  
at 800 K.C.

**5000 WATTS**  
(Day and Night)  
Mutual Broadcasting System

**CKLW**

# Value Of Exploitation Lited By Coast Web

(Continued from Page 1)

Drive was under the direction of David Davidson, former Paramount Pictures exploitation director, and made capital of a book Flannery just released through Alfred A. Knopf, Inc. Text was listed as "Assassin to Berlin." Chronology of the exploitation is as follows:

An impressive letter was received on the letterhead of the Columbia Broadcasting System, to about bookshops up and down the Pacific Coast, stressing the profit to be obtained in book sales, to be obtained by promoting Flannery.

This letter was followed by five complete postcard mailings informing bookstores of five different and yet promotional moves made for every, explaining how they could compete to the greatest extent by competing with each.

In Los Angeles, window displays stressing the book were set up, cost to the network, in recognition of stores.

Flannery, using his book as a guide, was interviewed by other Columbia commentators on their respective programs.

Journalistic societies of high schools carried stories on the book and held meetings to discuss its contents, thereby adding definitely to Flannery's audience.

To explain his experiences prior to writing, Flannery made guest appearances before many leading social clubs, and where personal appearance was impossible, meetings were arranged for the purpose of discussing the book.

A full campaign of newspaper publicity accompanied the above schedule, thereby rounding out the extension program.

## Credit Rights To Farnsworth

At Wayne, Ind.—Philo T. Farnsworth, executive of the Farnsworth Television and Radio Corp., and Arthur L. Knox have both been awarded credit rights by the U. S. Patent Office, which have been assigned to the company. Farnsworth invented the method of manufacturing cathode ray tube targets, involving four new ideas. Knox received credit for 13 ideas in connection with a recent hanging apparatus.

**THE PENTHOUSE**  
**SERENADE**  
Latin American Tunes  
Doris

**A SELLING JOB**

IN PHILADELPHIA

**WPEN**

550 KC

# Fly's Continued Testimony Heard Before Sanders Bill Committee

(Continued from Page 1)  
Bill that he had no such objection in principle.

"My position," Fly went on, "is that the broadcasting provisions of the bill are highly controversial. Some broadcasters are moving in to get certain amendments while the attitude of the government definitely is in the other direction. However, we do not think this war period the proper time to introduce such amendments. I think the whole matter should be considered in a studious atmosphere."

Representative Alfred Bulwinkle of North Carolina asked the witness whether he was implying that the Committee had not been considering the proposed legislation in such an atmosphere. Fly answered that he was thinking rather of some of the witnesses, even including himself.

### Licensing Provisions

Major Bulwinkle thereupon declared, "We are going to come back to peace some day; why not examine the peace-time short-comings of 15 years' experience in radio legislation and prepare for the future?"

Bulwinkle expressed particular concern yesterday over the licensing provision of the present act, indicating he felt that the present two-year licensing provision or even the three-year maximum provided for by the 1934 Act were not long enough to justify a station owner's investment. He said that broadcasters were in "constant dread" as to whether their license would be renewed and that the present licensing procedure acted "like a sword hanging over their heads." Emphasizing that he felt the same way about this in 1934 and that he was not in any way reflecting upon the way it had been administered, Bulwinkle continued, "suppose you and I get together and draw up an amendment to alleviate this?"

### Warns on License Extensions

"But we don't want to amend this so as to give anyone property rights in the frequencies, which are scarce and must be used in the public interest," Fly answered. He pointed out that the license periods, gradually extended, might soon reach the statutory maximum of three years. He denied that the licensing provision was being used as a censorship club and said he did not think this situation was analogous to the franchises under which the railroads operate or to the control of utility companies.

### Networks vs. FCC Trial Oct. 8

An amendment to assure the surveillance of transmitters and another in connection with the merger of telegraph facilities were among new legislation favored by Fly. He said he was "disappointed" that the Senate, in approving the Western Union-Postal Telegraph merger, had not authorized it to cover the international field as well.

Referring to the divorce of the Blue and Red network, Fly said

NBC was "going along with the rule." He said that by virtue of an informal understanding with the Commission, RCA was moving along in the direction of complete separation of two chains without the suggestion of a "forced sale" in the disposition of the Blue Network.

The FCC Chairman said that a hearing on the networks' suit enjoining the FCC chain regulations before the U.S. District Court in New York to which it was recently remanded by the Supreme Court, had been set for next October 8.

### Sees Only Minimum Modifications

He went on to say that because of changes in the NBC policies, aside from the option time clause, the Commission had "virtually no quarrel with NBC over virtually the whole field of debate."

He went on to say that if the court ruled in favor of the FCC regulations, NBC would have only "minimum modifications" to make, whereas Columbia had not confirmed as many rules as NBC.

Fly said that if it were ever decided that the Congress had not authorized the Committee to write these network regulations he was "going to ask the Congress to write such rules, because they're necessary in the public interest."

Continuing his discussion of the procedural changes inserted in the Sanders Bill at the recommendation of the Federal Communications Bar Assn., the FCC Chairman said the joint effect of these proposals "is to slam the door in the face of anyone seeking to enter the radio broadcasting field."

### Compares Procedures

Fly went on, "take the case of an individual applying to the Commission for a license to start a new station. Under our present procedure, if it appears that the applicant is qualified and that a grant would be in the public interest, we can grant the license forthwith and he can start to broadcast in very short order. Under the proposed procedure, the first thing that would happen is that we would have to set this application for hearing. That takes time. If, after the hearing, the Commission should grant a license to the newcomer, any competitor or other interested person could file a petition for rehearing and this petition would automatically serve to stay the Commission's action and hence to keep the newcomer off the air for a still further period. After final determination of such petitions by the Commission, any competitor or other interested person could gain further delay by appealing to the courts. The appeal may be taken either to the Court of Appeals for the District of Columbia or to the Circuit Court of Appeals for the circuit where the applicant resides. Thus, for example, a station in Oregon might have the option of forcing a proposed new-

comer to the field in Iowa to litigate either in Washington or in Oregon. Only after this long and tortuous road would an applicant gain the right to go on the air."

In answer to previous questioning by Committee members as to the number of stations taken off the air either by revocation proceedings or refusal to renew licenses, the FCC Chairman introduced an exhibit showing that about 8,000 renewal applications had been filed by the Commission from July 1934 when the latter was created up to June 15, 1942. All but 114 of these were granted without hearing. Fly stated and 101 of this group had their licenses renewed after hearings.

### Cites Denial Causes

He went on, "Of the 13 renewal applications denied, four were denied by reason of the failure of the applicant to appear and offer testimony, the dissolution or bankruptcy of the licensee corporation, and other types of default. Three were formal denials, after the licensee had voluntarily withdrawn, three were for technical violations, and one was followed by the grant of a license on another wavelength. One of the two remaining cases involved false representations to the Commission, transferring control in violation of the Communications Act, and the other involved 'false, fraudulent and misleading' advertising."

Altogether, the Commission has issued only 12 revocation orders, the witness went on. Seven have been rescinded, two made final and three are still pending.

### Hits NAB Proposals

The FCC Chairman described the three proposals of NAB President Neville Miller in the Sanders Bill as "unworkable, productive of delay and detrimental to the effective functioning of the Commission."

In connection with the first of these, calling for declaratory rulings on applications for construction permits or licenses, Fly said he thought it would be appropriate to give the Commission power to issue declaratory rulings "but undesirable to impose a mandatory duty upon it to do so." By making a fairly large number of requests for declaratory rulings a licensee could "forestall for a substantial time revocation or refusal to renew his license."

### Resumes Testimony Tuesday

Fly called the NAB President's second proposal (Section 418) "entirely superfluous" because it "states in the main that the Commission is not authorized to do the things it is not authorized to do."

The language of Miller's final proposal suggesting an addition to Section 326 of the present Act was referred to by the witness as obviously designed to affect our network broadcasting regulations. He indicated that he would deal with this proposal next Tuesday morning when the hearing on the bill is resumed.

**Los Angeles**

By JAC WILLEN

BETTY RHODES' "Tune Up America" Wednesday nighter on KHJ and the Mutual Don Lee network sizes up as an all-around top program for listener pleasure. A sample being the program of June 24, which featured the tip-top singing of La Rhodes giving out with "Somebody Loves Me," a trumpet solo by Sonny Dunham, modern melodies in the Dave Rose style, the Sportsmen quartet, plus a timely dramatic spot entitled "The Ferris Wheel," which dealt with American air power and its threat to the Axis to complete as full a half-hour of air entertainment as could be desired.

Harry W. Flannery, former CBS Berlin correspondent and currently on Columbia as a news analyst on the West Coast, plans a German "ersatz" luncheon for newspaper and magazine writers if his search for the typical German wartime food can be found for their sampling. Flannery, who returned from Germany last fall, has arranged for an American style buffet luncheon to be held ready for his guests' consumption once they have had their samplings of the type of food Germans are eating today.

Sarah Berner is always busy, but never too busy to do something nice for somebody else. Last week the much sought after comedienne and actress performed on the "Red Cross show" Tuesday; staged two performances for the Army boys at Santa Monica on Wednesday; played the Al Pearce broadcast on Thursday, 4:30-5 p.m., Eastern broadcast, 7-7:30 p.m. repeat broadcast (the only show she was paid for all week, by the way) and then appeared on "Command Performance" 8-8:30 p.m. with Al Pearce; Friday—a show for the USO; Saturday night, two shows for the USO; Sunday, a show and bond drive at Pasadena American Legion. (Sold over \$45,000 in bonds.) Tuesday again on the "Command Performance" show, with Ransom Sherman. The Berner routines have become a standby with the boys at the camps which cause her to usually stay on from 15 to 20 minutes doing a solo. Who said Hollywood people are selfish?

**William Winter Renewed Over CBS Pacific Web**

General Cigar Co. yesterday renewed the "William Winter-News Analysis" program, changed time on the show, and added four CBS Pacific Coast stations. All are effective Wed., July 1. Under the new schedule the news program will be aired Wednesdays and Fridays from 9-9:15 p.m., EWT, for Van Dyck Cigars. Stations being added to the show are: KQW, KOIN, KIRO and KFPY. KNX, KARM and KROY are currently carrying the program Wednesdays and Sundays from 9:30-9:45 p.m., PWT.

Federal Advertising Agency handles the account.

**Battle of the Ether Waves!**

(By Bernard C. Schoenfeld, radio chief of the WPB)

• • • Totalitarian governments use the air men breathe for the enslavement of their own people, by telling them lies, by giving them words cloaked in a heavy mantle of hysteria, in order to hide their nakedness.... But, the theory of our government in the unseen battle-front of radio is this: Your government accepts you as its master—not its slave, and consequently will continue to talk to you as adult, intelligent, free men and women.... Washington will continue to tell you, through radio: (1) What your government is doing to win this war.... It has already told you why it has done certain things and acted in certain ways. It has told you the how, where and what for the governmental curtailment of things all of us have been used to buying for years, but now must give it up. It has given you the backgrounds, interpreted the reasons for the freezing of prices, and has tried to show you what this action means.... (2) What sacrifices you can make to win this war.... Through radio, you have been told how and why you must buy more Bonds, how and why you should pool your autos, why and how you should save gasoline, why and how you should save paper and metals, how and why you can enlist in some particular branch of the service. Such specific information will continue.... (3) How you can get more planes, tanks and guns to the battle-front.... Radio is being used by the government as a direct contact with the factories, so that the war workers themselves can be told how successful the things they have made have proven on the actual battle-fronts, and how men and women can be trained for more skilled work.... (4) The relations between this country and the United Nations.... Government radio programs will continue to explain the partnership which this country has with China, England, and Russia, and how a victory for these nations will mean a victory for us. It will inform the people how we can further help these United Nations.... (5) The documented truth about the nature of our enemy.... The government will continue to use the radio to inform you of the systems, aims and methods of the Nazis and the Japanese so that you may know whom you are fighting and what it will mean if you lose.

• • • A few weeks ago the War Production Board inaugurated a new radio series called THIS IS OUR ENEMY. The purpose of the series is implicit in the title: to inform the audience of the truth about the enemy. Critics and listeners responded to the series enthusiastically.... There were, however, several listeners who wrote me and asked: "What business did the War Production Board have producing a series of this kind? Why should the War Production Board produce a series exposing the cruelties and perverted theories of the Nazi government? After all, wasn't it the job of the War Production Board to see to it that the greatest quantity of tanks, planes, guns and ships were produced? What did such a series have to do with production?".... To such criticisms, I answer: Unless the people of this country realize exactly WHOM they are fighting, and know the systems, aims and methods of the enemy—all of the planes, guns and tanks will be of little avail.... A worker in a factory will work longer hours and put more energy into his war work, if he understands the unbelievable shrewdness and cunning of the enemy and the plans the enemy has to destroy all of the things he holds dear.... The housewife will be more willing to make sacrifices if she has a clear understanding of how her plans for her child to live in a decent world are hated and mocked by the enemy.... The motorist will more readily accept gas rationing and the conservation of rubber if he is shown that the way of life of the enemy

(Continued on Page 8)

**Chicago**

By FRANK BURKE

GOING all out for rubber a scrap salvage WLS "National Ball Dance" goes to Bloomington, Ill. Saturday, June 27, where an estimated crowd of 3,500 will each contribute either 50 pounds of rubber or 100 pounds of scrap metal for the privilege of attending the broadcast.

The position of the newly created Office of War Information will be the subject for discussion on the "Northwestern University Review Stand" on WGN-Mutual, from 10:30 a.m., CWT, Sunday, June 28. James H. McBurney will be moderator.

Ray Pearl's band is getting a CB wire from the Melody Mill at Tommy Tucker's orchestra, making their first Chicago appearance, heard over WGN-Mutual from the Palmer House.

Bob Locke, formerly of "Dow Beat," now on the amusement editorial staff of the Chicago "Sun."

**Radio Events Syndicating Dunkel Football Broadcasts**

Radio Events, Inc. of New York and Hollywood will syndicate the Dunkel Football Forecasts for 1942 according to an announcement by Dick Dunkel, head of the Dunkel Sports Research Service and Advertising Agency. "Forecasts" is an eleven-week broadcast series, with stations being given the choice of airing the programs twice or three times a week. Already, one-third of the stations which had used the "Forecasts" last year, signed for the 1942 series which has been enlarged.

In 1942, the DDFF gave away 1,250,000 forecast sheets in the East via the gas stations of the Atlantic Refining Company. Approximately 120 stations used the service last Fall. In addition to the forecast sheets, service will include football score sheets.

**Stock News**

Dudley J. Connolly, program director of WWRL, New York, became the father of a seven-pound boy born Monday, June 22, at Physician's Hospital, Jackson Heights, L. I. The mother, Jo Ann Connolly, was formerly with CBS and the lecture bureau of the Music Corp. of America.



**WORL** BOSTON, MASS.

## GUEST-ING

THE ANDREWS SISTERS, on "Mutual Goes Calling," today (WOR-Mutual, 3 p.m.).

CARNE CAGNEY and JOHN WEDDELL, world traveler, on Dave Garroway's "Hobby Lobby," tomorrow (WABC-CBS, 8:30 p.m.).

DY CHAPMAN ANDREWS, explorer and writer, and ELLSWORTH HUTTINGTON, explorer and geographer, discussing "The Travels of Marco Polo," on "Invitation to Learn," Sunday (WABC-CBS, 11:30 a.m.).

MARY MILLIS DUVALL, executive director of the Association for Fairly Living, discussing "The Effect of the War on Children," on the "People's Platform" show, tomorrow (WABC-CBS, 7 p.m.).

FREDERICK OECHSNER, foreign correspondent and former Central European manager for United Press, on "Information Please," today (NBC Red 8:30 p.m.).

DY CANOVA, on Fred Allen's "Caco Star Theater," Sunday (WABC-CBS, 9 p.m.).

THUR GARFIELD HAYS, counsel of the American Civil Liberties Union; DR. CHARLES PERGLER, former Czechoslovakian Minister to the United States and now Dean of the National University Law School; JAMES N. ROSENBERG, noted attorney and educator, and REP. M. JOSEPH COFFEY of Washington, discussing "Shield War Curb Free Speech," on Theodore Granik's "American Forum of the Air," Sunday (WOR-Mutual, 8 p.m.).

JANK CHAPMAN, baritone in a second appearance as annotator on "The Family Hour," program, Sunday (WABC-CBS, 5 p.m.).

DR. WILLIAM F. FRAZIER, on Mutual's "Radio Chapel," Sunday (WR-Mutual, 11:35 a.m.).

FRANCIS R. GIBB, of Oxford University, England, and former chief of British Intelligence in the Near East; ERNEST W. HOCKING, professor of Philosophy at Harvard, and HENRY W. IRELAND, assistant professor of Political Science at the University of Chicago, discussing "The Near East," on the "University Chicago Round Table," Sunday (WCR, 2:30 p.m.).

GFTON UTLEY, news commentator; DR. MANDEL SHERMAN, professor of Educational Psychology at the University of Chicago, and MELVIN E. OLSON, Dean of the Sill School of Journalism at Northwestern University, discussing "How Can the Office of War Information Contribute to the Winning of the War," on the "Reviewing the Year" program, Sunday (WOR-Mutual, 11 a.m.).

## WAR-PROGRAM IDEAS

## BVC Suggestion

Broadcasters' Victory Council, in a series of program recommendations, suggested one which combines the interview and commentator format. Idea is to scout among the station's areas for residents who represent one of the United Nations. Each week the staff commentator would present a different representative to acquaint listeners with the people, achievements, problems, culture and ambitions of the Allies. Research within the community is necessary to find persons who had originally come from one of the friendly countries. Each week, then, the script would be written around that person's national background.



## Weekly Service Letter

KMOX, St. Louis, has inaugurated the idea of broadcasting a weekly letter from Major General Frederick E. Uhl, commanding Officer of the Seventh Corps Area, giving a brief report of activities at various camps, and general information for persons residing in this area which comprises nine states. The new series of letters is scheduled to be heard each Monday at 4 p.m.

## Newly Chartered Union Takes Radio Publicists

(Continued from Page 1) Lewis Merrill, UOPWA president. Reference to radio press agents was made in connection with formal announcement of chartering of the Screen Publicists Guild as Local 114 of the UOPWA, following a 172-39 vote of SPG members authorizing the affiliation.

## Jurisdiction Wide

SPG in April of this year completed negotiations for a contract covering all publicists in the motion picture industry in New York.

According to Merrill's announcement, the new charter gives SPG jurisdiction over "all motion picture publicists, theater publicists, radio publicists, and all other similar and related categories in Greater New York and vicinity."

Jurisdiction over radio press agents, particularly at the networks where sizeable groups of writers are employed, has been more or less of an open issue in the past, with a number of unions, including AFRA, Radio Writers Guild and the American Newspaper Guild making moves in this direction, but little came of these actions.

Newspaper Guild has organized radio press agents at some newspaper-owned stations, but generally has stayed away from the press agent field as such. American Communications Association, CIO, which usually seeks to employ the "vertical" formula of organizing all station personnel, has taken into its membership radio press agents in certain particular cases.

## Harvest Recruiting

In an effort to spur recruiting for the emergency harvest problem, KPO scheduled four special programs in cooperation with the Wartime Harvest Council. Roundup of harvest news and job openings was broken up with interviews with Philip Graves, deputy superintendent of schools; Philip McCombs of the YMCA committee lining up students for the harvest; C. P. Tanner of the Wartime Harvest group; John Pickett, editor of Pacific Rural Press, and others.



## "Bonds Over Cincinnati"

A series of programs called "Bonds Over Cincinnati," under auspices of the "Ten Per Cent Club," has been arranged by WCKY to boost the sale of U. S. War Bonds and Stamps. The first program was heard Saturday, June 20, from 7:30-8 p.m. Other broadcasts scheduled are for Wednesday, June 24, from 7:30-8:30 p.m. and Saturday, June 27, during the 10 p.m. "Off the Record" show. The program seeks to induce listeners to invest at least 10 per cent of their salaries each week in War Bonds or Stamps.

## WQXR Accounts Includes Political Time Purchase

The week's new business at WQXR includes the first of political time buys for the coming New York State campaign, an eight-week extension of the General Foods Corp. contract, and business from "Omnibook" magazine, the Direct Realty Co., and the Twentieth Century-Fox Film Corp.

The political time was purchased through the Henry Finkle agency for the Communist Party. Young and Rubicam placed the General Foods deal for sponsorship of "Symphony Hall," a recorded symphonic concert, Wednesday evenings for an hour, bringing the contract up to December 16, 1942. The other contracts consist of short spot announcement campaigns.

## "Living Art" Programs Starts On CBS July 7

"Living Art," a new weekly program that ranges from the art of the advertising poster to the paintings in the National Gallery, and that aims to spell the word art with a small "a", makes its debut over CBS Tuesday, July 7, from 4:30-4:45 p.m. The program takes the place on Columbia's schedule heretofore filled by "Living History."

The new series is to be presented in conjunction with New York City's Metropolitan Museum of Art. John D. Morse, of the Museum staff and former instructor at the Detroit Institute of Arts, conducts the program. The producer is Leon Levine, assistant CBS education director.

## AGENCIES

KOLYNOS CO., a Sterling Products subsidiary, will promote its new tooth powder with the "largest advertising campaign in the history of the company," it was announced Wednesday. Product will be given trailer plugs on Sterling programs on all four networks. Blackett-Sample-Hummert is the agency.

FRITZ BLOCKI is taking a leave of absence from Benton & Bowles, Inc., to work as producer on the General Motors program, "Cheers From the Camps."

FRANK E. FERRIN, for five years vice-president of Henri, Hurst & McDonald, Chicago, joined H. W. Kastor & Sons this week after a two-week vacation. He will work in an executive capacity in the service department.

ATLANTIC MACARONI CO., Long Island City, N. Y., which had originally planned to drop its participation in Nancy Booth Craig's "Woman of Tomorrow" program on WJZ after June 29, has renewed through Dec. 30. Atlantic, according to its agency, Prudential Advertising, is testing for its pastes and soups and may expand into additional markets later on.

DANIEL S. TUTHILL, vice-president of National Concert & Artists Corp., has been elected a director of the Advertising Club of New York to fill the unexpired term of Allan T. Preyer, exec. v.-p., Vick Chemical Co., who was recently elected to vice-presidency of the club.

JOHN H. BOLL, formerly Fort Wayne, Ind., representative of the Reynolds & Reynolds Co., has been elected president of Superior Advertising, Inc., Fort Wayne, Ind.

HOWARD M. FILLEBROWN, for the past six years an account executive with Calkins & Holden, has joined R. T. O'Connell Co. in an executive capacity.

## Going to NEW YORK?

## Stay "Where Radio City Meets Times Square"

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

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

Reasonable All-expense Tours. Write for details.

## HOTEL

**VICTORIA**

AT RADIO CITY 7th AVE. at 51st ST. NEW YORK  
RONALD A. BAKER, Manager

## **Radio Code Revised After 5-Months Trial**

(Continued from Page 1)

"handbook in voluntary censorship." Although the revision represents an expansion of the Office of Censorship's original suggestions to broadcasters, presentation of the various clauses in outline form has made it possible to reduce the actual wordage.

The two headings under which the suggestions are presented are "News Broadcasts" and "Programs." The news sections parallels the revised Press Code, issued yesterday afternoon, in all particulars except the clauses covering weather information, enemy air attacks and communications.

### **Weather Reports Barred**

As in the original Code, radio stations are asked to broadcast no weather information unless specifically permitted to do so by an appropriate authority. These two exceptions have been added: "1. Emergency warnings when specifically released for broadcast by Weather Bureau authorities. 2. Announcements regarding flood conditions may be broadcast provided they contain no reference to weather conditions."

Precautions suggested some weeks ago by Censorship Director Byron Price form the basis for a new clause covering possible enemy air attacks. Should such action occur, stations outside the area attacked are asked to refrain from mentioning the attack unless expressly authorized to do so by the War Department.

The revised Code contains the original communications clause, requesting broadcasters to refrain from mentioning the establishment of new international points of communication.

### **Changes in Program Section**

The Program section of the revised code contains several additions and significant changes. The section on Request Programs is broken down into "Music" and "Talk" for clarification. Dramatic programs, originally covered in a summary paragraph, are now established under a separate paragraph.

In discussing the expansion of precautions to be exercised by foreign language broadcasters, Director Price told a press conference Wednesday that the revisions had been drawn up to follow the detailed foreign language code issued recently by the Foreign Language Stations' Wartime Control Committee.

### **Loyalty Stressed**

The new paragraph covering foreign language programs reads as follows: "Broadcasters have recognized that the loyalty of their personnel is of supreme importance in voluntary censorship; they recognize the dangers inherent in these foreign language broadcasts which are not under the control at all times of responsible station executives. Station managements, therefore, are requested to require all persons who broadcast in a foreign language to submit to the managements in advance of broadcast complete scripts or transcriptions of such material,

# **Radio's Wartime Code Revisions Based On Five Months Experience**

Five months have passed since the Office of Censorship issued the Code of Wartime Practices for American Broadcasters. This is a revision of that Code, combining original provisions with supplemental suggestions and interpretations which have developed out of our experience in working with the broadcasting industry.

The broad approach to the problem of voluntary censorship remains unchanged. In sum, this approach is that it is the responsibility of every American to help prevent the dissemination of information which will be of value to the enemy and inimical to the war effort. It is true now, as it was five months ago, that the broadcasting industry must be awake to the dangers inherent in (1) news broadcasts and (2) routine programming.

### **"Language" Control Stringent**

Furthermore, it is pointed out, particularly strict control must be exercised over foreign language broadcasts as well as over the handling of news concerning air raids, in cooperation with local Army commanders.

Radio station managements will continue to function as their own censors. The facilities of the Office of Censorship are at their disposal 24 hours a day to assist them with consultation and advice when any doubt arises as to the application of this Code. The following are the principal advisory guideposts which are intended to aid them in discharging their censorship responsibilities.

### **I NEWS BROADCASTS**

Radio, because of the international character of its transmissions, should edit all news broadcasts in the light of this Code's suggestions, and of its own specialized knowledge, regardless of the medium or means through which such news is obtained.

It is requested that news in any of the following classifications be kept off the air, UNLESS RELEASED OR AUTHORIZED FOR RELEASE BY APPROPRIATE AUTHORITY.

(a) WEATHER—ALL weather data, either forecasts, summaries, recapitulations, or any details of weather conditions.

Stations should refrain from broadcasting any news relating to the results of weather phenomena such as tornadoes, hurricanes, storms, etc., unless it is specifically authorized for broadcast by the Office of Censorship. Occasionally, it is possible to clear such news, but for security reasons this

with an English translation. It is further requested that such material be checked 'on the air' against the approved script and that no deviation therefrom be permitted. These scripts or transcriptions with their translations should be kept on file at the station."

### **Asks Continuity Precautions**

Pre-censorship activity in connection with foreign language programs was not provided for in the original Code.

Under a new section covering commercial continuity, broadcasters are asked to "be alert to prevent the transmission of subversive information through the use of commercial continuity in program or announce-

office cannot authorize blanket clearance in advance. Each case must be considered individually in the light of the extent to which the enemy will be benefited if such information is broadcast. Confusion and inequalities of competition can be avoided if stations will consult the Office of Censorship promptly in all such cases, either directly or through their news service.

**EXCEPTIONS:** Emergency warnings when specifically released for broadcast by Weather Bureau authorities.

Announcements regarding flood conditions may be broadcast provided they contain no reference to weather conditions.

Information concerning hazardous road conditions may be broadcast when requested by a Federal, State or Municipal source, if it avoids reference to weather.

(NOTE: Special events reporters covering sports events are cautioned especially against the mention of weather conditions in describing contests, announcing their schedules, suspensions, or cancellations.)

(b) TROOPS—Type and movements of United States Army, Navy and Marine Corps Units, within or without continental United States, including information concerning: Location, Identity, Composition, Equipment, Strength, Destination, Routes Schedules, Assembly for Embarkation, Prospective Embarkation, Actual Embarkation.

Such information regarding troops of friendly nations on American soil.

Revelation of possible future military operations by identifying an individual known for a specialized activity.

**EXCEPTIONS:** Troops in training camps in United States and units assigned to domestic police duty, as regards location and general character. Names, addresses of troops in domestic camps (if they do not give location of units disposed for tactical purposes or predict troop movements or embarkations). Names of individuals stationed in combat areas outside the United States (after presence of American troops in area has been announced and if their military units are not identified). Names of Naval personnel should not be linked with their ships or bases.

(c) SHIPS (Convoys, etc.)—Type and movements of United States Navy, or merchant vessels, or transports, of convoys, of neutral vessels, of vessels of nations opposing the Axis powers in any waters, including information concerning: Identity, Location, Port of Arrival, Time of Arrival, Prospect of Arrival, Port of Departure, Ports of Call, Nature of Cargoes, Assembly, Personnel.

Enemy naval or merchant vessels in any waters, their: Type, Identity, Location, Movements.

Secret information or instructions about sea defenses, such as: Buoys, lights and other guides to navigators; Mine fields and other harbor defenses.

Ship construction: Type; Number; Size; Advanced information on dates of launches, commissions; Physical description, technical details of shipyards.

**EXCEPTIONS:** Information made public outside United States and origin stated. Movements of merchant vessels on Great

ment broadcasts." In a similar precautionary tone, broadcasters are asked to avoid portraying the horrors of war through dramatic productions, and to withhold any sound effects which might be confused with air raid alarms.

### **Street Quiz Ban Stands**

The quiz program section again suggests the elimination of man-in-the-street interviews and other remote ad lib quiz programs; the clauses relative to forums, interviews, commentaries and descriptions have not been changed in the revised Code.

Prior to final approval by Price, the code revisions were submitted to a representative group of broad-

Lakes or other sheltered inland waterways unless specific instances require special rulings.

(d) DAMAGE BY ENEMY LAND SEA ATTACKS—Information on damage military objectives in continental United States or possessions, including: Docks, Railroads, Airfields, Public utilities, Industrial plants engaged in war work.

Counter-measures or plans of defense.

(e) ACTION AT SEA—Information about the sinking or damaging of Navy, or merchant vessels or transports in any waters.

**EXCEPTIONS:** Information made public outside United States and origin stated.

**APPROPRIATE AUTHORITY:** For news about Naval action AGAINST United States vessels in or near American waters: Naval Office of Public Relations, Washington. For news about action BY United States vessels or aircraft against the enemy in or near American waters: Naval commander in district where action occurs or Naval Office of Public Relations, Washington.

(f) ENEMY AIR ATTACKS—Estimates of number of planes involved; number of bombs dropped; damage to: Fortification Docks, Railroads, Ships, Airfields, Public Utilities, Industrial plants engaged in war work. All other military objectives.

Warning or reports of impending air raids; remote ad lib broadcasts dealing with raids during or after action.

Mention of raid in the continental United States during its course by stations OUTSIDE the zone of action, unless expressly announced for broadcast by the War Department in Washington.

News which plays up horror or sensationalism; deals with or refers to unconfirmed reports or versions; refers to exact route taken by enemy planes, or describes countermeasures of defense, such as troop mobilization or movements, or the number and location of anti-aircraft guns or searchlights in action.

**EXCEPTIONS:** After an air raid, general descriptions of action after all-clear has been given. Nothing in this request is intended to prevent or curtail constructive reporting or programming of such matters as feats of heroism, incidents of personal courage, or response to duty by the military or by civilian defense workers.

(g) PLANES—AIR UNITS—Military units of the United States and the United Nations as to: Disposition, Missions, Movements, New Characteristics, Strength.

AIRCRAFT—New or current military aircraft or information concerning their: Armament, Construction, Performance, Equipment, Cargo.

**CIVIL AIR PATROL**—Nature and extent of military activities and missions.

**MISCELLANEOUS**—Movements of personnel or material or other activities by commercial airlines for military purposes, including changes of schedules occasioned thereby.

Activities, operations and installations of United States and United Nations Air Forces (Continued on Page 7)

casters, including the following men:

### **Top Executives Cooperated**

Neville Miller, president of the NAB, and C. E. Arney, Jr. his assistant; Kenneth Yourd, representing the CBS; John Shepard III, Yankee network president and chairman of the Broadcasters Victory Council; O. L. Ted Taylor, BVC executive secretary; Victor Sholis, representing the Clear Channel Stations; Philip Loucks, representing FM stations; Paul Spearman for Network Affiliates, Inc.; William B. Dolph, general manager of Washington's Mutual station WOL; Carleton Smith, general manager of WRC, Washington, and K. H. Berkeley, general manager of WMAI, Washington.

## PROMOTION

## Summer Serial Promotion

KW, Portland, Oregon, has initiated a new promotion campaign for network dramatic serials, under the title, "Greater KGW Summer Serial Season." To get the campaign rolling, a full-page advertisement was used in "The Oregonian," followed up by smaller ads.

The first week, five "Brides' Breakfasts" were held at one of Portland's popular restaurants, with 20 brides or brides-elect invited. The young lads were served breakfast, and they took part in a quarter-hour broadcast on KGW, during which they discussed the entertainment and educational value of the serials. The idea was that these young ladies were about to become a part of radio's daytime listening audience, and they should become familiar with the serials programs. Homer Welch was master of ceremonies, and the "breakfast" portion of the campaign was handled by Peggy Williams, who is KGW's director of women's activities.

## Womanpower' Of WJSV, Starts On CBS Net Sunday

"Womanpower," the program which has been heard over WJSV, Washington, each Sunday since May 31 and which is devoted to getting women to volunteer wisely in the war effort—probably the first regularly scheduled program having for its purpose the allocating of women's work in the war—will be heard over the entire CBS network from 12:15-12:30 p.m. EWT, starting this Sunday. It will continue to originate at WJSV. Located in the Nation's capital, it enables the producers to keep close to the source from which most of the war needs have their origination.

"Womanpower," in pointing out the way for women to volunteer wisely in the war effort instead of getting them to work where their talents might be wasted or where the field already is crowded, tells where wartime jobs for women are developing as well as where they are not developing. It brings in as guests each week women who are working on assembly lines, in the WAAC, in Volunteer Nursing and related fields, to tell what abilities are needed and in general, hewing to the line that orderly mobilization of women for war should take the place of the helter-skelter volunteering that now is going on. Featured each week is a dramatization of some feminine problem connected with the war effort.

The problem to be treated this Sunday is that of teachers, and the speaker is Dr. John Lund of the U. S. Office of Education. The shortage of teachers throughout the country at present now numbers approximately 60,000.

Reporter and narrator on the show is WJSV announcer Gunnar Back. Research is done by Eva Hansl, directed by Richard Linkroum and Robert Ehrman. Washington actors take the dramatic parts.

# Radio's Wartime Code Revisions Based On Five Months Experience

(Continued from Page 6)

Ferrying Commands, or commercial companies operating services for, or in cooperation with such Ferrying Commands.

Commercial airline planes in international traffic.

**EXCEPTIONS:** When made public outside continental United States and origin stated.

(b) **FORTIFICATIONS AND BASES**—The location of forts, other fortifications, their nature and number, including: Anti-aircraft guns, Barrage balloons and all other air defense installations, Bomb shelters, Camouflaged objects, Coast-defense emplacements.

Information concerning installations by American Military units outside the continental United States.

**EXCEPTIONS:** None.

(i) **PRODUCTION—PLANTS**—Specifications which saboteurs could use to gain access to or damage war production plants.

**EXACT ESTIMATES** of the amount, schedules, or delivery date of future production or exact reports of current production.

**CONTRACTS**—Exact amounts involved in new contracts for war production and the specific nature or the specifications of such production.

**STATISTICS**—Any statistical information which would disclose the amounts of strategic or critical materials produced, imported or in reserve, such as tin, rubber, aluminum, uranium, zinc, chromium, manganese, tungsten, silk, platinum, cork, quinine, copper, optical glasses, mercury, high octane gasoline, Disclosure of movements of such materials and of munitions.

**SABOTAGE**—Information indicating sabotage in reporting industrial accidents.

**SECRET DESIGNS**—Any information about new or secret military designs, formulas or experiments, secret manufacturing processes or secret factory designs, either for war production, or capable of adaptation for war production.

**ROUNDUPS**—Nation-wide or regional roundups of current war production or war contract procurement data; local roundups disclosing total number of war production plants and the nature of their production.

**TYPE OF PRODUCTION**—Nature of production should be generalized as follows: tanks, planes, parts, motorized vehicles, uniform equipment, ordnance, munitions, vessels.

**EXCEPTIONS:** Information about the award of contracts when officially announced by the War Production Board, the government agency executing the contract, a member of Congress, or when disclosed in public records.

(j) **UNCONFIRMED REPORTS, RUMORS**—The spread of rumors in such way that they will be accepted as facts will render aid and comfort to the enemy. The same is true of enemy propaganda or material calculated by the enemy to bring about division among the United Nations. Enemy claims of ship sinkings, or of other damage to our forces should be weighed carefully and the sources clearly identified, if broadcast. Equal caution should be used in handling so-called "atrocity" stories. Interviews with Service men or civilians from combat zones should be submitted for authority either to the Office of Censorship or to the appropriate Army or Navy public relations officer.

(k) **COMMUNICATIONS**—Information concerning the establishment of new international points of communication.

(l) **GENERAL—ALIENS**—Names of persons arrested, questioned or interned as enemy aliens; names of persons moved to resettlement centers; location and description of internment camps; location and description of resettlement centers.

**ART OBJECTS, HISTORICAL DATA**—Information disclosing the new location of national archives, or of public or private art treasures.

**CASUALTIES**—Mention of specific military units and exact locations in broadcasting

information about casualties from a station's primary area, as obtained from nearest of kin. Identification of naval casualties with their ships, unless such ships have been officially reported damaged or lost.

**DIPLOMATIC INFORMATION**—Information about the movements of the President of the United States or of official, military or diplomatic missions or agents of the United States or of any other nation opposing the Axis powers—routes, schedules, destinations within or without continental United States. Premature disclosure of diplomatic negotiations or conversations.

**LEND-LEASE WAR MATERIALS**—Information about production, amounts, dates and method of delivery, destination or routes, of Lend-Lease war material.

**EXCEPTIONS:** None.

## II PROGRAMS

The following suggestions are made in order that broadcasters will have a pattern to follow in accomplishing the most important censorship function of program operation: keeping the microphone under the complete control of the station management, or its authorized representatives.

(a) **REQUEST PROGRAMS—MUSIC**—No telephoned or telegraphed requests for musical selections should be accepted.

No requests for musical selections made by word-of-mouth at the origin of broadcast, whether studio or remote, should be honored.

**TALK**—No telephoned or telegraphed requests for service announcements should be honored, except as hereinafter qualified. Such service announcements would include information relating to: Lost pets, "Swap" ads, Mass meetings, Club meetings, Club programs, etc.

No telephoned, telegraphed or word-of-mouth dedications of program features or segments thereof should be broadcast.

**EXCEPTIONS:** Emergency announcements, (such as those seeking blood donors, doctors, lost persons, lost property, etc.) may be honored in conventional manner if the broadcaster confirms their origin. They should emanate from the police, the Red Cross, or similar recognized governmental or civilian agency. Service announcements may be honored when source is checked and material is submitted in writing, subject to re-writing by station continuity staff. Requests for the broadcast of greetings or other programs to commemorate personal anniversaries may be honored if the actual broadcast is not made on the anniversary date or at the time or on the date designated in the request. These and ALL requests may be honored when submitted via mail, or otherwise in writing if they are held for an unspecified length of time and if the broadcaster staggers the order in which such requests are honored, re-writing any text which may be broadcast.

(b) **QUIZ PROGRAMS**—It is requested that all audience-participation type quiz programs originating from remote points, either by wire, transcription or short wave, be discontinued, except as qualified hereinafter. Any program which permits the public accessibility to an open microphone is dangerous and should be carefully supervised. Because of the nature of quiz programs, in which the public is not only permitted access to the microphone but encouraged to speak into it, the danger of usurpation by the enemy is enhanced. The greatest danger lies in the informal interview conducted in a small group—10 to 25 people. In larger groups, where participants are selected from a theater audience, for example, the danger is not so great.

Generally speaking, any quiz program originating remotely, wherein the group is small, wherein no arrangement exists for investigating the background of participants, and wherein extraneous background noises cannot be eliminated at the discretion of the broadcaster, should be discontinued. Included in this classification are all such productions as man-in-the-street interviews, airport interviews, train terminal interviews, and so forth.

In all studio-audience type quiz shows, where the audience from which interviewees are to be selected numbers less than 50 peo-

ple, program conductors are asked to exercise special care. They should devise a method whereby no individual seeking participation can be GUARANTEED PARTICIPATION.

(c) **FORUMS AND INTERVIEWS**—During forums in which the general public is permitted extemporaneous comment, panel discussions in which more than two persons participate, and interviews conducted by authorized employees of the broadcasting company, broadcasters should devise methods guaranteeing against the release of any information which might aid the enemy as described in Section I of the Code. If there is doubt concerning the acceptability of material to be used in interviews, complete scripts should be submitted to the Office of Censorship for review.

(d) **COMMENTARIES AND DESCRIPTIONS** (ad lib)—Special events reporters should study carefully the restrictions suggested in Section I of the Code, especially those referring to interviews and descriptions following enemy offensive action. Reporters and commentators should guard against use of descriptive material which might be employed by the enemy in plotting an area for attack.

If special programs which might be considered doubtful enterprises in view of our effort to keep information of value from the enemy are planned, outlines should be submitted to the Office of Censorship for review.

Caution is advised against reporting, under the guise of opinion, speculation or prediction, any fact which has not been released by an appropriate authority.

(e) **DRAMATIC PROGRAMS**—Radio is requested to avoid dramatic programs which attempt to portray the horrors of war, and sound effects which might be mistaken for air raid alarms, or for any other defense alarms.

(f) **COMMERCIAL CONTINUITY**—Broadcasters should be alert to prevent the transmission of subversive information through the use of commercial continuity in program or announcement broadcasts.

In this connection, the continuity editor should regard his responsibility as equal to that of the news editor.

(g) **FOREIGN LANGUAGE PROGRAMS**—Broadcasters have recognized that the loyalty of their personnel is of supreme importance in voluntary censorship; they recognize the dangers inherent in those foreign language broadcasts which are not under the control at all times of responsible station executives. Station management, therefore, are requested to require all persons who broadcast in a foreign language to submit to the management in advance of broadcast complete scripts or transcriptions of such material, with an English translation. It is further requested that such material be checked "on the air" against the approved script, and that no deviations therefrom be permitted. These scripts or transcriptions with their translations should be kept on file at the station.

Broadcasters should ask themselves, "Is this information of value to the enemy?" If the answer is "yes," they should not use it. If doubtful, they should measure the material against the Code.

If information concerning any phase of the war effort should be made available anywhere, which seems to come from doubtful authority, or to be in conflict with the general aims of these requests; or if special restrictions requested locally or otherwise by various authorities seem unreasonable or out of harmony with this summary, it is recommended that the question be submitted at once to the Office of Censorship.

The Office of Censorship  
Byron Price, Director

## Films Sign Rosemary De Camp

Rosemary De Camp, actress who has been featured on a number of CBS stations, has been signed by Columbia Pictures for another film. Assignment will be made later.

# Coast-to-Coast

**I**N support of the Greater New York Fund's campaign to raise \$5,000,000, WEAF will air a joint recital tonight at 11:30 p.m. Miss Fannie Hurst, author, will have charge of the program, and will give a short talk at its end. Concert will include Natalie Bodanya, Met soprano; Erica Morini, violinist, and Etta Moten, star of Gershwin's "Porgy and Bess."

\* \* \*

**C**hales P. Shoffner, Farm Editor on WCAU, Philadelphia, this week celebrated his twelfth consecutive year of broadcasting on WCAU, and his twentieth in Philadelphia radio. During the past 52 weeks Shoffner compiled and broadcast 253 programs of the "Rural Digest," 36 programs of the "Garden Spot," 215 of "To Whom It May Concern" and 52 programs of the "Farm Weekly." Three hundred and two prominent guests—men and women of renown in farm, professional, economical and governmental work—were featured on his programs.

\* \* \*

In connection with the exploitation of "Friendly Enemies," Mortimer Frankel of United Artists, and Thomas J. Valentino, of Major Records, prepared a quarter-hour trailer transcription for exhibitors' use in tie-up with local radio stations.

\* \* \*

Ronny Liss, juvenile actor, has been cast for "Bright Horizon," "The Andersons," "Bess Johnson" and "This Is Your Enemy." He'll become a regular member of the latter company on the Mutual network.

\* \* \*

WTAG, Worcester, Mass., fan letters report hearing station's FM affiliate, WIXTG, as far as Michigan.

1	9	4	2
3	10	5	3
4	11	6	4
5	12	7	5
6	13	8	6
7	14	9	7
8	15	10	8
9	16	11	9
10	17	12	10
11	18	13	11
12	19	14	12
13	20	15	13
14	21	16	14
15	22	17	15
16	23	18	16

**BIRTHDAYS**

June 26

Octavus Roy Cohen      Truett Kimzey  
 James F. Kyler      June Marshall  
 Mary Mason      Bob Nolan  
 Arthur Pryor, Jr.      Robert J. Ross  
 John M. Sayre      Fred Weber  
 William Wirges

June 27

Mrs. W. T. Bramblett      Milton Marbie  
 Seymour Heffer      Simon Mann

June 28

William A. Abernathy      Forrest Clough  
 Frank Chase      Kelvin Kirkwood Keech  
 Ann Leaf  
 J. Leonard Reinsch  
 Richard Rodgers      Ruth Russel  
 Charles B. Tramont

Miss Hazel Kenyon, educational director of KIRO, Seattle, attended the second annual Pacific Northwest Audio-Visual Education Conference in Portland, Oregon, recently. Miss Kenyon headed a discussion group on "The Correlation of Audio-Visual Aids in Education."

\* \* \*

WTNJ, Trenton, N. J., pioneered in launching the 10% Club plan for the Treasury Department in Central Jersey, with a continuous four-hour show on June 19. Walter Lewis, program director, emceed the entire show, which included a quiz on which \$25 in War Stamps was awarded. Nearly one thousand telephone calls were received during the quiz... WTNJ is one of two stations in the country now carrying an exclusive "PM" newscast. Walter Lewis, program director, and Bob Carroll, chief announcer, handle the program five days a week.

\* \* \*

Harold M. Coulter, director of sales promotion for KYW, Philadelphia, was elected official representative of the Pennsylvania Grocers' Association and the Pennsylvania Pharmaceutical Association, at the Advertising Federation of America convention earlier this week. Coulter also represented the station at the annual meeting of the New Jersey Druggists' Association held in Atlantic City, June 24 and 25. Fourteen girls and five male members of the KYW staff have enlisted for duty at Philadelphia's Stage Door Canteen for service men.

\* \* \*

"Metropolitan Diary," a program consisting of human interest stories told in a philosophical vein is aired three times a week by Gilbert Condit on WPAT, Paterson, N. J.

\* \* \*

Hal Graves, WWRL announcer, has been signed by the Klinger Agency to handle the transcribed spot announcements in behalf of Madison Personal Finance Corp.

Ivy Calverley is the first girl operator to work at CKGB, Timmins, Ontario. She replaced Don Montmorency who left for Southern Ontario and war work.... A. William Aldrich, a recent addition to the announcing staff of CKGB, hails from the United States by way of Peterborough. A baritone, he has a program on the air, "The Trail Blazer," three times weekly.

\* \* \*

Over 100,000 luminous button premiums used in promotion of "The Shadow" transcriptions, have been distributed in this country, producer reported. Three new stations, WQAM, Miami, Fla.; WMBS, Uniontown, Pa., and KGU, Honolulu, Hawaii, contracted for the program this week.

\* \* \*

"It's A Woman's World," a new program on KFRE, Fresno, Calif., aired Monday through Friday for fifteen minutes in the morning, gives news of women the world over, telling what they are thinking, what they are wearing, and what they are doing for their country. Frances Quinn, station's director of women's programs, handles the show... Evelyn Vail, wife of Dick Vail, former announcer-salesman at KFRE, is now traffic manager.

\* \* \*

Frieda Bloom of the WFIL, Philadelphia continuity department, will soon marry Sydney Levy, now at Cramps Shipyard, Philadelphia.... Charles Gould, new 17-year-old mailroom assistant at WFIL, has already had two stories published (one in the "Reader's Digest").

\* \* \*

G. E. Burns has been named assistant to R. T. Borth, manager of the Methods Division of the General Electric Radio, Television, and Electronics Dept., and will be located in Schenectady, N. Y. He was formerly the educational supervisor of the company's Appliance and Merchandise Department at Bridgeport, Conn.

James W. Gerard, formerly Ambassador to Germany, will inaugurate a weekly series of broadcasts entitled "Past, Present and Future," over WINS, Monday, June 29 at 7:45 p.m. Shortwave pick-up of the news direct from the British Broadcasting Corp in London, formerly broadcast over WINS three times weekly, has been extended to six times weekly, at 6:45 p.m., Monday through Saturday.

\* \* \*

WHAM, Rochester, N. Y., is making an effort to provide entertainment for the 50 or 75 boys leaving the local induction center each day. The station, in conjunction with Major Tillman who is in charge of the induction center, sends entertainment for the boys, and broadcasts chats with the future soldiers in an effort to relieve the long hours of waiting to be entrained for the training depots. Bob Pierce, known to millions as "Old Man Sunshine," carries on the interviews over the air each Monday, Wednesday, and Friday at 3:45 p.m.

\* \* \*

William Holt, London correspondent of the "Christian Science Monitor," has been added to the list of BBC newscasters to be heard regularly over WNEW, via shortwave from London. Holt, a former Yorkshireman, will be heard every Wednesday evening at 8 p.m., beginning July 1. WNEW's news coverage from London now includes BBC broadcasts at least once every day in the week.

\* \* \*

Nat Berlin, formerly of WNEW's continuity department is writing and producing a weekly half-hour variety show, "The Turner Field Melody Mainliner," and writing scripts for a thrice weekly news and chatter program, "The Turner Column of The Air," for the Turner Field post of the army air service, Albany, Ga. Pvt. Berlin was connected, also, with WNYC's publicity and continuity department.

## 3 New Musical Shows Start On MBS Next Week

Music, with a minimum of announcements, will highlight three new weekly broadcasts on Mutual from Philadelphia, starting the week of June 29. Joe Frasetto's Orchestra provides the musical background on all three shows, to be aired from 5:30-6 p.m., EWT.

Eddie Roeker, Lynn White and Alice Regan will be heard on the Monday night series, starting June 29, entitled "Quaker City Serenade," and the Thursday stanzas, "Quaker City Frivolities," effective July 2.

Thirty minutes of Cuban, Mexican and South American tunes fill the Tuesday evening spot, beginning June 30. Show is called "Melody Pan Americana," with vocalists Carlotta Dale and Armand Camp.

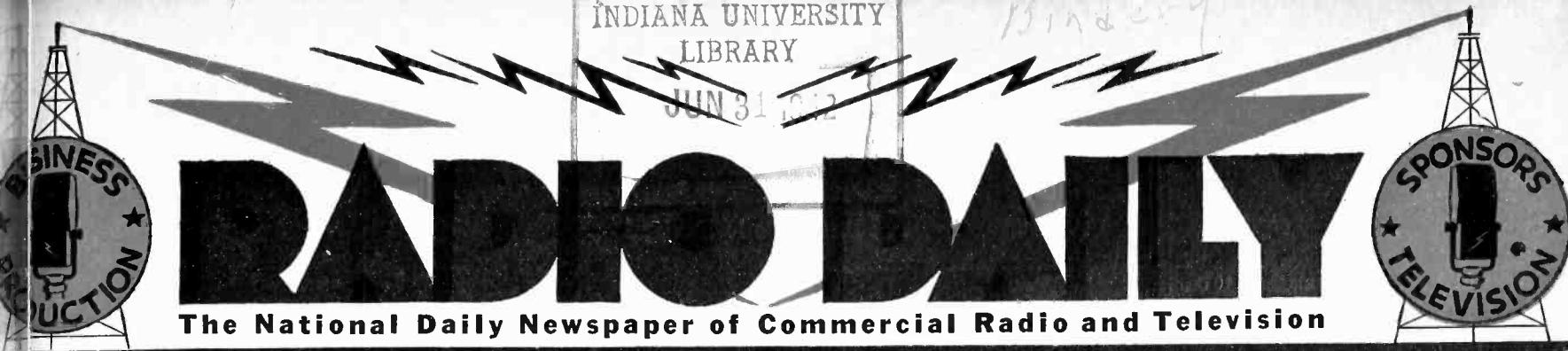
All originate from the studios of WIP, Mutual's Philadelphia outlet.

## MAIN STREET

(Continued from Page 4)

is a way of life based on the suppression of all freedom, even to the annihilation of the Church itself.

• • • No, the War Production Board, it seems to me, is helping to get out more tanks, planes and guns by putting on such a program. It is not enough for a nation to be told that it is fighting a war and must win that war. It must be told the aims of the enemy and the nature of the enemy, and what kind of a world will exist should that enemy win. Such information is not propaganda; such information, based on authentic sources, becomes as necessary and realistic as statistics on our shipping lists.... The rest is up to you. There is a battle of ether waves, a battle between two ways of government. One is using the air for deceit; the other is informing its people. We will win this battle of the ether waves hands down. With trut' as a weapon, we are certain of final triumph.



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VOL. 19, NO. 64

NEW YORK, N. Y., MONDAY, JUNE 29, 1942

TEN CENTS

# No Rush To See Petrillo

## First Survey Reveals Army Listening Habits

Dover—Popular music, sports reports, terse newscasts and comedy are favored types of programs among 25,000 soldiers comprising Lowry Field, Fitzsimons General Hospital and Fort Logan, according to a survey just completed by KFEL in conjunction with the Public Relations division of Lowry Field. Research job is probably the first to undertake the task of determining the tastes of the soldiers, as well as the extent of listening market they provide for sponsors. Sgts. Hal Kanter and John Conners of Lowry Field.

(Continued on Page 5)

## Seward, Becker Divide Lowman's Duties At CBS

JAMES M. Seward, effective today, will assume the post of director of operations for CBS, taking over most of the duties formerly handled by Lawrence W. Lowman, CBS vice-president now a Major in the U.S. Army stationed in Washington with the Office of Strategic Service. Seward, who has been assistant secretary-treasurer of CBS, will be responsible for general administra-

(Continued on Page 2)

## American Tob. Picks Up Option On "Hit Parade"

BARRY Wood and the "Hit Parade" program have been renewed by Philip Morris Strike Cigarettes for the 12th consecutive 13-week period, effective immediately, assuring the program three full years on the air. Re-

(Continued on Page 2)

## Officer Kate

JANE Smith now is an honorary member of the California State Police. Jane Withers, official messenger of the department, delivered the shield when she guested on the Kate Smith program. Miss Smith replied that while she has received many and varied citations during her long radio career, this is the first time she has been made a "copper."

### 10th Anni.

"Vic and Sade," one of the oldest daytime serials, celebrates its 10th anniversary on the air today. Aired in behalf of Crisco (Procter & Gamble), the program is broadcast Monday through Friday at 11:15 a.m. on NBC and 1:45 p.m. on CBS. Compton Advertising, Inc., handles the account.

## Newspaper-Monopoly CBC Probe Subjects

Ottawa—The question of monopoly in the broadcasting field highlighted evidence presented before the House of Commons special committee on radio broadcasting, when Dr. A. Frigon, assistant general manager of CBC, was the chief witness. The discussion started when Dr. Frigon expressed the opinion that television broadcasting was still a long way off in Canada. The cost at present, he said, would be prohibitive. This brought a remark from M. J. Coldwell, C.C.F. party leader, about fac-

(Continued on Page 6)

## Closed Circuit Preview Set For New Blue Series

To give high school students a new insight into the progress of the war, and to stimulate their loyalty to national ideals and institutions, the Blue Network will inaugurate a new series of programs, designed for classroom consumption, starting October 6. A closed circuit presentation, at the

(Continued on Page 7)

## Industry Adopting "Watchful Waiting" Tactic To Force AFM Hand; Edict Prohibits All Recording Work

## AFRA Members Vote On Convention Lapse

In deference to the recent request of Director of Defense Transportation Joseph B. Eastman, board of directors of the American Federation of Radio Artists late last week voted to submit to referendum of the membership a proposal to eliminate this

(Continued on Page 5)

## Soldiers In WJSV Area Get 'Package From Home'

Washington Bureau, RADIO DAILY  
Washington—"A Package from Home," program starting tomorrow on WJSV, here, has been planned as a service for the boys in the U. S. Army camps within listening radius of the station. By arrangement with other outlets throughout the country

(Continued on Page 2)

## Mills Resigns Ascap Post To Take Effect July 1

E. C. Mills, for nearly 20 years associated with the management of Ascap, has resigned effective July 1. He made no announcement regarding his future plans, but it is understood he may go into some branch of

(Continued on Page 4)

## ★ THE WEEK IN RADIO ★

... Radio Code Revised

By BOB LITZBERG

BASED on its five months of experience of broadcasting under wartime conditions, the Office of Censorship last Thursday released the first revision of its Code of Wartime Practices for American Broadcasters. Revision represents an expansion of Office of Censorship's original suggestions to broadcasters; code is presented in two sections: News Broadcasts and Programs, and is considerably altered in format and contents from the original issued last January.

Event which occupied the minds of the industry last week previous to the issuance of the Code, was the Advertising Federation of America convention held in New York.

War and post-war activity was the main theme of the meet, which, in addition to the general and special sessions, included a radio meeting conducted under the auspices of the NAB Sales Managers' Committee; newly-elected chairman of the com-

(Continued on Page 2)

## No Problem

CHARLES P. Scott, station manager, of KTKC, Visalia-Fresno, California, was having a little informal chat with Don Gilman, Blue Network's Western Chief, at a recent network meeting in Hollywood. Said Scott: "Our personnel problem? Oh, we are sitting pretty at the present time with two darned fine 4-F men."



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JOHN W. ALICOATE : : : Publisher

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

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## FINANCIAL

(June 26)

### NEW YORK STOCK EXCHANGE

	High	Low	Close	Net Chg.
Am. Tel. & Tel.	112 1/2	111 1/2	111 1/2	- 1 1/4
CBS A	11 1/4	11 1/4	11 1/4	- 1/2
Gen. Electric	25 5/8	25	25 3/8	- 1/8
Philco	8	8	8	0
RCA Common	3 1/8	3 1/8	3 1/8	0
RCA First Pfd.	51 1/2	51 1/2	51 1/2	+ 1 1/2
Westinghouse	67 3/4	67 1/2	67 3/4	- 1/4
Zenith Radio	13 3/4	13 3/4	13 3/4	- 1/8
<b>OVER THE COUNTER</b>				
Farnsworth Tel. & Rad.	1 3/4	2		
Stromberg-Carlson	5 1/4	5 3/4		
WCAO (Baltimore)	15 1/2	18		
WJR (Detroit)	19	21		
Bid Asked				

### American Tob. Picks Up Option On "Hit Parade"

(Continued from Page 1)

new takes in, also, Mark Warnow and his orchestra and Joan Edwards, vocalist. Show is aired over CBS, Saturdays, 9-9:45 p.m. Lord & Thomas handles the account.

### Bernice Foley In New Post

Cincinnati—Bernice Williams Foley, educational director of WKRC, here, has been appointed coordinator of war effort programs and special events handled by the station.



"Tune in WFDF Flint, Michigan, everybody, for an important news flash!"

## ★ THE WEEK IN RADIO ★

... Radio Code Revised

(Continued from Page 1)

mittee, John M. Outler of WSB, Atlanta, stressed his group's theme: "The more they listen, the more they buy"; others who addressed the broadcasters' meeting were Samuel R. Rosenbaum of WFIL, Philadelphia, and Lt. Col. Edward M. Kirby of the U. S. Army. AFA convention concluded on Wednesday with the adoption of two resolutions dedicating the Federation to continued war effort and a third resolution commanding its re-elected officers.

While Chairman Fly of the FCC was receiving the official okay of the Senate Interstate Commerce Committee, which virtually amounts to his reappointment to the Commission, his testimony was being heard by the House Interstate and Foreign Commerce Committee investigating the Sanders Bill. Fly, who made "no bones about his NAB attitude" before the House Committee, also won his fight to retain Dr. Goodwin Watson as chief analyst of the FCC foreign broadcast monitoring service; in his testimony the FCC chairman also offered his suggestions as to how the Radio Act of 1934 could be improved. Following the AFM convention in Dallas, Mutual, through its general manager, Fred Weber, issued a statement seeking to clarify its policy in regard to individual disputes among its affiliated outlets and the musicians' union; according to Weber, MBS policy is to attempt to settle any differences that may occur, but without requiring affected stations to accept union demands that such stations consider unacceptable. RCA-NBC lost their fight in the Federal Court, Chicago, and will be required to file an answer to Mutual's action within 60 days. Resulting from the request of the Board of War Communications,

the FCC ruled that all amateur radio transmitters must be registered with the Commission by the end of August.

Broadcasters Victory Council met in Washington last week and reported, among other things, the formulation of a plan which would retain at least a minimum of manpower to operate transmitters and which would be placed before Selective Service officials in the near future.

War Production Training Committee of the American Theater Wing War Service, Inc., revealed that an estimated 40 per cent of the people thus far questioned have had some training in the mechanical trades and skills, which will enable them to enter war production if the Government decides to draft labor for war production. CBS started to circulate the trade with four separate audience studies to back up its claim, a new full-network 15 per cent discount plan, that "the advertiser's audience in each additional area is greatly multiplied". Two surveys were completed on the West Coast: one is used to bring out the increasing importance of San Francisco as an origination point for newscasts; the other was prepared by the Columbia Pacific Network and stresses the value of exploitation and its application to radio. Vick Knight was appointed executive producer of the Biow Company, advertising agency. RCA made available to other tube manufacturers the results of its research into packaging, which will result in great saving of material, labor and breakage. Esso Marketers announced the most concentrated coverage of any commercial broadcast for its sponsorship of next Fall's Army-Navy football classic.

### Soldiers In WJSV Area Get 'Package From Home'

(Continued from Page 1)

try, WJSV will obtain recordings of local talent known to the boys in camps in the Washington area. The recordings will be broadcast. In this manner a Tennessee boy stationed in Washington may hear over WJSV entertainment furnished by his friends back in his home state.

The show will be heard every Tuesday at 6:30 p.m. The first recorded guest is Venida Jones, organist at KMOX, St. Louis. The request to hear her came from Corp. Harold Daringer of the Army War College, who, presumably, comes from the St. Louis area. Daringer's was the first request and A. D. Willard, general manager of WJSV, after complying with the request, thought it such a good idea that he's going to continue it indefinitely.

### "Death Valley" Shifts Time

"Death Valley Days," drama of true stories of the old West, is heard a half hour later on CBS beginning Thursday, July 2.

### WOW Recorded Program Shortwaved Via WRUL

(Continued from Page 1)

and will consist of a 30-minute segment of the regular Alan Courtney "1280 Club," aired nightly, plus special news about the bands and leading personalities in the show world. Requests from the men in all the United Nations' services will be heeded. The show will be beamed, principally, to Iceland, Greenland, Newfoundland, the West Indies and Caribbean bases. Broadcast will be non-commercial.

Lt. Col. Edward Kirby, War Department radio chief, commended WOW and this new shortwave programming idea, in a letter which the station received Saturday.

### SOUND EFFECT RECORDS GENNETT-SPEEDY-Q

Reduced Basic Library Offer Containing Over 200 Individual Sound Effects  
Write For Details

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

## COMING and GOING

JOHN ELMER, president and commercial manager of WCBM, Baltimore, was in town for station and network business.

COL. HARRY C. WILDER, president of WS Syracuse, has returned to his upstate quarters after spending a few days here.

JOHN MAYO, of Associated Music Publishers Inc., expected back this morning from a week's business trip.

JOHN ELMER, president and commercial manager of WCBM, was up from Baltimore Friday for visits with Blue Network executives and station reps.

DAVE ELMAN, master of ceremonies on "Hobby Lobby" program, is at Mitchel Field today for an off-the-ether show for the benefit of the personnel of the U. S. Army Air Corps.

BRUFF W. OLIN, JR., general manager WKIP, Blue Network outlet in Poughkeepsie, paying a business call Friday at Rockete Center.

JOHN M. OUTLER, JR., sales manager WSB, Atlanta, and chairman of the NAB managers executive committee, is back at Georgia headquarters following an extended trip to Washington and New York.

JUDITH WALLER, NBC public service director and PROF. JOHN T. FREDERICK, CBS literary critic, back in Chicago on Friday after having attended the convention of the American Library Association at Milwaukee.

DON SEARL, general manager of KO Omaha, and KFAB, Lincoln, left for Nebraska on Friday. He had been here for three or four days on business.

WALTER PRESTON, program director WBBM, is in town for the CBS program directors' conferences which start today and extend through Friday.

### Seward, Becker Divide Lowman's Duties At CB

(Continued from Page 1)

tion of the network, having supervision over engineering, traffic and sound effects, as well as the operations end of programs and production. Seward will give up his duties as assistant treasurer, but will continue as assistant secretary.

I. S. Becker, assistant director of operations, will assume added responsibilities under the new setup. He will have control over some aspects of programming and take over Lowman's previous contact with the AFM, AFRA, etc.

Announcement of the appointment was made Friday by Paul W. Kesten, vice-president and general manager of the network.

In Philadelphia It's

**WPEN**

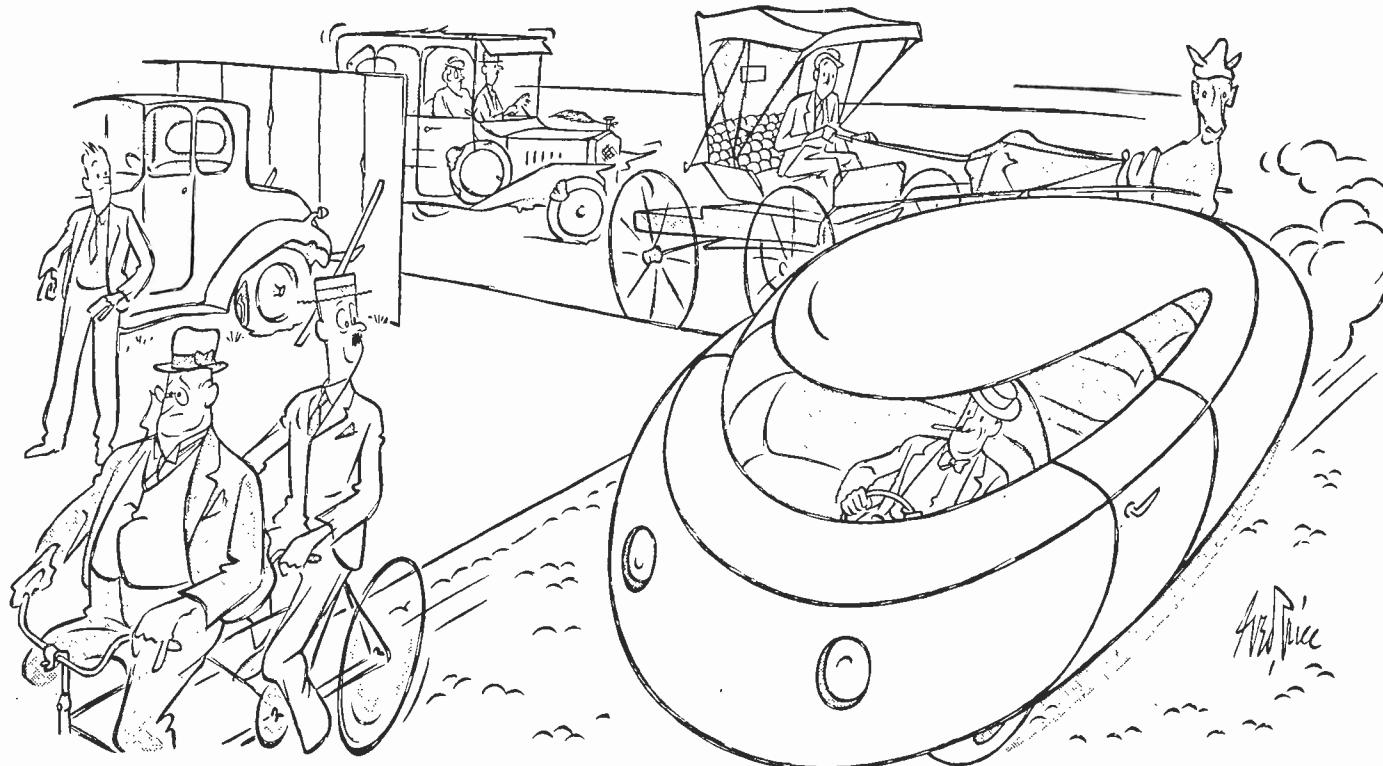
THE STATION  
THAT SELLS

5000 WATTS

950 KC

# *So you thought there'd be*

## **NO NEW MODELS FOR '42?**



Last year's cars and clothes and cooking utensils will have to do for the duration. In network broadcasting, however, there's no need to wait for the new model. It's here! It's the Mutual Network for 1942...the most improved model in the field!

### **Here are some Mutual improvements:**

#### **More Popularity (where popularity counts most)**

Mutual stations for 1942 rate third or better in popularity, day and night, in 12 of all 14 cities of over half-a-million population. Primary coverage of these MBS stations includes 44.4% of all U.S. radio homes. And in other important markets, Mutual programs rate up to four times as high as in the key cities.

#### **More Power (where power counts most)**

Mutual stations for 1942 serve the 14 largest

markets with 26,750 more watts than in 1941. With one 1,000-watt exception, Mutual stations for these top markets have either 50 kilowatts or 5,000 watts. And the combined power of *all* Mutual stations is 150 kilowatts greater than in 1941.

#### **More Economy (when economy counts most)**

Mutual stations for 1942 deliver these advantages at lower cost than any other network. For example, less than \$6,000 buys an advertiser five quarter-hour daytime broadcasts a week, via as many as 80 MBS stations. And similar economies are available in all other Mutual schedules, each arranged to meet the individual advertiser's problems.

**The 1942 Model Network — Popularity, Power, and Economy — Where and When They Count Most**

**THE MUTUAL BROADCASTING SYSTEM**

## Los Angeles

By JAC WILLEN

MORGAN BEATTY, Blue Net's military analyst, will be heard on the Pacific Coast in his nightly summary of war news and strategy via the transcribed and rebroadcast routine starting this evening over Blue Coastal stations. Time has been set for 8 p.m., PWT, Monday through Friday.

NBC-Hollywood's night studio manager Jack Lyman has been upped to staff producer to fill the vacancy caused by Max Hutto leaving to join the armed forces. George Volger fills the vacated Lyman spot, and in turn is being replaced by Grace Guarnera, formerly Alec Robb's secretary.

Members of Company B, 54th Signal Battalion, stationed at Camp McQuaide, Calif., have voted Dick Joy of KNX-CBS as their favorite announcer. A letter from Corporal Harold Shields, notified Joy of the honor, and also invited him to visit the camp as the company guest.

After five years as aide to Crane Wilbur, producer of "Big Town," Thomas Freebairn-Smith finally made his debut as an actor on the CBS airshow. Freebairn-Smith formerly produced the Bob Burns program, and has appeared on the English stage.

### Mills Resigns Ascap Post To Take Effect July 1

(Continued from Page 1)

Government work. Mills currently occupies the post of chairman of the Ascap administrative committee, a group more or less abolished in the recent reorganization of Ascap affairs growing out of the Consent Decree and the long and disastrous "music war" with the radio industry.

Committees of the Ascap board of directors, working with John G. Paine, general manager, and Deems Taylor, president, now handle the administrative functions of the Society.

### New Vick Show For Blue

Vick Chemical Company will sponsor a five-minute program on WJZ beginning Sept. 28. While the nature of the program has yet to be determined, it will be aired daily Monday through Friday at 6:40 p.m., for 26 weeks. Morse International, New York, is the agency.

### Herbert Greer French

Cincinnati—Herbert Greer French, senior vice-president of Procter & Gamble, is dead here at the age of 70. He had been with the soap concern for 49 years and was widely known as a patron of the arts.

*Have You Met The Voices*

of

GILBERT MACK

?

LEX. 2-1100



### Personal Postcards To:—

• • • EDWARD G. ROBINSON: Pete Barnum has been promoted to production chieftain at Ruthrauff & Ryan.... ABBOTT & COSTELLO: While you two are all signed for Camels next season—the type of show, other personnel and format are as remote now as the South and North Poles.... WINCHELL: Your Friday column was a gem.... GUY LOMBARDO: Is it true that you've refused to play the Irving Berlin score from "This Is the Army!".... EZRA STONE: We hear that songpluggers and other personnel connected with the "This Is the Army" show were told to stay out of Lindy's and other former haunts by their superior officers—because, we hear, it's too similar to their civilian activities.... JACK ROBBINS: Your eldest heir, Howard, who was attending officers' training school down south following his enlistment, was brought up to N. Y. to help the song publishing enterprise of the Army Emergency Relief Fund—publishers of the Irving Berlin score from "TITA" production. He accepted the invitation with the proviso that he not be made to plug the tunes as a contactman—because it would mean he'd be in competition with your three firms!.... BARNEY BALABAN: Do you realize that Paramount Pictures' two music subsidiaries under Dick Murray's wing (Sid Kornheiser for one firm and Charlie Ross for the other) have had No. One smash hits every four weeks of this past year! Now "Jingle, Jangle, Jingle" is slated to be ten times bigger than "Deep in the Heart of Texas".... LANNY ROSS: Thanks for writing from the south while on tour with the USO entertaining the boys in camps.... GENEVIEVE ROWE: Your magnificent singing on the recent Coca-Cola show has four agencies interested in your services for a fall airing.... ALAN CAMPBELL: Had a lovely plane trip to Detroit. Missed Harry Bannister and James Hopkins.... ARTHUR ANDERSON: Mickey O'Day, who plays Neddie Evans on "Big Sister," was rushed to the St. James Hospital in Newark last week for an appendectomy—that's why you were rushed into the role.... JACK KAPP: The first month that the war is over, you may expect not less than 20 new recording companies to enter the field. Mostly financed by picture companies, too, to exploit stars and music!

• • • ED WYNN: Everyone who has witnessed your current vaudeville show on Broadway—leaves with the greatest praise for your buffoonery. As if that's something they've just discovered!.... MICHAEL TODD: Everyone is talking about Marjorie Knapp's rendition of "I Don't Get It" in your "Star & Garter" show.... NICK KENNY: Glad that you and Charlie, after knocking out some fifty or sixty smash songs, will finally get an opportunity to write a complete picture score for "Follies Girl." It should result in a Hollywood contract for you boys!.... RALPH WONDERS: How does it feel to spend your time at Tommy Rockwell's ranch in Munrovia?.... MANN HOLINER: Is that so?.... JACK HURDLE: Someone should inform that columnist that when people are married they shouldn't report innocent luncheon dates for business purposes.... JACK PEARL: We hear that your "Charlie," Cliff Hall, will have his eye saved though it's doubtful whether he'll be able to see out of that injured eye. The soldier responsible for the action was indicted!.... FRED KEATING: Fine reactions to your WMCA show.... LEWIS ALLEN WEISS: One of the finest programs in behalf of the Government is the one aired from your Don Lee studios called "Tune Up America" with Betty Rhodes and Dave Rose's orchestra. Besides being fine entertainment it tells the story of Americanism that appeals to the masses.... RUDY VALLEE: We don't understand why there should be so much discussion as to who should succeed the late John Barrymore on your Sealtest show. Our choice would be W. C. Fields! Every important program you dial in these days—features an imitator of Fields' magnificent delivery. Even the superb "Tune Up America" had a character the other nite representing the "Average American Wise Guy"—who imitated Fields. He'd be a perfect foil for you. Look what his association with Edgar Bergen brought for that show in the way of listeners. The latter stanza has never equaled the appeal since Fields' departure. Get him!

## Chicago

By FRANK BURKE

SIMONIZ COMPANY, oldest consistent advertiser on WMAQ, ordered its "Preview of Brand New Records" for the ninth consecutive year under a 52-week renewal contract, effective Sunday, June 28. The program featuring Norman Ross emcee, is heard every Sunday, 11:45 noon on WMAQ. Sponsor has been using radio advertising consistently since the twenties. George H. Hauman Company is the agency controlling the account.

Another renewal announced is Oliver Morton, NBC local and special sales manager, was placed by the "Herald-American" for its "Turn the Pages of the World" program on WMAQ got another 13 weeks beginning Sunday, July 5. The program is heard Sundays from 11:15 a.m., and features Betty Ames mistress of ceremonies.

Tom Wallace and "Uncle Walter Doghouse" leave the air for the summer following their broadcast on July 8 on NBC. The program will return to the air in the Fall, according to the Russel M. Seeds Agency.

Private Edwin T. Bottleson, former assistant to Raymond Jeffers, public relations director of the Seeds agency is reported missing in action in the Alaskan war zone. He was first gunner on a Flying Fortress.

Michael Stewart, featured basso of NBC's "Plantation Party," received the degree of Master of Music from the Chicago Conservatory of Music last week.

Russell E. Hunt, of Towson, Md., named new studio relief engineer at NBC.

Starck Piano Company has renewed the "Don Artiste" musical program for 52 weeks on WBBM. It is heard Sundays from 11:15-11:30. George H. Hartman is the agency.

WBBM-CBS radio engineers, Producer Fritz Blocki and Mart Bouhan narrator, off to Camp Grant, Ill., for the premiere of the General Motors new hour series, "Cheers from the Camps" which will be heard on WBBM-CBS tomorrow from 8:30-9:30 p.m., CWT.

### Wedding Bells

Henry Backs, WWRL announcer, married Miss Dolly Distle of Sunnyside, L. I., June 23.

### The Champagne Music of

## LAWRENCE WELK



DECCA RECORDING ARTIST  
THESAURUS TRANSCRIPTIONS



Exclusive Management  
FREDERICK BROS. MUSIC CORP.

L. A. Frederick, Pres.

N. Y. Address: Chicago Address:  
RKO Building 75 E. Wacker Drive

# Fist Survey Reveals Army Listening Habits

(Continued from Page 1)  
 are singed out in the foreword of the research for survey credits.  
 A tip to those addressing commercial plugs to men in the service, the report listed, "They don't want soap operas; they don't want gooey romance; they don't want long-winded newscasts; they don't want long-winded commercials. . . . They actually get a kick out of humorous commercials. Corny or not, they listen to them. . . ."

**Product Name Enough**  
 They are susceptible to smart commercials as long as they hit hard and true. They don't want to know which product is the best. They just want to know what the product is. Mention the name, make it appealing, make it impressive. Never mind the details. Soldiers aren't interested, and they don't have time to sitite."

Survey divides soldiers' tastes into morning and evening groups, reporting that soldiers, as a listening habit, tune in between 5:30 and 7:25 a.m. and again between 5 and 9:30 p.m. primarily. (Hours may vary in certain districts, of course.) The morning hours get plenty of attention because men go through their setting-up automatically, being able to concentrate on the radio. In the evening, programs must be more attractive to compete with soldiers' other interests. Evenings, often, are spent in pulsations and discussions of the day developments, so that broadcast must be compelling to hold the older audience.

**Radios Fairly Plentiful**  
 Report checked, too, on the availability of radios, and listed that there was at least one radio to every barracks though many had between ten and forty, catering to between fifty and one hundred fifty men in each barrack. Large number of radio sets in officers' quarters, and the hospitals would average a radio for every two or three men. In addition, all the service centers and recreation halls are equipped with sets.

A morning diet, survey found that soldiers liked soldier humor. They want to hear from someone who hep to the Army and who can nail with the army jive. They want personality between their musical rapsitions. They want solid bands and vocalists, the latter, preferably female. They want novelty tunes and novelty commercials."

**Comedians Popular**  
 Program tastes in the evening include top-notch comedians. "Variety programs are any sponsor's best bet in the evenings, as far as the soldier audience is concerned," declared the Army. "Now and then they'll go for drama—light drama. Heavy stuff doesn't interest them. . . . They've got enough drama in their own lives, what with a war to be fought, comrades dying, their homes away."

Along musical lines, the report isise: "Good music is a rare

## WAR-PROGRAM IDEAS

### "Blitz" ET Special Event

Ceremonies attending the presentation of the Navy "E" for excellence to the Worcester branch of the American Steel & Wire Company were aired by WTAG, Worcester, Mass., last week, utilizing the station's "blitz" method of transcribed broadcasting. Highlights from the speeches of the principal speakers were recorded, including those of Rear Admiral Wat Tyler Cluverius, Governor Leverett T. Saltonstall, and Mayor William A. Bennett. Handling the broadcast was Barry Barents, who provided word-pictures of dramatic episodes during the exercises. Proceedings were condensed into a half-hour program and re-broadcast by WTAG at 11:30 p.m. so that workers who were unable to participate might hear the show.



### Feminine War Forum

"The Women's War Forum," a program planned to help housewives under wartime conditions, is broadcast by WGY, Schenectady, N. Y., every Tuesday afternoon. Charles Kebbe of Earl Newsom & Co., is director and master of ceremonies. Each week a nationally known woman is brought to the microphone and she discusses home problems with the wives of General Electric and American Locomotive Co. war workers. Among the feature speakers have been: Mrs. Eddie Rickenbacker, Katherine Fisher, director of Good Housekeeping Institute; Clara Savage Littledale, editor of "Parents' Magazine"; Inez Robb, I. N. S. feature writer, and Carmel Snow, editor of "Harper's Bazaar."

choice. By good music, we mean classical compositions, symphonic orchestras and opera. They want 'gut-bucket' swing by the masters."

### Enjoy Army Post Shows

Other findings of the survey indicate the soldiers like to hear shows from other army posts. They like to hear army talent, but they don't want to hear army brass hats making speeches. They'll listen now and then, but only to jeer at the officers. . . . They listen to, and enjoy, quiz shows. They want to answer the questions first, to prove that 'those guys are stupid.' They want comedy always. The cornier the better and the louder the better. They especially enjoy army humor, gags that'll reflect their own feelings, their own surroundings."

As a parting shot, the report summarized the soldier as an audience thusly: "Soldiers don't give much of a damn why they're fighting this war, despite all the patriotic talk. They just want to know how soon we can beat hell out of the Axis and go home."

### Stork News

Jack Henderson, salesman at KWK, St. Louis, is the father of an eight-pound boy.

## AFRA Members Vote On Convention Lapse

(Continued from Page 1)

year's annual AFRA convention, now scheduled for Aug. 29-30 in Chicago. Referendum, which was mailed out over the week-end from national headquarters here, is in the form of an amendment to the AFRA constitution, only manner in which the convention could be suspended, with members asked to vote yes or no.

With no issues of major national importance scheduled for the 1942 convention, it was believed the membership would approve the proposal. Next year's (1943) convention will be a crucial one, with national network and transcription codes coming up for renewal.

### Had Been Planned for Coast

Originally scheduled to be held in Los Angeles, this year's convention locale had been shifted to Chicago to ease the transportation situation. However, with the appeal on June 19 of Eastman the AFRA board decided to submit the convention question to membership vote.

Eastman asked "deferment for the duration of all meetings, conventions, and group tours which are not closely related to furtherance of the war effort," pointing to the steady rise in the volume of passenger traffic on railroad and bus lines as necessitating the change in order to facilitate the war effort.

# WANTED!

COMPETENT TRADE PAPER  
REPORTER FULLY VERSED IN  
THE GATHERING OF RADIO AND  
ADVERTISING NEWS.

APPLY BY LETTER ONLY, GIVING  
FULL PARTICULARS. ALL  
INQUIRIES WILL BE HELD IN  
STRICT CONFIDENCE.

WRITE BOX 629, RADIO DAILY,  
1501 BROADWAY, NEW YORK CITY

# Newspaper-Monopoly CBC Probe Subjects

(Continued from Page 1)

simile broadcasting in which he said success of this type of broadcasting evidently was back of newspapers trying to get hold of radio broadcasting stations.

Questioned by Coldwell, Dr. Frigon said there are 26 Canadian radio stations in which newspapers are interested. Eleven are directly owned by newspapers and in 15 others there is indirect interest or association by newspapers, he said.

#### Sees "Unhealthy Situation"

Coldwell said he had been told by a newspaper publisher that a number of papers were entering the radio field and finding it more profitable than publishing. He added, "This is a very unhealthy situation and means news is more and more under control of a few organizations. The condition is leading to a monopoly of public opinion."

Dr. Frigon said new wave lengths made available in recent years had not been given to any newspaper-owned radio stations.

Rev. E. G. Hansell, M.P.-MacLeod, said he saw a danger of one business obtaining too much control over radio and using it in its own interests. Dr. Frigon declared eight stations are operated by the firm of Taylor, Pearson and Carson of Calgary. R. H. Thomson of North Bay operated seven stations and would open an eighth in a few weeks, he said. The Sifton organization owned two stations which were operated by Taylor, Pearson and Carson, declared Dr. Frigon.

#### No CBC Ownership Policy

Brooke Claxton, M.P., Montreal, said the CBC Act appeared to picture a publicly-owned radio system with private stations limited to the part of the field the CBC did not wish to occupy. "It would be interesting to learn how profitable this is to private stations and what they are giving the public of Canada in return."

Dr. Frigon said payments by the CBC to private stations for commercial programs handled by the CBC were estimated at \$635,657 for the year ending March 31, 1942, in comparison with \$287,999 for the year ending March 31, 1939. The CBC, he said, had no definite policy laid down on the ownership of a number of stations by one person or corporation.

#### Not in Favor of "Jamming"

Earlier in his testimony, Dr. Frigon said he favored constructive programs rather than broadcasts intended to jam enemy radio propaganda. This policy, he said, was adopted by the BBC. Dr. Frigon said there was no general audience in French Canada for shortwave broadcasts, in answering a remark that French Canadian listeners turned more readily to shortwave broadcasts rather than to listen to regular English programs in Canada. Dr. Frigon said the CBC French network had used more than 5,600 war programs and close liaison was maintained with the Dept. of Public Information.

# WORDS AND MUSIC

By Sid Weiss

**NEWS OF THE WEEK:** Biggest radio news of the week was the appointment of Vick Knight as executive producer for the Biow Agency. It would be hard to visualize a better man for the post. Vick's background has taken him through every phase of radio. He has written comedy scripts and original dramas—adapted and condensed B'way plays for the air—written hit tunes—and his directorial work with Vallee, Kate Smith, Eddie Cantor and Fred Allen stamps him as a No. 1 "Show Doctor." Vick is a Big Time guy—with the simplicity of your next door neighbor. We're only joining the mob when we shout: "Good luck, chum!"



**GAG OF THE WEEK:** Arlene Francis was Miamiing not long ago and for one reason or another brought all her jewelry down there with her—but all. She was staying at the palatial home of a friend and naturally figured it would be safe to leave her gems on the dresser and go in for a swim. She returned to her room to discover all the jewels missing, which made it a delicate spot all around. After all, one can't very well go around accusing one's host, can one? Besides, the host was practically "devastated" as it was. Finally, it wound up with Arlene having to console him. "That's all right," she soothed. "It happens to me all the time!"



**BREAK OF THE WEEK:** After knocking out some fifty or sixty hit tunes in the pop field in the past seven years, Charley and Nick Kenny were signed by Bill Rowland to score "Follies Girl" now being filmed in the East. Insiders claim that the five tunes they turned out—"Lady, You're Lovely," "Dancing in a Dream," "Today is a Rose," "Not a Man in the House," and "Shall We Gather at the Rhythm, Yeah"—can't miss the hit brackets, and should bring the Kenny brothers a flock of offers from the Hollywoods.



**RETORT OF THE WEEK:** Johannes Steel, the news analyst, was tired and worn out by the day's events—so decided to go to bed early. At midnite he was awakened by the 'phone. As was to be expected, it turned out to be a wrong number—so Joe retorted sleepily: "How can this be Circle 7-7800—when I haven't even got a 'phone!"



**ADVICE OF THE WEEK:** Muriel Hutchison, the blonde beauty from stage and films, asked a radio performer the best way to crash the broadcasting field. "The best way to get into radio," was the reply, "is to start in 1929!"



**PICKED UP IN TRANSIT:** Set-up on the Walter O'Keefe summer show (filling in for Bergen) will be four vaude stars each week.... Some smart agency oughta grab director Howard Reilly for the summer after the veteran performance he turned in on the Fred Allen show.... Tim Marks vacationing at the Half Moon Hotel in Coney Island—which will convulse only those who know the fabulous Tim.... Nominated for Oblivion: Those Iced Coffee transcriptions—which sound like an emaciated Boris Karloff.... Rockhill Prod. lining up plenty of five-minute transcriptions.... A gal with "heart" is Evelyn Streich, who isn't above taking a job with Gimbel's when the going gets tough in radio. This, by the way, was of explaining to her pals who've been wondering where she's been for the past ten weeks.... Aside to Phil Carlin: Get a load of that octette (all Powers models) that Ted Straeter is grooming along with his orchestra. Terrific....



— Remember Pearl Harbor —

# Motion Picture Firms Increase Use Of Radi

(Continued from Page 1)

this subject were made by Warn Bros. and Metro-Goldwyn-Mayer.

The Warner Bros. pronouncement reported the inauguration of a new service to exhibitors, starting with the release of "Wings for the Eagle." According to Mort Blumenstock, who is in charge of the firm's advertising and publicity here in the East, the radio trailer device will bring to exhibitors a complete radio spot advertising campaign on one record, at a fraction of the cost that an exhibitor would be put to in preparing spots locally. Each record contains a 25-second and 55-second announcement with a five-second cut-off on each spot for local playdate copy.

#### Result of Much Experimentation

Decision to start the trailer service came after months of experimentation with recorded spot announcements on a number of the company's pictures. Spot announcements were recorded, using the best professional talent plus hard-hitting one-minute and half-minute plugs, and these were tested in representative local situations with successful results.

Records will be supplied direct by Stodel Advertising Co., Hollywood, at a cost of \$3 each, F.O.B., Hollywood. Arrangements allow exhibitors to make their own deal with local stations.

#### Howard Dietz Wrote Skits

For MGM, Howard Dietz, director of advertising and publicity, has written a series of special radio skits which put the firm's trade-mark—a lion's roar—on the air for the first time. The one-minute recording was tried out here, with success, for promotion of "Mrs. Miniver" engagement at Music Hall. Plan, now, is to carry it to all out-of-towns for test runs starting July 1. Recordings will be broadcast from all leading local stations. (In New York program included, even, network's key stations.)

Skit consists of a chorus of seven voices which pick up the highlights of the film, sandwiched between the lion's roars.

# KSTP Sells News Service Direct To Dept. Store

St. Paul—The KSTP news bureau is now being sold to the public as well as to Twin Cities' leading business men and financiers. For over a year the latest news bulletins received in the KSTP news rooms have been relayed to the exclusive Minnesota and Minneapolis clubs, and the St. Paul and Minneapolis athletic clubs.

Now the special teletype circuit has been extended to the large Golden Rule Department Store in St. Paul, with the news machine and a bulletin board set up beside the ground floor escalator. In addition the KSTP newsmen telephone the store's display advertising department three times a day, dictating the latest headlines which are then set up in large type, and pinned alongside a huge map of the world with ribbons carried to the point affected.

# Rush To See AFM New Recording Ban

(Continued from Page 1)

broadcasters have rushed to the AFM and other union groups with ready-made "compromise" solutions—which the unions virtually all they had had to accomplish—the industry at the time is expected to let Petrillo put out his own hand before entering the fray. Whole recording issue, as pointed out, is fraught with complications and other complicating factors. There was a considerable body of industry opinion which felt that Petrillo were given enough rope in the matter he might eventually himself, figuratively speaking.

**No Opposition Plan Yet**

In any event, no definite line of strategy had been evolved over the week-end, other than to await developments, it appeared from questioning a representative group of executives of both the radio and recording industries. Neville Miller, NAB president, was in town last week and discussed the problem with executives, it is understood.

Lion's position in the matter, according to a responsible AFM spokesman Friday, is that the Petrillo letter to the disk firms, which does not grant exceptions for records for home user for the Army and Navy patriotic programs or for motion picture soul recordings, speaks for itself and that any move to modify the re-recording edict would have to come from the industry. Petrillo was down the latter part of the past week conferring with his assistants in preparing the notification which reached most firms on Friday.

**NAB Currently Silent**

As far as the NAB is concerned no formal position has been taken in the matter and none is expected to be taken for some time, it was determined in Washington. However, NAB expects to make a thorough analysis of the situation, particularly from the legal end, and undoubtedly will have something to say later on. Whether NAB will carry the ball for the industry or the broadcasters will deal separately with their individual AFM locals is a matter of strategy which has still to be determined.

It was agreed among those queried by RADIO DAILY over the week-end that any move on the part of the industry would be playing in the union's hands, and repeating the mistake of 1937 AFM negotiations.

**Army-Navy Use a Factor**

The producer pointed out that production of recordings for the army and navy raised a complex issue because such recordings would have no outright limitations, and thus, there would be no way of prohibiting stations from playing them. That the union's ruling might have serious effects upon the morale program of the Government, and its ultimate war effort, is also a consideration, spokesmen pointed out.

A consensus seemed to be, also, that no one among the producers would support materially, immediately, because of the inventories on hand. Balog, it is expected, will enable the industry to play a waiting game,

## PROMOTION

**"Red Ryder" Promotion**

Completing an effective merchandising job, San Francisco's KGO has just finished a campaign of four week-ends on behalf of the "Red Ryder" airshow, heard over KGO and the Coast Blue Network for Langendorf Bread. Using an experienced showman, Hillis Hubbard, from the late Golden Gate Exposition, and a costumed "Little Beaver," a cavalcade toured the city's residential neighborhood in a sound truck. Loud speakers used the actual program discs for musical interludes, with special announcements covering the Red Ryder show.

The unit's appearances in various parts of the city were heralded by announcements on the air and by screen trailers at the Esquire Theater. The district appearances served as part of the promotion for the Red Ryder Victory Patrol Club.

**"Army Hour" Promotion**

KSTP, St. Paul, has made a special effort to promote the War Department's own program, "The Army Hour," publicizing it with special newspaper stories, display ads, spot announcements and quarter-hour programs.

Each Sunday the station's engineering staff records the program and then the production men go to work and re-record a couple of 15-minute programs featuring the highlights of the hour-long show and plugging

the weekly broadcasts. These are used during mid-week, while on Saturday and Sunday numerous spot announcements as well as stories in the newscasts call listeners' attention to the importance of the War Department's program.

The local newspapers cooperate, having run, already a special story written by the station's publicity department, to tell how the War Department is unable to release in advance the names of the famous United Nations leaders appearing on the program. One paper gave the story a 6-column line in the feature section of the Sunday edition of the publication.

**WOR-Warner Bros. Tieup**

In a publicity tie-up with the Warner Bros. picture, "Yankee Doodle Dandy," WOR will conduct a "War Song Contest" running for a month from July 4, the birthday of George M. Cohan. Purpose of the contest, open to amateurs only, is to find a new war song with a wallop to Cohan's 1917-18 rallying cry, "Over There." Dr. Sigmund Spaeth, Morton Gould and Irving Caesar will be judges for the competition. The winning number will be published by one of the Warner music firms, with royalties going to the winner. WOR will plug the contest, climaxing the undertaking with a performance of the winning work on a WOR program.

### Isabella King Beach Joins "Vic And Sade"

Isabella King Beach, originator of the homemaker program, "Through a Kitchen Window," until recently heard on WINS, and author of several cook books, will be heard every weekday beginning today on the "Vic and Sade" program (NBC, 11:15 a.m., EWT; CBS, 1:30 p.m., EWT) in behalf of Crisco. Account is handled by Compton Advertising, Inc., for the Procter & Gamble Company.

forcing the union membership to show its hand first.

Odd development in this new trade issue is the fact that the recording companies and the transcription library services, which are trade rivals, will probably link efforts in the common cause.

Greatest concern has been demonstrated by the radio stations which sell, primarily, musical recorded programs of up-to-the-minute numbers. There are at least 300 stations in this category. A few are in the big money income group, too, for the industry has developed the "name" disk jockey who has become a boon to station sales departments.

**Other Angles**

Other angles to the problem may swell the united opposition effort, for the entire music publishing industry has much at stake in the program. Should the publishers take an active interest in the situation on the side

### Kay Kyser's Bond Drive To Be Broadcast By CBS

Playing from a "Bond Wagon" on city streets in front of radio studio buildings, Kay Kyser and his orchestra on Friday will start a series of bond selling drives which will be broadcast over CBS from 4:45 p.m. Friday's program will originate at WCKY, Cincinnati, and will be followed by appearances at: Milwaukee, July 6; Indianapolis, July 9 and 13; Detroit, July 17 and 20.

of the record companies, another set of strange bedfellows would materialize. Only recently did the transcription companies sign peace pacts with Harry Fox, agent for the publishers, after cutting down on the annual royalty fees for mechanicals.

**Text of Petrillo Letter**

Petrillo's brief letter is as follows: "Your license from the American Federation of Musicians for the employment of its members in the making of musical recordings will expire July 31, 1942, and will not be renewed. From and after August 1, 1942, the membership of the American Federation of Musicians will not play or contract for records, electrical transcriptions, or any other form of mechanical reproduction of music."

One prominent producer of transcription libraries when queried by RADIO DAILY on the Petrillo letter replied: "If he gets away with it he is Houdini."

## Invitation Preview For New Blue Series

(Continued from Page 1)

invitation of the War Department and managers of affiliated Blue stations will be held Thursday, July 30, from 5:515 p.m., EWT for school superintendents and other school administrators who will listen in the studios at the nearest Blue Network station.

**Mark Woods on Program**

Appearing on the closed circuit program will be General Surles of the War Department, President Mark Woods of the Blue Network, Commissioner John W. Studebaker of the U. S. Office of Education, and a representative of the National Education Association. In the course of the presentation, school administrators will be urged to adjust their class schedules, if necessary, to make it possible for the program to be heard in the classroom.

The series will be aired Tuesday from 2:30-3 p.m., EWT originating on station WMAL, Washington, D. C. While the series will be an official presentation of the War Department, it has been arranged with the full cooperation of the National Education Association and the American Association of School Administrators. First official announcement will be made by the War Department at the national convention of the NEA in Denver June 28.

**To Interview Heroes**

Included in the general pattern of the programs, as worked out thus far, will be interviews with army, navy and air corps heroes, pickups from various national shrines and special recognition of contributions of individual schools to the war effort. The Army Band will be a regular feature and brief dramatizations may be used. On the whole, the broadcasts will be built to appeal not only to high school students but to every true American as well.

Extensive publicity will be given to the series by various educational journals and by the War Department, which will also send a weekly "Map of the War" to each of the 27,000 schools throughout the country. A major effort in itself, the map will further publicize the broadcasts.

**Departure from Policy**

Worked out by the Blue's public service division, headed by Dr. H. B. Summers, and the War Department, the new series represents a deviation from the Blue's policy of the last few years with regard to educational broadcasts. With the conspicuous exception, the Damrosch music appreciation series, that the Blue has not presented any program to be heard in the classrooms of high schools and elementary schools because of the difficulties created by time zones, varying school schedules and the opinion of administrators and teachers that such programs took out of the school day time which should be used for direct instruction. Because of the unusual situation created by the war, however, it is felt that programs of this type are justified.

## GUEST-ING

COL. M. THOMAS TCHOU, former secretary to Generalissimo Chiang Kai-Shek, and VERA DEAN, of the Foreign Policy Association, discussing the situation in the Far East, on "Spotlight on Asia," today (WABC-CBS, 4:30 p.m.).

WALLACE BEERY and MARJORIE RAMBEAU, in an adaptation of the film, "The Bugle Sounds," on the "Lux Radio Theater," today (WABC-CBS, 9 p.m.).

JOHN CHARLES THOMAS, baritone, on the great artists' series of the "Telephone Hour," today (NBC Red, 9 p.m.).

DR. CHARLES R. WILSON, head of the History Department at Colgate University, speaking on "Military Conscription, Civilian Equality," on the "Living History" program, tomorrow (WABC-CBS, 4:30 p.m.).

IRVING BERLIN, on Dorothy Kilgallen's "Voice of Broadway," tomorrow (WABC-CBS, 6:15 p.m.).

WILLIAM GROPPER, painter and cartoonist, and OTIS SHEPARD, Wrigley Chewing Gum artist, debating "Easel Against Billboard," on the premiere of the "Living Art" series, tomorrow (WABC-CBS, 4:30 p.m.).

JESS WALTERS, baritone, on the "Great Moments in Music" program, Wednesday (WABC-CBS, 10 p.m.).

HAROLD SMITH, Director of the Budget, discussing the nation's economic policy, on the "Fight Against Inflation" program, Wednesday (WOR-Mutual, 8:15 p.m.).

ROBERT NOLAND, tenor, on "Nellie Revell Presents," Wednesday (NBC Red, 12:30 p.m.).

DR. MARGARET LEWIS, health and safety advisor on the national staff of the Girl Scouts, discussing "How to Be Safe Out of Doors," on "Highways to Health," Thursday (WABC-CBS, 4:30 p.m.).

MARLENE DIETRICH, in an adaptation of "This Gun for Hire," on the "Philip Morris Playhouse," Friday (WABC-CBS, 9 p.m.).



June 29

Jack Baker	Nelson Eddy
Dorothy Gregory	Milt Josefsberg
Charles Kaplan	N. S. Livingston
Roy Post	Adrian Rollini
Ruth Warrick	Muriel Wilson

## Coast-to-Coast

THE Victory Twins, Vi and Vilma Verne, who appear on the Blue and Red Networks, returned to Hartford this week to appear on a "Victory House" show over WDRC, the station on which they got their start. Vi and Vilma broke into radio on educational director Sterling V. Couch's young children's program back in 1934. They held a happy reunion with him on the War Bond show over WDRC.

*Leather rationing isn't worrying Licia Albanese, soprano on WOL-Mutual's "Treasure Hour of Song." She has designed her own slippers, made out of glass.*

WTNJ, Trenton, N. J., is presenting a series of lectures by Professor Julius Gilbert White, internationally famous nutrition expert. The lectures began June 23 and will be heard daily until July 1. Prof. White is president of Associated Lecturers, Inc.

*Tabulation by WMRN, Marion, Ohio, of its May broadcasts devoted to war efforts total 22 hours and 44 minutes, or approximately five percent of the total time on the air. This does not include references to recruiting, conservation, or commercial programs devoted to the war effort, but is a total of sustaining time.*

For the fourth successive year, WNYC will broadcast the concerts of the Juilliard Summer Festival, originating in the Concert Hall of the Institute of Musical Art, Mondays through Fridays, 4-5 p.m., beginning Tuesday July 7. Beginning Wednesday, July 1, WNYC will broadcast on Wednesday and Sunday evenings from Lewisohn Stadium. Concert will start at 8:30 p.m. and will continue until the station signs off at 10 p.m. Joe Fischler will announce both series.

*WSNY, Schenectady's new 250-watt outlet owned by the Western Gateway Broadcasting Corporation, isn't scheduled to go on the air until early in July, but general manager George R. Nelson has already signed several important contracts, two contracts for AP news. The Hudson Coal Company of Scranton, Pa., has taken the 6-6:15 evening AP news across-the-board with Colonel Jim Healey at the mike. An 11 o'clock AP newscast will be sponsored through the week by Port Petroleum, gasoline distributors.*

Starting today, June 29, the last Monday in each month will be "KWK Night" at Jefferson Barracks, Army induction center just outside St. Louis. An hour-and-a-half show will be staged by talent from KWK, St. Louis, for the entertainment of the draftees. Included in the line-up will be Rich Hayes and the KWK orchestra; the Shady Valley Folks and Roy Shaffer and his Gang; the Swingtones; Russ Kaiser, and Johnnie O'Hara, sportscaster. Ed Wilson KWK announcer, will be emcee.

John W. Vandercook, NBC news commentator, has been booked by the National Concert and Artists Corporation to speak before the Boys' Apparel Buyers' Association meeting at the Waldorf-Astoria on July 7.

"At Your Service," WHN's weekly broadcast designed to answer personal problems about Selective Service, will present, in person, Col. Arthur V. McDermott, New York City director of Selective Service, on the broadcast of Thursday, July 2, 8-8:30 p.m. The program is regularly conducted by Al Binder, Service authority of the "New York Daily News."

Lester R. Gerken has resigned from the sales force of WPAT, Paterson, N. J.

WHBF, Rock Island, Moline and Davenport, opens and closes each day of broadcasting with a special three-minute transcription that includes George Washington's prayer for the nation composed in 1783. The prayer is preceded by a choral arrangement of "Onward Christian Soldiers" and followed by the national anthem. The prayer is read by religious leaders of various denominations of the tri-city area.

A new daytime mail response map showing counties from which mail was received from a single offer made on a daytime program has just been released by WHN. In addition to a response from Maine, New Hampshire, Vermont, Massachusetts, Rhode Island, Connecticut, New York, Pennsylvania, Delaware and Maryland, station received mail from 21 other states and Canada. A corresponding night-time coverage map is now in preparation.

Ralph L. Abry, who helped install FM station KALW in San Francisco, has joined the engineering staff of Hearst station KYA there.... Eugene Raggett and James Burns are co-producing weekly programs of the 'Frisco Barristers Club, a lawyers' group, on KYA.... Hal McIntyre, who spins platters on KYA's three-hour daily "1260 Club," a popular music show, occasionally tootles the saxophone and clarinet for dialers' diversion.

## To the Colors!

FRANK SOMERS of the CBS engineering staff has been named lieutenant in the Navy and has been ordered to report to Corpus Christi, Texas, to attend the naval aviation training school.

BOB HARRIS and BOB McCOY, announcer and staff vocalist respectively at KOIN-KALE, Portland, Ore., are the latest of the station personnel to answer the call to arms. McCoy goes to the Army and Harris has volunteered for service in the U.S. Coast Guard.

GUS CHAN, announcer at WWRL, Woodside, N. Y., has been inducted into the Army and is at Camp Upton, N. Y.

BOB LEWIS, former chief announcer at WFPG, Atlantic City, N. J., is now a master sergeant in the U.S. Army.

ARNOLD BACON and ABNER GEORGE, auditor and announcer respectively of WNAX, Yankton, are members of the nation's armed forces. Former is a private at Fort Leavenworth, Kans., and latter has been selected for officers' training at Fort Warren, Wyo.

JAY FARAGHAN, JAMES McCANN and FRANK DAVIS, of KYW, Philadelphia, have been called to the colors. Faraghan and McCann have been replaced by Robert Benson and Franklin Evans on the announcing staff. Davis of the auditors department has enlisted for aviation cadet training.

JAMES MATHENY, salesman at WFBM, Indianapolis, has joined the U.S. Army.

NED NEIDEMIRE, announcer of WADC, Akron, Ohio, to the Army.

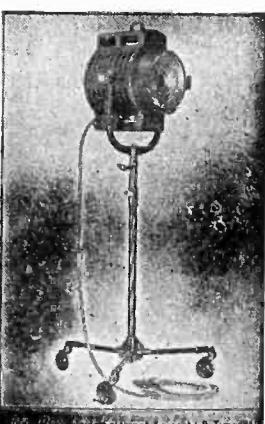
STEVE RICHARDS, announcer at WAKR, Akron, Ohio, will join the Army Air Corps at the end of June.

JOHN ANSPACHER, formerly on the night publicity desk at WOR, New York, has been called to the Army.

BILL CANADY, announcer and special events man at WORL, Boston, Mass., has left for officers' training school at Miami, Fla.

## \* TELEVISION \*

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The National Daily Newspaper of Commercial Radio and Television

VOL. 19, NO. 65

NEW YORK, N. Y., TUESDAY, JUNE 30, 1942

TEN CENTS

# WPB Approves "Pool"

## Special Air Campaign Under CAA Direction

A new recruiting campaign for flying specialists over previous army age requirements is being launched under the direction of the Civil Aeronautics Administration, according to a letter to all broadcast station executives from the National Association of Broadcasters. Letter, which is signed by Arthur Stringer of the NAB staff, urges that broadcasters give full cooperation to the campaign and advises them that the Office of War and Figures has given the project an AA priority as far as radio announcements are concerned.

According to the CAA, some 600

(Continued on Page 5)

## K's New Owners Plan To Take Over July 28

In San Francisco—Plans to take over KFRC station KYA on July 28 are being made by Palo Alto Radio Station Inc., just granted authorization by the FCC. A remote studio will be built in Palo Alto, from which Stanford University programs will be aired occasionally, but the station will not specialize in any particular type of broadcasting, according to Wilfred

(Continued on Page 2)

## Allied Info. Committee Adds Radio Department

After - Allied Information Committee recently formed as a clearing house between Allied (Nations) Information Services to facilitate the dissemination of information concerning the United Nations, has announced the addition of a radio department.

(Continued on Page 5)

## Newscaster Wins

Pittsburgh—Jack Swift, newsreader on KDKA, has won first prize in the radio stations division of the Westinghouse War Bond contest for the best answer to "What Freedom Means to Me." Swift will receive a \$50 War Bond and his winning entry will compete for the grand prize of \$3,000 against divisional victors in the other Westinghouse districts.

### King Peter On Net

The visit of King Peter of Yugoslavia to the Ford Willow Run bomber plant will be highlighted in a half-hour program from 10:10:30 p.m., EWT, on the Blue Network tomorrow. Originating at WXYZ, Detroit, the show will feature conversation between the King and six Ford workers of Yugoslavian extraction and will be short-waved to Yugoslavia and the rest of Europe.

## Three Trade Groups Mull Manpower Plans

Washington Bureau, RADIO DAILY

Washington—At least three trade groups are seeking to lay before the War Manpower Commission and the Selective Service System, the solution to the shortage of technicians and engineers in the industry, adding, rather than reducing to the already complicated picture of the draft status of radio personnel, and, at the same time, creating, in Washington radio circles, an amusing rivalry.

(Continued on Page 3)

## Appoint Bevo Middleton Sales Manager Of WABC

Beverly M. (Bevo) Middleton was yesterday named sales manager of WABC by Arthur Hull Hayes, general manager of the station. Middleton has been with Columbia for four years, three as account executive and

(Continued on Page 2)

## Ways And Means Remains Only Factor Plus Inventory Of Spare Parts For Joint Availability

## Prominent Radio Role In NEA Annual Meet

Denver—With radio conceded to be playing a major role in the education of primary grade students, particularly in the subjects of science, music and geography, steps will be taken to widen the scope of this educational method to include branches of higher education, it was stated at the 80th annual convention

(Continued on Page 7)

## Shoe-Polish Companies Sign FTC Stipulation

Thirteen distributors of shoe polishes or dressings have made stipulation with the Federal Trade Commission in which they agree to cease certain representations in the sale of their products. Largest user of radio

(Continued on Page 2)

## Blue Net Lists Shows Available For "Team-Ups"

Names of nine programs particularly suitable to advertisers for teamed sponsorship on the Blue Network were listed yesterday by Phillips Carlin, vice-president in charge

(Continued on Page 2)

## Potential Radio War Duties Outlined By Miller To IRE

### Set Special Ad Courses For Columbia 'U' School

Columbia University will include in its summer curriculum special advertising courses to be conducted by William I. Orchard, copy editor of BBD&O, and Professor H. K. Nixon. "Advertising Copy" will be the subject of Orchard's course, with Professor Nixon offering courses in

(Continued on Page 5)

Cleveland—ET and recording standards for radio broadcasting as recommended and adopted by the NAB board of directors was presented by Isaac P. Rodman, engineering and development director of the Columbia Recording Corp., to the convention of the Institute of Radio Engineers which opened here yesterday. Members also heard a paper read by Dr. V. K. Zworykin, Associate Director

(Continued on Page 7)



Washington Bureau, RADIO DAILY  
Washington—FCC Chairman James L. Fly stated yesterday that the War Production Board had accepted "in principle" the radio equipment pool recently proposed for domestic broadcasting stations. Fly said, "There is really no major problem outstanding as a matter of principle. The discussions are on ways and means."

The FCC Chairman explained that one of the ideas behind the pool was to get an accurate inventory of available parts, and then make these jointly available. He went on, "It is

(Continued on Page 3)

## Canada's Radio Tax Declared "Nuisance"

Ottawa—Many people in Canada regard license fees for the owning of radio receiving sets as "nuisance taxes," Gordon Graydon, M.P. for Peel, told the House of Commons special committee on radio broadcasting during the testimony by Walter A. Rush, radio controller of the Department of Transport.

Rush had told the committee that

(Continued on Page 2)

## MBS Sets Four Programs For Independence Day

Mutual Broadcasting System will present four special Independence Day programs, devoting over three hours to the theme, Saturday, July 4,

(Continued on Page 2)

## Preparedness

Ted Steele, maestro of "Ted Steele's Studio Club," is raising rabbits, 24 hours a day, seven days a week, as a means of helping in the defense effort. So for Father's Day, Ted's wife gave him three rare Blue does AND an adding machine!! Incidentally, the maestro, we are informed from the Coast, has taken seven screen tests for seven different studios.



Vol. 19, No. 65 Tues., June 30, 1942 Price 10 Cts.

JOHN W. ALICOATE : : : Publisher

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

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

## FINANCIAL

(Monday, June 29)

## NEW YORK STOCK EXCHANGE

	High	Low	Close	Net Chg.
Am. Tel. & Tel.	111 1/2	110 3/8	111	+ 1/4
Gen. Electric	257 1/8	255 1/8	257 1/8	+ 3/8
RCA Common	31 1/8	3	31 1/8	-
RCA First Pfd.	51 1/2	51 1/2	51 1/2	-
Stewart-Warner	6	6	6	+ 1/8
Westinghouse	69	67 5/8	68 5/8	+ 1
Zenith Radio	137 1/8	133 1/4	137 1/8	+ 1/4
OVER THE COUNTER				
Farnsworth Tel. & Rad.	15 1/8	21 1/8		
Stromberg-Carlson	5 1/8	6 1/8		
Bid				
Asked				

## KDKA Well Over Top In Payroll Bond Plan

Pittsburgh—Twelve per cent of the KDKA total gross payroll has been subscribed to the purchase of War Bonds, it was announced yesterday by James B. Rock, general manager. The payroll deduction plan, with 100 per cent cooperation by the staff, has been in effect for many months. In line with the Treasury Department's request, an intensive campaign was staged to increase the amount of the individual deductions, with the result that they are now well over the 10 per cent desired by the Government. An "Over the Top" banner is on display in the station lobby.

## Cigar Co. Stipulation

Webster Eisenlohr, Inc., has stipulated with the Federal Trade Commission to cease representing its "Webster-Eisenlohr Smokers" as being made of only imported tobacco. Company uses spot announcements.

## SAMUEL FRENCH

SINCE 1830

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PLAYS FOR RADIO, STAGE & SCREEN25 West 45th Street, New York  
811 West 7th Street, Los Angeles

(Catalogue of Plays on Request)

## MBS Sets Four Programs For Independence Day

(Continued from Page 1)

with two of the programs being full hours each.

The earlier of the hour salutes, between 3-4 p.m., will be a tribute to Stephen C. Foster. Bing Crosby and Dinah Shore from Hollywood, Senator A. B. "Happy" Chandler and Governor Keen Johnson from Kentucky, a pickup from overseas featuring an authentic colonel from Kentucky serving abroad with the AEF, and switches to New York and Pittsburgh will comprise the program.

Again, between 9-10 p.m., Mutual will air "America Loves a Melody," with a collection of George M. Cohan and Foster melodies. A dramatized version of the Colonies' bid for independence, Bret Morrison's reading of the Declaration of Independence and songs by Marion Claire, soprano, and Attilio Baggio, tenor, will be included.

Between 11:30-12 noon, Mutual will salute Bridgeport, Conn., as an example of the spirit of a vital war industrial center. Program, entitled "Faith of a Fighting Nation," will highlight Leon Henderson, Price Administrator, and Grace Moore, Metropolitan Opera soprano.

The fourth of Mutual's Fourth of July specials will be written, produced and acted entirely by soldiers at Camp Upton, Long Island, for a network feature between 10:15-10:45 p.m. Titled "What So Proudly We Hail," the broadcast will be a dramatic documentary story of the U. S., originating in Mutual's playhouse here. Bob Stanley's orchestra will furnish music for the program.

## Blue Net Lists Shows Available For "Team-Ups"

(Continued from Page 1)

of programs. Teamed sponsorship, new idea in radio advertising, allows four non-competitive advertisers, whose peacetime production has been discontinued for the duration, to sponsor one program so that each advertiser will be the featured sponsor once every fourth week and have the plus of a reminder-mention every fourth week.

In addition to "Alias John Freedom," the following programs, all suited to current win-the-war psychology, were suggested by Carlin: "Weekly War Journal," Robert Ripley's "Believe It or Not," "Green Hornet," "Daughters of Uncle Sam" (currently off the air and touring theaters), "This Is the Truth" (currently off the air), "Counterspy" and "Your Blind Date."

## Husing Army Show Arbiter

Ted Husing has been named permanent arbiter of "Cheers from the Camps," one-hour Tuesday evening program on CBS. Announcement was made by Paul Garrett, vice-president and director of public relations for General Motors, which sponsors the program. Husing had made one guest appearance on the program.

## Canada's Radio Tax Declared "Nuisance"

(Continued from Page 1)

89 per cent of the sets in Canada are licensed. He added that determining the number licensed was difficult but that new information is expected when the figures for the 1940 census are compiled.

The fact that the license fee was regarded as a nuisance tax was responsible for some criticism of the CBC, Graydon suggested. He advocated giving the whole matter attention now as there was a general feeling there was too much duplication among tax collecting agencies.

Consideration had been given to a straight government grant to replace licenses but it was considered the saturation point for radios would have to be reached first as it would be unfair to impose a general tax for a service used by 50 to 60 per cent of the people.

Questioned by Chairman Dr. J. J. McCann, M.P. Renfrew, Rush declared the department did not make a practice of making intensive prosecutions for purposes of intimidation but if a center appears poorly licensed, it will receive more attention from license inspectors. Dr. McCann suggested inspectors concentrated on urban areas while in rural districts hundreds of sets went from year to year without licenses.

## KYA's New Owners Plan To Take Over July 28

(Continued from Page 1)

L. Davis, president of the corporation.

Davis declared the station "may pioneer some experiments," but expects to follow usual radio procedure. It will not affiliate with any network, regional or otherwise, Davis said, but will remain independent and in control of its owners. Many of the directors and stockholders are associated with Stanford University, including Prof. Emmons Terman, president of the National Association of Radio Engineers; Dr. Blake Wilbur, son of the university's president, Ray Lyman Wilbur, former Secretary of the Interior; Davis, who once brought Leopold Stokowski's Philadelphia orchestra to San Francisco, has more recently been associated with Columbia Concerts Corporation.

What about WOL?

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Get the facts from WOL—WASHINGTON, D. C.  
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National Representatives:  
SPOT SALES, Inc.

## COMING and GOING

JOHN F. ROYAL, vice-president of NBC in charge of international relations, has returned from a two-weeks' trip to Mexico City, where he conferred with radio executives of the Latin-American republic.

G. W. "JOHNNY" JOHNSTONE, director of news and special features for the Blue Network, expected back today from Washington, where he visited network and government offices.

ROBERT R. FEAGIN, general manager, and ALFRED LOEW, commercial manager, of WBML, Macon, are up from Georgia for a few days on station business. The latter is accompanied by MRS. LOEW.

HERMAN STEINBRUCH, station and commercial manager of WKNE Keene, N. H., who was in New York recently, has left his headquarters for a short stay on Cape Cod.

KEN CHURCH, director of national sales and promotion for WKRC, is in Chicago on business.

HOWARD LANE, station and business manager of KFBK, Sacramento, and chairman of the station advisory committee of the Blue Network, has arrived for conferences at Rockefeller Center.

HARRY MAIZLISH, general manager of KFWB, Los Angeles, here from the Coast for a week on station business.

JOHN H. STENGER, JR., president and station manager, and A. W. GREBE, office manager, of WBAX, Wilkes Barre, were in town yesterday and visiting with the local reps.

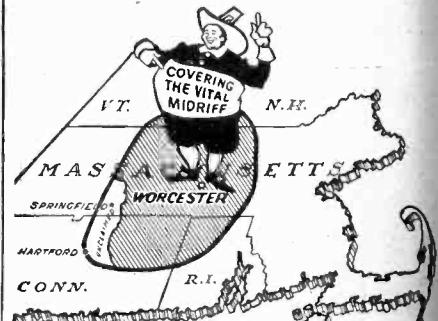
BEA WAIN leaves town tomorrow for Atlantic City, where she will make a series of personal appearances at the Bath and Turf Club, returning in time for her regular Sunday night show.

## Appoint Bevo Middleton Sales Manager Of WABC

(Continued from Page 1)  
one year as radio sales executive. Prior to his association with Columbia, Middleton served as sales manager of various independent stations. Recently he was elected secretary of the Radio Executives Club.

## Shoe-Polish Companies Sign FTC Stipulation

(Continued from Page 1)  
time in the group is Griffin Manufacturing Co. All agreed to cease advertising that their white shoe dressing "will not rub off."

When you buy time—  
BUY AN AUDIENCE

WTAG WORCESTER

## Three Trade Groups Mull Manpower Plans

(Continued from Page 1)

roups involved being National Association of Broadcasters, the Broadcasters' Victory Council and the National Independent Broadcasters. Groups in the industry, at best, appear to be divided, and working independently, rather than in concert. Meeting Tuesday, last, in their respective headquarters a few blocks apart, the BVC, headed by John Shepard, 3rd, and the National Association of Broadcasters, polished off their separate deferment plans, both which are understood to be now being in the confidential files of the Board of War Communications (formerly Defense Communications Board) and the Selective Service.

### Bulletin Outlines Measures

BVC secretary, O. L. Ted Taylor, reported that the council had passed resolution commending its management for steps recently taken to check the growing shortage of technical personnel. These are assumed to be the same activities to which the BCC-BWC Chairman James Fly referred on June 15 in a discussion of the personnel shortage, especially on all stations. Fly remarked at that time: "Very properly, the BVC has been giving that some detailed attention." He did not mention the NAB. In its special "War Service Bulletin" the NAB devoted a column to outlining its own measures to meet the manpower crisis, and gave evidence of being irked over the Chairman's omission. The bulletin pointed out that the NAB plan had been prepared primarily for the guidance of the Domestic Broadcasting Committee, BWC—familiarly known as Committee IV.

### Radio's Importance Stressed

The NAB bulletin stated that this "refully worded" recommendation originated activity launched in May, 1941 with a questionnaire "to establish in the minds of Selective Service officials the status of broadcasting as an essential war industry and an understanding of its needs for trained technicians and other essential personnel." The statement concluded: "continuously throughout the intervening months, NAB has assisted many stations with their Selective Service problems."

The NAB also pointedly remarked

## PROMOTION

### Salute Thrown In

Anniversary program of the Meyenberg Milk Co. series, "Let There Be Music," was combined with a salute to America's National Dairy Month and witnessed by a large audience in KGO's new 'Frisco Radio City studios. The program, a half-hour variety show heard weekly, fell on the 58th birthday of evaporated milk as introduced by the famed Meyenberg patent process back in 1858.

Sharing the limelight in the show was the firm's latest development in evaporated milk, "Victory Brand," which will be extensively plugged on the air over west coast stations. Scripted by Caryl Coleman, the broadcast features songs by Elizabeth Russell, Carl Kalash's orchestra, Ann Holden's domestic hints, a dramatic monologue by Zella Layne, and wartime suggestions for the housewives by John Galbraith.

### Authentic Maps

In connection with "The Sea Hound," new radio serial launched on the Blue Network yesterday, the Office of the Coordinator of Inter-American Affairs has prepared a map of Central and South America to be offered to listeners. A straight ad-

that while DCB through Fly was asked by Selective Service in December, 1941, for a statement that radio was considered an essential war industry, Fly referred this matter to the Board's Domestic Broadcasting Committee, and "not until February 12, 1942, was a statement forthcoming."

### Neville Miller Chairman

Neville Miller is Chairman of the Domestic Broadcasting Committee which is authorized to present industry manpower proposals to the board, which makes recommendations to Selective Service. Just what necessarily there might be for competing trade groups represented on committee separately to refer their plans to Selective Service was not clear.

Meanwhile, it is understood that direct representations to the Commission most recently from the BVC and some months ago from attorney Andrew Bennett, representing the National Independent Broadcasters, probably have done more to get action on the personnel emergency than all the discussions and considerations in the industry's committee since it was created in January, 1941.

### First Step Last February

It is a matter of record that the first step taken to remedy the situation, the Commission's general authorization of last February 17 for second class operators to go on transmitters, came in response to an affidavit which proved that the shortage wasn't "just talk." This SOS was submitted directly by Bennett from a small southern station which had lost three technicians and was finding it impossible to replace them with first-class ticket-holders.

## WPB Approves 'Pool' Of Radio Equipment

(Continued from Page 1)

hoped that by establishing these pools in all parts of the country, we can then get by on lesser consumption of materials, and at the same time afford some real hope that the broadcasting industry, which has a heavy turnover of tubes and other parts, can continue operating. I think that if we didn't have available spare parts and materials only about 27 per cent of the industry would be in operation at the end of one calendar year. That's a pretty ominous prospect, and that is why I think it is to the interest of all of us who want to have radio continue the big job it is doing."

Fly's announcement was the first positive indication that the WPB had agreed to the part-sharing proposal.

Board of War Communications yesterday recommended to WPB and FCC that no future authorizations involving use of any materials be issued by FCC, nor further materials be allocated by WPB to construct or change transmitting facilities of any stations operating in agriculture, coastal, marine relay or fixed public services unless stations in the last three groups are proved to serve an essential military or vital public need.

**WCKY**

DELIVERS MORE TUNED-IN HOMES FOR THE ADVERTISER'S DOLLAR IN METROPOLITAN CINCINNATI THAN ANY OTHER STATION.

L.B. Wilson  
C B S

FIFTY GRAND IN POWER

THIS LITTLE BUDGET WENT TO THE  
920 CLUB

WORL  
BOSTON, MASS.

## Los Angeles

By JAC WILLEN

LOU COSTELLO, famed comic star of radio and of the screen, was named harlequin of the Masquers, noted theatrical organization, June 25, when Joe E. Brown, opposition candidate for the high office, withdrew in favor of Costello. Bud Abbott, Costello's Universal Studio screen co-star, as well as on the radio, is running for Pierrot on the independent ticket headed by Costello, is opposed by Charles Coburn.

A special broadcast of unusual interest will take place today, 9:30 p.m., at the formal opening of the exhibition of Contemporary Chilean Art at the Pasadena Art Institute at Pasadena. Opening ceremonies will be aired to the West Coast by station KPAS, and will mark the first inter-American broadcast from Pasadena to South America, where it will be heard via short-wave.

During this first official exhibition of art of a South American country to be brought to the United States such stellar guests as Dr. Millikan, Lawrence Hall, Manuel Hubner, Consul General of Chile; Jose Perotti, one of Chile's most noted painters and sculptors, and Senora Rios, wife of the Chilean President, will make their appearances. In addition, a dramatic sketch starring Edward G. Robinson and Bette Davis, will be presented. Among other movie celebrities who will appear on the broadcast will be Walter Wanger and Joan Bennett.

Paul Langford, ace "special-eventer" for KPAS, will introduce the program to South America and the Pacific Coast.

Swing war tune, "Zip Your Lip," sung by the Sportsmen on last week's Rudy Vallee program, was written by producer Dick Mack and has already been requested by three other program producers.

"Lum and Abner," inveterate swappers on the air, are on the verge of a big trade. On June 29 they'll swap a Friday for a Wednesday! Beginning on that date, their program runs Mondays through Thursdays, instead of skipping Wednesday and extending through Friday, as at present.

Harry Maizlish, KFWB headman, treks off to New York again for a three-week look at the East Coast and business.

Bill Danch, who has been Don Quinn's assistant on the "Fibber McGee" show this season, takes over the scripting assignments on the Burns and Allen replacement this summer, Tommy Riggs and Betty Lou.

"Three Thirds of the Nation" loses actors Frank Graham and Glenn Ford to Auxiliary Coast Guard Service this week.

## THIS YOUNG WOMAN KNOWS RADIO

*And She Won't Be Drafted!*

Five years' experience: programming, acting, continuity, copy. Knows layouts, promotion. Interested in connection with progressive station. Go anywhere. Box 547, Radio Daily, 1501 Broadway, New York City.



## Notes from the Notebook!

• • • Ford is now reported looking for a big variety show along with the seven-time weekly news series on the Blue!... Lever Brothers bought Bob Burns in the "Arkansas Traveler" for Lifebuoy next season. Thus Burns' recent sponsor, Campbell's Soup, who bought the half-hour preceding the Fred Allen show on CBSundays, are without a show for the time.... David Broeckman will conduct the music on the "Treasury Star Parade" recordings to be made in the East hereafter—because of the sensational job he did with the series on the coast. Broeckman came East yesterday morning on the same train with Al Jolson, Bill Murray, Bill Bacher and Harry Maizlish.... Jolson will appear in Army camps for the next 30 days!... Expect a change in the music personnel of "Abie's Irish Rose" when the program returns Sept. 12.... Paul Stewart is the latest "menace" added to "Joyce Jordan".... NBC will pay tribute to the late George Gershwin, July 4, with an hour show headed by Paul Whiteman, Bing Crosby, Dinah Shore and other stars.... The "Seventh Symphony of Shostakovich," never played in this country before, will be aired on NBC, July 19, by Toscanini!... We were so thrilled with the preview of "This Is the Army" on the "Kate Smith Hour" the other nite, we sent our first fan telegram to Berlin, Collins and Smith!

• • • Well, now the Censor in Miami knows just what the "Crossley" rating means. Recently, when Nancy ("Big Sister") Marshall, was talking on the overseas telephone to her husband in Caracas, she was warned, as usual, not to make any mention of troop movements or other news that would give aid to the enemy, including state of the weather.... When the call was over the Censor phoned Miss Marshall saying: "I hated to interrupt your conversation, but I'd like to know, what does third place in the daytime Crossley mean?" The actress was happy to explain that it meant her program was doing very well in the popularity poll, which pleased her no end, but couldn't be of the slightest interest to the Nazis!

• • • It was quite a surprise to Helen Wyant, staff organist of stations WHK-WCLE, Cleveland, when Mrs. Helen Hinchcliffe of Dallas, Texas, travelled the 1,275 miles to Cleveland to take one organ lesson from Miss Wyant.... Mrs. Hinchcliffe, reading an article about the Cleveland radio organist in a national publication, decided to go to Cleveland and persuade Miss Wyant to teach her some of the "tricks of the trade" which make Miss Wyant's broadcasts unique.... She arrived in Cleveland on Saturday and was unable to contact Miss Wyant until the following Monday. When Miss Wyant learned of her mission, she readily consented.... The Southern lady took her lesson and returned home immediately to try her new techniques on her fellow-Texans!

• • • Seven changes in the staff of KGW-KEX in Portland, Oregon, were announced last week by the stations' managing director, Arden X. Pangborn.... Two executive changes were made necessary by entries into the nation's armed services. Commercial manager Paul Connet was appointed a Chief Specialist in the U. S. Navy. He departed for a month's training in San Diego, after serving four years as KGW-KEX sales executive.... Norman Sugg of the sales staff was promoted to head the department and Arch Kerr of Chicago, former station representative, was added to the staff.... Edward Anthony Browne, continuity chief, World War veteran, novelist and former newspaperman, was inducted into the Army. Kenneth H. Tillson was appointed by Pangborn to Browne's position.... Replacing Tillson on the writing staff is Roberta Lanouette, who was music librarian for the stations. Charlotte Woodward takes her place.... Two new faces are seen at the hostess desks, belonging to Barbara Robinson and Marjorie Allingham.

## Chicago

By FRANK BURKE

MARION CLAIRE, WGN soprano and her husband, Henry Weber orchestra conductor, will be guest artists at the inaugural concert of the 1942 season of free concerts in Grant Park which start July 1. Miss Claire will be accompanied by the Chicago opera orchestra under the direction of Mr. Weber. WGN will broadcast a portion of the concert from 8:30-9 p.m.

Eddy Rogers, New York violinist-orchestra leader, currently playing at the Hotel Schroeder in Milwaukee, goes into the army in July. His orchestra will be taken over by Irene Janis, girl vocalist with the band.

WGN winds up its series of "Blue-jackets At Work" programs today, after giving radio audiences the story of the Great Lakes Naval training station and other naval activities in the 9th district. Programs were designed to help navy recruiting in this area.

Phil Harris and his orchestra from the Jack Benny show, opened a theater tour of midwest and eastern houses at the Riverside in Milwaukee this week.

Five songs by Guy Savage, WGN announcer, are scheduled for early publication and release. One of them is "Wait At the Gate for Me Katie" which will be given an early airing by Eddy Howard's band on WGN-Mutual.

Sid Harris, professional advertising manager of "The Billboard's" Chicago office, will succeed Jack Kalcheim in the general booking division of the William Morris Theatrical Agency, Inc., in Chicago. Harris had been with Billboard for 15 years, twelve of which he was associate editor in charge of the vaudeville department. Harris will take over July 14. Kalcheim leaves for the army July 2.

"Quiz Kids" will have a newcomer when Margaret Merrick, 14, joins the show next week. A year ago Margaret was winning prizes in horseback riding, tennis and swimming. Today she is on crutches afflicted with infantile paralysis. Her handicap, however, didn't stop her passing the "I.Q." tests with flying colors.

Ben Bernie's new show on WBBM-CBS is now being shortwaved daily to the army forces.

George Case isn't going to WING, Dayton, after all. He accepted a production job with WGN.

Donald McGibney, WBBM news analyst, is at work on a new play. He is the author of sixty short stories and seven novels, most of them written some twenty years back.

RADIO ARTIST?  
Call

LEXington 2-1100

FIRST AND FOREMOST

## PROGRAM REVIEWS

**Pays To Be Ignorant"**

keeping with the general fad of vaudeville both on the air in the theaters, WOR-Mutual started a new series of Thursday evening comedy programs, June 25, 8:30 p.m., EWT, which, via old vaudeville hands intends to baffle quiz formula, reversing the normal order of procedure for louder laughs. The title of the program is indicative of its contents.

Hereas on "Information Please" the erudition of the quiz master and his board of experts commands and respect, the demonstrated ignorance of this panel evokes amazement which, in turn, calls up belly laughs, but that type has its place in the scheme of things too.

Who could more appropriately man the lineup of so wacky a format than seasoned vaudevillians as Tom Howard, George Shelton, Harry McNaughton and Lulu McConnell. Judging by the first program, the show has been custom-made for their style of entertainment, for they are masters of those forms of humor which depend upon mispronunciations, misunderstanding of words, and a shortage of mentality. This quiz, which should end all quizzes, offers plenty of room to romp about with their techniques, for the boudoir character of the program places few limitations on the guffaw-getting tricks.

For the premiere, Howard asked the questions, ludicrous of course, while the other dimwits reversed plates, mispronounced words, pointed and otherwise added to the confusion.

Nedless to report that they dredged out every old gimmick lying at the bottom of the files. But, that wasn't bad, if the whole had been better produced. There were a few slow spots, long dull waits for something funny to happen, and overwinded bits. Smart, daring editing would probably fix things up big for this program. The whole second half of the program slipped because the bit on the post hole which was too deep, and then cut too short, was drawn out too thin.

Assigned to Miss McConnell must be spruced up, for they must say something more besides the delivery to make them funny. In the half-hour, the comedians managed to send a studio audience into hilarious laughter more than once. Howard, Shelton, McNaughton and McConnell, plus the idea of a reverse quiz, are all the reasons the program should draw, other things being equal. Show was produced by Roger Bower.

**Lehman Kate Smith Guest**

Governor Herbert H. Lehman, of New York State, will talk to listeners of Kate Smith's daytime program, Wednesday, at 12 noon, over

# WHO'S WHO IN RADIO

## PHILLIPS CARLIN

**W**HAT the old man was to the mountain, Phillips Carlin is to radio. Old not in years (he's still comfortably in his forties) but in pioneering experience in virtually all ends of the business and both sides of the microphone.

Now vice-president in charge of programs for the Blue Network, Carlin and radio have been synonymous for two decades. His association began early in the crystal set era when broadcasting was still wearing tri-corners and its future was a matter of speculation. Native New Yorker and graduate of New York University, where he excelled in debating and athletics, Carlin's radio career began in 1922 as an announcer at station WEAF. Prior to that he had been variously a salesman for a silk concern, a salt company, a political campaigner for Hughes, a Naval Lieutenant (JG), and a navigation instructor at the Pelham Naval Reserve School. He also taught English, did social service work and even took a flier in the export business—selling Holstein cows in New Jersey and Pennsylvania to Frenchmen who were rehabilitating the dairy farms of France following the ravages of World War I.

Winner of a Phi Beta Kappa, Carlin's collegiate studies of foreign languages and public speaking stood him in good stead. He established a wide following among crystal set insomnia, for studio as well as special events assignments, when outdoor broadcasts were paving the way for today's split-second international pickups. Carlin saw a great future for this new medium, and began to look more and more to its internal operations. His executive and administrative ability, plus business acumen, came to the fore and in February of 1927 he was appointed manager of WEAF. Under his guidance the station became one of the most popular on the dial.

When the National Broadcasting Company was formed, Carlin went along with his ward, and was made assistant eastern program director. Under his guidance, the network schedules were formulated and nurtured to conform to the greatest public interest. The pattern was established for the balance of variety and informative features that mark today's offerings. When the Blue Network was created last February as a separate and competing entity, Carlin was the logical choice for the program post. To him it was his first post all over again, but on a much broader and vital scale.

Alive as ever to shifting trends in public taste, he says: "I have learned what people like and want. But I recognize that these likes and wants are not static, that interests change with changing times. Our new network is going to be receptive to new ideas, new radio fare, new techniques. With due respect to precedents, we are going to see our network as a proving ground of what pleases the listeners. We will try to give our network a definite personality—we'd like to have people throughout the nation talk about the Blue Network as the friendly network."

Carlin is married and has two daughters. He lives in White Plains, is an ardent fisherman and fond of baseball and football. He spends much time also listening to the radio, constantly searching for new ideas.



... knows all the answers.

### Special Air Campaign Under CAA Direction

(Continued from Page 1)

Schools will be equipped by July 1 to take care of enlistments obtained via the announcements. Station executives are advised to keep in touch with their local CAA pilot training centers for proper coordination of the announcements with the training program.

### Set Special Ad Courses For Columbia 'U' School

(Continued from Page 1)

"Advertising Principles and Advertising Psychology." The summer session, which starts on Tuesday, July 7, will cover a period of six weeks. Registration commences on July 2.

### 'Language' Stations Aid In New York Bond Drive

Foreign language stations here contributed to the cooperative and final efforts of the War Bond Pledge Campaign over the week-end by using their facilities to reach the Jewish and Italian districts where language difficulties had slowed down the canvass. Stations plugged the drive Friday, Saturday and Sunday, working closely with local newspapers and the pulpits. Represented were WOV, WBYN and WBNX.

### Stork News

A son, Robert Francis, was born to Mr. and Mrs. Joe Storch, Jr., June 11 in Newark, N. J. Father is assistant radio editor of the Newark "Evening News."

# GUEST-ING

MRS. WILLIAM H. POUCH, president-general of the Daughters of the American Revolution, and PAT ROONEY, on "Double or Nothing," Friday (WOR-Mutual, 9:30 p.m.).

GREGORY RATOFF, on "Information Please," Friday (NBC Red, 8:30 p.m.).

CARLOS RAMIREZ, South American baritone, on the "Treasure Hour of Song," Friday, (WOR-Mutual, 10 p.m.).

WILLIAM HOLDEN, on the "Philip Morris Playhouse," Friday (WABC-CBS, 9 p.m.).

REV. DR. ROBERT A. LAPSLY, JR., Minister of the First Presbyterian Church of Roanoke, Va., on "Mutual's Radio Chapel," Sunday (WOR-Mutual, 11:35 a.m.).

DICK STABILE, orchestra leader, and his wife, GRACIE BARRIE, on the Ellery Queen program, Saturday (NBC Red, 7:30 p.m.).

BISHOP ROBERT N. SPENCER, on "Columbia's Church of the Air," Sunday (WABC-CBS, 10 a.m.).

### Allied Info. Committee Adds Radio Department

(Continued from Page 1)

partment to assist broadcasters and producers of patriotic shows and to supply speakers and personalities for programs. The committee is financed by the governments of the United Nations and is served by an international staff. A monthly work sheet, titled "Inter-Allied Review," is published and picture, film and poster services are also provided. Committee is located at 610 Fifth Ave., New York City.

### Georgia Gray To WKRC

Cincinnati—Georgia Gray has been named director of women's features for WKRC, of this city, it was announced yesterday by Hulbert Taft, Jr., general manager of the station. The appointment becomes effective July 6.

Miss Gray comes to WKRC from WKBN, Youngstown, Ohio. Her eight years in radio includes service with WOR, WTIC, KDKA, WKBN and the Yankee Network. A feature of her work on WKRC will be to conduct the "Women's Hour" aired Mondays through Fridays from 9:15-10:30 a.m. with participating sponsorship.

### MUSIC COMPOSED TO POEMS

Send poem for consideration. Rhyming pamphlet free. Phonograph electrical transcriptions made, \$7.00 from your word and music manuscript. Any subject. Patriotic, Love, Home, Sacred, Swing.

### KEENAN'S MUSIC SERVICE

Box 2140, (Dept. R) Bridgeport, Conn.

## NEW BUSINESS

KPO, San Francisco: New Century Beverage Co. (sparkling water), anns., through M. E. Harland agcy.; Planters Nut & Chocolate Co. (Planters Peanut Oil), music ETs, through Raymond R. Morgan Co.; Peter Paul, Inc. (candy and gum), anns., through Brisacher, Davis & Staff; Fred Benioff Co. (furs), time signals, through Theo. G. Segall Adv. Agcy.; Larus Bros., Inc. (Domino cigarettes and Edgeworth tobacco), anns. ETs, through Warwick & Ledler, Inc.; Ice Follies of 1942, anns. ETs, through Allied Adv. Agcies.; St. Francis Hotel, anns.; Procter & Gamble Co. (Lava soap), anns. ETs, through Biow Co., Inc.; Lever Bros. (Lifebuoy and Swan soaps), anns. ETs, through Young & Rubicam, Inc.; Chuck Dutton's Music For Fun (music course), pianologue, through Emil Reinhart agcy.; Borden Co. (ice cream), anns. ETs, through Young & Rubicam, Inc.; Nesbitt's Fruit Products (orange drink), commentary ETs, through M. H. Kelso Co.

WOWO-WGL, Fort Wayne, Ind.: Cousins, Inc. (Jewelry), 26 15-min. studio programs, direct; Olson Rug Co. (Rugs), 52 15-min. studio programs, thru Presba, Fellers & Presba, Chicago; Tom Berry Music Co. (Records), 104 5-min. programs, direct; Murphy Products Co. (Supplemental Feeds for Livestock and Poultry), 312 "Tom Wheeler Farm News" programs, thru Wade Advertising Agency, Chicago; American Steel Dredge Co. (Institutional), 13 "Hale America" programs, direct; Joslyn Mfg. & Supply Co. (Institutional), 13 "Hale America" programs, direct; Allied Mills, Inc. (Wayne Feeds), 78 15-min. ETs, thru Louis E. Wade, Inc., Ft. Wayne; Ft. Wayne National Bank (Savings & Loans), 300 50-word anns., direct; Ft. Wayne Morris Plan Co. (Savings & Loans), 300 50-word anns., direct; Farnsworth Television & Radio Corp. (Radios), 13 15-min. "Hale America" programs, direct; Ex-Lax, Inc. (Ex-Lax), 39 one-min. ETs, thru Joseph Katz Co., New York; Berg Bottling Co. (Orange Crush), 156 one-min. ETs, direct; Rex Research Corp. (Fly-Tox), 26 one-min. ETs, thru Miller Agency Co., Toledo.

KSFO, San Francisco: Walter N. Boysen Co. (paints), news, through Emil Reinhart agcy.; Anglo California National Bank, anns., through Ruthrauff & Ryan; Golden State Co. (creamery), participation in Art Linkletter's quiz, through Ruthrauff & Ryan; Pasa Pega Sales Co. (Old Smoky Barbecue Book), anns.; Petri Wine Co., anns., news, through Erwin, Wasey & Co.; Wellman Peck & Co. (food products), anns., through Botsford, Constantine & Gardner; Frank Newman Co. (furniture), participation in Art Linkletter's quiz; Howard Clothing Co. (men's wear), news; Hollywood Film Studios, talk, through Raymond R. Morgan agcy.; Lyon Van & Storage Co. (moving and storage), news, through BBD&O; Gardner Shoe Co., anns.; Bank of America, remote from Solano County Fair at Dixon.

## WORDS WITHOUT MUSIC

By SGT. HAL KANTER  
Lowry Field

### Here's A Tip for You, Gentlemen. . .

(But don't thank me... just gimme a job when this is all over!)

THE new pay bill has been approved by everyone concerned, the President has affixed his signature to the good news for servicemen and today, every buck private in this man's army will step up to his CO, snap out a salute and rake in something close to fifty dollars. ("Something close" because he'll have a few bills to pay, and orderly rooms take no chances: they grab first). . . Now, this added dough for doughboys means something to you men involved in commercial radio. It means a hell of a lot of cold cash to your clients; to those of you who are selling a product by means of broadcasting. It means that because soldiers are going to spend twice as much money as before. There are a lot of soldiers these days, to put it mildly, and the United States now has the highest paid fighting men in the world. And anybody can tell you that a Yankee soldier is the damndest guy there is for spending his "G.I. lettuce."

After he's invested a portion of his salary in War Bonds (and don't kid yourself—soldiers are investing plenty!) and sent a bit home, and straightened out a few shysters, he'll still have more dough to hand out than he had before. . . If you know how, you can make him spend it with you. . . Now, you already know how to sell a product. You know what to emphasize, what not to; you've been in the game long enough to understand all about the psychology of advertising and everything that goes into it. What you may not know is how to reach a soldier. You may not know what a soldier will listen to, what he'll pay attention to, what he'll get the biggest kick out of and, consequently, patronize. Stick around a couple of minutes, and maybe this'll be of some help.

Station KFEL in Denver wanted to find that out, too, so they did some research in the matter. They found out what soldiers in the Colorado area think about radio and radio programs. They've outlined all their findings in a pamphlet they call "Meet The Soldier." Soldiers who've read it say that it's as accurate as you can get. . . Stations all over the country ought to do the same thing. Send men into the camps to talk to soldiers. Pick them up in the PXs, the Service Clubs, in the hospitals and Red Cross buildings. Stop them on the streets, post a listener in a USO recreation hall. Ask former radio men stationed in Army camps. Request the aid of public relations officers. It's easy—and it pays to find out.

Find out what they want, and then give it to them! If you ask a man if he likes fish or steak and he answers "steak," you can give him a lousy piece of beef and it'll suit him more than the best broiled rainbow trout. Why? Because it's his choice, and by Jupiter, he'll stick to it! The same with radio. Ask a soldier what he wants. If enough of them say they want a platter show—they'll listen to it. They'll feel, then, that it's really THEIR show because they asked for it. . . You can't slant a show for soldiers until you know what they want. . . Don't ask them to write and tell you, because they won't. Soldiers hate to write, as a general rule, and two letters a week home, three to their girl friend and one to a buddy stationed at another camp is as far as they'll go. They won't even write in for free razor blades, as one manufacturer found. . . You've got to get out and ask them. When you do, you'll find the bill isn't hard to fill, either. Soldiers have simple tastes. . . You'll find out not only what they want, but when they want to hear it, when they have time to listen, when they have the most time to relax and think about what's coming out of that speaker.

Don't try it on a national scale, though, because your findings will be too general. Get specific data by concentrating on localities where large posts, or several posts are located. Then break your advertising down to be distributed at different times of the day, when men are able to listen. In Camp Roberts, California, it'll be early morning. At Lowry Field, Colorado it'll be evening. At some other place it may be noon. . . Find out, mister. It'll pay—and soldiers will appreciate you a lot more.

—Remember Pearl Harbor—

## To the Colors!

AL CHISMARK and CE WALKER, chief engineer and senior director, respectively, of WTU, Troy, N. Y., have been commissioned Ensigns in the U. S. Naval Reserve and leave the station on July 1 for training stations. Tom Armstrong replaced Walker at the outlet.

—VVV—

JACK HASKELL, tenor, who done considerable commercial radio work in Chicago, has enlisted in flight training in the Navy Air Force.

—VVV—

JOHN O. BISHOP, control operator at WTAR, Norfolk, Va., has joined the U. S. Army and is now at Camp Lee, Va.

—VVV—

JOHN GAUNT, former product man, and CECIL SANDERS, of gunnery relations, are the latest contributio of WRC-WMAL, Washington, D. C., to the armed forces. Gaunt is in Naval Intelligence Department. Sanders reports for training at the Naval Air School at the University of Georgia.

—VVV—

STANLEY PEER, control room operator at WDRC, Hartford, Conn., has joined the U. S. Coast Guard.

—VVV—

HOWARD SMITH, announcer KLX, Oakland, Calif., has joined the U. S. Navy.

—VVV—

HOWARD M. PAUL, formerly continuity writer for WTMJ, Milwaukee, is an Ensign in the U. S. Navy and is stationed at Chicago's Navy Pier where he is charge of public relations.

—VVV—

GEORGE MICHAEL, until recently an announcer of the "920 Club" WORL, Boston, Mass., has been assigned to the Army Medical Corps at Camp Pickett, Va.

—VVV—

EWING JULSTEDT, who left the control room of WFIL, Philadelphia recently, now works in the Inspections Section of the Material Branch of the Procurement Division of the United States Signal Corps.

—VVV—

ELMER M. KRAUSE, auditor and personnel manager of WGAR, Cleveland, has been commissioned a first lieutenant in the Army Air Forces and is located at Miami Beach, Fla.

—VVV—

RALPH FALLERT, former WCAE Pittsburgh, announcer, is now stationed at the U. S. Navy Yard at Norfolk, Va. CHESTER CLARK, also formerly with the WCAE announcing staff, has been promoted to supply sergeant in cadet training school of the Army Air Corps.

**Willkie, DeGaulle Speak Wed.**  
Wendell Willkie, 1940 Republican Presidential candidate, and General Charles DeGaulle, head of the French National Committee, will be heard over CBS in connection with celebration of Free French Week on Wednesday, July 8, from 5:30-5:45 p.m. Willkie speaks first, from Freedom House in New York City, after which General DeGaulle speaks from London.

## ide's War Duties Outlined By Miller

(Continued from Page 1)  
aboratories for RCA, in which Zworykin revealed to the radio engineers a new scanning electron microscope. The paper was jointly prepared by Zworykin, Dr. James Hillier, Richard L. Snyder, all of RCA laboratories.

**Miller to Speak Today**  
Presenting the NAB ET standard Rodman pointed out that "no standard is of necessity permanent to the extent of restricting progress, standards prepared with the best thought of those men presently practicing the art may be used by the industry until such time as a duly constituted body either adopts them officially or prepares proper specifications."

Today the IRE attendees will hear President Miller, president of the National Association of Broadcasters, on potential war duties of the broadcast should the conflict come to the American continent. President Miller says:

"A new stage of the war emphasizes the growing importance of radio. Prior to Pearl Harbor, radio was taking an active part in defense work in recruiting skilled workers for defense factories, and soldiers, sailors and marines for the armed forces."

**Points to Cooperation**  
With the coming of war we have seen the Government take more positive action in the radio field. The Office of Censorship has been established. The Office of Facts and Figures has been active, and that work will be more fully developed under the direction of Elmer Davis. In addition to cooperating with these new agencies, radio has continued to cooperate with the activities of all the government agencies, and has accepted in its stride the increased responsibilities.

"A third stage—actual warfare on the American continent—may come any day, and if and when it comes, radio will again take on new responsibilities, both as an agency to preserve public morale and as an agency of mass communication."

**Invaluable During Warfare**  
"More than we realize, our life today is dependent upon communications. In times of peace our communications facilities render adequate and efficient service, but an emergency such as an air raid will place such demand upon the telephone system as to completely clog the entire system and make it useless. Therefore, for no other reason than as a means of preserving the usefulness of our means of communication, radio must be used to the utmost. This means that stations must stay on the air as long as possible prior to a raid, and must go back on the air as soon as possible after a raid. Moreover, the announcer on the job must possess that degree of judgment which will make his services, in importance, second only to those services rendered by the pilot of the interceptor plane."

## WAR-PROGRAM IDEAS

### "Arms For Victory"

"Arms For Victory," a new series of programs written and produced by professionals for the United States Employment Service, released by the Social Security Board, is being aired over WNYW, Watertown, N. Y., three times weekly. It dramatizes men and events in the history of vital materials of war, paying tribute to America's growing army of war workers, calling men and women to the defense of Democracy on the production lines. The cast of 100 voices—all men—includes such noted actors as James McCallion, Louis Van Rooten, Jack MacBryde, Berford Hampton, Richard Gordon, Frank Butler and Raymond Bramley. Radcliffe W. Hall, one of the two narrators, is very well known to northern New York listeners of WNYW. Kelvin Keetch is the other narrator. Also, a full orchestra under the direction of Rudolf Schramm, with Jesse Crawford at the organ, plays original music written especially for this series.

### Fulton Lewis Tribute In Washington "Post"

Washington—The "Post" gave Fulton Lewis, Jr., Mutual's news commentator, a special tribute in its Sunday (June 28) issue, devoting comment to Lewis' efforts on behalf of the country's war needs of sugar and rubber.

The article pointed out that because Lewis has always been given a free hand by Mutual, "the biggest headache WOL has ever known has resulted."

The "Post" added: "Lewis would start out in the morning carrying a record of his theme music with him and naming a station in the Mutual chain from which he would broadcast that night. This plan would work all right except when Lewis was hot on a story, and then nobody would ever know where he was. If some government official wanted to get in touch with him they would call WOL to get the reply that the caller's guess as to Lewis' whereabouts was as good as WOL's. It wasn't until Lewis was actually on the air that anybody would know where he was and what he was up to."

The "Post" reported "terrific" audience response to Lewis' efforts to speed up war production. It also related how, after the Navy had succeeded in a nation-wide campaign in getting only seven pairs of a certain rare type of binoculars, Lewis started a drive of his own for some more, and through his radio appeals collected 600 pairs in a short period.

### Wedding Bells

William N. Robson, CBS producer and director, currently associated with producing "Report to the Nation," and directing "The 22nd Letter," was married last week to June Wilkins, daughter of Paul Wilkins, Hollywood agent.

## Prominent Radio Role In NEA Annual Meet

### (Continued from Page 1)

of the National Education Association which opened yesterday at the Palace Hotel. It will continue at the Denver Municipal Auditorium.

The souvenir program of the convention devotes an entire page to thanking the networks for their splendid work in furthering the cause of education and for their plans to broadcast the sessions which will last throughout the week.

All major networks are well represented at the convention. Executives present include: A. A. Schechter, director of news and special events for NBC; Thomas Rishworth, manager of NBC's public service division; Lyman Bryson, educational director of CBS; Frank Bishop, of KFEL, representing Mutual, and Judith Waller, director of the public service department of NBC's central division with offices in Chicago.

### Demonstration by Schechter

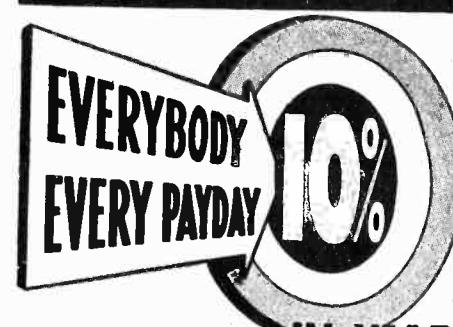
NBC executives, working with the staff of KOA, will present at the Municipal Auditorium a "behind the scenes" program entitled "Meet Mr. NBC." Planned by Rishworth for the entertainment of the delegates, it will not be broadcast.

Schechter will give a special demonstration to show how short-wave pickups are handled. He will converse with NBC representatives in London, Panama and Honolulu.

The CBS network will broadcast four programs originating at KLZ. The network has established in the auditorium a display booth describing the "School of the Air of the Americas."

Over 500 speakers are expected to appear between now and Friday on the convention floor and with allied groups. A special coast-to-coast broadcast on Sunday, in conjunction with the NEA, will be produced by Jack Lewis, of the Rocky Mountain Radio Council. Music will be under direction of Milton Shrednik, KOA.

## Wanted: A Billion Dollars a Month!



America needs your help in encouraging employees to set aside 10% of your gross pay roll for War Bond purchases. For details of the Pay-Roll Savings Plan, approved by organized labor, write Treasury Department, Section U, 709 Twelfth St. NW, Washington, D. C.

**IN WAR SAVINGS BONDS!**

This space is a contribution to America's All-Out War Effort by

RADIO DAILY



# Coast-to-Coast



JANET STRUGNELL WYNNE of KYA's accounting staff is back after a four-week lay-off due to pneumonia.... Early vacationers at KYA include Hal McIntyre, producer, who went to New Orleans; engineers Carlton Schwarz and Claire Morrison, and mickeman Verne Wilson.... KYA's Dude Martin Gang did special cowboy shows recently at Fort Miley Hospital, in Oakland and in San Jose.

\* \* \*

KFEL, Denver, is attempting to judge the popularity of its weekly network offering, "Open House At Lowry Field," via a letter-writing contest. First prizes will be three autographed copies of "The Corpse Came Calling," Brett Halliday's latest Mike Shayne detective novel to be brought out July 14 by Dodd-Meade. Author was a guest of the show last week.

\* \* \*

Sport fans in this tri-city defense area are getting 'round-the-clock service from WHBF, Rock Island, Moline and Davenport. Five daily programs are devoted entirely to sports and scores. Schedules for the day are included on major newscasts throughout the day. Sports director, Van Patrick, has four shows which include the "Sports Extra," Mutual's "Baseball Roundup," the "Sports Trail," and the late evening sports summary. In addition, Howard Emich, news editor and assistant sports editor, sets "Today's Sport Scene" at 7:15 each morning. All except the Mutual sport show are sponsored.

\* \* \*

"Victory Nursery Rhymes" is the title of a new Kasper-Gordon series of transcriptions which brings favorite nursery rhymes up-to-date to tie up with our war effort. Some of the rhymes re-written and modernized are: Humpty Dumpty, Jack Horner, Little Miss Muffet, Old King Cole, Sing A Song of Sixpence, and Baa Baa Black Sheep. Platters are designed to help sell war stamps and bonds, promote conservation, rationing, and all-out cooperation with our war effort.

The Dutch pianist, Egon Petri, will begin a new sustaining radio series over CBS, Sunday, July 5, 11:05-11:30 a.m.

**BIRTHDAYS**

1	9	4	2
4	5	6	7
11	12	13	14
17	18	19	20
21	22	23	24
25	26	27	28
29	30		

June 30

Phil Carlin      Frank Gallop  
Barbara Heinze      Nina Klowden  
Sunda Love      George McCullough  
John Mayo

Tom Hotchkiss, formerly of Tucson, Arizona, is the new announcer at KROW, Oakland.... Elizabeth Penwell left the KROW producing staff to join a 'Frisco ad agency.... Don Logan has taken over production of KROW's weekly "Radio Center Theater" plays.... New panel board and other equipment have been installed at KROW.

\* \* \*

"The Wheel Chair Commentator and His Wheel Chair Chat" is a new KLX, Oakland, show, heard Tuesday, Thursday and Saturday mornings.... Henry Hyde, western astronomer, is doing a weekly KLX show on stellar explorations.... Newcomer to KLX announcing and newscasting staff is Cliff Naughton.

\* \* \*

Madeline Gray, "The Bright Idea" lady, who had her children's program aired over NBC for more than two years, has just completed a book titled "The Bright Idea Book," based on her discoveries while on the network. The book will be released next week through E. P. Dutton.

\* \* \*

A large class of women students has enrolled in a new radio broadcasting course at the Samuel Gompers Trade School in San Francisco. The school operates FM station KALW, in cooperation with the school dept.

\* \* \*

In connection with the report in RADIO DAILY, June 23, of the publication of a secret Government report in the magazine "Broadcasting," it was stated that OFF Radio Coordinator Bill Lewis read a portion of the same document in confidence at a New York meeting on June 12. Some readers have inferred from this statement that there may have been a link between the reading and later unauthorized publication. However, OFF points out that only a few general conclusions from the total survey were "ad libbed" by Lewis, and these did not include any of the sections of "American Attitudes Toward War News" which was later improperly published.

\* \* \*

Sportscaster Barry Barents of WTAG, Worcester, has been appointed by Mayor William A. Bennett to serve on a Worcester committee for the Army-Navy Relief ball game this week at Boston between the Braves and St. Louis Cardinals.... Jean Connelly, secretary to WTAG program-production manager William T. Cavanagh, has resigned to join the secretarial staff of NBC.

\* \* \*

"This Is God's War," poem by Carl Byoir, has been set to music, and will be aired July 4 by Sammy Kaye and his orchestra over an NBC hook-up. The same song version by Associated Music Publishers will be featured in a special spread by the New York Sunday "Mirror," July 5, with a printing of the words and music.

Forty-seven sponsors participated on the hour and a half salute Sunday afternoon to Roland Hughes, new station-owner at WJZM, Clarksville, Tennessee.... A new series on WJZM Tuesday and Thursday nights will be titled "Bond Brigade," and will be composed of round-table discussions, music, speakers and "Treasury Stars on Parade" transcription.

\* \* \*

John Devine, formerly with KEYS, Corpus Christi, has joined the announcing staff of KFDM, Beaumont, Texas.... KFDM broadcast "A Salute to Russia" last week, commemorating the first anniversary of Russia's entry into World War No. 2. The dramatic show was written and directed by Bob Neal of KFDM's production staff.

\* \* \*

Gene Norman, said to have been co-author with Dave Elman of the MBS "Contact" program, has joined the mike staff at KROW, Oakland.... Ad Fried, KROW sales promotion chief, discussed the history of broadcasting before the Oakland Tip Club.... Phyllis Flynn of the KROW office staff has graduated to the role of actress, in the station's weekly drama series directed by Don Logan.

\* \* \*

Jim Hawthorne, KMYR, Denver, whip-cracker of "Three Ring Circus," a daily platter show, has resigned to accept a position with Fox West Coast Theaters in Hollywood.

\* \* \*

Russ Winnie, assistant manager and ace sports announcer of WTMJ, the "Milwaukee Journal" station, is vacationing with his family in northern Wisconsin. During his absence, Bob Heiss, WTMJ program supervisor and announcer on "Heinie and His Grenadiers" feature, is handling daily "Sports Flash" assignment.

\* \* \*

Single mention over WSRR, Stamford, Conn., last week, that a USO club in Fort Warren, Wyoming, had no sheet music to go with its piano, brought a response of over 250 pieces of music, including some old-timers.

\* \* \*

Vivien Della Chiesa, soloist for the "American Melody Hour" broadcast over the Columbia Network, and the "American Album of Familiar Music" on the NBC Red network, will sing the role of "Mimi" in the Cincinnati Zoo Opera Company's production of "La Boheme," tonight and Friday night, July 3. Mme. Della Chiesa, who has been with the Cincinnati company for the last two seasons, will return to New York on Saturday, July 4.

\* \* \*

John Heslip rejoined the WIBW, Topeka, Kansas, engineering staff. He had worked at the Topeka station from November, 1940, to November, 1941.

\* \* \*

John P. Campion, of New Milford, Conn., has joined WDRC, Hartford, as a control room operator.

Frank Byrnes has joined the KQ sales staff in San Francisco. He formerly was at KJBS.... "Jobs Available" is title of a new KQW presented weekly for the Civil Service Commission, and intended to help find workers for Western defense industries.... KQW owner Ralph Brunton has announced to big CBS web shows will stay on for the summer—the Coca-Cola program "The Pause That Refreshes," and the "Family Hour," sponsored by Prudential Insurance Co.

\* \* \*

David Stone's KSTP, St. Paul, "Sunset Valley Barn Dance" which has been setting attendance records in community affairs and county fairs throughout the northwest for over the year has been moved into Fort Snelling, large induction center, for the duration. The Saturday night show was taken off the road when Joseph Eastman, director of the Office of Defense Transportation, ordered the suspension of all charter bus service and the curtailment of unnecessary travel. Avalon cigarette and Shell gasoline still sponsor portions of the three-hour Saturday night broadcasts, but the station loses a share of the gate receipts which have been high.

\* \* \*

The Bridgeport Symphony Orchestra will present a special program Monday evening, 8:30 p.m., over WICC, from the ballroom of the Stratfield Hotel, dedicated to "Songs for Victory".... Fred Horie, formerly of WBRY, Waterbury, Conn., joined the engineering staff of WICC, replacing Floyd Jones, now stationed at Maxwell Field, Ala.... Val Lomas, WICC's tiniest employee, is recovering from a slight eye ailment.... Bradley Bunnell, chairman of Bridgeport's decontamination squad, continues his "Chemical Warfare" talks, Saturday, 7:30 p.m., this week speaking on "Mustard Gas," via WICC.

\* \* \*

The Ohio Oil Company, marketers of Marathon products in the midwest, signed a 13-week contract with WFIN, Findlay, Ohio, for a summer series of outdoor concerts to promote the sale of bonds and better care for cars by owners. The program features a 25-piece concert-symphonic band under the direction of Professor Carl Twinning.... Mr. and Mrs. Fred R. Hover celebrated their silver wedding anniversary June 19. The staff members of WFIN of which Hover is general manager, presented the couple with a silver service.

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

CBS BASIC SUPP. **WBX** 270,000 METRO M'K'T

UTICA, N. Y.'S ONLY RADIO STATION