

RADIO DAILY

The National Daily Newspaper of Commercial Radio and Television

VOL. 23, NO. 1

NEW YORK, N. Y., THURSDAY, APRIL 1, 1943

TEN CENTS

Urge Free Tube Exchange

FCC Studies Plans For Studios' Safety

Washington Bureau, RADIO DAILY
Washington — "Considerable progress" on its security studies has been made by the field division of the FCC's Engineering Department, Chairman James Lawrence Fly has announced. A continuous survey of security measures at various plants making communications equipment and at broadcast stations, transmitters, telephone and telegraph buildings has been on for several months. Reports had been received on 256
(Continued on Page 6)

Okay Coast Int'l Outlet; Other Activity By FCC

Washington Bureau, RADIO DAILY
Washington—Associated Broadcasters, Inc., of San Francisco, was granted construction permit yesterday by the FCC for a new international broadcast station. Frequencies assigned were 6,060, 7,230, 9,570, 11,870, 15,290, 17,760 and 21,610 kilocycles, with a 3 emission and 50 kilowatts power. The new station will share time with WBOS-KWID on the first
(Continued on Page 2)

Additional Radio Courses Listed By Ithaca College

Ithaca,—Plans for additional radio courses at Ithaca College and for the awarding of degrees in that profession were announced yesterday by President Leonard B. Job.
The degree of bachelor of fine arts in radio will be presented after eight semesters of work. Normally this
(Continued on Page 2)

"Victory" Tillers

Albany—It's down to the good earth for eight WOKO employees here—they've just received their seed, etc. for Victory Gardens. The soil-tillers—known around the station as the "lumbago brigade"—are Deuel Richardson, assistant manager, Gren Rand, Al Sardi, Jim Corey, Ned Trudeau, Harry Goldman, Joe Nolan and Charlie Heisler.

Salute

Boston — WBZ-WBZA will originate a special "Salute to Worcester" from the stage of Capitol Theater here April 5 at 6 p.m. EWT, to mark its becoming the exclusive NBC outlet in this area. Headlining the salute show will be personal appearances by "Henry Aldrich" (Norman Tokar) and "Homer Brown" (Jackie Keik) of "The Aldrich Family."

BBC Holds Preview Of Series For Britain

BBC, which has been producing shows here on American subjects, but airing them only on its Home Service in Britain as part of its Eastbound educational efforts, gave a preview studio presentation for the press, yesterday, of its newest show based on the life of Thomas Jefferson. Pro-
(Continued on Page 7)

Lehn & Fink Sets Details Of New Hinds MBS Quiz

Additional details of the Lehn & Fink quiz which debuts on Mutual April 28 for Hinds Honey and Almond Cream, as announced by the William Esty agency yesterday, include the naming of Honey Johnson, as assistant to Wally Butterworth on the "Take-A-Card" series. Programs will originate
(Continued on Page 2)

Ascop Holds Annual Confab, 822 Stations Now Licensed

Two New Regional Bureaus Opened By AP Radio Div.

Regional radio news bureaus at Boston and Memphis have been opened by Press Association, Inc., radio subsidiary of AP, according to Oliver Gramling, assistant general manager of PA.
The Boston bureau chief is Maurice F. Hamilton.
The Memphis bureau will be managed by Ken Rush, PA radio news desk in New York the past year.

McIntosh Asks Such Move Among Mfrs. As Method Of Lifting Scarcity; Neb. Hits Battery Shortage

Asks Gov't Radio Ads At 50% Of Card Rate

An appeal that U. S. Government advertising be placed with every radio station at 50 per cent of their respective rates every time the Government places ads in newspapers and magazines is contained in a letter mailed March 29 by George S. McGinley, manager of WKNY, Kingston, N.
(Continued on Page 7)

So. American News Sked Moved Up To Early Noon

Shortwave broadcasts to Latin America, which heretofore started at 5 p.m., EWT will offer a midday hour of English news, news features, music and live drama starting today. In-
(Continued on Page 2)

Blue To Salute Whiteman With 90-Min. Program

Paul Whiteman, recently named director of music for the Blue Network, will be accorded a tribute unprecedented in broadcasting his-
(Continued on Page 6)

Washington Bureau, RADIO DAILY
Washington—Free exchange of tubes among manufacturers, in order to insure more efficient distribution, was urged yesterday by Frank H. McIntosh, assistant chief of WPB's radio section. The request was prompted by reports of difficulty in obtaining many types of tubes in some localities, resulting in the keeping of numerous sets from operation.
Exchange of tube types and concentration of production on critical types was called for by McIntosh who pointed out that the whole purpose of
(Continued on Page 7)

See CAB Opposition To Expansion Of CBC

Toronto—Information that the Canadian Broadcasting Corp. has decided to establish parallel networks in the Dominion, has aroused the comment that the CBC already maintains two networks and the proposed
(Continued on Page 5)

Mutual "Manpower, Ltd." Starting Off With McNutt

Paul V. McNutt, chairman of the War Manpower Commission, will initiate a new series of war effort programs based on official WMC replies to inquiries posed by the American public, Monday, April 12, when he
(Continued on Page 2)

For The Red Cross

Milwaukee, Wis.—Johnnie Olson's "Rumpus Room" show on WTMJ, 10:30 p.m., CWT to midnight, April 8 may or may not lay the audience in the aisles—but the show is guaranteed to draw blood from every spectator. To get in, you've got to pledge a pint of blood to the Milwaukee Red Cross. Capacity of studio is 220 persons and, therefore, 220 pints.

main

RADIO DAILY



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FINANCIAL
(Wednesday, Mar. 31)

NEW YORK STOCK EXCHANGE				
	High	Low	Close	Net Chg.
Am. Tel. & Tel.	142 7/8	142 1/2	142 1/4	+ 1/2
CBS A	18 3/4	18 1/2	18 3/4	+ 1/4
CBS B	18 3/4	18 3/4	18 3/4	—
Crosley Corp.	16 1/2	16 1/2	16 1/2	—
Gen. Electric	37 1/2	36 3/4	37 1/8	+ 3/8
Philco	19 1/2	19 3/8	19 1/2	+ 1/8
RCA Common	8 1/2	8 1/4	8 3/8	+ 1/8
RCA First Pfd.	62 3/4	62 3/4	62 3/4	—
Stewart-Warner	11 3/8	11 1/8	11 1/4	— 1/4
Westinghouse	94 1/4	93 1/2	94	— 1/4
Zenith Radio	29 3/4	29 1/8	29 1/4	— 1/8
NEW YORK CURE EXCHANGE				
Hazeltine Corp.	30	30	30	+ 1/2
Nat. Union Radio	2 1/4	2 1/4	2 1/4	—
OVER THE COUNTER				
	Bid	Asked		
Farnsworth Tel. & Rad.	7 3/8	7 5/8		
Stromberg-Carlson	9 1/8	10 1/8		
WCAO (Baltimore)	18	21		
WJR (Detroit)	22 1/2			

WJZ Appoints Garver To Sales Manager Post

Robert I. Garver has been appointed sales manager of WJZ, it was announced yesterday by John McNeil, manager of WJZ. Garver has been a member of the WJZ sales staff since January, 1942, and was the first member of the staff to be appointed by the station's new management, set up when the Blue Network was separated from NBC.

Fadiman On "Transatlantic"

Clifton Fadiman, impresario of "Information Please," will write "Times Square" as the next American-to-England program of the international exchange series "Transatlantic Call: People to People" and act as narrator on the Columbia network broadcast Sunday, April 11.

YOUR SALES TARGET

WCOL COLUMBUS BLUE

in Central Ohio's Richest Market

WRITE OR WIRE DIRECT FOR STATION DATA

Okay Coast Int'l Outlet; Other Activity By FCC

(Continued from Page 1)

three frequencies and with KWID alone on the latter four.

WBYN, Brooklyn, was denied a special service authorization to operate until December 1, 1944, with its main studio in New York.

John W. Stenger, licensee of WBAX, Wilkes-Barre, Pa., was granted another 90-day extension, pending the Commission's decision as to which of four applicants shall finally be awarded the WBAX license. The license was awarded last summer to the Northeastern Pennsylvania Broadcasters, Inc., but protests from labor and civic groups concerning alleged native Fascist affiliations of Robert J. Doran, officer of Northwestern, occasioned a protracted hearing. No decision on the matter has yet been reached.

KFAR, owned by the Midnight Sun Broadcasting Co. in Fairbanks, Alaska, was denied a special service authorization to alter its equipment and operate on 660 kilocycles with 10 kilowatts power, unlimited for the period ending June 1, 1944.

Additional Radio Courses Listed By Ithaca College

(Continued from Page 1)

means four years of study, but under the wartime accelerated program of three semesters a year the degree may be acquired in 2-2/3 years.

The State Board of Regents also has granted Ithaca College the right to confer the master of science degree in radio to those who complete graduate work.

Specialized instruction in all phases of radio except engineering will be given by Ithaca College, with practical experience in a commercial station. The courses will include radio station administration, production, sales promotion, announcing, script and continuity writing, history organization, and law of radio, and programming. The work will be correlated with courses in speech and dramatics for which the college has gained a reputation in the nearly 50 years since the Drama Department was established.

Students may enter the term beginning either June 28 or Sept. 7.

Mutual "Manpower, Ltd." Starting Off With McNutt

(Continued from Page 1)

appears on Mutual's new project, "Manpower, Ltd." which will air weekly on Mondays, 9:15-9:30 p.m.

Theodore Granik, director and founder of the Mutual's "American Forum of the Air," will conduct this series also, programs originating at WOL, Washington, D. C. Deputy Chairman of the WMC, Fowler V. Harper, will appear on each program, along with a guest expert. Granik will read letters sent in by listeners and others of the public seeking WMC clarifications. WMC experts will answer the letters received from listeners.

So. American News Sked Moved Up To Early Noon

(Continued from Page 1)

Auguration of this new daily service will mark the first regular American broadcasts to Latin-America in the daytime service, and place our Latin-American broadcast efforts on par with those of both England, and the Axis nations. Up to this point United States had been the only nation which was not pouring broadcasts into Latin-America in the early hours of the day. Major reason for this is fact that the facilities are used by the OWI for overseas broadcasts.

New arrangement for the noon broadcasts 1:15-2:15 p.m., EWT will be via KGEI, San Francisco. Deal was worked out by Don Francisco, chief of radio in the Office of the Coordinator of Inter-American Affairs. Possibilities of increasing the service, using other transmitters, at least KWID, also on the West Coast, are being discussed now, with OWI. Outcome will depend, largely, on the success of the KGEI productions.

The new broadcasts will hit Latin-America during the siesta hour in the larger metropolitan areas in South America, and will be heard on 15.13 megacycles (19.8 meters).

Lehn & Fink Sets Details Of New Hinds MBS Quiz

(Continued from Page 1)

inate in Mutual's new Guild Theater quarters.

One of the five weekly contestants will be a theatrical or public celebrity. Each contestant, upon drawing four cards will draw four questions. Cash prizes corresponding to the face value of the cards drawn will be offered for those numbering two to 10. Face cards will earn gifts valued at \$15 for the Jack, \$20, for the Queen, \$25 for the King, and \$50 for the Ace. In addition, if a contestant draws all red or all black cards, he will receive a \$100 war bond. Incorrect answers will throw cash or gift into the kitty, which contestants will vie for at the end of the quiz. Gifts in the kitty will be converted to cash for the finale. Alton Rinker has been named producer for the new show.

Stern and Raft Guests On KMYR-KFBC "Remote"

Bill Stern, director of sports for NBC, and Geore Raft, Hollywood actor, will appear as guests of Mark Schreiber, KMYR, Denver, sports announcer, on the joint KMYR-KFBC, Cheyenne, Wyo., direct wire broadcast of the national championship college basketball game Thursday night at Madison Square Garden.

John Dunphy, Gillette Cavalcade sports announcer for Mutual, was guest of Schreiber, on the joint KMYR-KFBC, remote broadcast of the game between Wyoming and Georgetown Tuesday night. Game was won by Wyoming.

Stork News

Roger Foster, WNEW announcer, became the father of a girl, Friday.

COMING and GOING

WALTER J. BROWN, vice-president and general manager of WSPA, Spartanburg, has returned to South Carolina following a short visit here on network business.

G. W. "JOHNNY" JOHNSTONE, Blue Network director of news and special events, left yesterday for Washington, D. C. He is expected back tomorrow.

HAROLD E. FELLOWS, station manager of WEEI, Columbia's outlet in Boston, on a quick one day visit to New York. Back to Massachusetts today.

JOHN WELLINGTON, Blue Network producer, is in Ozark, Ark., to handle the broadcasting of tonight's "Spotlight Bands" program from the Ozark Ordnance Works.

HERBERT L. KRUEGER, commercial manager of WTAC, Worcester, new addition to the CBS network, on a short business trip to New York.

BOB FIDLAR, program director of WIOD, Miami, in Dayton, Ohio, and visiting his friends at WHIO, in that city.

CLYDE W. REMBERT, who has been here about a week for conferences at CBS, left for the home offices yesterday. He is commercial manager and station director of KLRD, Dallas, Tex.

DUKE ELLINGTON and the members of his orchestra arrived in town yesterday and will open today at the Hurricane, from where they will be heard each night over Mutual.

GENE TRACE, program director of WKBN, Youngstown, Ohio, who has been in New York for the program managers meeting of BMI, was a caller yesterday at the headquarters of CBS.

HARRY JAMES and the various members of his orchestra are en route from Hollywood to Chicago, having just completed the filming of "Best Foot Forward" for M-G-M. Their broadcasts of next Tuesday and Thursday will originate at the Chicago Civic Opera House.

KATE SMITH and her program personnel are in Toronto, where they will broadcast CBS programs today and tomorrow before audiences consisting principally of Canadian servicemen.

JOAN BROOKS, "First Lady of the Blue," is in Miami for an engagement at the Olympia Theater.

W. LEE COULSON, executive manager of Columbia's Louisville outlet, WHAS, leaves for Kentucky today. He has been in New York since Monday.

JIMMIE LUNCEFORD and his band are in Detroit. They are booked for a week, starting today, at the Paradise Theater.

WNEW Spielers On Webs

Two of WNEW's announcers have been signed for network commercials, supplementing their staff positions. Maurice Hart landed the post on Dorothy Thompson's Sunday evening program, Blue Network, for Clipper Craft Clothes. Roger Foster will handle the local cut-ins on CBS's serial, "Young Dr. Malone," sponsored by General Foods.

AMERICA AT WAR

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

SALES FEATURES CO.
1023 NO. 17TH ST. . . . OMAHA, NEBRASKA

The New York Times.

SUNDAY, FEBRUARY 21, 1943.

MR. JACOB GOT AROUND

THOUGH he now discusses the news six times a week at 7 P. M. for Station WOV, which most commentators would deem a tolerably busy existence. Hans Jacob is practically loafing. By comparison, that is what used to be his schedule. There was a time in the career of Mr. Jacob—1935 to 1940—when he was on the air at least ten or twelve times a day, to the intense annoyance of Joe (now known as Jumpy Joe) Goebbels.

That was when he (Mr. Jacob) was the Voice of Radio Strasbourg, talking from Paris to the underground radio listeners in Germany, aiming his bitter thrusts in a series of broadcasts that totaled 10,000 in five years. Then, with the fall of France, he was on the move again. A dramatic life, Mr. Jacob's. It started forty-six years ago in Berlin, where he went to college, becoming a philologist by profession, a scholar accomplished in five languages, a contributor to French, English and Italian publications. But it was in 1927 that, in a sense, the career he now follows took shape.

Tourist

For it was then that he was appointed official interpreter on assignment to the German Government, in which capacity he attended League of Nations meetings around the world, thereby gaining first-hand knowledge of sundry political, military and diplomatic leaders who were shortly to make history and about whom he now talks intimately. All that ended pretty abruptly, however. In 1933, when Hitler came to power, Mr. Jacob was at a meeting in Geneva. He did not go back.

Instead he went to France, where, in 1935, he was engaged by the French Government to make simultaneous confidential translations of Hitler's speeches and in 1936 to translate anti-Nazi broadcasts into German. With the outbreak of the war he was maintained in service, though other foreigners in France were sent to concentration camps, nor was he forced to flee until July, 1940, when the fifth column gained control.

On these shores Mr. Jacob has gained a certain reputation for prophecy, though he is anything but a self-appointed seer. Thus, on Oct. 15, 1911, you might have heard him telling his radio audience that "the Japanese plan for action is all set. The timing is theirs, the surprise ours." On August last year, when Stalingrad's outlook was darkest, he was saying that "not the Russians but the Nazis are in a desperate position." And in October, a couple of weeks before the invasion of North Africa, he was pretty close to the bullseye with a prediction that "the African front will be a second front, with all the trimmings and consequences."

Withal, he is a bit of a wag, too. Laval is the "Thief of Government." The French in North Africa suffer an acute case of "Peyrou-tonitis." And Heinrich Heydrich was "the first Nazi Big Shot."

WOV listeners hear Hans Jacob every evening except Sunday at 7:00 o'clock

WOV

NEW YORK

FOR VICTORY

National Representatives: Joseph Hershey McGillivra

Ralph N. Weil, Gen. Mgr.

ONE OF AMERICA'S IMPORTANT RADIO STATIONS

Los Angeles

By JAC WILLEN

DOLORES KETTLER of KMPC staff named as publicity head for the 10,000 watt Los Angeles-Beverly Hills station.

For a long, long time Jack Bailey has been telling his "Rise and Shine" listeners to get up and get going, sometimes with real reluctance to disturb their slumbers. Currently, Bailey lays it on hard and fast, with no pianissimos, especially just before he reads certain spot announcements. Bailey's two-hour morning stint on KHJ has become a popular place for help wanted notices from war plants—and to help war production—Bailey vociferously demands the attention of every one of his listeners.

"James Abbe Observes" is the title of the Monday through Friday newscasts given by James Abbe over the Pacific Coast Blue Network which began March 29, and sponsored by the Fisher Flouring Mills.

General release of the third Lum and Abner film, "Two Weeks to Live," is slated for April 1. The radio pair are already making tests for their fourth RKO effort.

Arthur Patrick Lake, three-week-old son of Arthur "Dagwood" Lake of the "Blondie" broadcasts, started his picture career this week. Camera-men for a large news syndicate snapped him and his mother, Patricia Van Cleve.

Dick Joy, the personable young mikeman who is famous for his "American pronunciation," has been asked by a Los Angeles college to lecture to its radio students on "Five Minute Newscasts," which is a Joy specialty.

It's an April Fool program Rudy Vallee has dished up for his broadcast today. On the air Vallee will impersonate William Powell and Joan Davis will be Hedy Lamarr! They're doing a play, with Basil Rathbone as guest, and Joan wrote the script!

Carlos Ramirez, baritone of Ransom Sherman's "Grapevine Rancho" program, will answer fans' requests on the CBS program of April 8 by singing an American love song in English. He will not make a definite choice until all letters have been read.

Our Passing Show:—Hedda Hopper, Tracy Moore, Leo Tyson, Dema Harshbarger, Milt Samuels, Kevin Sweeney and Noel Corbett at press luncheon which paid honor to Paul Whiteman.

THIS LITTLE BUDGET
WENT TO

WORL
BOSTON
MASS.



Radio Is My Beat . . . !

● ● ● Funny thing about Garry Moore, the comedian on the New Camel NBCaravan... When he started in show business, after finishing High School in his home town in Baltimore, it was not to clown but rather to write comedy for WBAL... when the comedian of a variety show on that station took ill, Gary filled in and wound up with a permanent assignment... he felt that he wasn't getting anywhere as a comedian so he resigned to take over a sports and newscasting job at a St. Louis station... he was happy until "ordered" to do a comedy show... seven months as the comedian on that show seemed too much, so he gave his two-week notice and what happened? right—Abernathy old fellow... Moore received a wire from NBC in Chicago to take charge of the "Club Matinee" show as the comic... from there he came to New York and the Zany "Everything Goes" morning program, and two weeks ago started his new assignment for the Camel people... so despite his efforts against it, Garry is finally resigned to being a "Pagliacci"... Tom Luckenbill of the Wm. Esty Agency lets no grass grow under his feet... the moment Saroyan's "Human Comedy" took on the aspects of a smash box office hit, he signed its two stars, Frank Morgan and Mickey Rooney to guestar on the next four Camel CBS programs, emanating from Hollywood... Morgan will appear tomorrow and April 23 with Mickey doing the honors the two intervening weeks... Jose Crespo and Carlos Montelban, Mexicans, and Poncho Merlet, Chilian, who happen to be Latin-America's brightest film luminaries, are now handling news and dramatic broadcasts on CBS' "Short Wave Network of the Americas"... to promote better understanding and closer cooperation under the "Good Neighbor Policy."

★ ★ ★

● ● ● "Bad manners sometimes pay dividends," says Mrs. Mary L. Kroher of Pittsburgh and she has a \$100.00 check to prove it... When she and her spouse appeared on Jimmie Murray's KDKA "People are Funny" quizzer, her husband was asked, "what state holds the record as the top birthplace of Presidents?" and the distaff side of the Kroher family answered, "Virginia," which, interrupted Mr. Kroher who was about to say "Ohio"... this time "the Woman" had the "first" word and luckily, too, as it turned out... Inge Adams goes into the cast of the CBS show "Kitty Foyle," April 6... Is Bess Johnson already planning to retire from her "retirement" and return to the air waves?... Miss Jessie Stanton, Child Welfare Lecturer at N. Y. U. will be a regular feature on Cy Armbrister's "Baby Institute," Blue Network program, when it goes commercial next Monday... After he completed an announcement appealing for a blood donation Monday over WHOM, Announcer Marion Basel rushed to the Roosevelt Hospital, to make an emergency blood donation which helped save the life of Rabbi Samuel Elkin, who, on the way home from WHOM where he makes periodic talks, met with an accident... Basel, himself, is the son of a Rabbi.

★ ★ ★

● ● ● Henry Selinger and Leston Huntley, Chicago-getters, will write the "Ma Perkins" scripts when Orin Tovrov, who has written the "doin's about Rushville Center," these past five years, dons the Navy blue... Patricia Ryan, Radioriote, will be featured on the Blue Network sustainer, "Nothing Serious," beginning April 10... June Havoc, gets a long-term contract form Fox as a reward for her histrionics in the current, "Hello Frisco Hello" opus... Have a Chuckle: Romo Vincent, (Mr. Five by Five) understands that pickles will be rationed... as part of the New Dill... Hal McIntyre says that in Hollywood, an actor isn't worth his salt until he's been through De Mille, (ouch).

★ ★ ★

—Remember Pearl Harbor—

Chicago

By FRANK BURKE

"**A**HOY, AMERICA," Navy sustainer on WGN originating at the Navy Pier, may go Mutual because of the shows fan mail pull of the past few weeks. Credit for national interest goes to Morrie Wood, producer, for dedicating a number to some city each week and introducing sailors from their "home town" on the air. Another feature allows a sailor each week to say hello to the home folks over the air. Lieut. Orrin Tucker directs the orchestra; Jess Kirkpatrick is the announcer; Morrison Wood the producer and Charles Penman the only featured professional actor. Lieut. Bruce Dennis of the Navy's radio public relations and Ensign Jim Gowdy, attached to Navy Pier public relations, have also had an important part in the quick build-up of "Aho, America." The show is heard Thursdays from 7:30-8 p.m. on WGN.

Vivian Fridell, the Mary Noble, of "Backstage Wife" on NBC, goes to Milwaukee on April 4 to be guest of her hometown in the annual radio series of the Children's Theater Guild, taking the role of Florence Nightingale.

Jack Baker, singing star of Don McNeill's Blue Network "Breakfast Club" show, will appear at Toledo on April 10 and then fly to Springfield, Mo., in order to entertain veterans at a United States Army hospital the next day.

Demand for tickets for the Harry James orchestra broadcasts from Chicago next week has the publicity department at WBBM swamped.

The "Quiz Kids," back from a four-weeks' eastern tour, will be in their home studio at the Blue Network on Sunday, April 4.

Pat Flannigan, radio sports announcer, who has been making a tour of the baseball training camps in Florida. He resumes his sports broadcasts on WJJD on April 4. His first broadcast will be the Cubs-Detroit Tigers exhibition game at Evansville, Ind., next Sunday.

Eddie and Fannie Cavanaugh, veteran broadcasters heard on WLS, celebrated the 22nd anniversary of their first appearance in radio yesterday. They started on KYW in Chicago on March 31, 1922, and since then have made approximately 7,500 broadcasts.

Patti Willis, singing comedienne of radio, gets a part in a production of "Stage Door" opening here next week.

FREE! Double Your Weekly War Savings Stamp Purchases!

Hickey, "The Cowboy Caruso" (who sings on pitch—sometimes) wants a million names for a new radio program. He will make phone calls publicly and double weekly War Savings Stamp purchases—up to \$25.00. Advertise your patriotism—Hickey will prove it pays to be patriotic. Send name, address and phone no. on postcard to Dept. R.D.

"HICKEY'S CALLING"

505 FIFTH AVE., N. Y. C.

GUEST-ING

COPE EMERSON, on the Garry
Camel program, today (WEAF-
7, 10 p.m.).

DR CEDRIC HARDWICKE, on
"Cable or Nothing," tomorrow
DR-Mutual, 9:30 p.m.).

VA LE GALLIENNE, on the "Day
Reckoning" program which is end-
ed "The People vs. Quisling," Sat-
day (WEAF-NBC, 7 p.m.).

ONRAD NAGEL and FRANK
REST, on the "Saturday Night
Midwagon," Saturday (WOR-Mu-
4, 10:15 p.m.).

AUL LUKAS, on "Armstrong's
Water of Today," Saturday (WABC-
S, 12 noon).

LAUDE WICKARD, Secretary of
Agriculture, and LESTER J. NORRIS,
President of the National Vic-
tory Garden Institute, on the "Vic-
tory Garden Rally" heard between the
stations of the Metropolitan Opera
Broadcasts, Saturday (WJZ-Blue Net-
work, 2:30 p.m.).

INDA DARNELL and FRANK
MORGAN, on the "Comedy Caravan"
program, tomorrow (WABC-CBS, 10
p.m.).

IMMY DURANTE, on the Fred
Allen program, Sunday (WABC-CBS,
10 p.m.).

**C Hears MacDonald
Give Views On The War**

A none too optimistic picture of
the war was painted by guest speaker,
T. MacDonald, news analyst
WEEI, Boston and international
columnist for the Boston "Herald-
Traveler," at the weekly luncheon
of the Radio Executives Club held
yesterday at the Cafe Loyale. Ac-
cording to MacDonald there was no
reason to view optimistically, al-
though he believed in an ultimate
victory on all fronts, a cessa-
tion of the war in the west this year.
In the east, MacDonald pictured the
overall U. S. strategy as a piece-
meal attack on the Japanese-held
strongholds and bastions in the Southern
Philippines as the way to strike at Japan
proper.

Several out-of-town guests were
present at the weekly luncheon in-
cluding Peter Krug and Ed Hegman,
WBR, Buffalo; Mark Schrieber,
WYR, Denver; Bill Grove, KFBC,
Cincinnati; and M. F. Allison, WLW,
Cincinnati.

Renewals Prove Results

WTBO

10 Kc. Cumberland, Md.

NEW PROGRAMS-IDEAS

"Newspaper of the Air"

WLIB, Brooklyn, will contribute
the time, and the New York News-
paper Guild the talent, to present a
weekly "Newspaper of the Air" de-
signed as a public service feature
and based on current salvage, ration-
ing, tax and price fixing measures.
Project will be produced by the
Editing and Publishing Committee
of the Guild which is chairmanned
by Richard Yaffe of the New York
Journal-American, and will be in
the form of round table discussions
whose aim it will be to champion
the cause of the general public, in-
terpreting Congressional moves and
executive directors in that light.

Participating in the discussion will
be working newspaper men, mem-
bers of the Guild, who will remain
anonymous, as far as promotion and
publicity are concerned, to keep the
institutional character of the pro-
gram intact. John McManus, one of
PM's editors, and president of the
Guild, will introduce the Friday night
series April 2, 7:30-7:45 p.m., EWT.
Permanent moderator for the series
has not been named yet.

"Yesterday and Today"

WBT, Charlotte, N. C. announces
a new 10-minute show titled "Yester-
day and Today—With Larry Walker,"

School Choirs

Choirs and choruses of Milwaukee's
high schools and colleges will be
featured in a new weekly concert
series scheduled to take the air over
WTMJ, The Milwaukee Journal sta-
tion, which started Saturday, March
27, from 4-4:30 p.m.

The first program offered the
Lincoln High school choir, directed
by Donald Mohr. Although the
WTMJ concerts will not be open
to an audience, the choirs will broad-
cast again every Monday night, from
8-8:30, over W55M, station's affiliate
FM station. Tickets to witness these
repeat concerts will be issued to
participating schools for distribution
to families and friends of choir mem-
bers. The remaining audience tickets
will be given out at Radio City
through regular channels.

piano-playing, song-singing, neigh-
borly and intimate emceeding morn-
ing show. Walker strives to infuse
his half-awake listeners with the joy
that makes the daily living worth-
while. Larry has entertained with
Lyman and Bernie orchestras, been
in vaudeville, spent a season in con-
cert and light opera, had a part in
a Ziegfeld Follies feature act. He
came to WBT from WIOD, Miami.

AGENCIES

STANDARD OIL CO. OF INDIANA
is planning as the dominating theme
of its Spring campaign "Care For
Your Year-Old Car." A large list of
media will be used, including weekly
radio announcements.

ELINOR L. BROWN has announced
that the partnership of Aaron &
Brown Advertising Agency, Philadel-
phia, has been dissolved as of March
31, and that she, individually, will
conduct the business under the firm
name of E. L. Brown.

THE CAPLES COMPANY and
SHORLANE-BENET CO. are han-
dling the local advertising for Ring-
ling Brothers—Barnum & Bailey Cir-
cus.

**CBS Latin Amer. Network
Adds Outlet In Lima, Peru**

CBS's shortwave network of the
Americas has just added another sta-
tion, Radio America, Lima, Peru, ef-
fective today, to bring the network's
total to 97. Addition is the key sta-
tion of a new Peruvian network.
Affiliation was announced yesterday
by Edmund A. Chester, CBS Director
of Latin-American Relations.

**See CAB Opposition
To Expansion Of CBC**

(Continued from Page 1)

chain will be a third circuit. The two
present networks consist of the Coast-
to-Coast system in the English lan-
guage and the French web with sta-
tions in the Province of Quebec and
Manitoba which caters to the French-
Canadian population.

The belief has arisen that the latest
network project is intended to ab-
sorb a number of independent stations
into the government-sponsored cor-
poration, thus increasing Federal control
of the air by reducing the line-up of
privately-operated studios.

It is understood that the Canadian
Association of Broadcasters is study-
ing the situation and will take steps
to oppose the CBC expansion on the
ground that the move is a cloak for
the further development of a state
monopoly.

AMP Renewals-New Pacts

Nine renewals and three new li-
cense contracts were signed by AMP
for its library service during the past
two months. New accounts take in
XEQ, Mexico City; WJEJ, Hagers-
town, Md.; WFAS, White Plains, New
York.

The renewals consist of WKAT,
Miami Beach, Fla.; WRC, Washington,
D. C.; CHML, Hamilton, Ontario, Can-
ada; WCAX, Springfield, Mass.;
WHEC, Rochester, New York; WOOD,
Grand Rapids, Mich.; WTCN, Minnea-
polis, Minn.; WSM, Nashville, Tenn.,
and Radio Distribution (Trinidad
Ltd.), Trinidad, Port of Spain.

'tis spring!



and "red" barber's play-by-play
reporting of the action and the
antics of the "brooklyn dodgers" on

WHN

becomes the extra audience-magnet
making whn programs the greatest
buys in your greatest market, today!

50,000 WATTS
1540 Broadway
New York City
Chicago Office:
360 N. Michigan

FCC Studies Plans For Studios' Safety

(Continued from Page 1)
systems through March 19, said Fly. Two locations are inspected for broadcasting stations, he pointed out, and estimated that 380 broadcast locations have been completed and security suggestions made. "In each case the staff has met with full cooperation of the various owners," he declared, adding, "there have been no complaints, and we have every reason to believe it will be helpful to all concerned."

Some of the security measures suggested have involved installation of flood lighting, fencing, guards and identification systems for the premises.

Blue To Salute Whiteman With 90-Min. Program

(Continued from Page 1)
tory on Saturday, April 10, when the Blue will present a "Salute To Paul Whiteman" from 11:15 p.m. to 12:45 a.m., EWT, over the entire network.

Originating in New York and Hollywood, the "Salute To Paul Whiteman" will bring to Blue microphones a gala array of talent such as has seldom been assembled. Program includes "the dean" himself, with his orchestra; there will be proteges of his who have achieved stardom in the entertainment world in their own right; and there will be colleagues of Whiteman in the music and radio fields who are eager to salute him, opening of a new phase in Whiteman's musical career.

Guest Roster Impressive

Among those who have been invited to participate in the program are Tommy and Jimmy Dorsey and their orchestras; Henry Busse, Matty Malnick, Bing Crosby, Dinah Shore, Morton Downey, George Burns and Gracie Allen, Lum and Abner, Tom Breneman, Ferde Grofe, Mildred Bailey and Gracie Fields, many of whom get their start with Whiteman and who now have their own programs on the Blue Network. Ed Gardner, the "Archie" of Duffy's has been requested to emcee the portion of the broadcast originating in New York. In addition, Walter Winchell, Walter Damrosch, and Jesus Maria San Roma, pianist with the Boston Symphony, are slated to participate.

San Roma, in fact, will remain in Hollywood for an additional week to participate in the broadcast, which will mark Whiteman's first microphone appearance as director of music for the Blue. San Roma will present his own piano interpretation of Whiteman's theme melody, George Gershwin's "Rhapsody in Blue."

Wedding Bells

Beth Barnes, director of production at WSB, Atlanta, was married recently to Lt. John Wheatley, U. S. Army. The church ceremony was held in Birmingham, Ala., home of the bride and groom.

WORDS AND MUSIC

By HERMAN PINCUS

BREATHES there the Maestro with soul so dead, who never to himself (and to his musicians) hath said, "Nerts, why did I choose to lead a band, when 'tis simpler by far for me to land, a softer way my living to make, such as a 'hundred foot dive' into a five foot lake"... the pentameter is a bit awkward in spots, we admit, but it tells in a sort of roundabout way, why a Maestro's visage, during rehearsals, goes thru a series of painful expressions and facial calisthenics akin to that of a Barnum & Bailey India Rubber-faced Freak... According to Dr. Roy Shield, director of music for NBC's Central Division, here are some of the reasons which test a baton-wielder's patience and arouses his vibrato, slowly with expression. "...For one thing," says Shield, "there is always a foot-plopper whose pedal extremities tap out four beats to the bar while the more conservative type lazily gives out with two taps to the bar... the latter is known as 'tired foot'... then there's the would-be humorist who changes titles of songs, so that an arrangement from the files of the music library, titled 'If You Were the Only Girl in the World' it would be sub-titled 'I'd Leave It', when the arrangement found its way back to the Notes-to-you dept.; another musician, spreads out the entire manuscript (unfolded), behind which he covertly studies the handicaps, weights and sundry items pertaining to the health, condition, disposition and all but the nag's love-life, in trying to determine if a particular Gee-gee, in the sixth at Arlington, is set to cop a heat or is merely out for the ride... then of course, there is that worthy whose music 'just ain't the same,' thereby causing every fellow musician within a radius of twenty feet, to gather round his stool, only to shout in chorus, that the music is right but that he is reading 'letter A' when everyone else is playing the third bar in 'letter B'..." "But" hastily adds Roy, "Don't get the Maestro wrong—he wouldn't part with the baton for anything."

★ ★ ★

Ruth Cottingham, romantic-voiced lyric soprano on Fred Waring's "Pleasure Time with Victory Tunes" program, believes she's the exception to the rule... her family planned a theatrical career for her the day she was born May 12, 1923 at Fort Wayne, Indiana... her first experience, acting or singing took place at High School and at the age of 17, she won a scholarship to the Eastman School of Music at Rochester, N. Y. In 1941 Fred heard her, signed her to a contract and there you are or rather here she is... Says Ruth, "I owe my musical talents to my mother but it was the driving influence of dear old granny that kept me plugging away when the going seemed hardest."

★ ★ ★

We Had the Craziest Dream Last Night: We dreamed we were listening to a Harry James broadcast uninterrupted by cries of "Hep hep"... John Kieran, 'walking encyclopedia' of "Information Please" admitted he had never heard of Shakespeare... Henry Aldrich (Norman Tokar) answering "Coming Mother" with a deep, basso voice... Jimmy Fidler, reported an impending Hollywood divorce and didn't try to effect a reconciliation right there and then... and last (this is the most far fetched of all our dreaming) we heard a guest artist who was not introduced as a star of Stage, Screen and Radio... served us right for eating three corned beef sandwiches, pickles, ice cream and then topping the meal with a side dish of French fries smothered in lamp chops.

★ ★ ★

Tin Pan Alley, that part of Manhattan where the inhabitants would rather 'write than eat' and frequently do (by necessity), is less than a half-mile square, yet, though each of them spent all of his working time along 'the alley', three men, who twenty years ago, worked together, met for the first time in front of the Brill building, located at Broadway and 49th street... Harry Puck, formerly of Kalmor & Puck, music publishers, Hal Dyson, songwriter for that firm and Ted Eastwood, arranger... Incidentally, Harry Puck, showman, songwriter, gagster, director and producer, has turned his efforts and ability towards Radio and can be a decided asset to the script dept. of any network.

Ascap Holds Confab, 822 Stations License

(Continued from Page 1)

amounted to \$4,289,861. This monies came from 31,553 licensees of ASCAP music. Some 822 radio stations, 15,644 motion picture theaters, 9,000 restaurants, 1,686 hotels, 2,007 dance halls, 1,808 miscellaneous sources and 327 wired music accounts.

Though the number of licensees in 1942 was 10 per cent less in number, the amount collected was approximately the same as last year.

Redmond Attacks Ahlert Plan

John Redmond, attacked the Ahlert Plan, saying in effect that without major modification of the classifications of every writer, before the plan goes into effect the first quarter, 1944, undue hardships and irregularities in the distribution of the writers' share of the royalties, would take place. This started a heated discussion as to whether or not "this was the time or place for such discussions with several members, including John Jacob Loeb, Charles Tobias and Billy Rose, taking the floor with Loeb and Rose advocating for the discussions taking place at the meeting and Tobias against.

No formal speeches were planned or made at the dinner, although Job Golden, producer, when introduced by Taylor, spoke extemporaneously and amusingly from the floor. He told of the early days of ASCAP, of his tenure as treasurer and how at the time he never expected to see the day when the membership would be convening at the Ritz-Carlton.

A feature of the elaborate entertainment program which followed the dinner was a transcription made by Ed "Archie" Gardner which was synchronized in such a manner as to provide a running fire of repartee between the boniface of "Duffy's" and Taylor. About 800 attended.

This was followed by a Gershwin tune rendered by Gladys Swarthout.

Fly Heads Guest List

Among the guests on the dais were Walter Damrosch and W. C. Hand. Executives from the field of radio included: James Lawrence Fly, chairman of the FCC; David Sarnoff, president of RCA; Niles Trammell, president of NBC; Miller McClintock, president of MBS; Edgar Kobak, executive vice-president of the Blue Network; Alfred J. McCosker, chairman of the board of MBS and president of WOR; Frank K. White, vice-president and treasurer, and Joseph H. Ream, vice-president and secretary, of CBS; Frank E. Mullen, vice-president and general manager of NBC; Neil Deighan, president of the National Tavern Assn.; Neville Miller, president of the NAB; Fred Weber, general manager of MBS, and Isaac I. Levy, member of the CBS board of directors.

Mme. Chiang On CBS

Mme. Chiang Kai-Shek will deliver a special message to American workers over CBS at 2:05 p.m. on Saturday, April 3.

Hold Preview Series For Britain

(Continued from Page 1)

in disc form, has already been by bomber to England for air- April 13 as part of the celebra- of the anniversary of Jefferson's birthday. Henry David, head of research here, hosted at yester- luncheon playback session. Sev- members of BBC personnel, just on England, attended, also, part- ing in the discussion of the at- tes and shortcomings of the pro- which followed the playback. action from Ernest Davies, from s London research department, or less typified the British ions expressed. Attitude was that scriber and producer, Alistair ce and Charles Schenck, respec- y, had gone slightly overboard mploying American tricks, devi- too suddenly and completely the conservative style to which Britishers are accustomed. Pace it was opined, was a bit too slow old the interest of average Eng- continuously for the half hour. h of the Americana in the produc- just wouldn't mean anything to English listener, though the re- entation of the average American nformed of his national history d coincide with popular British eptions, according to the visitors. er point provided lively dispute ng the reporters. camps being did on two issues. One was "Is the age American the dud and simple- portrayed by characters in the na?" and the second was, "Should rams, aimed at Anglo-American ill use such characterizations?" oduction, often a la Corwin, es and Oboler, started off with an iring reporter asking a taxicab er, an actress, farmer, etc., to tify Jefferson. Flashes of narra- in third person were mixed with e of first person, Jefferson speak- to provide biographical data. At half-way mark, drama is rushed o date to a tricky White House s conference wherein Jefferson ng the place of President Roose- holds forth in monologue on e country should go about its ness today. Choral windup, a en change in mood, offered in- g, "The Bill of Rights" from the uction, "Meet the People." om the standpoint of American ners, it is clever; represents an eptionally palatable way of learn- history; offers some nice turns of approaching political satire; com- ely avoids the rebel angle, but s to get confusing in referring to the Declaration of Independ- e and the Constitution. Tightened a bit, it should go well in our own try, too. Previews of future pro- ons will follow.

ason Assisting Raphael

ob Mason, formerly of the Arthur ner Advertising Agency, has been ed assistant to Fred Raphael in production of the expanded ver- of "Gloom Dodgers" on WHN.

Urge Free Exchange Of Tubes To Insure Better Distribution

(Continued from Page 1)

conversion of industry to limited items was designed to permit suffi- cient tube production to maintain home listening. Tube production itself is almost as high as in peace time, he said, revealing that January sales went to almost 2,500,000 tubes.

Production Practically Normal

"A careful survey of the industry," the letter said has "indicated that radio tube production, available for replacement purposes, is almost as high as in normal peace times; never- theless, many complaints have been received particularly from rural areas, stating that tubes are not available.

"It appears evident from the figures of production and existing inventories that production is not the sole difficulty responsible for the lack of tubes... maldistribution, caused by the inability of manufacturers to round out their lines, and low pro- duction of certain critical types of tubes, appears to be responsible, in part, for present shortages.

"This office therefore suggests that manufacturers concentrate their civil- ian production on critical tube types, even though such types may be low profit items.

"It is further urged that, during this critical period, manufacturers ex- change tubes freely in order to make the best use of existing distribution channels."

With WPB's consumers durable goods section finally holding forth the prospect of some action to allevi- ate the critical farm radio battery situation, members of Congress are intensifying their effort to pressure the agency into increasing production of these vitally needed batteries.

Battery Shortage to Legislature

A "deluge of letters" from Nebraska farmers, reporting that they have been unable to obtain batteries, was referred to in the Senate Tuesday by Senator Kenneth F. Wherry, Nebras- ka. Republican. He mentioned also that he has been advised an acute shortage of these batteries exists by station WOW in Omaha.

Declaring that he has been advised by WPB that it has been aware of

Ernest Voigt

Ernest Voigt, vice-president of As- sociated Music Publishers, Inc., in charge of the music division, died yester- day at the Mountain Side Hospi- tal, Montclair, N. J., after an illness of several weeks. He was 56 years old.

Born in West Orange, N. J., the grandson, on his mother's side, of Gustave Schirmer, founder of the music publishing firm of that name, Voigt was educated in Europe and at Princeton University. He had been affiliated with the Boston Music Co., Boston, and Winthrop Rogers Ltd., London music publishing firm. He joined AMP in October 1929 and nego- tiated for AMP's representation of a great number of European publish- ers. He leaves his widow, Harriet

the situation for several months and that there is a likelihood of stepping up B-battery production because of decreasing demands for zinc by the armed forces, Wherry told the Senate that "This shortage warrants more than merely the continued considera- tion of WPB, as their letter to me indicates. The problem needs adjust- ment now."

Wherry and Rep. A. L. Miller, on the House side, both introduced into the record the following resolution by the Unicameral Legislature of Nebraska: "Whereas it is vitally necessary in the rural areas of this state that farmers and ranchers be informed of weather conditions for the protection of crops and livestock; and

"Whereas the rural residents of the State of Nebraska are at the present time suffering a serious shortage of B-batteries for radio receiving sets, and nearly all of the radio receiving sets on the farms and ranches of Nebraska are dependent upon B-bat- teries; and

Two Points Stressed

"Whereas the United States Gov- ernment is urging farmers and ranchers to increase production of food and relies heavily upon radio to disseminate news and programs with reference to measures and steps to be taken to aid in carrying on the present World War; now, therefore, be it

"Resolved by the Legislature of Ne- braska:

"1. That we earnestly commend to the War Production Board of the United States that it release a suf- ficient supply of B-batteries and other farm radio receiving set supplies to permit farmers and ranchers in this state to maintain existing radio re- ceiving sets.

"2. That a copy of this resolution, suitably engrossed, be transmitted to the War Production Board of the United States and to each Senator and Representative from Nebraska in the Congress of the United States." Rep. Henry O. Talle of Iowa had a similar resolution by the Legislature of his State inserted in Tuesday's record.

Fleming's Food Articles

Harold Fleming, NBC's commenta- tor on "The People's War," broadcast Saturdays at 1:45 p.m. EWT, has writ- ten a series of articles on the current food crisis which are appearing in the Christian Science "Monitor." Fleming is New York financial edi- tor of the "Monitor."

In the articles he analyzes the dif- ficulties of supply and demand, OPA pricings, troubles of the canners, farm labor shortages, the Black Market on meat, feeding of the captive democra- cies through the enemy lines and the knotty problems of post-war sub- sistence.

Adams Voigt. Funeral services will be announced at a later date.

Asks Gov't Radio Ads At 50% Of Card Rate

(Continued from Page 1)

Y. to OWI's Elmer Davis, Treasury Secretary Henry Morgenthau, Jr., NAB's Neville Miller and FCC Chair- man James Lawrence Fly.

The letter follows:

"The Radio Broadcasting Industry has been contributing greatly and un- stintingly in the furtherance of the War Effort. In fact, the word "con- tributing" is an apt expression.

No Longer "Step-Child"

"As manager of a representative independent radio station, I feel that the time has come when Radio Broad- casting should no longer be treated as a "step-child," but should be granted the same consideration which is being given to the Newspaper and Magazine Industries in the purchase of Government advertising. I am re- ferring specifically to the new "Save the Fat" Campaign and the "Aviation Cadet" Campaign, just to mention two instances.

"We in radio have not solicited "favors." We have no political axes to grind. Actually, Radio is the only national advertising medium whose individual members do not publicly take sides in political campaigns. To- day, American Radio is the world's best example of free speech.

"I believe I am speaking for every- one connected with Radio when I make the statement that the News- paper, Magazine and Billboard Indus- tries, as well as Radio Broadcasting, should all donate part of their facilities in behalf of the War Effort. How- ever, there is no just reason for the Government to purchase space through some media and at the same time "request" Radio to contribute its efforts. Radio can certainly obtain results which will be comparative to those obtained by newspapers and magazines.

"Broadcasting, which is highly es- sential for morale, propaganda and news purposes, is bound to lose some of its outlets during 1943 because of the loss of revenue caused by curtail- ment of civilian production unless something is done about it.

"Radio Broadcasting is not seeking gifts or Government loans and does not want Government subsidy.

See Unanimous Agreement

"The placing of Government adver- tising on radio stations will not con- stitute subsidy.

"If the following plan is adopted, I believe that everybody in the Radio Industry will agree to it. Further- more, it may mean the salvation of many small but essential stations.

"I suggest that when our Govern- ment places a National Campaign through other media, that the same campaign be also allotted to every individual radio station at 50 per cent of their respective rates. It should be possible that the owners of news- papers and magazines may also be willing, from a patriotic standpoint, to also give the same discount for Government placed War Effort Cam- paigns. If so, maximum results may be obtained for less money than is now being spent."



Coast-to-Coast



IRENE LANDER replaces Del Parker on featured singing spot over CKLW, Windsor, Ont., Mondays 7:45 p.m. Del shifted to club work in Chicago.

Les Weelans, musical director **KLZ**, Denver, broadcast and appeal during his "Melody Master" program for sheet piano music, old or new, to be distributed to local Army camps. To date over 1,000 pieces have been received and distributed.

Eleanor Whitelaw, women's editor of WMOB, Mobile, Ala., has been appointed State chairman of Women Directors of NAB. New addition to commercial staff is Mrs. Adele Hull, recently of Riches advertising department in Atlanta.

New Columbia film, "Reveille With Beverly," soon to be released nationally, is based on the early-dawn siren for soldiers presented by Mutual's Denver affiliate, KFEL.

With the addition of Maryann Kreutzer to replace Bill Woolsey, news-staffer now in the Army, the news department of **KXOK**, St. Louis, is now fully staffed by women. Announcer Walter Peterson has replaced Warren Champin, who is in the Army. Guy W. Lowe, released from the Army, is back as traffic manager.

Technician F. Telewski has joined **WBAC**, N. Y., maintenance and construction department.

Jerry Hookstra, war productions manager **KMOX**, St. Louis, talked on "Army Radio Special Events" at the recent public relations confab of Seventh Service Command in Omaha, Neb. "Pappy" Cheshire, head of "Ozark Varieties" and "Old Fashioned Barn Dance" programs, has returned from Hollywood after completing his third movie, "Swing Your Partner," for Republic. "Land We Live In," documentary drama about the St. Louis area, has returned to air, sponsored by Union Electric System. Westheimer & Co. is agency.

Ethel Gray, former book reviewer on **WBAA**, Lafayette, Ind., begins a new series, "Books in the Headlines," at 6:45 p.m. Sunday, April 4, on **WBNX**, N. Y.

Woodrow Leafer and Joseph Boley, both of N. Y., joined announcing staff of **WQXR**, N. Y., replacing Richard James and Chester Santon. Leafer studied at N. Y. U. School of Radio and comes from **W4NY**, FM, N. Y. Boley announced for five years in Pittsburgh's **WJAS** and **KQV** and has been a Paramount News narrator. Both broadcast overseas for **OWI**.

WLIB, Brooklyn will spot 21 Ward Tip Top Bread announcements weekly for 52 weeks from April 5, through J. Walter Thompson Co. Pepsi-Cola renewed 42 spots weekly for 13 weeks through Newell-Emmett Co.

Sportscaster Phil Buxbaum, Jr., **WELI**, New Haven, Conn., will broadcast play-by-play from Yale Field of the Dodger-Yale game April 7, 4:15 p.m.; and the Boston Braves-Yale game April 9 at 4:00 p.m. On his regular 6:30 p.m. sportscast both these days he will interview players and visiting sportswriters.

Bill Wells, who succeeded Zeke Manners as emcee of the hillbilly programs in **WNEW**, has taken over the one and three-quarter hour, "Music in the Air" whereon Art Ford had been disc jockey. Ford will continue as staff announcer on the station.

Roger W. Clipp, vice-president and general manager **WFIL**, Philadelphia and radio chairman of Salvation Army's Fund Drive, has arranged for 241 spot appeals per week through April, divided among eight stations. Station's "Magic Lady," fairy tale spinner, asked kids to mail "just one penny" for Red Cross Fund and 2,000 pennies turned up. Salesman Hal Simonds got seven new contracts in one week, three of them 52-weekers.

WTAG, Worcester, Mass., will air "The Fun Parade," audience participation show, from Capital Theater on Tuesdays at 9:30 p.m.

Warren Anderson has joined announcing staff of **WKZO**, Kalamazoo, Mich. He's from **WOC**, Davenport, Ia. Paul H. Aurandt voicing six-a-week news comments. Susan Ann James has joined secretarial staff of John W. O'Harrow, general sales manager. Marion A. Bass new desk-receptionist. Announcer Harry Travis joins Army, April 15, will be replaced by Sherwood Felsing, of Mason City, Ia.

General Manager Franklin M. Doolittle of **WDRG**, Hartford, recently appointed by Governor Baldwin a member of the Connecticut War Council, has been named a member of the Council's communications committee. He represents Connecticut radio stations on the Council.

Giles Zwahlen, formerly of Fort Wayne, Ind., is new sales representative at **WTOL**, Toledo. Jeanette

Rodenhauser, staff vocalist has been dubbed "Sweetheart of the Navy" by gobs grateful for her frequent appearances in Navy shows around Toledo. Leola Rodenhauser, sister of Jeanette, has been made the new assistant bookkeeper. Moskin's Credit Clothing Co. sponsoring new show titled "Jewels of Melody" twice-weekly at 4:45 p.m.

Plough, Inc. has upped its drug and cosmetics schedule on **WEBC**, Cincinnati, from 10¼ hours to 15¼ hours per week. The contract renewal, handled by Ken Rich, station's general manager, makes Plough the largest spot buyer of radio time in Cincinnati.

Helen Bush, factual as well as script wife of Don in "Don and Helen" show on **WOWO**, Fort Wayne, Ind., has recovered from the flu. No programs were missed, as Don carried on. Jeane Brown, music director, is vacationing in California with her husband, Army lieutenant there.

Vocalist Norman Ruvell has joined the **WLW**, Cincinnati talent staff. He appeared frequently over **WGN**, Chicago and has had a varied experience on stage, screen and air. Bill McCluskey, station manager, exceed the show presented recently by staff talent for members of the Indianapolis Press Club and their wives.

WHIO, Dayton, now served by **UP**, has added **INS** beginning April 5 and plans to install a Western Union baseball ticker.

"Come In, Air Base!" is the new quiz show originating from Syracuse Air Base over **WFBL**, Syracuse, at 6:15 p.m. **EWT**, Monday evenings starting April 5. Two teams selected from the personnel at the base will be quizzed on army technical terms and slang. Lieut. Col. Al Marcy, former chief engineer reports fishing is fine in the South Seas.

WNAX, Yankton, S. D., announces a new series Monday through Friday evenings beginning April 5 for Old Ben Coal, featuring talks by Dr. Preston Bradley. Agency is J. R. Hamilton Advertising.

WBEN, Buffalo will cancel University of Chicago Round Table for Sunday, April 4 only to carry the address of Bishop John A. Duffy at the Catholic Charities Rally in Memorial Auditorium at 4:30 p.m. Louise Wilson will interview **WAVE** Ensign Robey Leighton, daughter of Rear Admiral Leighton, April 6 at 9:15 a.m. Vaughan De Leath has written a ditty, "The Ration Song."

Irving D. "Bump" Hadley, sportscaster **WBZ-WBZA**, Boston interviewed "Marse Joe" Cronin, Boston Red Sox leader recently. Five minutes of Cronin's observations were recorded for **OWI** broadcast to Massachusetts fans in service overseas.

Cast in both the singing and drama leads, Marion Claire will be starred in the new summer edition of the "Chicago Theater of the Air" over **WGN-Mu** starting Saturday, April 10, from 8-9 p.m. with Thomas L. Thomas, baritone. Claire will be heard in the musical-dramatic highlights of "Countess Maritza Liodow's "Enchanted Lake," Beethoven "Moonlight Sonata" and Verdi's "La viata."

WSRR, Connecticut, will originate for the six stations of Connecticut Broadcasting System the ceremony of the Army-Navy "E" Award. Machlett Laboratories, from the place on the afternoon of April 5. A recording will be broadcast at 8:15 p.m. New continuity editor is Char Wolfe, formerly with Young & Rubicam.

WOV Campaign To Find "Salvage Drive Queen"

Having just recently completed campaign, in cooperation with the motion picture industry's bond drive, obtain a "Miss United Nations," **WVO** will tonight inaugurate a contest to find a "Salvage Drive Queen" to assist the General Salvage Committee of the War Production Board in drive for silk and nylon stockings. Station's main plugging will through its disc jockey program featuring Alan Courtney, who along with Frank March, chairman of the **GS** and Walter Thornton will comprise board of judges.

Each entry in the contest must submit at least one pair of old silk nylon stockings which of course, will be turned over to the **WPB** for conversion into war materials. Contest winner, on the basis of beauty, will be awarded a model contract and will make personal appearances at servicemen's canteens. Contest, running for ten days, and limited to the metropolitan New York area, will get underway tonight.

Three Networks To Cover Nat. Conference Of Women

Three of the networks and one independent station here, will cover the round-table discussions at the National Conference of Women from the New York Times Hall, April 7. The one indie, is **WMCA**, which through its tie-up with the "Times," has priority on broadcasts from the Hall. The networks include Mutual, CBS and NBC.

Conference, divided into an afternoon and evening session, will have as speakers Mrs. Frances Perkins, Secretary of Labor; Mrs. J. Bord Harriman, former Minister to Norway; Mrs. Elinor Herrick, personal director of Todd Shipbuilding Corporation; Dean Virginia Gildersleeve of Barnard College; Edna St. Vincent Millay, poet, and Margaret Culler Banning, author.

1943											
BIRTHDAYS											
1	2	3	4	5	6	7	8	9	10	11	12
17	18	19	20	21	22	23	24	25	26	27	28
29	30	31									

April 1

Dave Driscoll Eddy Duchin
H. C. Hudson, Jr. Arthur King
Jim Marion Roland Martini
Linton Wells



RADIO DAILY

The National Daily Newspaper of Commercial Radio and Television



OL. 23, NO. 2

NEW YORK, N. Y., FRIDAY, APRIL 2, 1943

TEN CENTS

Ready War-Loan Plans

alls Public Factor In Talent Deferment

Washington Bureau, RADIO DAILY

Washington—The belief that the American public would not approve special treatment or draft deferment for talent was expressed here yesterday by Major Gen. Lewis B. Hershey, Selective Service Director. Speaking at a press conference, he declared: "The important factor is whether the public is satisfied. Are mothers content to have their sons go into battle in North Africa or Guadalcanal while musicians stay at home to play an instrument? Are they civilized enough to be satisfied that a musician

(Continued on Page 3)
Come Across for the Red Cross

AMP Music Licenses Extended On 22 Outlets

AMP music licenses were extended on 22 stations, as of April 1. Three other stations signed new license contracts. The additions are WLAY, Tusculoe Shoals City, Alabama; WBBB, Burlington, N. C.; WLBK, Bowling Green, Ky.

The renewals covered the following: KBST, Big Spring, Texas;

(Continued on Page 4)
Come Across for the Red Cross

Peterson To Africa As NBC Correspondent

Ralph Peterson, formerly connected with the NBC news office in Washington, has requested and received transfer to foreign service and will leave shortly for the African theater war.

Peterson, a native of Casper, Wyoming, cut his eye teeth in the

(Continued on Page 2)

Coincidence

Fate and coincidence put in some overtime arranging the affiliation between the Blue Network and Blaney Harris, a member of the night program staff. Blaney was born at what is now the junction of Sunset and Vine Street, Los Angeles, where the Blue's KECA is housed. Blaney's father was born at 21 Wells Street, Chicago, and the Blue's WENR is now located there.

Listeners Remember!

Organist Wilcher opened a CBS program yesterday with "The Perfect Song," Amos 'n' Andy theme. Listeners wondered, were they returning to the air? Bob Stevenson continued: "Yes, friends, once again Columbia is happy to present the act which has been entertaining millions for 14 years—Here they are!"... Then, after a pause: "April Fool. It's really time to sing along with the Landt Trio!"

Bulova Mulls Fight Re NLRB's Decision

Though the NLRB has rendered a decision generally favorable to the ACA in the two and a half year old dispute between the technician's union and WOV, attorney for Arde Bulova, majority stockholder in the station, explained that the management has not yet decided whether to accept or to decline. Company has

(Continued on Page 3)
Come Across for the Red Cross

Hasbrouck Appointed To Blue Nat. Spot Sales

Lawrence Hasbrouck has been appointed to the national spot sales staff of the Blue Network, replacing Philip Fuhrmann who has been transferred to the sales staff of WJZ. Fuhrmann, a member of the national spot sales staff for the past year, will concentrate on the sale of "Say

(Continued on Page 2)

USO To Confer With Agencies Regarding More Radio Shows

Prager Resigns Radio Post With D & C Agency

Bert Prager, radio director of Donahue & Coe, Inc., has resigned, but will remain with the agency until the firm has been able to obtain a replacement. Expected that agency will obtain a successor within next two weeks.

Prager became affiliated with D & C

(Continued on Page 2)

Hundreds Of Outlets Sell Campaigns For Big Drive Starting April 12; Closed Circuit Speeches

No New Probe Moves Before AFM-ET Meet

Washington Bureau, RADIO DAILY

Washington—Probability of resumption of hearings by the special Senate Interstate Commerce Subcommittee to investigate the Petrillo recording ban before the April 15 meeting in New York between Petrillo and representatives of the record manufacturers seemed slim

(Continued on Page 2)
Come Across for the Red Cross

Eastern League's Offers For Upstate Broadcasts

Albany—Although Atlantic Refining Co. plans to broadcast only in Wilkes-Barre and Scranton during the 1943 season so far as the Eastern League is concerned, two national advertisers and several local sponsors

(Continued on Page 2)
Come Across for the Red Cross

West Point Drops Bars For WHN Baseball Airing

For the first time in the history of the West Point Military Academy, a baseball game will be broadcast from the reservation, today, when Red Barber inaugurates his baseball air-

(Continued on Page 4)

With hundreds of stations already setting plans for participation in the Treasury Department's Second War Loan, which seeks \$13,000,000,000 in a drive getting under way April 12, the Treasury's Radio and Press Section of the War Savings Staff, of which Vincent F. Callahan is director reveals that the government is counting considerably on the efforts of these broadcasters.

On Saturday, April 10, at 1 p.m.,

(Continued on Page 3)
Come Across for the Red Cross

CIAA Budget Includes Shortwave Provision

Washington Bureau, RADIO DAILY

Washington—CIAA contracts for use of international shortwave radio are provided in the draft of the \$33,800,000 budget for that agency sent Congress yesterday by the President. In addition, the President proposed contract authorizations for 1944 and 1945 of \$18,000,000,000. An accompanying letter from Budget Director Harold D. Smith provides that payment to owners and operators of international broadcast stations come from funds to be authorized later.

(Continued on Page 3)
Come Across for the Red Cross

Pepsi-Cola Again Renews Current Spots On WABC

Pepsi-Cola Co. has signed the third renewal of its current series with "Arthur Godfrey" over WABC. The

(Continued on Page 2)

To The Rescue!

Six white-faced kids walked into a hospital Wednesday night in time to save their lives following the announcement by Charles Woods, WOR announcer, on his 11 p.m. newscast. He had warned that whoever has stolen chickens to report to a doctor immediately, as the fowl taken had been injected with deadly virus by the veterinarian who owned them.



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FINANCIAL

(Thursday, Apr. 1)

NEW YORK STOCK EXCHANGE

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

Table with columns: Farnsworth Tel. & Rad., WCAO (Baltimore), WJR (Detroit), Bid, Asked, and various stock symbols.

Eastern League's Offers For Upstate Broadcasts

(Continued from Page 1) have contacted the local club and stations relative to sponsorship. Since the city attracted more than 200,000 paid customers to 56 home engagements during 1942, with a war on, local sponsors are vying to get the account or to formulate a pool proposition since surveys taken by all stations in this area have proven that the baseball broadcasts attract by far the largest audience of any aired, network or local.

in BUFFALO and Western New York 300,000 Polish Listeners can be reached through the POLISH VARIETIES PROGRAMS over Station WHLD 1000 Watts for further details write to: POLISH BROADCASTING BUREAU 754 Fillmore Ave. Buffalo, N. Y.

Prager Resigns Radio Post With D & C Agency

(Continued from Page 1) last October. He is credited with contributing much to the increased use of radio advertising by motion picture companies, setting the pace with the MGM account. In December, 1942, when metropolitan newspapers remained undelivered because of a truck drivers' strike, Prager with the help of Dick Dunkel, time buyer, took the lead among agencies and advertisers, in buying up available radio time here for MGM pictures, 72 Loew's neighborhood houses, the Capitol Theater and Radio City Music Hall.

Before his affiliation with Donahue & Coe, Prager had been with Benton & Bowles.

Peterson To Africa As NBC Correspondent

(Continued from Page 1) newspaper business while a student at George Washington University. There he was employed as secretary to Michael Flynn, managing editor of the "Times-Herald" in Washington. Later he went to the International News Service in Washington. After two years he took over the task of writing speeches for a Congressman. "But I couldn't stand myself after eight months of that, so I gave up," Peterson said.

Peterson joined NBC in 1941 and covered a number of assignments in Washington, D. C., including the White House, the Presidential train and the Navy Department. He aired his first newscast in February, 1942.

Peterson will broadcast during his present overseas assignment under the name of Ralph Howard. This will be done to prevent confusion with Elmer Peterson, of NBC's London staff, who broadcasts daily by shortwave.

Pepsi-Cola Again Renews Current Spots On WABC

(Continued from Page 1) renewal, effective today, calls for the continuation of 12 participations weekly on the program and will be heard daily Tuesday through Friday on the 6:30 to 6:55 a.m., EWT, portion of the program.

In addition it will continue to participate each day on the 7:00 to 7:45 a.m. segment of the six-day-a-week show using one announcement on the Monday, Wednesday, Friday and Saturday broadcasts and two on the Tuesday and Thursday shows. Agency handling the account is Newell-Emmett Company.

Brown Arrives In Capital To Join Staff Of OES

Washington Bureau, RADIO DAILY Washington—Walter J. Brown, vice-president and general manager of WSPA-WORD, Sparta, N. C., arrived here today to join the staff of James F. Byrnes, director of the Office of Economic Stabilization. He has been granted an indefinite leave of absence from the station.

Hasbrouck Appointed To Blue Nat. Spot Sales

(Continued from Page 1) "It With Music," WJZ's all-night, all-music program.

In announcing the transfer, John McNeil, manager of WJZ, said that WJZ's all-night broadcast activities have increased in scope and importance with the all-night market to the point where they merited a special department.

Two new sponsors launched campaigns on "Say It With Music" this week. O'Sullivan Rubber Company and Pepsi-Cola Company are using 10 announcements on the hour and the half-hour on alternate nights. "Say It With Music" is heard on WJZ seven nights weekly from 1-7 a.m., with station breaks, time signals and commercials in the form of musical jingles created by producers Allan Kent and Ginger Johnson, with whom Fuhrmann will work in close cooperation.

Hasbrouck, appointed by Murray B. Grabhorn, national spot sales manager, comes to his new post after five years on the national advertising sales staff of the New York "Herald-Tribune." His previous experience includes nine years with Calkins & Holden, New York advertising agency.

No New Probe Moves Before AFM-ET Meet

(Continued from Page 1) here yesterday as sub-committee chairman D. Worth Clark was bedded with a severe cold. Senator Clark returned to Washington Tuesday evening, and a day later was taken ill.

Although the Senator will probably be up after the week-end, there will not be sufficient time to call witnesses and resume the investigation, assuming even that he did desire to do so before the New York meeting. Before the invitation to the meeting was accepted by the recording people, Clark had planned to call his committee together in order to lay plans for immediate resumption of the sessions. It is likely that that will be done if the New York meeting fails to bring a settlement of the ban any closer.

Crosley Corp. Annual Meet Reviews Year's Activities

Cincinnati—Annual meeting of the Crosley Corp. was held here Wednesday in the WLW-WSAI studios. President Powel Crosley Jr. reviewed the year's activities, and reports were made by James D. Shouse, vice-president in charge of broadcasting, and R. C. Cosgrove, vice-president in charge of manufacturing.

Bacher Signed For Pix

Hollywood—William A. Bacher, radio producer has been signed by Warner Bros. to assist in the filming of "Battle Cry," the special feature which Jack L. Warner and Howard Hawks will produce.

COMING and GOING

EDWARD TOMLINSON, commentator on the Blue Network, will broadcast tomorrow's program from San Francisco. He is on a coast-to-coast lecture tour.

JOHN FOX, production manager in the sales promotion department of CBS, is back at his desk following an illness of two weeks.

DAVE ALBER off to Hollywood this Sunday for about two weeks on general business.

LT. COMM. J. A. FLUSSER, formerly station engineer with KOA, Denver, visiting yesterday at NBC while en route to a southern post.

THOMAS C. TINSLEY, president and station manager of WITH, Baltimore, is in town for conferences with the New York representatives of the station.

ARTHUR SIMON, general manager of WPEN, Philadelphia, was here yesterday on business. Paid a call at the offices of the Atlantic Coast Network.

RALPH EDWARDS will broadcast tomorrow's "Truth or Consequences" program from Cincinnati as part of his extensive bond-selling tour. He is accompanied by HERB MOSS, producer, also AL PASHALL, PHIL DAVIS and LILY ENGL.

ROBERT E. BAUSMAN, station manager of WISH, Indianapolis outlet of the Blue Network is spending a few days here on station and network business.

BERNARD DUDLEY, who has been announced on the Chevrolet and Barbasol shows, leaving for Boston over the week-end to confer with executives of the Yankee Network.

BRUFF W. OLIN, JR., general manager of WKIP, down from Poughkeepsie yesterday for talks with the local reps.

JACK KEESLER, of WOAI, San Antonio, Tex., is in town. Visited yesterday at the station relations department of NBC.

STANLEY MAXTED, London BBC producer, visiting the New York office. He is currently producing the BBC program, "Stars and Stripes in Britain" rebroadcast by Mutual on Sundays.

Desmond To Aid Barber

Connie Desmond has been engaged to assist Red Barber in the broadcasts of the Dodger baseball games this season. Last year Desmond had worked with Mel Allen on the Yankee-Giants games via WOR. Desmond's first game will be Saturday when the Dodgers meet the Boston Red Sox at Ebbets Field.

THE DETROIT AREA NOW SOARS TO A NEW HIGH —and this live-wire station keeps pace with a new high in retail time sales, a new high in program interest, a new high in primary coverage! CKLW 5,000 WATTS DAY and NIGHT 800 Kc. MUTUAL SYSTEM

Ready War-Loan Plan By All Webs-Stations

(Continued from Page 1)

WT, Secretary of the Treasury Henry Morgenthau, Jr., and William Robbins, national sales director of the War Finance Committee of the Treasury will address field representatives over closed circuit lines feeding from Washington into studios of NBC and Mutual network stations. The talks will explain plans made for the Second War Loan Campaign and will not be broadcast.

May "Pipe" to Auditoriums
Station managers, working with representatives of local Federal Reserve Banks and War Savings Staffs, will arrange for attendance in each locality covered by a network outlet. Where studio seating capacity is limited, it is expected that the talks will be "piped" into a hotel ballroom or auditorium.

On page six of today's RADIO DAILY will be found an outline of the promotion plans of some of the stations throughout the country.

USO-Agencies To Confer On More Radio Programs

(Continued from Page 1)

Who have programs available for traveling have been invited to attend a luncheon next Tuesday here, at the New Weston Hotel 12:30 p.m. Luncheon was called by Nat Abramson, head of WOR's artists bureau who was yesterday appointed chairman of the Radio Activities Committee of USO Camp Shows, Inc. by Abe Lastfogel, president. Latter is now on the coast, but several other USO officials will be in attendance as well as army and navy officers. Abramson is serving without compensation.

Difficulties Numerous

It is realized that there are difficulties to surmount in giving shows at many camps, sometimes due to the high cost of the wire charges, inability to acquire wires or unsuitable auditorium space. These and many other items will be discussed at the luncheon.

Main reason for the move is that all of the big name attractions in and out of radio, but particularly radio, have all covered pretty much the same ground while other army and navy men have yet to see a program originated at their base.

Calls Public Factor In Talent Deferment

(Continued from Page 1)

shall sell bonds when their sons are in Africa?"

Fowler V. Harper, deputy manpower chief, who shared the press conference with Gen. Hershey, stated that the issue as regards talent is one of "using people where they are most needed—even if a man is a better piano player than he is a rifle shot, he must do what he is most needed to do."

To The Colors

CLARE PATRICK, KPO music rights director, has left after 12 years to become a WAAC. Another KPO-ite, DOROTHY McGAHA, formerly assistant to the sales promotion chief, has been commissioned a Lieutenant in the WAAC's.

—VVV—

HAROLD EDELSTEIN of WMCA's mail research department has been commissioned a Lieutenant bombardier in the Air Corps. This commission completes a bomber crew of WMCA men called to the colors.

—VVV—

JOHN M. CALDWELL, staff radio writer with N. W. Ayer & Son, Inc. has joined the Army.

—VVV—

ELMER FONDREN, publicity manager KLZ, Denver, Colo., has been inducted into the Army.

ROBERT DELANEY announcer WFBL, Syracuse, N. Y., entered the Army on March 26.

—VVV—

VIRGINIA GANDINI, KOA, Denver office staffer, is the first Colorado radio employee to join the SPARS, Coast Guard organization.

—VVV—

DAN CAWKINS, announcer KSAL, Salina, Kans., reported on March 28 for Army Air Force cadet training at Shepherd Field, Wichita Falls, Texas.

—VVV—

NELSON SMITH, recently named supervisor of CBS studio technicians, has resigned to accept a commission in the Army, effective immediately.

—VVV—

GEORGE WAYWARD, apprentice technician, WABC, N. Y. has joined the Army.

"Consequences" In Toledo Sells \$1,025,455 Bonds

Toledo—A grand total of \$1,025,455 was chalked up by WSPD as a result of the War Bond Sale held in conjunction with the touring "Truth or Consequences" show emceed by Ralph Edwards.

The "Truth or Consequence" bond campaign was guided here by Todd Williams, station's program director, who confined all promotional efforts of the show to radio. He stated that the station had only ten days in which to prepare for the sale but radio promotion caused the box office to be closed two days before the scheduled event and drew 8,000 people to the city auditorium for the matinee and evening performances.

Several Toledo citizens bought large blocks of \$1,000 tickets, one man buying \$8,000 worth of tickets and paying for them with 60 brand new \$100 bills. Another contributor to the success of the sale was the purchase of a large block of tickets by the Libbey-Owens, Ford Glass Company, for their employees.

"Missing Heirs" Producer To File Further Information

Judge Alfred C. Cox in Federal Court here Wednesday ordered the producers of "The Court of Missing Heirs," radio show James F. Waters and Alfred Shebel to file a bill of particulars within ten days specifying which portions of the musical play "Something for the Boys" they allege infringes on their copyright. Waters and Shebel, charging plagiarism, are suing 20th Century-Fox Film Corp. and Michael Todd as owners and producers, with Ethel Merman, Allan Jenkins, Jed Prouty and Paula Lawrence, principals in the Broadway show, named as co-defendants.

The trial is scheduled for April 22 in N. Y. Federal Court.

Launching—"E" Award Scheduled Over WABC

The Consolidated Shipbuilding Corp. will broadcast the launching of U.S.S. PC 1237 on the occasion of the awarding of the third successive Navy "E" to the corporation over WABC, CBS's New York City outlet, on Saturday, April 3. Mrs. David Challiner, chairman of the Women's General Division, New York chapter, American Red Cross War Fund will sponsor the 173-foot patrol craft U.S.S. PC 1237, which will be launched from the corporation's shipyards. Admiral J. M. Irish, USN, supervisor of shipbuilding for the Third Naval District, will make the formal award of the "E" and the citation will be accepted by President William G. Wood of Consolidated. The new naval vessel will be blessed by The Reverend Canon West of the Cathedral of St. John the Divine. The ceremonies will be heard over WABC from 9:00 to 9:15 a.m., EWT.

Agency handling the account is E. M. Freystadt Associates, Inc.

AFM Local Negotiating For Salary Increases

Local 802 is still negotiating with WBYN, Brooklyn, WOV, New York, and WHOM, Jersey City, for renewal of contracts which expired Wednesday, March 31. Union is asking increased salaries based on increased cost of living. WLB has already approved ten per cent increases on WINS and CBS's shortwave musicians here.

Golden Gate Four On WOR

The Golden Gate Quartet will represent the Negro actors and actresses this Sunday from 3:30-4 p.m. on the "Dedication To A Cause" show over WOR for the American Theater Wing.

Bulova Mulls Fight Re NLRB's Decision

(Continued from Page 1)

10 days in which to comply. If the station does not comply, the NLRB recourse is in the courts, at which time the company would attack the legality of the proceedings. Some "inconsistencies" in the NLRB ruling, the attorney explained, might be the basis for the company's refusal to accept the decision.

The order handed down, charged the station management with violations of the National Labor Relations Act, and ordered the reinstatement of 26 employees with full back pay from December 5, 1940 to the day when they are rehired. Estimated that the back pay would amount to \$50,000. Company was ordered, also to cease and desist from discouraging membership in the union, and designated the ACA, (CIO) as exclusive bargaining agent for all employees with exception of musicians, salesmen and executive managers.

Conflict started early in 1940 over collective bargaining relations between the union and the station. Series of incidents were climaxed by a strike November 3, 1940. A few strikers, however, were rehired. Union filed a complaint with NLRB. Station charged the strikers with sabotage. Trial Examiner upheld the union last year.

WNAC Gets FCC Permit For Transmitter Shift

Washington Bureau, RADIO DAILY

Washington—The Yankee Network yesterday was granted permission by the FCC to move the transmitter of WNAC, Boston, to Vershire Street and Harriet Avenue, a distance of about two and one-half miles from its present location. Changes in directional antenna for night use also were permitted, as well as an extension of the commencement date to 60 days from the grant and completion date to 120 days. The action is conditional upon satisfaction of any legitimate complaints of blanketing and submission of proof that the operation of WMEX, Boston, will not be materially affected.

WNAC operates on 1260 kilocycles with five kilowatts power.

W.P.E.N.
THE PROOF IS IN THE LISTENING
Philadelphia
5000 WATTS • 950 ON THE DIAL
Affiliated Station of the Atlantic Coast Network

Los Angeles

By JAC WILLEN

ANNOUNCER KEN NILES' weekends are busy to say the least. On Fridays he warms up doing his chores on "The Camel Caravan"; Saturdays, he follows with "Don't You Believe It," and on Sundays, he tops off the week-end by doing "Take It or Leave It," "Opportunity, PDQ," and the Jimmy Fidler show.

Max Lerner, cellist, nephew of Abe Lyman, and Harry Lee, pianist, and another member of Lerner's Roosevelt Hotel trio, Jimmy Bolderas, are dividing their time between nightly stints at the hotel and the graveyard shift in the Production Control Department of one of the aircraft plants. They work at the plant from 12:30 a.m. to 7:30 a.m.

Kay Kyser is getting in as many hot licks as possible before his coming induction. Reports of his appearances at camp shows and on radio broadcasts are piling high.

As another step forward in its new policy of "every program a good program" KMTR, Hollywood, has established a news service department under the direction of Dale Tyler, well-known Washington and European correspondent and commentator. Tyler was brought to the West Coast from the East by KMTR to inaugurate the new setup.

Madame Chiang Kai-Shek's two Los Angeles addresses will be carried by the KHJ-Mutual Don Lee system. First broadcast will be heard this evening, 10:00 to 10:30 p.m., PWT, and the second address from the Hollywood Bowl on Sunday, April 4, at 4:30 to 5:00 p.m., PWT.

Lucille Ball, soon to be seen on the screen in M-G-M's "DuBarry Was A Lady," was the Kraft Music Hall guest on April Fool's Day, yesterday.

Newest voice on the Blue Net this week was heard on "Andy and Virginia" program. "Grome Scriptmuss" (relative of the "Gremlins") made his first radio appearance.

We have yet to see Arthur Q. Bryan (Major Hoople) without a cigar. Virginia Mansfield (of Andy and Virginia) without a smile. Frances Scully without a fashion hint, or Dinah Shore with time to waste.

New Campaigns On WJZ

Returning to WJZ for the fourth successive year, John Opitz, Inc., Long Island City, will launch a campaign for J-O insect powder and paste April 8. Opitz will participate once weekly in Nancy Booth Craig's "Woman of Tomorrow" for 27 weeks. Opitz' three previous spring campaigns on WJZ, beginning in 1940, were also in the form of participations on the Nancy Craig program. Tracy Kent & Co., New York, is the agency.

Lever Bros. Company, Cambridge, Mass., will launch a campaign for Rinso and Vimms on WJZ, April 5. Lever will use 12 transcribed one-minute announcements weekly for five weeks through Ruthrauff & Ryan, New York.



Reporter At Large. . . !

● ● ● There were many who doubted that her program over CBS, "Kate Smith Speaks," would succeed, but it seems these doubters must have admitted their mistake long since... the songbird of the south will have completed five consecutive years of daytime commentating on April 4. . . Groomed for several years by Syd Leipsig, the "Blackbirds," vocal quartette, have finally hit the big time with an indefinite engagement at Slapsie Maxie's on the coast. . . Jack Carson, picture star, now emcee on the CBS Camel Caravan, will remember the day of his initial appearance on this show. . . on that day, the Carsons' nurse joined the WAAC's, their cook forsook the culinary arts for a job at Lockheed's (ten to one she's a welder) and their gardener was called into the Navy. . . earlier this week, Edna Skelton, manager of Red, took him along to Macy's on a shopping tour. . . as luck would have it, he wasn't recognized until they went into the crockery dept. . . visualize the mad bull-scene story and you get a picture of the result. . . the manager arrived, too late as usual, surveyed the 'jig-saw-puzzled crockery' and sadly advised the Skeltons to confine their visits, in the future, to the piano dept.

★ ★ ★

● ● ● Gilbert Mack, who has gone to great lengths to let all and sundry know of his ability to change the pitch of his voice at a moment's notice, got a terrific bang when he was given a part to portray the voices of seven brothers. . . imagine his disappointment when he was told that the plot called for all the voices to sound alike. . . Two minutes before "This Living World" program was to go on the CBSchool of the Air of the Americas, the regular announcer took sick and director Clinton Johnston, added to his regular stint of narrator, producer and director, the announcer's role. . . Dave Alber, ace praise agent, leaves Sunday on a two-week business trip to the coast. . . Ruth Leffler, former WOKO receptionist, and now announcerette on several audience-participation shows, broke her ankle a month ago and since returning to work has had "name" visitors to the studios sign their autographs on the plaster cast she wears. . . Milton Cross will do the announcing for the "Basin Street" Blue Network shows for the next four years and 38 weeks under his new contract. . . NCAC has set the following guest artists for appearances on the "Cresta Blancapades" . . . Mischa Elman, April 14; Vivian Della Chiesa, April 21, and Joseph Szigeti, May 1. . . Julia (Crumit and) Sanderson never does a broadcast without wearing an ankle-bracelet, given her by Blanche Ring when both stars appeared together in musical comedy.

★ ★ ★

● ● ● Several well-known figures from the Radio industry, now members of Uncle Sam's Army, are stationed at the Atlantic City Basic Training Center, turning out 16 radio programs a week. . . Under the direction of Lieutenant E. B. Berlirrut, are Technical Sgt. William H. Senor, former production manager of the Chicago Public Schools Radio Council, and trainer of announcers, Pvt. George Voutsas, former director on NBC programs, including "Chicago Civic Opera," "Club Matinee," "Breakfast Club," and "Doctor I.Q." . . . Pvt. Thomas D. Rishworth, former Director of Public Service Programs for NBC studios in New York, now writing programs dealing with war aims, etc. . . Pvt. Sol Meyer, songwriter and scenarist for Republic Pictures, now writes comedy scripts for Army Morale purposes. . . Pvt. Broderick Crawford, screen and radio actor, Corp. Tom Stammetz, radio and stage actor, Pvt. Jack Faggen, former script writer for Bob Hawk, Pvt. Franklin Cook, radio actor and P.F.C. Frank A. Gibbons, formerly with Cleveland Civic Opera.

★ ★ ★

—Remember Pearl Harbor—

Chicago

By FRANK BURKE

EDWARD DAVIES, Blue Network baritone now stationed with the Navy at Great Lakes, and Norma Alderson, cashier for the Blue's Chicago offices, were married this week.

Danny Thomas' Blue Network show goes to Great Lakes Naval Training Station on Saturday, April 3, at 6:30 p.m. to entertain the Navy's hospital patients.

Mary Patton of NBC's "Lone Journey" and "Road of Life" has annexed herself a part and three understudy roles in the current hit, "Doughgirls."

A \$500 War Bond will be awarded the winner of the "Stars of Tomorrow" amateur show on WGN, Sunday, April 4, from 8-8:30 p.m.

RCA Victor Division Wins Packaging Award

RCA Victor Division of RCA won the only award in the toys, games and sporting goods classification of the 12th Annual All-America Package Competition which presented a cross-section of American packaging ingenuity under the impact of war. Award went to RCA for a new style children's record album package on the basis of design ingenuity and resourceful use of available packaging materials.

Firm attributes a 200 per cent increase in the sale of children's records to this new package. W. T. Markowski of RCA Victor is credited with the new design.

AMP Music Licenses Extended On 22 Outlets

(Continued from Page 1)

KCMC, Texarkana, Ark.-Tex.; KGGF, Coffeyville, Kansas; KGKL, San Angelo, Texas; KPLT, Paris, Texas; KRBC, Abilene, Texas; KRLH, Midland, Texas; KRSC, Seattle, Wash.; KTKC, Visalia, Calif.; KWVC, Vernon, Texas; WDSM, Superior, Wis.; WHO, Des Moines, Iowa; WCJ, Davenport, Iowa; WIND, Gary, Indiana; WNBK, Binghamton, N. Y.; WOR, New York; WRR, Dallas, Tex.; WXYZ, Detroit, Mich.; four Don Lee stations—KHJ, Los Angeles; KFRC, San Francisco; KGB, San Diego, and KDB, Santa Barbara.

West Point Drops Bars For WHN Baseball Airing

(Continued from Page 1)

ings with descriptions of pre-season exhibition games of the Dodgers for P. Lorillard Co. To hypo interest in the Dodger-Army session, Leo Durocher, manager of the Brooklyn team, as well as other members of the team and army officials will submit to Barber's interviewing. Broadcasts are via WHN; J. W. Thompson Co. is the agency.

GUEST-ING

ARTHUR TREACHER and LULE TURNER, on Jerry Cooper's "Step Ahead" variety show, today (WR-Mutual, 7:30 p.m.).

L. WILSON, director of the U. S. Extension Service; DR. J. C. WRIGHT, assistant director of the Bureau of Education, and KATHERINE BROOK, chief of the children's bureau in the U. S. Department of Labor, discussing the recruiting of young people for farm work, on Columbia's "Country Journal," tomorrow (WABC-CBS, 1 p.m.).

FLORIAN GILBERT, GEORGIA BERN, WYNN MURRAY, HOWARD NEWMAN, LYN DUDDY and PAUL P. DAVIS, on the Crummett-McCannerson quiz program, tomorrow (WABC-CBS, 8 p.m.).

THELMA WATERS and SMITH ANDERSON, on "Only Yesterday," Sunday (WABC-CBS, 8 p.m.).

DR. EVELINE M. BURNS, research director of the National Resources Planning Board, and ROSE WILDER LEE, author and writer for the Saturday Evening Post, discussing "What Kind of an America Are We Creating For," on "Wake Up, America," Sunday (WJZ-Blue Network, 8 p.m.).

DR. GEORGE N. SHUSTER, president of Hunter College, and PROF. JACQUES BARZUN, of the History Department at Columbia University, on "Invitation to Learning," Sunday (WABC-CBS, 11:30 a.m.).

REGOR PIATIGORSKY, cellist, on the program of the New York Philharmonic Symphony, Sunday (WABC-CBS, 3 p.m.).

WILLIAM L. BATT, vice-chairman of the WPB in charge of raw materials, on "Washington Reports on the War," Sunday (WEAF-NBC, 8 p.m.).

RON CHANEY, JR., on the "Innermost Mystery," Sunday (WJZ-Blue Network, 8:30 p.m.).

DR. FRANK VASS, THELMA WILSON, former radio vocalist now member of the WAAC's, and STANLEY MAXTED, London BBC program, on Tom Slater's "This Is Fort Sumner," Sunday (WOR-Mutual, 1:30 p.m.).

★ **PROMOTION** ★

Musical Log

WWRL, Woodside, N. Y., recently issued a musical program log that facilitates the task of the listener in knowing the selection played on the station's program, "Music Preferred." Accompanying the time schedule of the program is a list of the selections played.

The promotion log is mailed to listeners at their request through the courtesy of the Camera House, Inc.

The log covers the month of March and also includes information regarding other programs and other articles that Camera House sells.

Wherever possible, the catalogue number of the record being played is listed.

WHN's "Congressional Record"

Representative C. Jasper Bell of Missouri, addressing the House recently, voiced his praise of WHN, N. Y. and inserted in the Congressional Record the speech he made on the station's "Congressional Record of the Air" program.

In a special letter to the trade, managing director Herbert Pettey of WHN, is calling attention to the remarks of Bell.

Robinson On Mutual For One-Time Program

Edward G. Robinson has been engaged as narrator for the one hour "He Does Not Fly Alone" which Curtiss-Wright Corp. is presenting as a one time shot on Mutual, Sunday April 11, 3:30 p.m. Calvin Kuhl will direct and produce; Milton Geiger and George Faulkner, will script. Music will be arranged by Lynn Murray.

N. Y. State Tax Ruling On Voluntary Payments

Payments made voluntarily by employees to men or women in the armed forces to make up at least partially for the difference between civilian and military earnings, are not taxable under the New York State Unemployment Insurance Law. If the payments represent commissions or are the result of a contract, they are subject to the tax.

Davies, BBC Researcher, Goes On Tour Wednesday

Ernest Davies, BBC researcher, will leave New York, Wednesday, April 7, for a four to five-week tour of United States, visiting stations which carry BBC programs, and holding press meets en route. His first stop will be Washington, D. C., where he will remain about a week. He will then head South, Southwest, and the Coast, and then stop off in the Midwest on the return.

Community Forum

KOY, Phoenix, Ariz., is promoting its Phoenix Community Forum program with special letters to a selected mailing list, advising the topic to be discussed and listing the participants. Station also sends out regular publicity releases and pictures in connection with the round table session, which is devoted to a discussion of current problems confronting the community.

Pre-announcements each week, lead into the regular program, scheduled for Tuesday evenings at 7:30. Direct results from the program are traced by station officials in such activities as a general tightening up of the City Curfew Laws, following the Forum's discussion of Juvenile Delinquency.

Clean-Up Campaign

CJAT, Trail, B. C., has sold leading hardware and paint dealers a city clean-up campaign to be promoted colorful display cards which read by radio.

Station provides each store with "We are sponsoring Trail's Paint-up-Clean-up Campaign. Get your clean-up needs from us. For details, tune to CJAT."

"Town Meeting" Tour: Pickup From 4 Cities

"America's Town Meeting of the Air" will broadcast from four distant Blue affiliates this month as the program starts its annual tour of the country. After a return for four broadcasts in New York, "Meeting" will resume its tour of the country on June 3.

Itinerary thus far lists the first away from New York session at the University of North Carolina, Chapel Hill, N. C. Inasmuch as the Blue has no outlet there, lines will be handled by WJZ, New York, date is April 8. Broadcast will inaugurate a 3-day session of the University's Institute of Human Relations under whose auspices the Town Meeting program is being presented.

In Pittsburgh April 29

Second point will be from WSAI, Cincinnati, April 15, featuring four finalists in a nationwide high school contest. On April 22, from WBCM, Bay City, Michigan, the Saginaw branch of the American Association of University Women will sponsor the broadcast. Back to Pittsburgh on April 29, "Meeting" will use KQV under sponsorship of civic and cultural leaders in the community.

During May, the programs will originate in New York. Upon resuming its tour, the program will air from WAKR, Akron, Ohio, June 3. Remainder of the summer schedule covering Portland, Palo Alto, and Los Angeles is still tentative. During 1942 forum covered 29 cities. Year before it covered only 10 in its tour of the United States.

AGENCIES

CONSOLIDATED HAIR GOODS CO., of Chicago, has appointed Malcolm Howard Advertising Agency of Chicago to handle its account. The first product to be featured will be "Fij-Oil," a soapless shampoo. A test radio campaign will begin immediately in selected markets. Arthur M. Holland is account executive.

LEVER BROTHERS, for Lux Soap, has inaugurated a campaign using both radio and newspapers, in which six packages of flower seeds are offered in return for a box-top and 10 cents. J. Walter Thompson Co. has the account.

MAJ. GEN. DENNIS E. NOLAN, who founded the "Stars and Stripes" during the last war, will be principal speaker at the luncheon meeting of Advertising Men's Post No. 209, which will be held Monday at the Hotel Lexington.

LAWRENCE FERTIG & CO. has been appointed to handle the advertising account of Hudson Pulp & Paper Company, manufacturers of napkins, towels and other specialties.

MOORE S. ACHENBACH, vice-president of McCann-Erickson, has marked the 25th anniversary on the account of California Packing Company, distributors of Del Monte products. The advertising has been handled by the San Francisco office of the agency since 1916.

KAYE JORDAN CO., manufacturing jewelers of Providence, R. I. and New York City, have appointed the Hicks Advertising Agency to handle their account.

Stork News

Bridgeport, Conn.—Cupid has been working overtime at WICC, here, Florence C. Ballou, program and publicity director was married to Leslie B. Robinson. At the same time Dorothy Whitehead, sales secretary, became engaged to Coxswain William de Rosa, now stationed in New Haven.

Bea Ack, assistant bookkeeper for WTOL, Toledo, for two years, married Marine Corporal Robert J. Breakstone. She was married in Washington, D. C., where Breakstone is in Officer's Training School.

FREE! Double Your Weekly War Savings Stamp Purchases!

Hickey, "The Cowboy Caruso" (who sings on pitch—sometimes) wants a million names for a new radio program. He will make phone calls publicly and double weekly War Savings Stamp purchases—up to \$25.00. Advertise your patriotism—Hickey will give you a patriotic. Send name, address and phone no. on postcard to Dept. R.D.

"HICKEY'S CALLING"

505 FIFTH AVE., N. Y. O.

THIS LITTLE BUDGET WENT TO WORL BOSTON MASS.



Second Loan Radio Plans

WOR, New York

THIS metropolitan station has decided to have its individual artists conduct personalized sales campaign on all local programs on April 12.

WIBW, Topeka, Kansas

Ben Ludy, managing director of this Kansas station, has decided to personalize the station's appeals for the 2nd War Loan to his vast rural and farm audience. Starting on the air at 5 a. m., April 12 and staying on continuously till 5 a. m., April 13. Ludy hopes to go well over the ten million dollar mark. Among the unusual program ideas set up, 1½-minute transcriptions with a personalized appeal to the listeners from the following people:

Ex-Cabinet Member, Harry Woodring; Governor Andrew Schoepel, State Senators, State Congressmen, Judges; all high Civic dignitaries and Ex-Governor Alfred Landon. In addition he is trying to complete arrangements to have transcriptions made by Senators Capper and Reed. In addition this campaign will return to the WIBW microphone the personality known as the State Meteorologist, who through his weather reports has become a very important adjunct to the rural population. The state meteorologist will conduct a specialized 2nd War Loan Bond Campaign.

Also WIBW boasts of an unusually large working staff for a 5,000 watt station inasmuch as it employs approximately 60 people. These people have generously agreed to devote 24 hours a day on a voluntary basis for the entire duration of the campaign.

WELI, New Haven, Conn.

James Milne, manager of this station, reports that after meetings with the War Savings Staff Committee and War Finance Committee, the tentative following plans have been set up: On April 12, a broadcast from the New Haven Advertising Club from 1 to 1:30 p. m., EWT, a rally in honor of the local wounded War Hero; a mammoth rally from the Winchester Victory Playhouse, another huge rally on the New Haven Green Bandstand starting at 12 noon on April 12 and every noon thereafter for the duration of the campaign. It is planned to have a different name band on this bandstand every day. In addition, plans are being completed to bring two famous Hollywood moving picture stars to the studios of WELI on the day of April 12 to sit at the telephones and take orders for the entire broadcasting day. Also planning huge Italian rallies.

WSLS, Roanoke, Va.

Meanwhile the station has made arrangements with Col. Quarterman, head of the special services unit, in charge of training at Washington and

Hundreds of broadcasters throughout the country have hastened to assure the Treasury Dept. of their whole-hearted cooperation in putting over the \$13,000,000,000 "2nd War Loan." Below are listed some of the program plans and promotional ideas radio will put into effect. Additional promotional plans will be listed here next week.

Lee University, to send over some of his men who have been in action. These men are trainers and veterans of the Australian and Guadalcanal campaigns and they will speak and stress the need and urgency of buying War Bonds, also, arrangements have been made for two broadcasts by two defense plants, the Viscose Corporation and the Virginia Bridge & Iron Co. These broadcasts will originate directly from the plant and will utilize as participants employees who are on the Payroll Savings Plan.

Nicholson, manager, and Miss Krebs, program manager, have made great strides in putting together the local campaign for this Roanoke station. So far they have received a big okay from all advertisers that have been contacted and in addition they are devoting every station break to the 2nd War Loan Campaign. They have currently planned to build a special 15-minute program and in addition may build one or two more.

WJTN, Jamestown, N. Y.

The mayor of Jamestown, Samuel A. Stroth, will inaugurate the 2nd War Loan Drive at 12 noon on April 12. After a meeting with the various co-chairmen of the War Finance Committee and the War Savings Staff Committee a special board was set up to handle the campaign in Jamestown. The board will work in direct cooperation with the station and will also participate in a personal broadcast at 8:15 p. m. on April 12. Among the other events programmed are an appearance by Chief Petty Officer Harrison of the Jamestown Navy Department Recruiting Office in a personal radio appeal "We Refuse to Die" from 8:30 to 9:30 p. m., EWT, on Monday, April 12; all Blue Network 2nd War Loan programs.

In addition the station is circulating local sponsors to correlate all available spots and will give 2nd War Loan credits to all local programs. The station is an issuing agent and plans to put its full resources in back of heavy plugging for direct sales. Also working with newspapers in tie-ups with retailers.

KGNC, Amarillo, Texas

John Ballard, manager of KGNC is going all out on the 2nd War Loan Campaign. One of the station's outstanding programs which is on every Monday night for 30 minutes is headed by Cal Farley a local business man who MC's the entire show. This show in addition to many others of this station will be devoted exclusively to the campaign. In addition there is a possibility that Mayor Joe

Jenkins of Amarillo who has been very active in past campaigns, will broadcast.

WHEB, Portsmouth, N. H.

Bert Georges, executive vice-president of this station, advises that this station is using every possible sustaining and commercial program on the entire day's schedule. In addition, it is using all non-commercial news broadcasts and additional credits on all sustaining shows. It is setting a precedent on its two top programs each of which is known as a symphonic program which heretofore have never been open to sponsorship. But, on April 12, the station is generously making the sponsorship available (free) to the United States Treasury Department. The station in addition to all remotes, will have broadcasts, special events, programs from the Navy Yard, Camp Langdon and the University of New Hampshire.

Station plans to devote more than 10 out of its 14 operating hours to the 2nd War Loan drive. The entire staff of 22 people have decided to devote their entire day's salary 100 per cent to this drive. WHEB's staff already is subscribing 100 per cent with better than 10 per cent of pay to the payroll savings plan.

WAAT, Jersey City

Continuous broadcasts from dawn to dark is the imposing schedule planned by this New Jersey station. They have leased Military Park, Newark, New Jersey vast outdoor theater in which they are attempting to originate as many programs as possible throughout the entire day of operation. Broadcast and radio stars are being lined up for personal appearances for both on and off the air.

WSSA, Montgomery, Ala.

Plans are now afoot to have a broadcast by Governor Frank M. Dixon, on a state-wide hookup, which will be made available to all stations throughout the state. Inasmuch as the studios of WSSA are in a hotel, the station is setting up a sales desk for the issuance of Bonds in the lobby of the hotel.

WCLO, Janesville, Wisc.

Sydney H. Bliss, president of WCLO, is attempting to organize a Wisconsin station network to include mayors of various Wisconsin cities speaking at regular intervals in addition to other special events.

KOA, Denver

James R. McPherson, National Sales Manager of KOA, Denver, advises that he has made arrangements with Governor John C. Vivian of Colorado to have erected on the state capitol promenade a gigantic map billboard of the state of Colorado with counties clearly defined. The Governor will go on the air every night at 6 p. m., WMT from a KOA microphone at the capitol (KOA is generously making this program available to all stations in the state, either live or transcribed) for the duration of the campaign, and he will give reports on all state counties.

Replica map billboards, will be erected in each county seat's courthouse square, and reports from counties will be handled and coordinated for each day's report to the Governor by Ralph Nicholas, War Savings Staff State Administrator. McPherson is only making this campaign available to all radio stations in Colorado but he has also invited all newspapers to unite with radio stations and far, indications point to 100 per cent acceptance and cooperation from both radio and press to make the state of Colorado's participation in the \$13,000,000,000 2nd War Loan, a memorable event.

KRLD, Dallas

Albert Swinsky, Jr., president of station KRLD advises that they are devoting the entire schedule for April 12 to the business of selling the Treasury's 2nd War Loan Drive. Specifically they have a regular broadcast entitled "Let's Go America" a patriotic show which they are going to pattern especially for this occasion. In addition they intend to include mention of the drive in all other local broadcasts.

WJHO, Opelika, Ala.

This station is not an issuing agent but will promote sales by directing its listeners to go to local issuing agents and buying 2nd War Loan Bonds there. They are also staying on the air past their regular time, 10 p. m., CWT, until all returns are completed, on April 12.

WAIM, Anderson, S. C.

In addition to going all out with many special events WAIM has received assurance from the two day newspapers that they will extend liberal space and all possible assistance in making the 2nd War Loan campaign a huge success.

WKBZ, Muskegon, Mich.

Upon receipt of the telegram from Secretary Morgenthau, WKBZ immediately assembled 1,000 volunteer workers for a special meeting in studios in connection with the 2nd War Loan drive.

1943 RADIO ANNUAL

**NOW BEING
DISTRIBUTED
TO
RADIO DAILY
SUBSCRIBERS
EVERYWHERE
FAST AS HUMANLY
POSSIBLE**



- ✓MORE THAN 1000 PAGES
- ✓HARD COVER CLOTH BOUND
- ✓COVERS RADIO COMPLETELY

***Y**OUR check for \$10 will bring you a copy of the 1943 RADIO ANNUAL
plus the next **260** issues of RADIO DAILY (full year's subscription).*



Coast-to-Coast



WOR, N. Y. will air the ceremonies at tonight's preview of the Eighth Annual Press Photographers Exhibit at the Museum of Science and Industry, Radio City.

The latest program addition to B & K's television station, W9XBK, is "Radio News Room" heard every Monday at 7:30 p.m. Dan Cubberly and Jerry Campbell are handling the show.

Selwyn James, author of "South of the Congo," will be interviewed by John Farrar, publisher on the "Authors of World War II" program of WEVD, N. Y., April 3, 9:30 p.m. to 9:45 p.m. Dr. Eric P. Moss, psychiatrist-author, will discuss "Women in War" tonight.

During the trolley strike, Monday, Tuesday and Wednesday this week which practically stranded thousands of war workers in the Greater Montreal area, CFCF, Montreal, broadcast about 50 times a day calling attention to available means of transportation.

Philadelphia women's clubs have "adopted" Announcer Bernie Barth of the Quaker City's WFIL. He made such a hit with his Drexel Hill talk on "Soap Box Opera" in which he illustrates his points by playing all the parts of current tear jerkers that a number of other clubs simply had to book him.

Herb Lewis, singer-pianist, WBZ, Boston and orchestra leader Frankie Masters have written a war ballad, "Eternally Yours," which Masters plans to feature with his band on an early broadcast from Hollywood. Publication and special recordings are in the offing.

Irene Morgan, continuity chief of WLAW, Lawrence, Mass., is conducting "Meistersingers," 15-minute poetry-organ music show sponsored by

Bellevue Monumental Works. Program was formerly aired by Dan MacDonnell, now with WABC, N. Y. Announcer Bud Abbott replaces Fred Laffey, now chief announcer, as pilot of "The Opportunity Hour," Sunday amateur program.

Publicity Director Marion Reynolds, WELI, New Haven, Conn., was chairman of the committee that prepared for the New Haven Advertising Club a 26-page song book of patriotic, religious, advertising and old-time favorites. Ads in the book defrayed the cost of publishing.

KSAL, Salina, Kans., will originate the Mutual network program "Pass In Review" from Camp Phillips, April 20. Just issued is a new promotion sheet describing the 677 individual businesses in 72 towns which have used the station as an advertising medium up to Feb. 1.

Dramatized exploits of Royal Canadian Mounted Police, authored by H. Ernest Foster, are being aired three times a week over 15 Canadian stations. The new series, titled "Men In Scarlet" begun March 29, was originated, produced and transcribed in the Toronto studios of The Harry E. Foster Agencies, bookers of the air-time for Walter M. Lowney Co., sponsor.

WBYN, N. Y. has added to its announcing staff Albert Lipton and Clifford Forbes.

WICC, Bridgeport, reports—Dorothy Whitehead, sales secretary, is vacationing in N. Y. Operator Tom Doyle and Chief Engineer George Keich are spending a week at Choate School, Wallingford, Conn., feeding the afternoon baseball interviews to the Yankee Network. Herbert Anderson is back with his "Chapel Echoes" after a brief absence. Lieut. Larry Gruza, former assistant newsmen, post-cards from overseas that all is well.

WKNY, Kingston, N. Y., will air a forum, "The Adolescents in Wartime," in cooperation with the Ulster County Tuberculosis & Health Assn. on April 5, 5:30 p.m. with Lawrence Jensen, Ulster County probation officer as moderator and participant. A salute to the local Lions Club for their work for the blind was aired today on the station's "Sophia and Joshua" program, human interest sketch.

Very newest "jockey" in the CKBI, Sask., control room is lovely Aileen Rousseau. She is the first girl to debut with the decibels at the station, and the first full-time girl announcer in the Province. Latest addition to the announcing staff is Jack Mitchell. New face in the control room and on remotes belongs to Bruce Patterson.

John Esau, manager KTUL, Tulsa, has completed arrangements for a new series of all-soldier broadcasts from nearby Camp Gruber. First

show set for night of April 8. Eddie McKean, program director, will screen the soldier candidates and be emcee.

Pvt. Marion Moore, former network, now stationed at George Field, near WAOV, Vincennes, Ind., is writing and directing a new quiz series with soldier participants for Wednesday nights. Show is titled "Aero-Baseball." Vic Lund, sports announcer, will broadcast the Chicago Cubs-Detroit Tigers game to be played at Vincennes April 13.

WCSC, Charleston, S. C., premiered its "Victory Caravan," variety show produced in cooperation with Navy public relations men, last night from Charleston Navy Yard. It will be aired weekly. Chuck Simpson, formerly of Chattanooga and Jacksonville stations, has joined the sports and special events announcing staffs. Bill Patterson, control room, and John B. Hearne, sales, have received third class engineer's licenses. James Weaver, ex-chief engineer, has shifted to WMAL, Washington, D. C.

Paul Mills, sales manager at WOWO, WGL, Fort Wayne, Ind., told his men he didn't want a single account in a certain block sold—he wanted them all. So Kemper Wilkins and Bill Aldrich went out and signed up every one of the 11 firms in that block, as participating sponsors for an hour of transcribed music titled "1200 Block Matinee."

WPAT, Paterson, N. J., cooperating with civic and industrial organizations which are holding a Red Cross fund raising campaign among defense plant workers, will air a special program tomorrow, from the steps of the Paterson City Hall. Broadcast will feature the mayors of the adjoining towns, Clifton and Passaic, and entertainment of Judy Canova and Hal McIntire's band. Rally is aimed at 30,000 workers in the Passaic County plants of Wright Aeronautical Corp. who will be urged to contribute one day's pay. This is the second in the series of rallies for the station, which is pitting one defense plant against another in contest form to raise the ante.

WINS, N. Y. is conducting quite an easy contest (by their own admission), and it should be a cinch for shorthand experts: At intervals across the board 8 p.m. to 11 p.m. patriotic slogans and announcements are broadcast. The first person sending in the most slogans word-for-word gets a \$25 War Bond. The grimly patient soul sending in the greatest number of correct slogans broadcast during the week gets a \$100 bond.

The Jericho Quartet, formerly known as the Swanee Singers, are back once again on WCAU, Philadelphia, where they made their debut two years ago. Scheduled for an indefinite run, they are appearing on

two programs—WCAU "Open House" twice a week and their own Sunday show.

Sales Director Bert Lebharr, Jr., having parted with his tonsils, has returned his desk at WHN, N. Y. Author Josef Freeman will meet N. Y. "Sun" critic Edith H. Walton and N. Y. "Times" critic Orville Prescott at the "Author Meet Critic" program April 7, 8:00-8:30 p.m. EWT.

WBT, Charlotte, N. C., has added new program, "Latin American Tempo," informative and musical quarter-hour on Monday, Wednesday and Friday afternoons. Jane Bartlett, singer-pianist, is back with a weekly program of yesteryear's popular songs. Betty Russell, studio's musical librarian and pianist, is conducting 15-minute program of light classical or Thursday afternoons.

Wounded soldiers from Billings General Hospital, near Indianapolis, will air the tales at the WLW, Cincinnati studio Saturday night. Show was arranged by James Cassidy, special events director and his assistant, Gordon Graham. Roger Baker and Dick Bray, who handle baseball play-by-play over WSAI, will give the fans a preview of the Reds' 1943 prospects in a special build-up show Sunday night.

Preoccupied with the war effort, WWL, New Orleans used but 15 minutes on March 31 to observe the station's 21st anniversary. Incidentally, 25 staff members have answered the call to the colors and 60 per cent of them are wearing officers' stripes.

Four More Shows Set For "Playhouse" Series

Four more movie firsts for radio during April are scheduled for Friday night CBS Philip Morris "Playhouse" which is produced, written and directed by Charles Martin. April 9, Ray Milland and Constance Bennett in "I Married a Witch," with the duo playing the original Fredric March and Veronica Lake roles.

Next three programs will be radio adaptations concurrent with first releases of pictures. They are:

April 16, "The Moon Is Down" with clearances on stars, air rights and point of origin presently in the works.

April 23, "Hangman Also Die," starring Brian Donlevy, Anna Lee and Walter Brennan of the original movie cast, from Hollywood.

April 30, also from Hollywood "Lady of Burlesque," the movie version of Gypsy Rose Lee's "G-String Murders," with Barbara Stanwyck playing the lead role as in the picture.

Tonight's program will feature an adaptation of Noel Coward's "Which We Serve." Sir Cedric and Lady Hardwicke and Roland Young will be heard in the principal roles.

BIRTHDAYS

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

April 2

Frances Carlson Jerry Cooper
William Days Cora Frank
Phyllis Kenny W. Arthur Rush
Gary Stevens

April 3

Jane Barton Leslie Howard
George Jessel Peter Van Steeden

April 4

Bernice Berwin Mildred Brown
Edward D. Clery Ed East
Jay Freeman Dorothy Gordon
Ted McMichael Doris Rhodes
Mollie Steinberg Rosine Tremar



RADIO DAILY



The National Daily Newspaper of Commercial Radio and Television

L. 23, NO. 3

NEW YORK, N. Y., MONDAY, APRIL 5, 1943

TEN CENTS

AFRA Nixes 10% ET Rise

BS-Blue Ready Plans For 2nd Loan Drive

In cooperation with the Treasury Department's Second War Loan Drive, radio networks have already announced plans for the round-the-clock plugging which will initiate the campaign on April 12. The Blue and CBS have arranged for plug insertions in their programs throughout the day. Mutual and NBC are readying theirs, too, and will probably have details completed later this week.

At CBS, 16 regular programs have (Continued on Page 7)

Buy More War Bonds and Stamps Four Agencies to Handle RCA Accounts

Four advertising agencies have been selected to handle the advertising of the Radio Corporation of America. Three of these agencies will handle various advertising activities of the RCA Victor Division, it was announced Friday by Henry C. Bonfig, general sales manager of RCA Victor. The agencies are: Ruthrauff & Ryan, which will handle advertising (Continued on Page 7)

Buy More War Bonds and Stamps Williams Testing "Nero" Over New England Web

"Nero Wolfe," the Rex Stout mystery stories will be aired over the New England Regional Red Network in a series of test broadcasts starting this Wednesday 7:30-8:00 P.M., EWT. The new show, sponsored by J. B. Williams Company for its hairless shaving cream, "Glider," will be produced and directed by Him (Continued on Page 2)

"King of Korn"

Spike Jones and His City Slickers who hold forth on the Lever Bros. NBC show with Bob Burns are the subject of an article in the April 10 issue of the Satevepost. Title is "They Play Louder Than Anybody" and author Fred C. Othman reveals how Jones developed his unorthodox band and eventually won a crown. Yeh, they also wrote a song or two.

Solved!

Robert Haag, the Harry Davis in NBC's "When a Girl Marries" has solved the labor shortage on his Springfield, Mass., farm—he's invited the cast to week-end harvesting and canning parties on a share-the-work, share-the-food basis. The net will be split up evenly between the gang with a certain percentage going to the house.

OWI Radio Unit Memo On Pay For Gov't Time

Washington Bureau, RADIO DAILY
Washington—The OWI Domestic Radio Bureau will submit this week to the agency's planning group—including Director Elmer Davis, Domestic Director Gardner Cowles, Jr., and deputies James L. Allen and William B. Lewis—a memo on the question of government payment for use of radio time. Davis said Friday that he is not (Continued on Page 5)

Buy More War Bonds and Stamps Stress Training Of Women At NBC-N. U. 1943 Course

Chicago—Special attention to the preparing of women for broadcasting jobs formerly held by men who have been called to the armed services will be a special feature of the second annual NBC-Northwestern University Summer Radio Institute, it was announced here yesterday by Harry C. Kopf, NBC vice-president and general (Continued on Page 5)

★ THE WEEK IN RADIO ★

... 2nd Loan Cooperation

By TOM FITZSIMMONS

COUNTRY-WIDE and enthusiastic response by the nation's radio stations to Secretary Morgenthau's invitation to participate in the Treasury Department's Second War Loan campaign resulted in a veritable flood of promotional ideas which will be climaxed on April 12 in a surge of over-the-air selling, in many cases on a 24-hour basis. Establishment of an alternative radio service in Canada patterned somewhat on the plan of the various networks in the

Contract Now Continues Status Quo But Stiff Boost Later, Indicated; Union Sets Convention Date

Await Decision Today Re Webs vs The FCC

Decision is expected sometime today by the U. S. Supreme Court which will either sustain the FCC's proposed new Chain Broadcasting Regulations, find that the government agency exceeded its power in promulgating the new rules or split the (Continued on Page 3)

Buy More War Bonds and Stamps Bell Telephone Renews Show On Full NBC Web

A 52-week renewal of "The Telephone Hour" by its sponsors, the Bell Telephone System set on Friday by NBC. Effective April 26, the contract will continue the use of the full NBC network.

"The Telephone Hour" made its (Continued on Page 2)

Buy More War Bonds and Stamps Station Reps See Biz Well Ahead Of Last Year

Spot business for the first quarter of this year has been running slightly ahead of that for 1942, with station reps expressing optimism for future business. One station rep George Headley of Headley-Reed, estimated (Continued on Page 2)

AFRA having declined late last week the 10 per cent increase in scale offered by the transcription companies, the contract now in effect will run its normal course, expiring November 1, though the union is expected to seek renewal negotiations 60 days before, as per notice requirements of the contract.

Failure of trade to settle the increase in salary question now and get a one-year extension as did the networks and agencies for the live sustaining and commercial scales, is viewed as another example of "muffing" attributed to the lack of (Continued on Page 3)

Buy More War Bonds and Stamps

Mutual Meetings Set For Chicago, April 26

Mutual will hold at least three meetings in Chicago at the Drake Hotel on Monday, April 26, all of them being held that day so as to avoid conflict with the NAB War-time meet which will actually get (Continued on Page 7)

Buy More War Bonds and Stamps

RCA Preferred Dividend; "B" Stock Being Redeemed

Quarterly dividend on the outstanding shares of RCA \$3.50 First Preferred Stock, was declared Friday at the regular meeting of the Board (Continued on Page 7)

For the WAAC

Fort Jackson, S. C.—"Hooray For The WAAC's" which will be presented here later in the month in Theater No. 3, was written and directed by Bill Berns and pictures the arrival at the Fort by the auxiliary group with music, scenery et al. Berns was formerly film commentator at WNEW, a position which he filled together with other announcer chores.

(Continued on Page 2)



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MARVIN KIRSCH : : : Business Manager

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FINANCIAL

(April 2)

NEW YORK STOCK EXCHANGE

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

NEW YORK CURE EXCHANGE

Table with columns: Bid, Asked. Rows include Hazeltine Corp., Nat. Union Radio.

OVER THE COUNTER

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

Committee To Probe FCC Still Gathering Material

Washington Bureau, RADIO DAILY Washington—Although no new appointments have yet been announced by the Cox committee to investigate the FCC, Counsel Eugene L. Garey and his associate, Fred L. Walker, have been kept busy studying Commission records and trying to get personnel. It was rumored here Friday that a member of the Georgetown University faculty has been appointed chief investigator for the committee, but Garey's office emphatically denied that any decision has been reached. Actually, several decisions on personnel have been reached by the committee but in no case have the men thought desirable been willing to take on the job.

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

THE WEEK IN RADIO

2nd Loan Cooperation

(Continued from Page 1)

AFM, for a meeting at which a solution to the union's recording ban will be discussed... Desire on the part of the FCC to promote FM broadcasting and at the same time to conserve material and manpower was seen in the relaxation by the Commission of two important rules, thus assuring greater flexibility of operation. The FM time-pooling plan of four Philadelphia stations was characterized by Chairman Fly as a "trial spin" rather than as a precedent to govern similar action in other areas.

Efficient distribution of tubes came closer to realization with the request of Frank H. McIntosh, assistant chief of the WPB radio section, that manufacturers concentrate civilian production on the critical types and that they exchange tubes freely in order to make the best use of existing distribution channels. The matter of battery shortages in rural areas, McIntosh said, has reached the floor of the Senate, with the recommendation that the WPB release a sufficient supply of B-batteries to remedy the situation.

In New York State the legislature, which adjourned last week, killed the milk publicity campaign, the Ehrlich bill, which would have legal-

Station Reps See Biz Well Ahead Of Last Year

(Continued from Page 1)

that business is ten per cent ahead of 1942 so far. However, he hesitated to make any quota predictions because of the uncertainty of conditions, despite the fact that some wartime developments and problems favored radio over other advertising media. Joe Weed, of Weed & Company, observed an increase in religious advertising, and confirmed the consensus that spot advertising is doing more than holding its own against last year's levels. Other station representatives were more optimistic as to the coming season and felt business would definitely forge ahead of last year.

Bell Telephone Renews Show On Full NBC Web

(Continued from Page 1)

NBC debut, April 29, 1940, and has been broadcast continuously since that time. The half-hour program each Monday at 9:00 p.m., EWT, presents a symphonic orchestra under the direction of Donald Voorhees, assisted by guest soloists.

N. W. Ayer & Son, Inc., placed the account.

KSD Renews AFRA Pact

Contract covering actors, singers and announcers at KSD, St. Louis, has just been renewed again and ratified by the national board of directors of AFRA.

ized the appearance of children under 16 on radio programs, and the Duryea-Hults measure which sought to define libel on the air and to establish penalties for it. The bill to impose a tax of 10 cents on persons attending a radio broadcast also failed of passage.

Business of WEAF during the first quarter of this year is revealed to have risen 48 per cent; Pepsi-Cola renewed its spot campaign on WABC; Manhattan Soap Co. of New York bought time on six Pacific Coast outlets of NBC; Blue Ribbon Books, of New York, signed for spots and programs on 236 stations for its "Successful Farming," and KMYR, Denver, and KFBC, Cheyenne, contracted for remotes carrying the play-by-play description of the NCAA basketball games from Madison Square Garden.

Douglas W. Meserve resigned as assistant chief of the OWI Domestic Radio Bureau... Bert Prager, radio director of Donahue & Co., relinquished his post with the agency... Don Searle was named general manager of KGO, Blue Network outlet in San Francisco and Lawrence Hasbrouck was appointed a member of the national spot sales staff of the Blue Network.

Williams Testing "Nero" Over New England Web

(Continued from Page 1)

Brown. Santos Ortega will play the leading role of Nero Wolfe, and the secondary lead, Archie, will be taken by Everett Sloan.

The program will be heard over WJJR, Providence; WCSH, Portland, Me.; WTIC, Hartford, and WLBZ, Bangor, Wednesday, April 7, at 7:30 to 8:00, and from WBZ, Boston, April 10, at 6:30 and each following Saturday. J. Walter Thompson Advertising Agency of New York City is handling the account.

UP Extends "Soldiers"

UP has extended for an additional 13 weeks its transcribed program "Soldiers of the Press," making available a total of 39 weekly episodes. The shows are a bonus feature of UP service.

Illustration of a man and woman at a radio console. Text: "Hmph! And WFDF, Flint, Michigan, says communications are essential!"

COMING and GOING

FRAZIER HUNT spent the week-end in Washington, D. C., and broadcast his General Electric program from WJVS, Capital CBS which today changes its call letters to W...

C. P. "PETE" YAEGER, commercial program manager of the Blue Network, returns from a quick trip to Hollywood.

BOB HOPE goes to San Diego tomorrow air his NBC show from the U. S. Navy hospital in that city.

A. D. WILLARD, JR., general manager WBT, Columbia affiliate in Charlotte, N. C. back at the home offices following a short trip to New York. ROYAL E. PENNY, general manager of the station, spent a few days Atlanta last week.

LT. ALLAN HENDERSON, former member NBC's engineering department and now officer in the Air Corps, was back in New York on Friday and paid a call at Rockefeller Center.

AL W. MARLIN, general manager of WH Springfield, who spent the major portion of the week in town, left Friday for Massachusetts.

JOHN McKAY, manager of NBC press department, in Washington in expectation of Supreme Court decision being handed down today.

DON LANGAN, of Newell-Emmett, left today for Chicago to supervise the Harry James program which will originate at the Civic Opera House tomorrow. The band will broadcast at that point also on April 8, 13 and 15.

HARRY H. HOESSLY, sales manager of WH Columbus, Ohio, in Chicago today as part of trip on general business.

W. C. GROVE, station manager of KF Cheyenne, Wyo., who has been in New York conferring with the local reps, left for home on Friday with a stop scheduled en route Washington, D. C.

M. F. ALLISON, promotion manager of WH is back in Cincinnati after having attended New York meetings of the NAB Retail Promotion Committee.

PARKS JOHNSON and WARREN HULL today are at an unnamed flying field where they will interview aviators and mechanics as a feature of their "Vox Pop" program over CBS.

C. W. "CHUCK" MYERS, who spent a few days here recently, is back at the home office. He is president and station manager of KO Portland, Ore.

K. K. HACKATHORN, sales manager WHK, Cleveland, was in town late last week conferring with the New York representatives of the station.

Stork News

Tiny Ruffner, number one emcee of the WHN, N. Y., "Gloom Dodge" has just become the father of a baby girl weighing seven pounds.

★ 77%

of the evening AUDIENCE

(from N.B.C.'S "Tale of 412 Cities")

WTAG WORCESTER

AFRA Refuses Offer Of 10% ET Increase

(Continued from Page 1)

Organization among the transcription companies. Indications that the orders will be faced with demands rates approaching the live rates fall are not remote, though subject will likely get a good going at the AFRA convention in Chicago this summer.

No Disk Co. Planning

Bargaining technique on the part of the ET companies in these negotiations with AFRA is said to reflect lack of thorough planning and in- into the broad issues involved. That only a representative group of firms attended the confabs was important in that the group had no quality on those who did participate. Therefore the bargaining front of the employers was solid or united.

Union had asked for 10 per cent, at the start, and the trade later-proposed with a 5 per cent. When turned this down, whereupon having then realized that AFRA's long point of view was to in parity between live and transcription rates, reoffered AFRA the 10 per cent. Critics hold that a of the handwriting on the wall is a little too late to do any at this time.

growing importance of transcription in radio, and its predictedification and greater use post- have been factors influencing AFRA, in addition to legal and contractual technicalities which have in. AFRA had wanted to keep ration date of all its contracts firm, so that its own bargaining it would have no leaks post-war in the no-strike promises are d. However, the possibilities of ining better ET rates this year, g with obtaining other revisions th union has been noting ever e the contract began operating, weighed the former arguments, at Thursday's National Board ing, the decision to refuse the er cent was made final. Board's sion coincides with that of the rity of local boards which were ded out on the proposition.

Convention August 28-9

Decision to hold its annual con- on this year was reached by the onal board of AFRA at its last ing, Thursday. Confab has been uled for Chicago, August 28 29. Last year, the union by a itutional referendum, cancelled session, in deference to the re- ts of the ODT.

It, however, that the impact of

WARTIME PROMOTION

High School Promotion

Visual news for thousands of teen-age "news consumers," supplementing audio news, is the latest service of the CBS-KNX News Bureau. Now on display in some forty senior and junior high schools of Los Angeles, where they are used and consulted daily by thousands of students, are specially built display boards featuring weekly digests of world events illustrated by a detailed world map, created by Fox Case, head of the news department of the Columbia Pacific Network.

This new idea in the presentation of world events, designed as a public service to assist the schools during this period when news developments occur with lightning speed, was enthusiastically praised by Dr. Vierling Kersey, superintendent of Los Angeles city schools. He pointed out that the displays were so presented as to make clear the significance of the news to tomorrow's citizens, who as never before are in need of an intelligent and thorough knowledge of world events.

A prototype display board was originally designed and built in the KNX shops. It was set up in easel form, and contained an up-to-the-minute world map seven feet square covered by glass; a four-page digest of the news for the previous week; a complete schedule of all news programs heard over KNX; and a photographic display of CBS-KNX news bureau personnel. After inspection by Los Angeles school officials the use of the boards was unanimously approved and forty-two boards were ordered built by the schools themselves, and are now set up and in use.

Each week the news review is compiled and written by an authoritative CBS-KNX news analyst, with the assistance of the editors and writing staff. New panels of photographs will be issued to each school for posting every month. It has been estimated that one hundred thousand students a month use this visual news service, and school districts throughout the Pacific area are expected to follow the example set by KNX and the Los Angeles school system and utilize this new method of keeping students abreast of world developments.

the war and the important relation of AFRA members to the war effort, necessitated a convention to make adjustments and plans for carrying on through the war, and servicing the government's needs efficiently.

No agenda has yet been set up, though some problems are apparent. All phases of AFRA's tie-up with the war efforts will be handled. Matter of the transcription code will come up, because the union has just rejected the 10 per cent salary increase offered by the recorders. Several recommendations for constitutional changes are contemplated.

Garden Manuals

More than 6000 requests for the "Victory Gardens" manual have been received by Jesse Buffum, agricultural director of WEEI, Boston, since he offered the booklet on his "Farmer's Almanac of the Air" less than three weeks ago. In addition to individual requests, block orders have come from community groups.

More than 100 copies were requested by students of Lawrence (Mass.) High School's Botany Class.



WLS Food Campaign

An intensive campaign to step up production, conservation and distribution of food will be started by WLS, Chicago, and the Prairie Farmer, according to Burrige D. Butler, WLS president. M. Clifford Townsend, food distribution administrator and head of Agricultural Conservation and Adjustment Administration, will be a guest on the WLS "Dinnerbell Time" program on April 5, and Prentiss Brown, OPA chief, is expected to talk on April 13.

Await Decision Today Re Webs vs The FCC

(Continued from Page 1)

decision so that it will be a give and take matter.

Many basic moves proposed in the new regulations have been carried out by NBC such as divorcing itself from the Blue Network. Both NBC and CBS while they are prepared to carry out the terms of the new regulations should the high court uphold the FCC, are hopeful that nothing serious will happen to break up network broadcasting as now practiced. This hope is also shared by a great many affiliates who are supposed to benefit by the new rules should they go into effect.

However in the face of the fact that the worst could happen, plans have long been set up for any emergency. The FCC has postponed enforcement prior to its date for the new rules going into effect to await the court's decision if possible. Lower court which failed to pass on injunction proceedings brought by the networks involved sent the case to the Supreme Court more or less automatically.

**IN SCALING
the
HEIGHTS**
A WELL TRAINED CLIMBER
DOES BEST

To Give the Utmost in Service Each of Our Men
is Thoroughly Trained for His Job

**WEED
AND COMPANY**

RADIO STATION REPRESENTATIVES
NEW YORK • BOSTON • CHICAGO • DETROIT
SAN FRANCISCO • HOLLYWOOD

capable

BALTIMORE'S BLUE NETWORK
OUTLET

W C B M

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

Los Angeles

By JAC WILLEN

HARRY W. FLANNERY, CBS war commentator, took time off from his air summaries on April 4 to deliver an address to Immaculate Heart College students in Los Angeles on the kind of peace to expect after the war. Flannery got a close-up of the enemy by serving as CBS broadcaster in Germany during the early days of the war.

KFWB exclusively broadcast the welcoming ceremonies March 31, in honor of Mme. Chiang Kai-shek. Harry Maizlish, manager of KFWB, was on the reception committee. Neil Reagan, in charge of special events for the station, handled the announcing chores.

Harry Norwood, manager of the Merry Macs, is setting up a package air deal for his songster aggregation that should get more than one sponsor bid before the deal is closed for a fifteen minute tri-weekly or across-the-board package.

Nan Grey and her husband, Jockey Jackie Westrope, are expecting the stork's visit along about mid-April. Stork's visit will necessitate the beautiful Nan's withdrawal from her radio role as lead in "Those We Love."

Leonard L. Levinson of the Al Jolson-Monty Woolley show says "Nowaday when a man says he has a horse in the Derby, you don't know whether he means the Kentucky or Brown."

John Lake, "heavy" actor frequently heard in the "I Love a Mystery" dramas, has "died" 73 times in various episodes. In current episode, "The Bird in the Gilded Cage," Lake has already died three times under as many names!

Gunther Schmidt, one time radio actor but for the past two years a department supervisor at Universal Microphone Company, has been promoted to personnel manager.

Mirth and madness from coast-to-coast! After only one week on the air-planes, "Morning Madness," now christened "Mirth and Madness," switches from NBC's Pacific Coast network to the transcontinental chain. The half hour fun show, which features Jack Kirkwood, Tommy Harris and an all-star cast has been heard each morning at 9:30 a.m., PWT, Monday through Friday, from Radio City, San Francisco.

CBS news analyst Nelson Pringle has received a number of letters from school teachers throughout the west asking for copies of his recent broadcast describing a ride in an Army P-38 plane. The letters praise the picture-making qualities of Pringle's speech and ask permission to use it as an example to their students of word-painting.

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

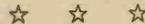


Memos Of An Innocent Bystander . . . !

● ● ● About two months ago, this column itemed that Irving Berlin was planning to bow out of the firm bearing his name. . . . reports reached us yesterday that Saul Bornstein just bought the late Max Winslow's interests in Irving Berlin, Inc. and that Irving Berlin's next score will definitely not be published by that firm. . . . Walter Gross, maestro of the "What's My Name?" program and CBS composer-conductor, will don a suit of khaki within a fortnight. . . . Paul Lavalie has selected Jimmy Blair to do the vocals on the "Basin Street Music" commercial for Woodbury's, Sundays, after the Winchellow-downs. . . . Jimmy should have been discovered at least two years ago. . . . Joe Rines, Blue Network maestro, is battling bronchial pneumonia. . . . John Gibbs is auditioning a new dramatic show today for a sponsor. . . . The Ted Bates people tried a new stunt recently. . . . in order to get authentic audience reaction to a new comedy show, they steered the "Can You Top This" audience right into another studio and put their show on for them. . . . understand the Mexican comedian, Poncho, who is featured, did a swell job, too. . . . At the Ascap meeting, Deems Taylor read the list of members now serving in the armed forces. . . . we assured Petty Officer, Third Class Bernard Malin, that his name was omitted only through an oversight. . . . Lawson Zerbe's swell emoting on the Prudential "Family Hour," Sundays over CBS, rates a hand.



● ● ● Newell-Emmett has mailed out 340,000 photos of Harry James in answer to requests resulting from free offer on Chesterfield CBS shows. . . . Victor Young suggested Ray Sinatra to the agency, and so, Ray's band auditioned with Jerry Lester for a new CBS program and may get the assignment. . . . Clarence Nash, the voice of Herman, the Duck, heard on the "Burns & Allen" show, has signed to make a series of lectures in the Fall. . . . there's a lad who makes a pretty penny by being a "quack" Kate Smith's April 16 show will be heard from the CBS-KNX studios on "Sunny" Sunset Boulevard. . . . Eight years ago, Jay Sims, "Your CBS World News Reporter," graduated from the Army Signal School at Fort Monmouth, N. J. and was assigned to Schofield Barracks in Hawaii. . . . an avowed radio enthusiast, Jay was given the job of improving the Army Radio System there and after building the world's largest "wired wireless" system, he took up radio as a career. . . . upon finishing his enlistment, he became announcer and program director for KGMB, Honolulu and from there went from station to station until eventually reaching the job he has now at CBS. . . . Jay is married and the father of a three-year old daughter and the new "draft" ruling may call him back to service. . . . sure would be a twist if, in the event he's drafted, he finds himself again, across the Blue Pacific.



● ● ● Marian Anderson, will do a repeat guest appearance, on the NBC "Telephone Hour," July 19. . . . Jan Peerce has signed for another 13 weeks to star on the "Celanese Hour" on CBS. . . . Dorothy Kirsten, San Carlo opera star, will be featured with Oscar Levant on the CBS "Coca-Cola" show, May 2. . . . The piano stool in Raymond Scott's "Jazz Laboratory" is now known as the "Hot Seat" and for a good reason. . . . Mel Powell, occupied it for a while and was called into the Army. . . . Sanford Gold took over, when Mel left and now he's wearing khaki. . . . Johnny Guarneri is not using that chair to tickle the ivories. . . . (draw your own conclusions). . . . "Lest We Forget" the 1943 annual Veterans of Foreign Wars Buddy Poppy day will be May 29. . . . Let every Radiolite wear a "Poppy."



—Remember Pearl Harbor—

Chicago

By FRANK BURKE

A woman took her place as "The Man Behind the Gun" yesterday when the Columbia network's war program and Peabody Award winner dramatized the courageous and heroic sacrifices of a little band of Army nurses during the terrible days in Bataan and Corregidor in the Philippines. It was heard in Chicago on WBBM at 9:30 p.m. Titled "The Rock," the popular name in Manila for Corregidor, the broadcast was given over completely to the work of the tireless lieutenants of the nursing corps.

"Citizens of Tomorrow," WGN youth program sponsored by the Chicago "Tribune," saluted the Waukegan Township High School of Waukegan, Ill., on yesterday's broadcast at 1 p.m., CWT. John W. Thalman for 19 years superintendent of the Waukegan school, was the principal speaker. This was the 95th broadcast of the program. Dick Enroth is the announcer and Jane Anderson the piano accompanist. The roles of "Jerry" and "Jimmy," two irrepressible high school students, are taken by Beryl Vaughn and Bob Jellison and the entire production is under the direction of Lewis James, WGN production chief.

Employees of the Service Dress Company, from the North and West sides of Chicago will take part in "Chicago's Own Brain Battle" from 6:30-7 p.m., CWT, on WBBM-CBS tonight. Announcers Cliff Johnson and Johnathan Cole act as masters of ceremonies. Score to date stands: South Side—12. North Side—9, and West Side—8.

The national significance of the Chicago mayoralty election tomorrow was brought to the Northwestern University Reviewing Stand in a discussion of the responsibilities of minority party in wartime, when the program was broadcast over WGN yesterday, from 11-11:30 a.m., CWT. Guests on the program were Werner W. Schroeder, Republican National Committeeman from Illinois; Maynard Krueger, National Chairman of the Socialist Party; Rollin B. Posey, Associate Professor of Political Science Northwestern University, and Barnard Hodes, corporation counsel of Chicago. James H. McBurney, dean of Northwestern School of Speech, acted as moderator.

WFOY Business Up

March sales at WFOY, St. Augustine, Fla., topped March 1942. It was the best month of the past 15 months with the exception of December, according to General Manager Allen Brown.

OPERATORS WANTED

Radio telephone FIRST or second class for transmitter duty. Write Station WMBO Auburn, N. Y.

OWI Radio Unit Memo in Pay For Gov't Time

(Continued from Page 1)

prepared to comment on the letter from George S. McGinley of N.Y. Kingston, N. Y., urging the purchase by the government of radio time at one-half the card rate. (See Radio DAILY, April 1).

NAB President, Neville Miller, who received McGinley's letter along with Adviser, Secretary Henry J. Morgenthau, Jr., of the Treasury and FCC Chairman James Lawrence Fly, indicated that the problem is one of importance mainly to small stations. "The small station problem," he said, "which includes consideration of the purchase of radio advertising by the government, is scheduled for thorough exploration at that NAB war conference, April 27-29, at the Palmer House in Chicago."

Don Stauffer, OWI Domestic Radio Chief, said the memo to the top OWI officials was planned before McGinley's letter came to his attention. It was inspired by protests from the West Coast concerning the Kaiser Shipyards' purchase of newspaper space to advertise for personnel. The card is financed entirely by government funds, the West Coast operators pointed out, so in effect, the newspapers are receiving government money for advertising, while radio has so far carried recruiting messages placed through government agencies without charge.

A protest on a similar matter was received also from WKFT, Wichita Falls, Texas, it was revealed by George Barnes, assistant to Elmer Davis. Some information from the past is still lacking for this memo, Stauffer said, but added that he expects to have it completed very shortly.

"It's a problem that radio has always had," said Stauffer, declaring that radio has always been more generous than the press in giving time for public service. He pointed out, however, that it was not OWI's function to try to sell radio time, but admitted that the problem had probably been in mind when the radio bureau provided for local sponsorship of its unscribed "Uncle Sam" series. He was not with the bureau at that time, he said, and was not entirely familiar with the background of the decision,

Stress Training Of Women At NBC-N. U. 1943 Course

(Continued from Page 1)

manager of the network's central division. The Institute will be held from June 21 through July 31.

Enrollment at this year's institute again will be limited to 100 selected men and women who show special aptitude for the broadcasting arts. The courses to be offered will carry full university credit and all applicants must be eligible for general admission to the university.

The faculty, comprised of six NBC and two Northwestern University staff members, will teach courses in public service programs, announcing, acting continuity, dramatic writing, directing and control room technique. Classes will be held on the Northwestern campus, while laboratory work will be conducted at the NBC Chicago studios in the Merchandise Mart.

Judith Waller, Co-director of the Institute and public service director for the NBC central division, will teach the course in public service programs. William Kephart, chief of announcers for the NBC central division, and Louis Crews, of the school of speech of Northwestern University, will teach the course in announcing. Arthur Jacobson, of NBC central division production staff, will teach radio acting and Martin Manater, also of the production staff, will teach the advanced course of problems in radio acting.

Crews will teach continuity writing and the advanced course in dramatic writing. Charles C. Urquhart, production director of the NBC central division, will teach directing techniques and Beverly F. Fredendall, NBC central division transmission engineer, will teach control room technique which, in common with the other courses, will be open to women as well as men.

This represents an increase of three in the number of courses to be offered in 1943 with a proportionate increase in the faculty. Further inquiries concerning the Institute as well as requests for application blanks should be directed to Albert F. Crews, director Summer Radio Institute, School of Speech, Northwestern University, Evanston, Ill.

but he surmised that local sponsorship was allowed in order to effect a possible compromise solution.

This week will see Senator Bankhead of Alabama entering a bill to provide between 25 and 30 million dollars for paid War Bond advertising by the Treasury. Senator Bankhead absolutely refused comment, declaring that the bill was not yet in final shape, and indicating displeasure that advance reports concerning it had been published. He refused to say whether any provision for radio to receive a part of these funds was included. Senator Willis of Indiana, with whom Bankhead has discussed the matter, said Friday that he was seeking some means whereby the government could, without compromising the editorial policies of newspapers, pay publishers to bring its messages before the people.



FULTON LEWIS, JR. IS DEEP IN THE HEARTS OF TEXANS

Indicative of the widespread popularity of Mutual's Commentator on Political Affairs was the invitation he received to speak before a special joint session of the Texas State Legislature. A resolution was adopted that the usual custom of not meeting on Friday or Saturday be dispensed with in order that Lewis could be heard.

All over the country Fulton Lewis, Jr.'s informative, authoritative style has made friends for himself . . . and sales for his sponsors.

NOW AVAILABLE FOR SPONSORSHIP IN YOUR CITY

... a feature that means immediate results for any sponsor (Fulton Lewis, Jr., is sponsored on 147 Mutual stations by 96 advertisers). You can sell him at your one time quarter hour rate per week. Wire, phone or write WILLIAM B. DOLPH, WOL, WASHINGTON, D. C.

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

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



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Station Reps See Biz Well Ahead Of Last Year

(Continued from Page 1)

that business is ten per cent ahead of 1942 so far. However, he hesitated to make any quota predictions because of the uncertainty of conditions, despite the fact that some wartime developments and problems favored radio over other advertising media. Joe Weed, of Weed & Company, observed an increase in religious advertising, and confirmed the consensus that spot advertising is doing more than holding its own against last year's levels. Other station representatives were more optimistic as to the coming season and felt business would definitely forge ahead of last year.

Bell Telephone Renews Show On Full NBC Web

(Continued from Page 1)

NBC debut, April 29, 1940, and has been broadcast continuously since that time. The half-hour program each Monday at 9:00 p.m., EWT, presents a symphonic orchestra under the direction of Donald Voorhees, assisted by guest soloists. N. W. Ayer & Son, Inc., placed the account.

KSD Renews AFRA Pact

Contract covering actors, singers and announcers at KSD, St. Louis, has just been renewed again and ratified by the national board of directors of AFRA.

ized the appearance of children under 16 on radio programs, and the Duryea-Hults measure which sought to define libel on the air and to establish penalties for it. The bill to impose a tax of 10 cents on persons attending a radio broadcast also failed of passage.

Business of WEAH during the first quarter of this year is revealed to have risen 48 per cent; Pepsi-Cola renewed its spot campaign on WABC; Manhattan Soap Co. of New York bought time on six Pacific Coast outlets of NBC; Blue Ribbon Books, of New York, signed for spots and programs on 236 stations for its "Successful Farming," and KMYR, Denver, and KFBC, Cheyenne, contracted for remotes carrying the play-by-play description of the NCAA basketball games from Madison Square Garden.

Douglas W. Meserve resigned as assistant chief of the OWI Domestic Radio Bureau... Bert Prager, radio director of Donahue & Co., relinquished his post with the agency... Don Searle was named general manager of KGO, Blue Network outlet in San Francisco and Lawrence Hasbrouck was appointed a member of the national spot sales staff of the Blue Network.

Williams Testing "Nero" Over New England Web

(Continued from Page 1)

Brown. Santos Ortego will play the leading role of Nero Wolfe, and the secondary lead, Archie, will be taken by Everett Sloan.

The program will be heard over WJJR, Providence; WCSH, Portland, Me.; WTIC, Hartford, and WLBZ, Bangor, Wednesday, April 7, at 7:30 to 8:00, and from WBZ, Boston, April 10, at 6:30 and each following Saturday. J. Walter Thompson Advertising Agency of New York City is handling the account.

UP Extends "Soldiers"

UP has extended for an additional 13 weeks its transcribed program "Soldiers of the Press," making available a total of 39 weekly episodes. The shows are a bonus feature of UP service.



"Hmph! And WFDF, Flint, Michigan, says communications are essential!"

COMING and GOING

FRAZIER HUNT spent the week-end in Washington, D. C., and broadcast his General Electric program from WJSV, Capital CBS which today changes its call letters to WT...

C. P. "PETE" YAEGER, commercial program manager of the Blue Network, returns from a quick trip to Hollywood.

BOB HOPE goes to San Diego tomorrow air his NBC show from the U. S. Navy hospital in that city.

A. D. WILLARD, JR., general manager WBT, Columbia affiliate in Charlotte, N. C. back at the home offices following a short trip to New York. ROYAL E. PENNY, sales manager of the station, spent a few days Atlanta last week.

LT. ALLAN HENDERSON, former member NBC's engineering department and now officer in the Air Corps, was back in New York on Friday and paid a call at Rockefeller Center.

AL W. MARLIN, general manager of WMA Springfield, who spent the major portion of the week in town, left Friday for Massachusetts.

JOHN McKAY, manager of NBC press department, in Washington in expectation of the Supreme Court decision being handed down today.

DON LANGAN, of Newell-Emmett, left yesterday for Chicago to supervise the Harry Jam program which will originate at the Civic Opera House tomorrow. The band will broadcast from that point also on April 8, 13 and 15.

HARRY H. HOESSLY, sales manager of WHN Columbus, Ohio, in Chicago today as part of trip on general business.

W. C. GROVE, station manager of KFB Cheyenne, Wyo., who has been in New York conferring with the local reps, left for home on Friday with a stop scheduled en route Washington, D. C.

M. F. ALLISON, promotion manager of WLW is back in Cincinnati after having attended the New York meetings of the NAB Retail Promotion Committee.

PARKS JOHNSON and WARREN HULL today are at an unnamed flying field where they will interview aviators and mechanics as feature of their "Vox Pop" program over CBS.

C. W. "CHUCK" MYERS, who spent a few days here recently, is back at the home office. He is president and station manager of KOL Portland, Ore.

K. K. HACKATHORN, sales manager WHK, Cleveland, was in town late last week for conferences with the New York representatives of the station.

Stork News

Tiny Ruffner, number one emcee of the WHN, N. Y., "Gloom Dodger" has just become the father of a baby girl weighing seven pounds.

★ 77%

of the evening AUDIENCE

(from N.B.C.'S "Tale of 412 Cities")

WTAG WORCESTER

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

AFRA Refuses Offer Of 10% ET Increase

(Continued from Page 1)

organization among the transcription companies. Indications that the orders will be faced with demands rates approaching the live rates fall are not remote, though subject will likely get a good showing at the AFRA convention in Chicago this summer.

No Disk Co. Planning

Bargaining technique on the part of the ET companies in these negotiations with AFRA is said to reflect lack of thorough planning and in-into the broad issues involved. That only a representative group of firms attended the confabs was important in that the group had no quality on those who did participate. Therefore the bargaining front of the employers was solid or united.

AFRA had asked for 10 per cent at the start, and the trade counter-proposed with a 5 per cent. AFRA turned this down, whereupon AFRA having then realized that AFRA's long point of view was to be in parity between live and transcription rates, reoffered AFRA the 10 per cent. Critics hold that a little of the handwriting on the wall was a little too late to do any at this time.

Showing importance of transcription in radio, and its predicted specification and greater use post-war have been factors influencing AFRA, in addition to legal and contractual technicalities which have been. AFRA had wanted to keep expiration date of all its contracts firm, so that its own bargaining would have no leaks post-war in the no-strike promises are made. However, the possibilities of obtaining better ET rates this year, together with obtaining other revisions the union has been noting ever since the contract began operating, weighed the former arguments, and at Thursday's National Board meeting, the decision to refuse the 10 per cent was made final. Board's decision coincides with that of the majority of local boards which were decided out on the proposition.

Convention August 28-9

Decision to hold its annual convention this year was reached by the national board of AFRA at its last meeting, Thursday. Confab has been scheduled for Chicago, August 28-29. Last year, the union by a constitutional referendum, cancelled the session, in deference to the results of the ODT.

It, however, that the impact of

WARTIME PROMOTION

High School Promotion

Visual news for thousands of teenage "news consumers," supplementing audio news, is the latest service of the CBS-KNX News Bureau. Now on display in some forty senior and junior high schools of Los Angeles, where they are used and consulted daily by thousands of students, are specially built display boards featuring weekly digests of world events illustrated by a detailed world map, created by Fox Case, head of the news department of the Columbia Pacific Network.

This new idea in the presentation of world events, designed as a public service to assist the schools during this period when news developments occur with lightning speed, was enthusiastically praised by Dr. Vierling Kersey, superintendent of Los Angeles city schools. He pointed out that the displays were so presented as to make clear the significance of the news to tomorrow's citizens, who as never before are in need of an intelligent and thorough knowledge of world events.

A prototype display board was originally designed and built in the KNX shops. It was set up in easel form, and contained an up-to-the-minute world map seven feet square covered by glass; a four-page digest of the news for the previous week; a complete schedule of all news programs heard over KNX; and a photographic display of CBS-KNX news bureau personnel. After inspection by Los Angeles school officials the use of the boards was unanimously approved and forty-two boards were ordered built by the schools themselves, and are now set up and in use.

Each week the news review is compiled and written by an authoritative CBS-KNX news analyst, with the assistance of the editors and writing staff. New panels of photographs will be issued to each school for posting every month. It has been estimated that one hundred thousand students a month use this visual news service, and school districts throughout the Pacific area are expected to follow the example set by KNX and the Los Angeles school system and utilize this new method of keeping students abreast of world developments.

the war and the important relation of AFRA members to the war effort, necessitated a convention to make adjustments and plans for carrying on through the war, and servicing the government's needs efficiently.

No agenda has yet been set up, though some problems are apparent. All phases of AFRA's tie-up with the war efforts will be handled. Matter of the transcription code will come up, because the union has just rejected the 10 per cent salary increase offered by the recorders. Several recommendations for constitutional changes are contemplated.

Garden Manuals

More than 6000 requests for the "Victory Gardens" manual have been received by Jesse Buffum, agricultural director of WEEI, Boston, since he offered the booklet on his "Farmer's Almanac of the Air" less than three weeks ago. In addition to individual requests, block orders have come from community groups.

More than 100 copies were requested by students of Lawrence (Mass.) High School's Botany Class.



WLS Food Campaign

An intensive campaign to step up production, conservation and distribution of food will be started by WLS, Chicago, and the Prairie Farmer, according to Burrage D. Butler, WLS president. M. Clifford Townsend, food distribution administrator and head of Agricultural Conservation and Adjustment Administration, will be a guest on the WLS "Dinnerbell Time" program on April 5, and Prentiss Brown, OPA chief, is expected to talk on April 13.

Await Decision Today Re Webs vs The FCC

(Continued from Page 1)

decision so that it will be a give and take matter.

Many basic moves proposed in the new regulations have been carried out by NBC such as divorcing itself from the Blue Network. Both NBC and CBS while they are prepared to carry out the terms of the new regulations should the high court uphold the FCC, are hopeful that nothing serious will happen to break up network broadcasting as now practiced. This hope is also shared by a great many affiliates who are supposed to benefit by the new rules should they go into effect.

However in the face of the fact that the worst could happen, plans have long been set up for any emergency. The FCC has postponed enforcement prior to its date for the new rules going into effect to await the court's decision if possible. Lower court which failed to pass on injunction proceedings brought by the networks involved sent the case to the Supreme Court more or less automatically.

IN SCALING the HEIGHTS

A WELL TRAINED CLIMBER
DOES BEST

To Give the Utmost in Service Each of Our Men
is Thoroughly Trained for His Job

WEED AND COMPANY

RADIO STATION REPRESENTATIVES

NEW YORK • BOSTON • CHICAGO • DETROIT
SAN FRANCISCO • HOLLYWOOD

capable

ALTIMORE'S BLUE NETWORK
OUTLET

W C B M

Local Representatives:
HOT SALES, INC. • New York • Chicago • San Francisco

Los Angeles

By JAC WILLEN

HARRY W. FLANNERY, CBS war commentator, took time off from his air summaries on April 4 to deliver an address to Immaculate Heart College students in Los Angeles on the kind of peace to expect after the war. Flannery got a close-up of the enemy by serving as CBS broadcaster in Germany during the early days of the war.

KFWB exclusively broadcast the welcoming ceremonies March 31, in honor of Mme. Chiang Kai-shek. Harry Maizlish, manager of KFWB, was on the reception committee. Neil Reagan, in charge of special events for the station, handled the announcing chores.

Harry Norwood, manager of the Merry Macs, is setting up a package air deal for his songster aggregation that should get more than one sponsor bid before the deal is closed for a fifteen minute tri-weekly or across-the-board package.

Nan Grey and her husband, Jockey Jackie Westrope, are expecting the stork's visit along about mid-April. Stork's visit will necessitate the beautiful Nan's withdrawal from her radio role as lead in "Those We Love."

Leonard L. Levinson of the Al Johnson-Monty Woolley show says "Nowaday when a man says he has a horse in the Derby, you don't know whether he means the Kentucky or Brown."

John Lake, "heavy" actor frequently heard in the "I Love a Mystery" dramas, has "died" 73 times in various episodes. In current episode, "The Bird in the Gilded Cage," Lake has already died three times under as many names!

Gunther Schmidt, one time radio actor but for the past two years a department supervisor at Universal Microphone Company, has been promoted to personnel manager.

Mirth and madness from coast-to-coast! After only one week on the air-planes, "Morning Madness," now christened "Mirth and Madness," switches from NBC's Pacific Coast network to the transcontinental chain. The half hour fun show, which features Jack Kirkwood, Tommy Harris and an all-star cast has been heard each morning at 9:30 a.m., PWT, Monday through Friday, from Radio City, San Francisco.

CBS news analyst Nelson Pringle has received a number of letters from school teachers throughout the west asking for copies of his recent broadcast describing a ride in an Army P-38 plane. The letters praise the picture-making qualities of Pringle's speech and ask permission to use it as an example to their students of word-painting.

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

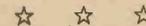


Memos Of An Innocent Bystander . . . !

● ● ● About two months ago, this column itemed that Irving Berlin was planning to bow out of the firm bearing his name . . . reports reached us yesterday that Saul Bornstein just bought the late Max Winslow's interests in Irving Berlin, Inc. and that Irving Berlin's next score will definitely not be published by that firm . . . Walter Gross, maestro of the "What's My Name?" program and CBS composer-conductor, will don a suit of khaki within a fortnight . . . Paul Lavallo has selected Jimmy Blair to do the vocals on the "Basin Street Music" commercial for Woodbury's, Sundays, after the Winchellow-downs . . . Jimmy should have been discovered at least two years ago . . . Joe Rines, Blue Network maestro, is battling bronchial pneumonia . . . John Gibbs is auditioning a new dramatic show today for a sponsor . . . The Ted Bates people tried a new stunt recently . . . in order to get authentic audience reaction to a new comedy show, they steered the "Can You Top This" audience right into another studio and put their show on for them . . . understand the Mexican comedian, Poncho, who is featured, did a swell job, too . . . At the Ascapi meeting, Deems Taylor read the list of members now serving in the armed forces . . . we assured Petty Officer, Third Class Bernard Maltin, that his name was omitted only through an oversight . . . Lawson Zerbe's swell emoting on the Prudential "Family Hour," Sundays over CBS, rates a hand.



● ● ● Newell-Emmett has mailed out 340,000 photos of Harry James in answer to requests resulting from free offer on Chesterfield CBS shows . . . Victor Young suggested Ray Sinatra to the agency, and so, Ray's band auditioned with Jerry Lester for a new CBS program and may get the assignment . . . Clarence Nash, the voice of Herman, the Duck, heard on the "Burns & Allen" show, has signed to make a series of lectures in the Fall . . . there's a lad who makes a pretty penny by being a "quack" . . . Kate Smith's April 16 show will be heard from the CBS-KNX studios on "Sunny" Sunset Boulevard . . . Eight years ago, Jay Sims, "Your CBS World News Reporter," graduated from the Army Signal School at Fort Monmouth, N. J. and was assigned to Schofield Barracks in Hawaii . . . an avowed radio enthusiast, Jay was given the job of improving the Army Radio System there and after building the world's largest "wired wireless" system, he took up radio as a career . . . upon finishing his enlistment, he became announcer and program director for KGMB, Honolulu and from there went from station to station until eventually reaching the job he has now at CBS . . . Jay is married and the father of a three-year old daughter and the new "draft" ruling may call him back to service . . . sure would be a twist if, in the event he's drafted, he finds himself again, across the Blue Pacific.



● ● ● Marian Anderson, will do a repeat guest appearance, on the NBC "Telephone Hour," July 19 . . . Jan Peerce has signed for another 13 weeks to star on the "Celanese Hour" on CBS . . . Dorothy Kirsten, San Carlo opera star, will be featured with Oscar Levant on the CBS "Coca-Cola" show, May 2 . . . The piano stool in Raymond Scott's "Jazz Laboratory" is now known as the "Hot Seat" . . . and for a good reason . . . Mel Powell, occupied it for a while and was called into the Army . . . Sanford Gold took over, when Mel left and now he's wearing khaki . . . Johnny Guarnieri is not using that chair to tickle the ivories . . . (draw your own conclusions) . . . "Lest We Forget" the 1943 annual Veterans of Foreign Wars Buddy Poppy day will be May 29 . . . Let every Radiolite wear a "Poppy."



Remember Pearl Harbor

Chicago

By FRANK BURKE

A woman took her place as "The Man Behind the Gun" yesterday when the Columbia network's war program and Peabody Award winner dramatized the courageous and her sacrifices of a little band of Army nurses during the terrible days of Bataan and Corregidor in the Philippines. It was heard in Chicago on WBBM at 9:30 p.m. Titled "The Rock," the popular name in Manila for Corregidor, the broadcast was given over completely to the work of the tireless lieutenants of the nursing corps.

"Citizens of Tomorrow," WGN youth program sponsored by the Chicago "Tribune," saluted the Waukegan Township High School of Waukegan, Ill., on yesterday's broadcast at 1 p.m., CWT. John W. Thalman for 19 years superintendent of the Waukegan school, was the principal speaker. This was the 95th broadcast of the program. Dick Enroth is the announcer and Jane Anderson the piano accompanist. The roles "Jerry" and "Jimmy," two irrepressible high school students, are taken by Beryl Vaughn and Bob Jellison and the entire production is under the direction of Lewis James, WGN production chief.

Employees of the Service Dress Company, from the North and West sides of Chicago will take part in "Chicago's Own Brain Battle" from 6:30-7 p.m., CWT, on WBBM-CBS tonight. Announcers Cliff Johnson and Johnathan Cole act as masters of ceremonies. Score to date stands: South Side—12, North Side—9, and West Side—8.

The national significance of the Chicago mayoralty election tomorrow was brought to the Northwestern University Reviewing Stand in a discussion of the responsibilities of minority party in wartime, when the program was broadcast over WGN yesterday, from 11-11:30 a.m., CWT. Guests on the program were Wern W. Schroeder, Republican National Committeeman from Illinois; Maynard Krueger, National Chairman of the Socialist Party; Rollin B. Posey, Associate Professor of Political Science Northwestern University, and Barne Hodes, corporation counsel of Chicago. James H. McBurney, dean of the Northwestern School of Speech, acted as moderator.

WFOY Business Up

March sales at WFOY, St. Augustine, Fla., topped March 1942. It was the best month of the past 15 with exception of December, according to General Manager Allen Brown.

OPERATORS WANTED

Radio telephone FIRST or second class for transmitter duty. Write Station WMBO Auburn, N. Y.

OWI Radio Unit Memo in Pay For Gov't Time

(Continued from Page 1)

prepared to comment on the letter from George S. McGinley of KNY, Kingston, N. Y., urging the purchase by the government of radio time at one-half the card rate. (See Radio Daily, April 1).

NAB President, Neville Miller, who received McGinley's letter along with Davis, Secretary Henry J. Morgenthau, Jr., of the Treasury and FCC Chairman James Lawrence Fly, implied that the problem is one of importance mainly to small stations. "The small station problem," he said, which includes consideration of the purchase of radio advertising by the government, is scheduled for thorough exploration at that NAB war conference, April 27-29, at the Palmer House in Chicago."

Don Stauffer, OWI Domestic Radio Chief, said the memo to the top OWI officials was planned before McGinley's letter came to his attention. It was inspired by protests from the West Coast concerning the Kaiser shipyards' purchase of newspaper space to advertise for personnel. The card is financed entirely by government funds, the West Coast operators pointed out, so in effect, the newspapers are receiving government money for advertising, while radio has so carried recruiting messages placed through government agencies without charge.

A protest on a similar matter was received also from WKFT, Wichita Falls, Texas, it was revealed by George Barnes, assistant to Elmer Davis. Some information from the past is still lacking for this memo, Stauffer said, but added that he expects to have it completed very shortly.

"It's a problem that radio has always had," said Stauffer, declaring that radio has always been more generous than the press in giving time for public service. He pointed out, however, that it was not OWI's function to try to sell radio time, but admitted that the problem had probably been in mind when the radio bureau provided for local sponsorship of its "Uncle Sam" series. He was not with the bureau at that time, he said, and was not entirely familiar with the background of the decision,

Stress Training Of Women At NBC-N. U. 1943 Course

(Continued from Page 1)

manager of the network's central division. The Institute will be held from June 21 through July 31.

Enrollment at this year's institute again will be limited to 100 selected men and women who show special aptitude for the broadcasting arts. The courses to be offered will carry full university credit and all applicants must be eligible for general admission to the university.

The faculty, comprised of six NBC and two Northwestern University staff members, will teach courses in public service programs, announcing, acting continuity, dramatic writing, directing and control room technique. Classes will be held on the Northwestern campus, while laboratory work will be conducted at the NBC Chicago studios in the Merchandise Mart.

Judith Waller, Co-director of the Institute and public service director for the NBC central division, will teach the course in public service programs. William Kephart, chief of announcers for the NBC central division, and Louis Crews, of the school of speech of Northwestern University, will teach the course in announcing. Arthur Jacobson, of NBC central division production staff, will teach radio acting and Martin Manater, also of the production staff, will teach the advanced course of problems in radio acting.

Crews will teach continuity writing and the advanced course in dramatic writing. Charles C. Urquhart, production director of the NBC central division, will teach directing techniques and Beverly F. Fredendall, NBC central division transmission engineer, will teach control room technique which, in common with the other courses, will be open to women as well as men.

This represents an increase of three in the number of courses to be offered in 1943 with a proportionate increase in the faculty. Further inquiries concerning the Institute as well as requests for application blanks should be directed to Albert F. Crews, director Summer Radio Institute, School of Speech, Northwestern University, Evanston, Ill.

but he surmised that local sponsorship was allowed in order to effect a possible compromise solution.

This week will see Senator Bankhead of Alabama entering a bill to provide between 25 and 30 million dollars for paid War Bond advertising by the Treasury. Senator Bankhead absolutely refused comment, declaring that the bill was not yet in final shape, and indicating displeasure that advance reports concerning it had been published. He refused to say whether any provision for radio to receive a part of these funds was included. Senator Willis of Indiana, with whom Bankhead has discussed the matter, said Friday that he was seeking some means whereby the government could, without compromising the editorial policies of newspapers, pay publishers to bring its messages before the people.



FULTON LEWIS, JR. IS DEEP IN THE HEARTS OF TEXANS

Indicative of the widespread popularity of Mutual's Commentator on Political Affairs was the invitation he received to speak before a special joint session of the Texas State Legislature. A resolution was adopted that the usual custom of not meeting on Friday or Saturday be dispensed with in order that Lewis could be heard.

All over the country Fulton Lewis, Jr.'s informative, authoritative style has made friends for himself . . . and sales for his sponsors.

**NOW AVAILABLE FOR
SPONSORSHIP IN YOUR CITY**

. . . a feature that means immediate results for any sponsor (Fulton Lewis, Jr., is sponsored on 147 Mutual stations by 96 advertisers). You can sell him at your one time quarter hour rate per week. Wire, phone or write WILLIAM B. DOLPH, WOL, WASHINGTON, D. C.

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

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

PROGRAM REVIEWS

"Doc Savage"

Doc Savage, as Superman and the Shadow, is an omnipresent character in this series. By virtue of the light of the sacred ruby (Young and Old should go for that), Doc revenges foul play, and metes out justice. Wednesday 8:03-8:30 on WMCA, Doc used his powers to annihilate two fiendish insectologists who, by breeding monster termites, hoped to destroy the human race. The script by Garrett Hollihan, was entitled, "The Insect Menace."

As a supernatural thriller, the play met requirements. Its soft spots might be repaired easily. One concerned the juvenile character who never was quite solid or convincing. Both script and performance there had a touch of the stagey. The girl friend, Myrtle, a gum-chewing light-weight, might have had her lot better defined. The role did not contribute to the suspense, nor was it oasis of interest of any kind. In contrast, however, the portrayals of the Professor and his wife, were clear, consistent, and believable.

Despite a tendency to indulge in circumstantiality and to resort to a loose bromidic tapering off after the climax, the play bore an enticing tenseness which lingered even after the end.

Audience Coverage Index To Add 3-Week Song Trend

The second column of the Audience Coverage Index Report, showing a song's ACI for the preceding week, has been omitted and will be replaced shortly by the Audience Trend Index, ATI, the average of the ACI which a song receives for three successive weeks.

After experimentation with several methods, this has been found to be much sounder as an indication of audience trend than merely the comparison of the two ACI's.

After three weeks have elapsed to set up the average, this column will appear beside that of the weekly ACI.

FCC Postpones Hearing On WALB's Application

Washington Bureau, RADIO DAILY
Washington — The FCC announced Friday that it has granted another two-week suspension in the hearings on the application of WALB, Albany, Ga. for license renewal, frequency shift and transfer of the license from the Albany Herald Publishing Co. to the Albany Herald Broadcasting Co. After several previous postponements, the hearing was set for today in Atlanta.

Joins WOR Sales

Emdon Fritz has joined the Sales Department of WOR as an account executive.

NETWORK SONG FAVORITES

This weekly survey is based on the copyrighted Audience Coverage Index report of the Office of Research—Radio Division, covering the period of March 25-31 inclusive. The survey provides a scientific index of the relative extent to which these popular songs have been heard by a nation-wide sample of radio audiences.

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

The higher the song's ACI figure for the week, the more it has been heard by radio audiences. Current radio favorites from the American repertoire of popular music are segregated and presented as "Favorite Standards of the Week."

SONG TITLE	PUBLISHER	Audience Coverage Index
That Old Black Magic (Famous)		1773
I've Heard That Song Before (Mayfair)		1573
You'd Be So Nice To Come Home To (Chappell)		1324
Taking A Chance On Love (Feist)		1098
Don't Get Around Much Anymore (Robbins)		1093
Brazil (Southern)		1054
As Time Goes By (Harms)		1049
Hey, Good-Lookin' (Chappell)		902
It Can't Be Wrong (Harms)		878
Moonlight Becomes You (Famous)		805
For Me And My Gal (Mills)		802
Let's Get Lost (Paramount)		780
There Are Such Things (Yankee)		662
There's A Ray Of Sunshine (Lincoln)		576
What's The Good Word, Mr. Bluebird? (Berlin)		551
I Just Kissed Your Picture Goodnight (Crawford)		542
There's A Harbor Of Dream Boats (Shapiro-Bernstein)		536
My Dream Of Tomorrow (Santly-Joy)		415
This Is The Army, Mr. Jones (Army)		334
Comin' In On A Wing And A Prayer (Robbins)		318
Johnny Zero (Santly-Joy)		305
You'll Never Know (Bregman-Vocco-Conn)		301
Don't Cry (National)		287
Moonlight Mood (Robbins)		284
It's Always You (Famous)		269
It Started All Over Again (Embassy)		265
This Day (Jewel)		262
I Had The Craziest Dream (Bregman-Vocco-Conn)		253
"Murder," He Says (Paramount)		229
Take It From There (Miller)		227
I Don't Believe In Rumors (Broadcast Music)		226
We Mustn't Say Goodbye (Morris)		223
Savin' Myself For Bill (Chappell)		215
Canteen Bounce (E. B. Marks)		213
I Never Mention Your Name (Berlin)		209
Why Don't You Fall In Love With Me? (Harms)		197
Giddap Mule (Advanced)		195
Wait For Me Mary (Remick)		194
Could It Be You (Chappell)		180
Weep No More My Lady (Dorsey)		174
Right Kind Of Love (Witmark)		171
My Heart And I Decided (Warock)		166
Slender, Tender And Tall (Leeds)		158
Can't Get Out Of This Mood (Southern)		157
Never A Day Goes By (Miller)		154
Touch Of Texas (Southern)		141
That's My Affair (Leeds)		131
Why Don't You Do Right (Mayfair)		126
Three Dreams (Remick)		125
Change Of Heart (Southern) (Tied with)		123
Old Man Romance (Witmark)		123

(Continued on Page 7)

AGENCIES

DAVID R. FENWICK, associated for the past two years with Eugene F. Rouse & Company, Los Angeles, as radio director and account executive, has joined the firm of Lockwood-Shackelford Advertising Agency, of that city, in a similar capacity.

YOUNG & RUBICAM will handle the advertising of the Smaller War Plants Corporation.

QUAKER OATS CO., through Sherman & Marquette, plans to revive its "Shot From Guns" theme in its advertising. The slogan was first used in the early part of this century.

GENE FLACK, public and trade relations counsel of the Loose-Wiles Biscuit Company, will be the principal speaker at the weekly luncheon meeting of the Sales Executives Club which will be held tomorrow at the Hotel Roosevelt.

MOSER & COTINS, New York, has been appointed to handle the advertising accounts of Roger Gallet, soap, perfumery and cosmetic manufacturer, an dthe Worthington Pump and Machinery Corporation, of Harrison, N. J.

SAYRE M. RAMSDELL ASSOCIATES, INC., Philadelphia, announces the addition to its staff of William B. Pennebaker, formerly with Campbell-Ewald and the United States Rubber Company.

See Few Shows Leaving For Summer 'Vacations'

Fewer advertisers will drop off the networks for a summer leave this year, according to network reports which view optimistically the fact that fewer clients have given the networks such notice thus far. Held that by this time every year, the nets had a pretty good idea of which sponsors were planning to go off completely and which would use summer replacements or hold on to the same production.

Though sales departments and agencies would not make official statements, it was reported that General Foods Corp. would drop out with the "Aldrich Family" after another four weeks on NBC. Reports that Edgar Bergen would wind up for Chase & Sanborn on NBC at the end of May remain reports. On the Blue, Bristol-Myers is contemplating a replacement for "Duffy's Tavern," and will probably settle on one of the current sustainers. Sales and program heads at both NBC and the Blue expressed satisfaction with possibilities of more sponsors running through the summer without interruption.

At CBS, shows and sponsors taking a summer hiatus will probably be the same as heretofore, it was opined, though more concrete data will shape up in the near future.

Mutual Meetings Set For Chicago, April 26

(Continued from Page 1)

der way on Tuesday. Both the stockholders and the board of directors will meet early in the day, the former in the morning and latter in the afternoon and about 150 MBS "independent" affiliates are expected to show up on hand to meet the new Mutual president for the first time, Miller McClintock.

The affiliates will gather about 8:40 a. m. and will get a preview of Mutual's kodachrome film with sound. This will be the presentation which the network will show to agencies selling next season's business, both summer and fall.

As previously stated by Mutual, while there is a possibility of Mutual joining the NAB, it will not take place until some time after the NAB convention, should such a decision be decided upon.

Kasper-Gordon Disks Report New Subscribers

Kasper-Gordon, Inc., Boston, reports new sponsors and subscribers of its syndicated transcribed programs, they include:

"Today's Fur Fact," KDYL, Salt Lake City, Utah; WMAZ, Macon, Ga.; WJIG, Greensboro, N. C.; Warner's Records, Binghamton, N. Y. "Fur Storage Shorts," WLVA, Lynchburg, W. Va.; Parisian Fur Shop, Baton Rouge, La.; WLPN, Norfolk, Va.; WIBC, Indianapolis, Ind.; WMAZ, Macon, Ga.; WHYN, Holyoke, Mass.

"Songs of Cheer and Comfort," Hoffman Mortuary, Denver, Col. (MYR); Feffer Jewelry Company, Columbus, Ga. (WRBL); Dr. E. Lee Bennett, Optometrist, Nashville, Tenn. (LAC); Grimshaw Mortuary, Phoenix, Ariz. (KOY); Bowman's Bakery, Anoke, Va. (WDBJ); WHJB, Greensburg, Pa.; WQAM, Miami, Fla. Dan Dunn, Secret Operative No. 1, Royal Crown Cola, Birmingham, Ala. (WAPI).

"One I'll Never Forget," sports, Marvin Men's Clothing, Indianapolis, Ind. (WISH); Oconto Brewing, Green Bay, Wis. (WTAQ).

"Seeing Is Believing," optometry, WAC, Johnstown, Pa.; KIT, Yakima, Wash.

"Bread Time Stories," WJBO, Baton Rouge, La.; WSOO, Sault Ste. Marie, Mich.

"Jewelry Jingles," KIT, Yakima, Wash., and Gamler's Jewelers, Buffalo, N. Y.

"Doctors Courageous"

Hollywood—Grace Gibson Radio Productions has sold "Doctors Courageous," a 52-transcribed quarter hour show, to Joseph Maxfield Advertising agency, Providence, R. I., Blanding Drug Co., over WPRO; Raymond Keane Advertising Agency, Denver, for Republic Drug Co., over WJBO; WJBO, Baton Rouge, La., for Double Drug Co.; WSSR, Stamford, Conn., for a local drug company.

NETWORK SONG FAVORITES

(Continued from Page 6)

FAVORITE STANDARDS OF THE WEEK

SONG TITLE	PUBLISHER OR COPYRIGHT OWNER	ACI
All The Things You Are (Chappell)		406
Exactly Like You (Shapiro-Bernstein)		238
Embraceable You (Harms)		148
Summertime (Chappell)		127
Tea For Two (Harms)		105
Song Of The Islands (E. B. Marks)		98
Begin The Beguine (Harms)		89
Star Dust (Mills)		84
PATRIOTIC		
Army Air Corps (Fischer)		410
Anchors Aweigh (Robbins)		322

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

RCA Preferred Dividend; "B" Stock Being Redeemed

(Continued from Page 1)

of Directors, and announced by David Sarnoff, president.

The dividend on the First Preferred Stock is 87½ cents per share for the period from April 1, 1943 to June 30, 1943, and will be paid on July 1, 1943 to stockholders of record at the close of business June 11, 1943.

The directors also voted to redeem on July 1, 1943, all outstanding "B" Preferred Stock of RCA, at \$100 per share and accrued dividends to the redemption date, a total of \$101.25 per share, Sarnoff stated.

The 11,891 shares of "B" Preferred Stock now outstanding are the balance (less than 2 per cent) remaining after the recapitalization plan which went into effect in 1936. After July 1, 1943, the entire capitalization of RCA will consist of 900,824 shares of \$3.50 Cumulative First Preferred Stock and 13,881,016 shares of Common Stock outstanding.

Redemption Price \$101.25

Holders of "B" Preferred Stock are requested to surrender their certificates, with appropriate letter of transmittal, to The Corporation Trust Company, 120 Broadway, N. Y. Copies of the letter of transmittal will be mailed to stockholders of record. Checks for the redemption price of \$101.25 per share will be mailed on June 30, 1943, for all stock surrendered in proper form for redemption prior to that date.

Frank B. Warren, formerly assistant counsel of FCC, has been appointed general counsel of RCA Communications, Inc., William A. Winterbottom, vice-president and general manager, has announced.

Warren served from 1919 to 1931 as secretary and rate expert with the Nevada Public Service Commission. He then became attorney examiner of the ICC, a position he held for two years. For 3½ years he was with RFC as attorney, following which he joined the staff of FCC as principal attorney in the common carrier division. For the last two years of his association with FCC, he was in charge of all telephone cases for the

Appoint Four Agencies To Handle RCA Accounts

(Continued from Page 1)

of RCA Victor radio, phonograph and television instruments.

J. Walter Thompson Company has been assigned for Victor and Bluebird phonograph records and for RCA Victor's International Division.

Kenyon & Eckhardt, Inc., will conduct the advertising of radio tubes, special radio instruments and industrial electronic and radio apparatus. The later includes the RCA Electron Microscope, theater sound equipment and industrial sound systems.

Albert Frank-Gunther Law, Inc., has been appointed to handle the financial advertising of the Radio Corporation of America, it was also announced Friday by the New York Office of RCA.

Among the first of the manufacturers of radio sound and electronic equipment to convert for all-out war production, RCA Victor has been devoting the major part of its advertising to furtherance of the war effort, and to institutional copy. Last September, the Company instituted an advertising campaign to acquaint consumers with the achievements of RCA Victor workers in producing important radio-electronic equipment for the armed forces. This campaign featured the Company's widely known "Beat The Promise" war production drive in all its plants.

Wallington On New Show

Jimmy Wallington has been signed to do the announcing on Lehn & Fink's new "Take-A-Card" quiz show starting later this month on Mutual. He continues his other various commitments.

Wayne On "Charities" Show

Jerry Wayne, star of the Lucky Strike All Time Hit Parade, will guest for the Catholic Charities on the "This Is Our Cause" program this Sunday over WINS, 4:30-5 p. m.

law department. For the past year, Warren has been assistant general solicitor of the National Association of Railroad and Utility Commissioners.

CBS-Blue Ready Plans For 2nd Loan Drive

(Continued from Page 1)

been designated to use the subject on that day, starting with the first plug at 1 a. m. during WABC's all night program. In addition to these 16, the network is offering a special pick-up at 6:15-6:30 p. m., from a military post, and at 11:15-12 midnight, the network will present a large scale entertainment program.

The Blue is planning short pick-ups from Army and Navy hospitals that day, to describe experiences of the returned wounded. In addition to plugs being made on its regular programs, the Blue is devoting entire programs to the topic. "Men of the Land, Sea and Air" with George Hicks from London will be devoted exclusively to the drive.

Drive will run for three weeks, approximately, with a goal of \$13,000,000,000. In contrast with the first loan drive, wherein the appeal emphasized the financial profit involved in the purchase of government securities, this one will be keyed to an emotional theme.

Schedule To Date

Thus far, other special programs readied for the project are as follows: April 12, Secretary of the Treasury Henry Morgenthau, Jr., Governor Thomas E. Dewey of New York, William E. Green, president of the AFL and Phillip Murray, president of the CIO, 9-9:30 p. m., from Carnegie Hall, via NBC; April 12, W. L. Hemingway, president of the American Bankers' Association, 7:15-7:30 p. m. on the Blue; April 17, Emil Schram, president of the New York Stock Exchange, 10:30-10:45 p. m., on the Blue; April 15, Brandt Taggart, president of the National Association of Life Underwriters, from Seattle, 10:30-10:45 p. m. on CBS; April 16, Eric Johnston, president of the U. S. Chamber of Commerce, 10:30-10:45 p. m., on NBC.

Washington—Well over 700 stations have already notified the Treasury of their willingness to participate in Radio Bond Day, next Monday, according to Marjorie L. Spriggs, chief of the Radio Section, War Savings Division. Most of these have outlined specific program plans. Details of many of these program plans were mailed over the week-end from Chicago, in the current issue of Radio News, which will be received by broadcasters this week.

NCAC Adds Talent

National Concerts and Artists Corp. announce additional talent signed to managerial contracts. They are: Cobina Wright, Sr.; Barbara Bennett, Alvin Wilder, John Langdon and Margaret Gibson.

All of the above artists are under contract to the NCAC Hollywood office.

Leases FM Site

Spartanburg, S. C.—WSPA-WORD here have leased mountain-top property near Tryon, N. C. for construction of an FM station after the war.

★ ★ Coast-to-Coast ★ ★

ELIDA B. STERLING will have as guest on her "What Are You Reading?" broadcast over WELL, New Haven, Conn., April 8, Alice Pentlarge, radio specialist of WPB's Division of Information. Talk will feature tips on the conservation of women's clothing.

Two recordings made by Dick Bray, sports announcer, WSAI, Cincinnati, when he visited the Cincinnati Reds in training are going to N. Y. to be shortwaved to men in service overseas. . . . Bernice Foley, commentator, will be in charge of fire prevention programs on local radio stations for the Cincinnati Fire Prevention Bureau during the April Clean-up, Paint-up campaign. Assisting, will be representatives from all Cincinnati stations, and James Cassidy, WLW-WSAI special events, and Kathryn Fox, director of public service and war programs.

Roger Shaffer, assistant general manager of WSPA-WORD, Spartanburg, S. C. has taken over the duties of Walter Brown, vice-president and general manager now on leave in Washington, D. C., on the staff of OES Director James F. Byrnes. . . . J. W. Kirkpatrick and G. O. Shepherd continue as station manager of WSPA and WORD respectively.

Bartlett Robinson, who plays the dual role of Walter Manning and Nicholas Veit in NBC's "Portia Faces Life," has been booked by the American Theater Wing to speak from the stages of four Broadway legit houses on behalf of the Red Cross Fund.

R. B. Westergaar, station manager WNOX, Knoxville, Tenn., is down with the mumps. . . . Subbing for him is James C. Hanrahan, executive vice-president of Scripps-Howard Radio. . . . New announcers are Ray Burke, from WDOD, Chattanooga, and Carlton Beaudette, from WLW, Cincinnati. . . . Staton A. "Mason" Dixon, for four years announcer and production man, has quit to be instructor in Cleveland war plant. . . . Knoxville Jr. Chamber of Commerce has re-elected Fred Shepherd, time salesman, president; and elected Kenneth Wright, continuity editor, as secretary.

KCMO, Kansas City, Mo., has added Alvin Young, of Lexington, Mo. as control operator. . . . Leigh Havens has been shifted from music to program department where he is writing continuity. . . . Jack Wendover has been given an honorable medical discharge from the Navy and is back again as music director.

Columbia Recording Co. will take over at WOR's "Wax Museum" exhibit in N. Y. Museum of Science and Industry on April 9 and will tell the story of its manufacture of phonograph records. Since April 9 is the anniversary of the fall of Bataan, the music to be played at the exhibit will be selected as a tribute to the brave defenders of the Philippines. This will be a feature of WOR's continuing exhibit at the Museum and will not be broadcast.

Walter Stiles, chief engineer WEEL, Boston, announces the appointment of Paul S. Levin to his staff, replacing Walter E. Lannen, Army-bound. Paul comes from WHAI, Greenfield, Mass. . . . Gloria Carroll, vocalist on Carl Moore's "Tip Top O' the Morning" entertained the soldiers at Camp Edwards, Sunday, April 4. She's been making quite a number of public appearances at camps and hospitals in the Boston area.

Larry Robertson, staff veteran, has been named production chief of KGO, San Francisco. . . . a special Army-Navy "E" program was broadcast from the Aircraft Engine Division of the Ford Motor Company in Richmond. . . . Joseph James, Negro baritone, has been added to the staff for weekly concerts.

WIP, Philadelphia, started last Saturday night a series of quarter-hour name-band remote pickups from the newly opened Met Ballroom. . . . Solomon-baptized Marine Parachutist Wm. J. Baumgarten of Pleasantville, N. J. will relate the exploits that won him a bravery citation over the station's "Victory Caravan" tonight. . . . Howard Jones, staff announcer, will emcee the show. . . . A Belgian refugee, now in the Army ski troops, who kept just a step ahead of the invading Germans in his flight to America, will be featured on the all-soldier show, "Pennsylvania on Parade," night of April 10.

WCAU, Philadelphia, will broadcast a weekly five-hour show directed to local servicemen here and abroad beginning at 1 a.m., April 6. Harry McIlvain will emcee the show, which will include local gossip, scholastic sports results, recordings, and answers to questions the home town boys in service mail in.

WAPI, Alabama, shot the works with ten swell ads in the town's dailies during March. Each ad measured 20 inches on two columns and featured with art work top CBS shows. A box within each ad listed all programs that day between the hours of 6 p.m. and 12:00 midnight.

New on the engineering staff at KPO, San Francisco, is Carl Schuknecht, formerly at KOA, Denver. . . . "Little Lord Fauntleroy" has been chosen for serialization on station's new "Stories That Live" program.

Grady Cole, farm editor WBT, Charlotte, N. C., was principal speaker at the area-wide meeting called by Farm Security Administration in Charlotte last week. . . . Staff talent flew to Laurinburg Air Base one night last week to entertain. . . . North American Accident Insurance through Franklin Buck, Inc., N. Y., sponsors "Ma Johnson's Family" three times a week beginning April 5. . . . Last Tuesday, Sales Manager Royal Penny struck dumb the staff by appearing under his first new hat in 12 years. Staff gave Penny 60th birthday cake recently.

WGL, Fort Wayne, Ind., has retitled its employment program "Time to C to Work" to "Time to Get a War Job." The broadcast, aired four mornings week, opens and closes with reveal call and discusses factory and office jobs against a background of appropriate sound. H. E. Stoner, local S. Employment Service manager acknowledges "definite results are being obtained."

Having already recorded War Bond sales of nearly \$7,000,000 since December, WBZ-WBZA, Boston, is undertaking a sponsorship of the opening night of the forthcoming Boston Garden engagement of the Ringling Circus. The entire first night, May 17, will go to bond purchasers. A portion of the house will go to War Bond holders at subsequent performances.

TWO SPOT ANNOUNCEMENTS ON WRNL — and WITNESS THE RESULTS

Of course, there's a demand for Nylon hose—that's why Pollock's Shoe store used them to test WRNL.

On March 8th, 1943, this store purchased two 30-word spot announcements stating that they had Nylon hose at \$1.50—\$1.65 and \$1.85 per pair. The announcement was aired at 3:35 P. M. and 6 P. M.

THE RESULTS: by 8:00 A. M. the next morning a crowd five and six deep lined the street. The police had to be called—there was a sell-out by 11 A. M.—and the afternoon paper ran a front page picture and story.

FOR EXTRA RADIO VALUE USE STATION WRNL AT RICHMOND - VA.



WRNL 5000 WATTS NIGHT AND DAY 910 KC
EDWARD PETRY & CO., INC. NATIONAL REPRESENTATIVES

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

April 5

Jack Brown Vincent F. Callahan
E. Schuyler Ensell J. Jessie Kane
William McGrath Marjorie Whitney
Judson La Haye, Jr.

RADIO DAILY

The National Daily Newspaper of Commercial Radio and Television



OL. 23, NO. 4

NEW YORK, N. Y., TUESDAY, APRIL 6, 1943

TEN CENTS

High Court 'Song' Ruling

McNutt Letter Reflects Radio's 'Essentiality'

Washington Bureau, RADIO DAILY
Washington—Confirmation of the essential status of broadcasting, so far as the WMC is concerned, is contained in a letter from WMC Chairman Paul V. McNutt to Chairman Lawrence Fly of the FCC. His letter, which was made public yesterday, says in part:
'As you know, neither the list of essential activities nor the activities of occupational bulletins relating to broadcasting services give any basis for differentiation in the essentiality of one radio station as against another. Insofar as the character and content of broadcasting
(Continued on Page 4)

Consequences" At WLW Hits \$7,498,475 Bonds

Cincinnati—War Bond buyers here, some town of Procter & Gamble, sponsors of "Truth or Consequences," pulled out \$7,498,475 to see the two performances of the Ralph Edwards program aired over WLW on Saturday night, exceeding by nearly \$6,000,000 the previous top for this show.

Five New Pacts-Renewals Signed By WOR In Week

Five new contracts, covering new programs, participations and spots, and two renewals were signed during the past week by WOR. Major deal is a 52-week contract from Christian Feigenspan Brewing Co., for P. O. N. beer and ale. Program, titled, "Pay Off News" features Milton Oursler, author and editor.
(Continued on Page 2)

Kobak Buys

Maintaining, and enhancing, his reputation as a gracious host to Blue Network employees, Edgar Kobak, executive vice-president of the network, last night dined the legal, treasury and general service departments at the Town Hall Club. Other groups which have enjoyed his hospitality at various times in the past include publicity, sales and promotion.

Instructive
Washington—When Chairman Fly of the FCC stated yesterday that his address at the Chicago "War Meeting" of the NAB would be "perhaps more constructive" than his previous talk to an NAB group, a reporter queried the word "constructive," saying that some considered his last address to the NAB as "destructive." Fly replied: "It all depends on where you sit."

No Web-FCC Decision; Possibly Next Monday

Washington Bureau, RADIO DAILY
Washington—Although it was generally expected that following its vacation the Supreme Court would be ready with its CBS-NBC-FCC decision nothing happened of course and now it is presumed next Monday will be the day. Meanwhile the Clear-Channel hearing scheduled for yesterday was put over until today, unless something unforeseen further delays that case also.

Brown-Williamson Renew Two Programs On NBC

Two important NBC shows—Red Skelton and "People Are Funny"—have been renewed yesterday for 52 weeks each by Brown & Williamson Tobacco Corp., through Russel M. Seeds Co., Inc.
Under sponsorship of Brown & Wil-
(Continued on Page 7)

Gillette Buys "The Shadow" For Drive In South America

Kaltenborn Endowment To Aid Budding Analysts

A permanently endowed scholarship at Harvard has been established by Hans V. Kaltenborn, veteran NBC news commentator, to aid annually "a young man who is interested in training himself for news reporting or news analysis in the press or on the air."
The announcement was made at a
(Continued on Page 6)

Holds Writers Can Dispose of Rights Years Before Anticipatory Benefit Even If It Is "Bad Business"

Status Of Blue Co-Op Goes To Arbitration

Tie-up between the Blue Network and "True Story Magazine" whereby the publication has been providing scripts, and the network, the time, has been submitted to the American Arbitration Association for a definition of its classification, whether commercial or sustaining.
Case, which will be argued this
(Continued on Page 6)

WHN's Public Service Currently Lists 45 Hours

As a public service feature WHN currently lists 45½ hours devoted exclusively to the dissemination of news and commentaries. The weekly total makes the WHN news schedule one of the heaviest of the independent
(Continued on Page 2)

Willkie's Return Date On "Info. Please" Tour

Wendell Willkie will play a return engagement on the H. J. Heinz Co.-sponsored "Information Please" program, April 12, at 10:30 p.m., EWT,
(Continued on Page 2)

Washington Bureau, RADIO DAILY
Washington—Precedent was set yesterday when the Supreme Court ruled in effect that an author or composer may dispose of certain rights in a composition such as an anticipated renewal and thereby established a ruling which will govern a great number of songs the rights of which were originally intended to be vested only in the writer should he be living. Thus where it was presumed that a writer held the copyright, or the publisher to whom assigned, until
(Continued on Page 6)

Miss. Radio Men Demand Death Of Battle

Jackson, Miss.—A demand for governmental moves to relieve the age in farm radio batteries was here at the meeting of the M. Broadcasters Association. Each representative agreed to write his Congressman asking for a speedy solution of the situation.
The meeting, which was held at
(Continued on Page 6)

NAB Women Directors Ready Quarterly Paper

Washington Bureau, RADIO DAILY
Washington—The first edition of "The Beam," new quarterly publication of the NAB-sponsored Association of Women's Directors, formed
(Continued on Page 2)

Honor La Carroll

Madeleine Carroll will receive the "Americanism Medal" from the Parkchester Post No. 1239, American Legion, immediately following this afternoon's program. "Madeline Carroll Reads," heard at 5:15 p.m. over CBS. The award honors her work as director of entertainment for the United Seaman's Service and will take place in the network's Studio 28.

RADIO DAILY



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JOHN W. ALICOATE : : : Publisher

M. H. SHAPIRO : : : : : Editor

MARVIN KIRSCH : : : : : Business Manager

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

FINANCIAL

(Monday, April 5)

NEW YORK STOCK EXCHANGE

	High	Low	Close	Net Chg.
Am. Tel. & Tel.	143 1/2	143	143 3/8	+ 3/8
CBS A	19 1/2	19	19 1/8	+ 1/8
CBS B	19 1/2	19 1/4	19 1/4	+ 1/2
Crosley Corp.	17 1/8	17	17 1/8	+ 3/8
Gen. Electric	37 1/2	37 1/8	37 3/8	+ 3/8
Philco	22 3/4	21 3/8	22 3/4	+ 1 3/4
RCA First Pfd.	66 3/8	65 1/8	66 1/4	+ 1/4
Stewart-Warner	11 1/2	11 1/4	11 1/2	+ 1/4
Westinghouse	94	92 3/4	92 3/4	- 1/4
North Radio	30 1/2	30 3/4	30 1/2	+ 1/4

NEW YORK CURB EXCHANGE

	Bid	Asked
Union Radio	2 1/2	2 1/2
role OVER THE COUNTER		
North Tel. & Rad.	7 5/8	7 7/8
bookerg-Carlson	8 7/8	9 7/8
to sp(Baltimore)	18	22
way tetroit)	23	

Willkie's Return Date
R. D. WNOX on "Info. Please" Tour with ti

(Continued from Page 1)
the day when the NBC quiz travels to Bushnell Memorial Hall, Hartford, Conn., to help launch the Treasury Department's Second War Bond Drive. Willkie made his first appearance on the program, April 9, 1940. His performance then was credited with aiding him materially in his drive for the nomination as Republican standard bearer in the 1940 presidential campaign.

Admission to Bushnell Hall will be by tickets given free to purchasers of War Bonds. The 3,300-seat auditorium will be "scaled" for purchases of bonds from \$50 to \$5,000.

With Willkie will be "Information Please's" four regulars, John Kieran, Franklin P. Adams, Oscar Levant and Clifton Fadiman.

Five New Pacts-Renewals Signed By WOR In Week

(Continued from Page 1)
fifteen minutes a day, five times a week, 9:15-9:30 p.m., replying to questions on current events sent in by listeners who will be paid \$3 per accepted inquiry. Contract will go into effect Monday April 12, and was placed through Maxon, Inc.

Additional new business consists of a 13-week contract from Indian River Cannery, Inc., for participation in "McCann's Pure Food Hour" across the boards, through Samuel C. Croft, Inc., effective on Monday, March 29, and a 13-week contract from Chef Boiardi Quality Food Products, Inc., for participation on the "Martha Deane" program, starting immediately through McJunkin Advertising, Chicago.

New Tobacco Account
Two new spot campaigns came in from Larus & Brothers for Edgeworth Tobacco, Chelsea and Domino Cigarettes, effective Monday, April 12, for 39 weeks, three one-minute announcements weekly, through Warwick & Legler, and from Pepsi-Cola for station breaks on "Moonlight Saving Time," on alternate days each week, effective March 31, for 52 weeks through Newell-Emmett Co.

Renewals covered P. Duff & Sons, Inc. on Martha Deane, for 13 more weeks, starting April 12, through W. Earl Bothwell, and John Opitz, Inc., makers of J-O insecticide, on "Claire Wilson Reports" for 26 weeks, starting April 10, through Tracy Kent & Co.

NAB Women Directors Ready Quarterly Paper

(Continued from Page 1)
under the guidance of Mrs. Dorothy Lewis, will roll from the press here this week. The association was formed at last year's NAB convention, to provide a "clearing house for exchange of ideas and techniques, for the innovation and promotion of projects affecting the directors and the public and for the furtherance of social contacts." Membership for the present, is limited to women broadcasters and women's directors of NAB member stations, with about 300 such women now active members. Later on other women whose work is connected with radio probably will be admitted to the organization.

WHN's Public Service Currently Lists 45 Hours

(Continued from Page 1)
stations. The present schedule is subject to increase by the addition of three 15-minute newscasts which will be broadcast at such times when the regularly scheduled baseball broadcasts are cancelled.

The WHN Newsreel Theater of the Air, a participating presentation which celebrates its first anniversary today, is aired 14 hours weekly, two hours a day, seven days a week both as a morning and evening show. It continues to be an unusual attraction since it airs the news continuously in 10-minute intervals for one hour. The rest of the news schedule is broken up by 25 1/4 hours of newscasts and 6 1/4 hours of commentaries. Commentators heard are: George Hamilton Coombs, B. S. Bercovici, Fulton Lewis, Jr., who is heard from Washington, Sid Walton, and William S. Gailmore. Other additional newscasts and flashes are handled by staff announcers.

Stork News

H. B. Wight, production manager of WCAX, Burlington, Vt., is passing out cigars to celebrate the birth of a daughter, Margo MacDowell Wight, who tipped the scales at 8 1/2 pounds.

COMING and GOING

JOHN NORTON, manager of the station relations department of the Blue Network, is expected back tomorrow from Worcester, Mass., where he conferred at WORC, Blue Network affiliate.

CLINTON JOHNSTON, CBS director, is at Ft. Myer, Va., for tonight's broadcast of the "School of the Air of the Americas."

JOHN WELLINGTON, Blue Network producer, is in Philadelphia for tonight's "Spotlight Bands" program.

GLEN G. GRISWOLD, national advertising manager of KFEQ, St. Joseph, has returned to his Missouri headquarters following a week in New York on station business.

"PETE" SCHLOSS, of the Blue Network's station relations department, left yesterday on a short business trip.

LT. JAMES COLEMAN, of the U. S. Marine Corps, visiting over the week-end at NBC, where he formerly served as studio engineer.

CHARLES M. ROBERTSON, JR., radio director of the Ralph H. Jones Company has arrived on business and is making his headquarters at the local offices of the agency.

GEORGE P. DENNY and MORT LEWIS leave today for Chapel Hill, N. C., where they will appear on Thursday night's stanza of "Town Hall of the Air" over the Blue Network.

AL MEYERS, manager of KMYR, Denver, on a quick trip to Chicago in the interest of "Canteen Quiz," the soldier show originating at Lowry Field.



CINCINNATI and Station WSAI

WSAI

CINCINNATI . . . One of the "Must" Markets of U.S.A. — for now — for after the war.

Ideal for spot-testing. W. S. A. I.

5,000 Watts in cost of station time... 50,000 Watts in SELLING POWER. Sales Aid Program which makes Cincinnati GO and BUY.

THE CINCINNATI STATION OF ASSURED SALES ACTION!

What about WOL?

It serves the highest family income group in America (over \$1,000,000,000)!

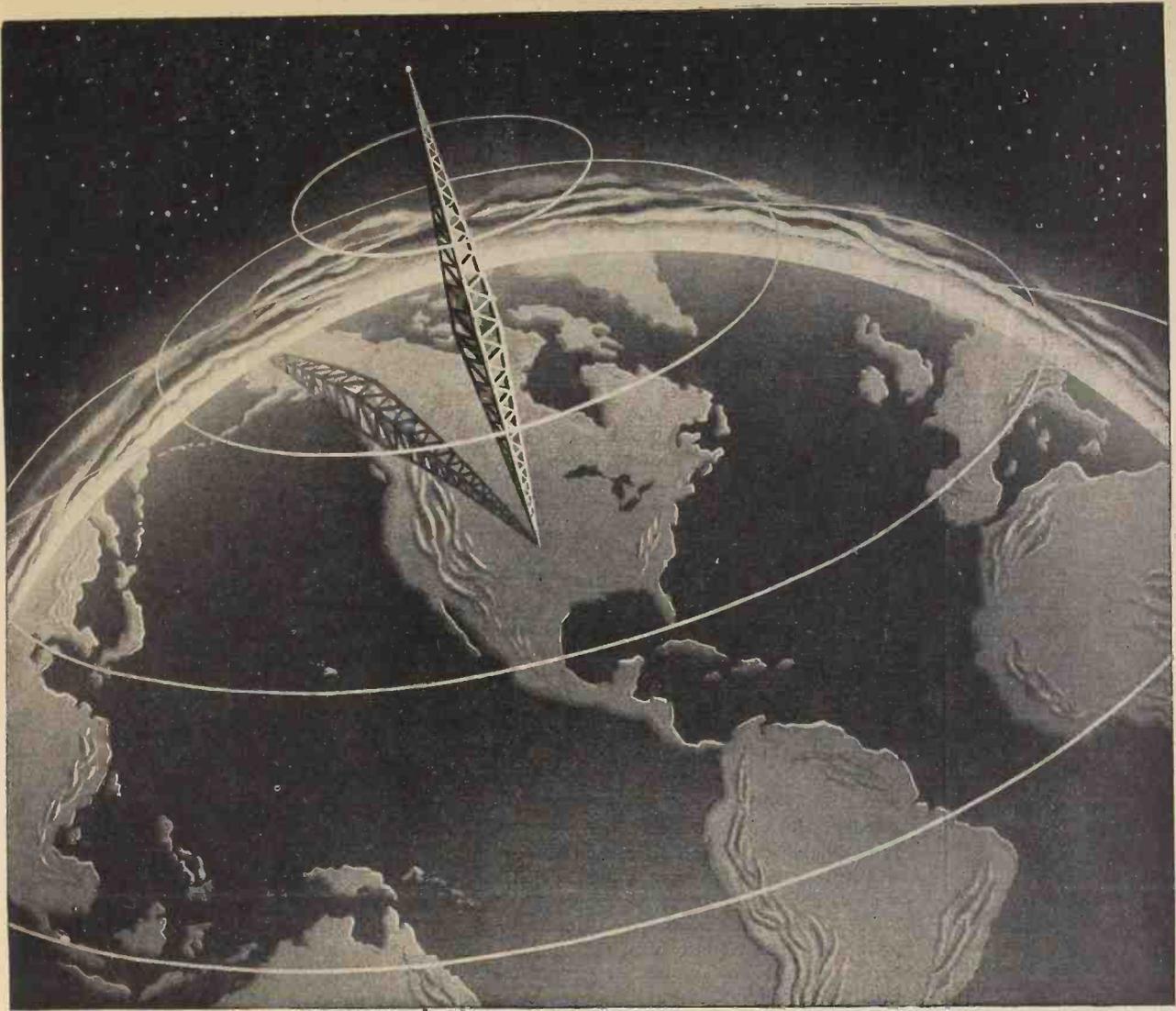
Get the facts from WOL — WASHINGTON, D. C. Affiliated with MUTUAL BROADCASTING SYSTEM National Representatives: SPOT SALES, Inc.

For GOOD MUSIC AND NEWS

WLIB 7 a.m. to 8 p.m.

THE VOICE OF LIBERTY

1190 ON YOUR DIAL



now that nations are neighbors

RADIO has made neighbors of all the nations on earth. China and Chile, Brazil and Burma, Portugal and Peru now share the same doorsteps and backyards. And when all the nations become *good* neighbors, radio will have helped with that miracle, too.

An important role in the creation of this world-community is played by Mutual. Its reputation as the First Network for News rests not alone on

supremacy in domestic coverage. Devoting regular time each week to broadcasts direct from the world's warfronts, with keen analyses from the homefronts, Mutual contributes continuously to a fuller understanding of what the word "global" really means... from the first radioed words of MacArthur to the latest triumph on the remotest battleground.

This phase of the network's public service helps explain why Mutual has been able to weld the people of all the states into a compact assembly, eager day and night to hear what our correspondents and commentators (and advertisers) have to say.

William Lee Chittick

T H E M U T U A L B R O A D C A S T I N G S Y S T E M

McNutt Letter Reflects Radio's 'Essentiality'

(Continued from Page 1)

services are similar as between individual radio stations and such services are deemed related to the war effort, no distinction can be drawn as between particular stations.

"You recognize, of course, that this interpretation does not assure automatic deferment for all persons in essential occupations in broadcasting services. I have called your communications to the attention of the Bureau of Selective Service and requested that they inform their representatives in the field that no such determination shall be made.

"Requests for occupational deferment are made to local Selective Service Boards on an individual basis and not on the basis of particular radio stations in which an individual may be employed. Needs of the armed forces are such as to require withdrawal in some instances of persons in essential occupations in essential activities. It is possible, therefore, for individuals in essential occupations in radio stations to fail to obtain occupational deferment, but such failure, however, is not on the grounds of the lack of essentiality of the individual radio station."

Fly Pleased

Fly said he was quite happy to have this letter, and felt that it would be of assistance to the industry. Asked if it did not mean simply "no" in 150 words, he replied that he didn't feel that way about it.

"We have never asked the War Manpower Commission to assure us that our radio station employees would be deferred. We did ask them to recognize the broadcasting industry as an essential industry and certain of these activities themselves as essential. We never did ask them to say that they would under all circumstances defer every man whose job was so classified and I think they are perfectly correct now in saying that that is a problem that will be approached from a man-to-man and case-to-case standpoint as the exigencies of the situation may require.

"There are, however, some constants here. . . . That the radio service is an essential service and that certain of these operations carried on by the men on the list are essential operations. Those are essential jobs. We also have the further assurance, which is very heartening, that all radio stations are to be deemed essential and there will be no discrimination as between stations. I think those are the principles involved, and I think that's about all we can expect the WMC to give us."

Have You Met The Voices

of
GILBERT MACK
?

LEX. 2-1100



A Reporter's Report Card. . .!

● ● ● HENRY MORGENTHAU, JR.: Thought you might like to know that the WJZ "Victory Troupe," composed of Elissa Minet, Vicky Vickee, 'Texas' Jim Robertson, Blanche Norman and the LeBrun Sisters, by appearing at War Bond Rallies these past six months, have helped the sales to the extent of \$24,000,000. . . . WILLIAM L. SHIRER: Whatsis we hear about you talking about "hitting the road" again? . . . FRANK MULLEN: You'll probably get as hearty a laugh reading this, as you did last Wednesday when you first heard it at the Ascaph dinner. . . . we mean, when several songwriters had difficulty opening a piano for Gladys Swarthout, Al Goodheart, who wrote, "Johnny Doughboy" niftied, "they don't know how to open a piano—must be lyric-writers" . . . ARTHUR DOUGLAS: Arthur Ashley of the A & S Lyons office may soon have some good news for you. . . . seems like your new quiz show, "Batter Up," will soon be 'coast-to-coasted' for a Big Name sponsor. . . . JESSICA DRAGONETTE: The soldiers at Fort Warren, Wyoming, have named you "Princess Singing Bird" . . . FRED ALLEN: Your poet laureate, Falstaff Openshaw, not wishing to miss a single Sunday broadcast, convinced his medico that his appendectomy could wait until July.

★ ★ ★

● ● ● AL JOLSON: When Monty Woolley asked a CBS receptionist at the CBS-KNX studios where the rehearsal of the show on which he and you co-star, was being held, he said, "Can you tell me where the Jolson show is rehearsing?" . . . HAROLD PEARY: Did you know that Pauline Drake, who portrays "Bessie," your dumb secretary, is "dumb like a fox" to use an old but tried and true cliché. . . . rushes projected on the RKO studio screen were so good, she may sign to make a series of eight comedies with Edgar (Burn-up) Kennedy. . . . PHIL SPITALNY: D'Artega, the ork pilot, has assembled a full-sized all-girl orchestra and held the first rehearsal Friday. . . . other competitors, in the past, formed small combinations. . . . but this one is shooting the works. . . . MORTON DOWNEY: That great big Irish heart of yours must be proud at the response from listeners, to your idea of having David Ross recite on your WJZ-Blue Network Coca-Cola show, H. I. Phillips' inspiring Ameri'Can, 'Will' and 'Must' poem entitled, "Protestant, Catholic and Jew". . . . the immortal saga of three heroic "American Eagles," buried in a common grave in Porto Rico. . . . WOODY HERMAN: While she was watching you emote before the cameras at the Fox lot, your charming better half, caught the attention of Director Bill LeBaron, who promptly gave her a bit part in the picture, "Winter Time" . . . CONNEE BOSWELL: You have been selected to be the first guest star to appear on the "Basin Street Music" program, Blue Network's 'big time' Sunday musical, April 18. . . . other guests will appear every third week. . . . FRANK FORREST: You were at the Young & Rubicam offices, yesterday. . . . but long enough to have signed for FIVE programs.

★ ★ ★

● ● ● BOB ALLEN: Your ace trumpet-soloist, Randy Brooks, goes for his Army physical, April 9. . . . SIR STORK: Do you plan to visit the George (Superman) Lowthers by the middle of May? . . . LANDT TRIO: Your April Fool gag, using the 'Amos 'n' Andy' theme song, back-fired. . . . Engineer and two announcers at WKWK thought it was an unauthorized commercial and cut the first two minutes off before realizing the opening theme was a gag. . . . "April Fool" . . . PAULA STONE: Your plan to send "show world" press releases to the boys overseas, is praiseworthy, albeit entailing much effort on your part. . . . count on us to cooperate.

★ ★ ★

—Remember Pearl Harbor—

FOR SALE

"Make Believe
Ball-Room"

FEATURING

EDDIE
CHASE

Fastest Growing
Daytime Show

(SEE HOOPER)

in Nation's
Fastest Growing
Major City

WXYZ

DETROIT
MICHIGAN

PAUL H. RAYMER COMPANY
National Sales Representative

WTOP

*is the new name
of Washington's most powerful station*

For over 14 years the station bore the name WJSV.

During those 14 years it climbed to beat the band to a top position in the nation's capital (W for Washington)—TOP in programs, TOP in power—at the TOP of the dial.

As a notable CBS station, it became about as easy to listen to as anything you can imagine. Only one thing promised to make it even easier to dial to. That one thing was a new name, but above all, a precisely appropriate name, easy to remember.

Obviously, it had to be WTOP.

So—now it is WTOP.

Same place on the dial—1500. Same flawless signal.

Same superb programs. Same times of day and night—day in, day out.

Same service to advertisers in a great market, a great market growing daily to beat the band, just like WTOP.

P.S. We have already printed the new letters WTOP on our contract forms.

WTOP

Washington • 50,000 watts

Owned and operated by CBS. Represented nationally by Radio Sales with offices in New York, Chicago, Los Angeles, St. Louis, San Francisco, Charlotte



Status Of Blue Co-Op Goes To Arbitration

(Continued from Page 1)

week probably, developed when the New York local of AFRA held that the program, in light of its magazine plug, is a commercial. Union therefore asked commercial rates for the dramatic talent which has been appearing on a sustaining basis.

Closing Announcement Cited

Mark Woods, president, and Phillips Carlin, vice-president, appeared before the National Board of AFRA to point out that the magazine does not pay for the time and that the deal is a cooperative sustaining one. Board supported George Heller, executive secretary of the local, whose decision was based on the following opening and closing announcement: "This program is brought to you with the co-operation of the editors of True Story Magazine. If you enjoy hearing it, you will enjoy reading similar stories in True Story Magazine."

This is the first such case being taken up by the union, because the tie-ups between several metropolitan dailies and local stations have been operating under special waivers.

Kaltenborn Endowment To Aid Budding Analysts

(Continued from Page 1)

dinner in the Harvard Club of New York tendered by the Association of Radio News Analysts to honor Kaltenborn on his "coming of age" as a radio news analyst. Kaltenborn, a Harvard alumnus, yesterday celebrated the 21st anniversary of his first news commentary on the air.

The scholarship will be known as the "Hans V. Kaltenborn Scholarship." Kaltenborn is president of the Long Island Harvard Club.

Acknowledging the endowment, Dr. James B. Conant, Harvard president, wrote the donor that "the scholarship will be the means for recruiting good men in the future for the professional activity in which you have distinguished yourself."

At Sunday's dinner, Kaltenborn, who founded the ARNA, turned over the presidency to Maj. George Fielding Eliot.

Grand Jury Indicts Wingo As Non-Registered Agent

Washington Bureau, RADIO DAILY

Washington—Otis T. Wingo, Jr., former newscaster for WINX, Washington, D. C., was indicted yesterday by a Federal Grand Jury for failure to register as an agent of the Swedish and Finnish Governments.

WANTED: A JOB IN RADIO

Executive—41—keen, analytical, personable—with wide contacts, extensive experience in sales, promotion, administration, personnel, contract negotiations, research—earnings \$8,000—discontinuing business due to War—will make drastic adjustment to break into most exciting field today. Write RADIO DAILY, Box 139, 1501 Broadway, N. Y. C.

U. S. Supreme Court Decision On Song Copyrights Control

(Continued from Page 1)

the first day of the 28th year of the copyright term when the writer or his heirs only could apply for renewal, it is now settled that he can assign such rights long in advance. Virtually it is held, he can now sell or assign something he does not as yet actually have. This point was received as a setback to the writing profession generally.

Vote Is 5-3

The decision was interpreted by the Supreme Court according to "law and not his (the writer's) bad business judgment." The Supreme Court's vote yesterday was 5-3 in favor of M. Witmark & Sons against the Fred Fisher Music Co. and George Graff. The decision upheld the New York District Court and Circuit Court of Appeals, which decided that the Copyright Law does not affect the legality of an agreement made in 1917 between Graff and Witmark, with Graff assigning to the latter for \$1,600 "all rights, title and interest," including the right of copyright renewal, in the song "When Irish Eyes Are Smiling" and 68 others.

Renewal In 1939

Suit was brought by Witmark because prior to the close of the first 28-year copyright period, in 1939, Graff applied for and registered the renewal copyright for "When Irish Eyes Are Smiling" in his own name and assigned his renewal interest to Fisher. Eleven days earlier Witmark had taken similar action, registering the copyright in Graff's name according to the agreement of 1917. (Witmark is also the assignee of the interest of the widow of the late Ernest R. Ball, the third author of the song, which was assigned to another music publisher, but neither assignment was involved in the suit).

Justice Frankfurter Pens Opinion

With full knowledge of the agreement between Graff and Witmark, and of Witmark's registration of the renewal rights, Fisher published and sold copies of the song, thereby bringing on the suit for injunction. This injunction, granted by the lower court, has now been upheld by the Supreme Court.

"Plainly," wrote Justice Frankfurter, author of the majority opinion, "there is only one question before us—does the Copyright Law nullify an agreement by an author, made during the original copyright term, to assign his renewal?" He then discussed at length the various British and American copyright laws which led to our Copyright Law of 1909.

Attorney Arthur Garfield Hays, representing Graff and Fisher, had argued that Section 23 of the Copyright Law, restricting the renewal privilege to the author and his family, was designed to prevent "The alienation of the renewal copyright prior to the twenty-eighth year of the original term." Hays argued that the

lower courts had placed undue emphasis upon the failure of Congress to include in the law language specifically voiding anticipatory assignment of the renewal rights. Congress, he declared, certainly did not intend to subject an author and his family to the hazard of improvident sales.

The Court held yesterday that no such construction can be read into the act. "The policy of the Copyright Law, we are told, is to protect the author—if need be, from himself—and a construction under which the author is powerless to assign his renewal interest furthers this policy," wrote Justice Frankfurter.

Text of Ruling

"We are asked to recognize that authors are congenitally irresponsible, that frequently they are so sorely pressed for funds that they are willing to sell their work for a mere pittance, and therefore assignments by them should not be upheld. It is important that we distinguish between two problems implied in these situations whether, despite the contrary direction given to the legislation by the momentum of history, we are to impute to Congress the enactment of an absolute statutory bar against assignments of authors' renewal interests, and secondly whether, although there be no such statutory bar, a particular assignment should be denied enforcement by the courts because it was made under oppressive circumstances. The first question alone is presented here. . . . It is not for the courts to judge whether the interests of authors clearly lie upon one side of this question rather than the other. If an author cannot make an effective assignment of his renewal, it may be worthless to him when he is most in need. Nobody would pay an author for something he cannot sell. We cannot draw a principle of law from the familiar stories of rags-to-riches of some men of literary genius. Even if we could do so, we cannot say that such men would regard with favor a rule of law preventing them from realizing on their assets when they are most in need of funds.

Fisher Dead Two Years

"Nor can we be unmindful of the fact that authors themselves have devised means of safeguarding their interests. We do not have such assured knowledge about authorship, and particularly about song-writing, or the psychology of gifted writers and composers, as to justify us as

RADIO ARTIST?
Call
LExington 2-1100
FIRST AND FOREMOST

Miss. Radio Men Decry Death Of Batteries

(Continued from Page 1)

the Robert E. Lee Hotel, was attended by delegates from all member stations, with the exception of WQBC, Vicksburg, and WCOC, Meridian. L. McRaney, of WCBI, Columbus, was elected president; H. O. Jones of WGCM, Gulfport, was named vice president, and L. M. Sepaugh, WSLI, Jackson, was re-elected to the office of secretary-treasurer.

Listing Surplus Equipment

It was decided during the course of the meeting that each station manager send to the secretary a list of all surplus technical equipment on hand. This list will then be distributed to the membership.

Attending the meeting were: F. C. Ewing, WGRM, Greenwood; McRaney, WCBI, Columbus; Sepaugh, WSLI, Jackson; C. J. Wright, WFOR, Hattiesburg; Hugh Smith, WAML, Laurel; Bert Ferguson, WJPR, Greenville; Jones, WGCM, Gulfport; George Blumenstock, WSKB, McComb; W. P. Harris, WJDX, Jackson; P. A. Ewing, Jr., WMIS, Natchez; Maurice Wray and Ed Wilkerson, WSLI; Allen Lacy, WJDX and J. L. Eatherton, WCBI.

judges in importing into Congressional legislation a denial to authors of the freedom to dispose of the property possessed by others. What authors may have habits making it intermittent want, they may have no less a spirit of independence which would resent treatment of them as wards under guardianship of the law.

"We conclude, therefore, that the Copyright Act of 1909 does not nullify agreements by authors to assign their renewal interests."

Justices Black, Douglas and Murphy felt that Congress had intended to reserve renewal privileges for the personal benefit of authors and their families. It was their contention that the judgment of the lower court should have been reversed.

Fred Fisher, one of the authors and publishers mentioned above, has been dead about two years. Understand that contracts between most writers and publishers now protect writers as per new standard contract by the SPA since 1937.

5000 WATTS • 1330 KILOCYCLES

WEVD

NEW YORK STATION OF DISTINCTIVE FEATURES

ENGLISH • JEWISH • ITALIAN

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

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

Gillette Buys "The Shadow" For Drive In South America

(Continued from Page 1)

er, and Charles Michelson Radio Transcriptions, for Street & Smith. Sponsorship represents a departure from prevailing practice in that it is a straight commercial deal without assistance or tie-up with any of the government agencies, such as CIAA and OWI, which have been beaming American productions toward Latin America. The Gillette shows will be produced in South America from the English scripts, for airing over the two main networks, in Brazil and Argentina.

To promote this new radio series, the sponsor is making arrangements with South American distributors for the showing of films which have been produced by Columbia Pictures. Films

will also have the Portuguese and Spanish translations. "La Sombra" the South American edition of "The Shadow" magazine, will also be used to aid in the promotion of the radio series.

Another Street & Smith copyright, "Nick Carter," the oldest detective magazine in this country, has been sold to WOR-Mutual for airing Sundays, 5:30-6 p.m. starting April 11 over 208 stations. Understood that the network will carry the productions as a sustainer for the first five weeks and that thereafter they will be commercial, though sponsor has not been identified yet. Mutual has "The Shadow" series under the sponsorship of D. L. & W. Coal Co.

Brown-Williamson Renew Two Programs On NBC

(Continued from Page 1)

amson, for Sir Walter Raleigh smoking tobacco and Raleigh cigarettes, Melton gained the front rank of radio comedian for his program which is aired over NBC's full network, Tuesdays, 10:30-11:00 p.m., EWT. The renewal becomes effective April 27. "People Are Funny," a psychological stunt show featuring Art Baker

WFTL, Ft. Lauderdale, Now On 10,000 Watts

WFTL, Mutual's affiliate in Fort Lauderdale, Fla., is now operating with 10,000 watts on 710 kc. full time, effective March 30. Station formerly operated on 250 watts.

as emcee, is broadcast over 66 NBC stations Fridays, from 9:30-10:00 p.m., EWT, for Wings cigarettes. This renewal is effective April 30.



WITH

REX DAVIS

4 TIMES DAILY

Now Available . . .

SPOTS in

THE YANKEE NETWORK

6:00 P.M. NEWS

It's New England's best buy—the most popular news broadcast at the peak hour for your news audience. Participations are rarely open and have not been available for some time.

Boston Rating 7.2

Hooper Fall and Winter Survey (from October 1942 thru February 1943) gives WNAC, key station of The Yankee Network, a rating of 7.2, far the highest among Boston stations for the 6:00 to 6:15 P.M. time.

Here is the choice period to capture your New England audience—in the first relaxed mood of the day while members of families are together for the dinner hour and before they have separated to follow their individual evening activities.

\$310 per announcement over 21 stations, subject to the regular frequency discounts.

ASK YOUR PETRY MAN FOR COMPLETE DETAILS.

THE YANKEE NETWORK, INC.
21 BROOKLINE AVENUE, BOSTON

EDWARD PETRY & CO., INC.
National Sales Representative

Coast-to-Coast

WKY, CINCINNATI, in cooperation with Cincinnati-Hamilton County Red Cross, has opened a Blood Donor Service center downtown. The dedication program, in which WAVES, SPARS, Red Cross officials, Navy officers and staff members participated, was handled by Chief Announcer Rex Davis.

Pete Smythe, one time orchestra leader and more recently associated with Ball & Davidson Advt. Agency has been appointed program director at KLZ, Denver. Kathryn Dodson and Judy Rushton have been added as receptionists. Earl C. McCain, former assistant, has been made news editor, filling vacancy created by demise of Fred D. Fleming. McCain has been in newspaper and radio work for 25 years.

News comments by Volney Hurd, Christian Science Monitor analyst aired thrice weekly over WNAC, Boston, have been extended to Yankee Network FM stations W43B, Boston, and W39B, Mt. Washington, New Hampshire, making program available to listeners in six New England States.

Local Easter Dawn Services, sponsored by the Dayton Council of Churches and the Chamber of Commerce, as well as the CBS Easter service, will be broadcast by WHIO, Dayton, beginning 5 a.m., April 25. Behind locked doors, instrument-playing program department employees are rehearsing a couple of songs written by guitar-playing Announcer Jack Peyser. The blushing talent includes Announcer Don Wayne, drums; Production Manager Bill Hamilton, piano; Spieler Bud Baldwin, clarinet.

Carroll D. Alcott, news commentator WLW, Cincinnati, will be featured speaker tomorrow at dedication of an Honor Roll Plaque at Pomeroy, part of Ohio County's tie-in with April War Bond Drive. For the first time in the history of Indianapolis Press Club, radio personnel have been made honorary members. Thus honored: Public Relations Roger Baker and Bill Barlow, and Talent Chief Bill McCluskey. James Cassidy, WLW-WSAI special events director will interview a Marine-Hero who ignored abandon ship orders and stuck by his anti-aircraft gun to hold a 10-minute duel with a Jap Zero which was strafing Marines in the water.

WWSR, St. Albans, has added to announcing staff Winston Blake of Nashua, N. H., formerly with WDEV, in Waterbury. Announcer and program director, Mal Weaver has left to join WBRK, Pittsfield, Mass. Blake will also take over programming duties.

Florence Violet, of WHEB, Portsmouth, N. H. business department won the local chamber of commerce slogan contest with "Win the war with spade and hoe—Make a Victory Garden grow." 18 staffers sang "happy birthday" to Win Bettinson while he struggled to air his "750 Club," home-makers program. "Town Crier" program is so crowded with local items it now has to be aired in two editions, both sponsored by Morely Button Co.

Additions to the WLIB, Brooklyn, staff this week include Jean Bullowa, formerly with Keystone network, as secretary to Robert M. Scholle, station sales manager, and Edith Barash, formerly with WNYC N. Y., to production staff.

Walter Selden, chief engineer KFEL, Denver, is leaving station to return to his home in Old Virginny. Holey Moyer, sales chief, and with the station since 1925, has been promoted to assistant station manager.

WMCA, N. Y., aired from the Hotel New Yorker, Saturday night, April 3, a portion of the symposium on "The Healing of Humanity," in which a noted Catholic, Protestant and Jew participated. The symposium was sponsored by Union of American Hebrew Congregations in convention at the hotel.

KDKA, Pittsburgh, has renewed for sixth consecutive year Fort Pitt Brewing Co. sponsorship of "Tap Time," Tuesday night half-hour variety show. Show is produced and directed by Faris Feland of BBD&O agency and is piped to four W. Virginia stations—WCHS, Charleston; WPAR, Parkersburg; WBLX, Clarksburg; WHIS, Bluefield.

Mid-western radio and news men toured Army's 7th Service Command area this week, guided by Army personnel. They got a look into the operations of Buckley Field's armament schools, Denver Medical Depot, Fitzsimons General Hospital, the ski troops at Camp Hale and the mountain artillery stationed at Colorado Springs.



we didn't think they cared... this much!

Said we recently to Crossley, Inc. . . .

"Please go out and ask women—all kinds of women—in Greater New York something like this:

'WHAT NEW YORK RADIO STATION HAS PROGRAMS THAT YOU FEEL GIVE YOU THE MOST HELP IN YOUR HOUSEHOLD WORK?'

"Why?" asked Crossley, Inc.

"Must we be just obvious?", we replied. "Please," we urged. "Just ask, and if maybe everything's all right, we can tell people what we found."

So, Crossley interviewers asked 6,420 women personally.

In came the answers; came sorting, came compiling, came the following interesting result:

- WOR . . . 14.1%**
- Station B . 12.4%**
- Station R . 9.3%**
- Station X . 2.4%**

Q. E. D.—IF YOU MAKE SOMETHING THAT WOMEN BUY, OR HAVE A SAY IN THE BUYING OF—and *what* haven't they?—WOR IS WORTH CALLING FOR FURTHER, AND IMPRESSIVE FACTS. Our telephone rings if you dial PE 6-8600, in New York. Our address is

WOR

that power-full station at 1440 Broadway, New York

THIS LITTLE BUDGET WENT TO



WORL BOSTON MASS.

1 9 4 3			
4	5	6	7
8	11	2	3
17	18	19	20
21	22	23	24
25	26	27	28
29	30		

April 6

Frederick C. Dalquist Marge Morin
Clyde North Lowell Thomas

Three More Outlets Sold

Canada Still Puzzled Re WIB Expenditures

Toronto—The published salary list and expenditures of the Wartime Information Board continues to be a mystery in the minds of Canadian people with regard to the time period covered in the report which startled parliament, press and public. Harry Edgewick, director of the Canadian WIB office in New York and chairman of the Canadian Association of Broadcasters, who stated that the reported salaries and allowances were on an annual basis, hurried back to Toronto to get the low-down on developments, appearing to be concluded. (Continued on Page 6)

Minnesota Legislature Gets Radio Battery Bill

Minneapolis, Minn.—Declaring that over 40 per cent of the farm radio owners in Minnesota depend upon A and B batteries, Lawrence Haeg, state Representative from Hennepin County and WCCO's farm service director, has introduced to the Legislature a resolution calling upon the War Production Board to permit manufacture of such batteries. Haeg's motion was in line with similar resolutions in North and South Dakota and Iowa. (Continued on Page 6)

Norwich Pharmacal In N. Y. Via 5-Minute WJZ Show

Norwich Pharmacal Company, Norwich, N. Y., will launch a national six-month spot campaign, and enter the New York market for the first time in its radio advertising drives. (Continued on Page 2)

Station WAAC

Fort Myers, Fla.—Newspapers here will have to differentiate hereafter when they mention the WAAC meaning the Women's Army Auxiliary Corps or the station WAAC. For patriotic reasons, for instance, WFTM here has received an okay to change the call letters as stated above. Incidentally WAVE has been in operation for sometime in Louisville.

CBS Sets Expansion Of Radio Sales Dep't's

In order to handle increased business, Radio Sales Division of CBS yesterday put into operation expanded activities, according to Howard Meighan, Eastern Sales Manager of the division. Regarding the expansion of the sales and promotion departments, Meighan stated that George Dunham (Continued on Page 2)

Ted Collins To Produce Two Pictures For RKO

Ted Collins has formed his own production unit which will produce two pictures for RKO release. Contracts will be inked on the Coast upon the arrival of Collins within the next two weeks. First to go into production will be "The Life of Marie Dressler," starring Kate Smith. This will be followed by "Minstrel Man," based on the life of Eddie Leonard and starring George Jessel.

NAB's Counsel Writes WMC On Manpower Clarification

Two Radio Advertisers Get FTC Complaints

Washington—FTC issued complaints against two radio advertisers during the past week, charging exaggerations and misrepresentations in the newspaper and radio advertisements. One was against Procter & Gamble with respect to exaggerating the merits of (Continued on Page 2)

Approval Given By FCC For Transfer Of Midwestern Licenses; Dissension By Commissioners Payne-Craven

NBC Presents Surles With "Army" Plaque

Washington—In recognition of the selection by the nation's radio editors of "The Army Hour" as the best government program a silver plaque yesterday was presented to Major General Alexander D. Surles, U.S.A., director of the bureau of public relations of the War Department. The presentation was made by Niles (Continued on Page 7)

Satevepost Spot Buys Hold To Long-Term Pacts

"Saturday Evening Post" which only recently entered radio advertising, has gone beyond its original experimental campaigns to buying on a long term basis. Locally, Curtis Publishing Co., through MacFarland, Aveyard & Co., Chicago, has signed (Continued on Page 2)

CIAA Group Returns From 5,000 Mile Trip.

A five thousand mile tour in which Latin American programs were produced in army camps and war industries (Continued on Page 2)

Washington Bureau, RADIO DAILY
Washington—Reflecting the trend of many owners of small stations to get out of the business during the wartime period, three midwestern stations received the okay to change hand yesterday although in two cases there were dissenters in the ranks of the FCC. Stations involved are KVAK, Atchison, Kansas; WKBB, Dubuque, Iowa, and WOSH, Oshkosh, Wisconsin.

In the instance of KVAK, Commissioner Payne dissented and Commissioners Craven and Payne dissented (Continued on Page 7)

Tour Of Advt. Clubs Planned By McClintock

An innovation in business and public relations will be tried out by Miller McClintock, president of MBS, later this month, when he starts out on a two-week speaking tour among major advertising clubs and special group meetings of agency and advertiser (Continued on Page 6)

Answers Hutchens' Article Hitting Peabody Awards

Washington Bureau, RADIO DAILY
Washington—Taking issue with radio editor John Hutchens of the New York "Times," who wrote a good many words a week ago to de- (Continued on Page 5)

Vitamins!

Inter-office memo to the CBS organization from Frank White, v.p., reveals that a test survey in the New York office by the network's research dept. indicated 9 out of 10 people would take vitamins if furnished free to them at their desks. Consequently for a four-month period a daily supply of Vitamins will be furnished gratis to those who request it.

Imbibing Knowledge

Height of friendly trade relations is being exemplified by a quiet bit of cooperation between the Grey Advertising Agency, Inc. and Mutual Broadcasting System. Every Tuesday evening, agency's staff has been attending special classes at Mutual. Network's execs have been teaching the agency employees the radio end of the business.

RADIO DAILY



Vol. 23, No. 5 Wed., April 7, 1943 Price 10 Cts.

JOHN W. ALICOATE : : : : : Publisher

M. H. SHAPIRO : : : : : Editor

MARVIN KIRSCH : : : : : Business Manager

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FINANCIAL

(Tuesday, April 6)

NEW YORK STOCK EXCHANGE

	High	Low	Close	Net Chg.
Am. Tel. & Tel.	144 3/8	143 1/2	144 1/8	+ 1 1/4
CBS A	20	19 3/8	20	+ 3/8
CBS B	19 5/8	19 1/2	19 5/8	+ 1/2
Crosley Corp.	17 1/2	17	17	- 1/2
Gen. Electric	38	37 3/8	37 1/2	- 3/8
Philco	22 1/2	21 3/8	22	- 3/8
RCA Common	10 3/4	10 1/2	10 3/4	+ 1 1/4
RCA First Pfd.	67 3/4	66 3/4	67 3/4	+ 1 1/4
Stewart-Warner	12	11 3/4	11 3/4	- 1/8
Westinghouse	95	93	95	+ 2 1/4
Zenith Radio	29 1/2	29 1/2	29 1/2	0

NEW YORK CURB EXCHANGE

Hazeltine Corp.	30 1/2	30 1/2	30 1/2	0
Nat. Union Radio	2 1/2	2 1/2	2 1/2	+ 1/8

OVER THE COUNTER

	Bid	Asked
Farnsworth Tel. & Rad.	7 1/2	7 7/8
WCAO (Baltimore)	18	20
WJR (Detroit)	23	25

NAB Counsel Writes WMC For Draft Clarification

(Continued from Page 1)

permissible under the Act and Regulations." Place reported to NAB members, "WMC is seeking to force registrants into essential activities. Net result is that registrants are confused and uncertain as to their status now and in the future. Uncertainty breeds fear and discontent; a measure of certainty should result in confidence and better planning by registrants and employers."

Two Radio Advertisers Get FTC Complaints

(Continued from Page 1)

Teel, its liquid dentifrice, and lambasting tooth paste and powders of competitors. FTC statements hold the Teel claims "false and deceptive, and its references to competing products as 'defamatory'."

In its complaint against the Celanese Corporation of America, the FTC charged that the firm failed adequately to disclose that its product is acetate rayon and not silk or wool, and with falsely representing that its fabrics will not shrink and are not affected by perspiration, salt water or sea air, that they are cooler in summer and warmer in winter. "In some radio commercials the respondent also employs the statement referring to the 'current' ruling of the Commission, as well as other statements which only remotely indicate that products are rayon," stated the FTC complaint.

Norwich Pharmacal In N.Y. Via 5-Minute WJZ Show

(Continued from Page 1)

via a five-minute program on WJZ. Lawrence C. Gumbinner Advertising Agency which is servicing the account, reported that the campaign is being placed with the 50,000 watt stations first, on behalf of Pepto-Bismol, remedy for upset stomach.

In New York, the advertising will start April 19 with a live show comprised of Grace Morgan, singer, with piano, violin and guitar accompaniment, for a Monday through Friday airing, 9:55 p.m. Allan Kent and Ginger Johnson will produce the show and prepare musical jingles for the commercials.

On the national drive, the campaign, consisting of one-minute spots, will get under way April 12. With exception of a program which the sponsor had on the New England stations about six years ago, its radio advertising has been primarily spots. Plans for the use of other programs in addition to spots are not yet settled, agency explained.

Satevepost Spot Buys Hold To Long-Term Pacts

(Continued from Page 1)

a 52 week contract for participation in WNEW's "The Make Believe Ballroom" three evenings a week, Mondays, Wednesdays and Fridays, 5:35-5:45 p.m., EWT.

Mutual's Billings Lower Than Figures For 1942

Mutual Broadcasting System billings for March, 1943, totalled \$941,533, a decrease of 10.6 per cent from the corresponding month in 1942 when the total was \$1,053,444. Billings for 1943 amounted to \$2,759,722, a decrease of 8.5 per cent from the corresponding period last year, when the total was \$3,016,141.

CBS Sets Expansion Of Radio Sales Dep'ts

(Continued from Page 1)

would be account executive of the sales dept. and William S. Rayburn, promotion manager.

In addition, George Mateyo joins the promotion department as supervisor and research and Joyce Farnham as copy assistant.

Dunham, who joined CBS in Sept., 1937 as director of sales promotion at WEEL, CBS' Boston outlet, has been supervisor of promotion for CBS' owned stations, with headquarters in New York, since Dec., 1940. Prior to joining Columbia, Dunham was assistant to the sales manager of Industrial Hose at the Boston Woven Hose & Rubber Company.

Rayburn has been a copy writer in CBS' sales promotion department since joining the network in Jan., 1941. He was also a copy writer at Lennen & Mitchell, Inc. Prior to that Rayburn edited a country weekly in Westchester, N. Y. and was a partner in a refrigerator sales agency.

Mateyo, who has been assistant to the director of research at CBS since joining Columbia in April, 1940, was formerly head of research at WOR. Prior to that he was an instructor in marketing and advertising at New York University and in the market media department at McCann-Erickson, Inc.

Joyce Farnham joined CBS in April of last year and since then has been a secretary in radio sales. Prior to that she did general office and secretarial work in various New York business firms.

These changes in radio sales take effect immediately.

CIAA Group Returns From 5,000 Mile Trip

(Continued from Page 1)

trial plants has just been concluded by Harold Janis, director of special events for the Office of Coordinator of Inter-American Affairs, and Eli (Buck) Canel, director of Latin American programs for NBC.

During the tour programs for Latin American broadcasting were picked up in Ft. Benning, Ga.; Keesler Field, Biloxi, Miss.; Ft. Brown, Brownsville, Tex.; Ft. Sam Houston, San Antonio, Tex.; and Higgins Industries, New Orleans, La. The camp programs, made in cooperation with the War Department, featured Spanish speaking soldiers, and are part of a series, "Juventude Combatiente" (Fighting Youth) now being broadcast in Latin America. One of the programs consisted of a special demonstration by soldiers born in U. S.-Mexico bordering states. These soldiers speak Spanish almost exclusively, even the routine army commands being given in that language.

The trip was made in an automobile and a completely equipped sound truck, the latter operated by Peter Frutchey, engineer. Canel announced the programs and Janis produced and supervised them for CIAA.

COMING and GOING

EDGAR KOBAK, executive vice-president of the Blue Network, spending today and tomorrow in Detroit on general business. He is expected back Friday.

CREIGHTON E. GATCHELL, general manager of WGAN, Portland, has arrived from Maine for conferences at the headquarters of CBS.

H. V. KALTENBORN is in Cincinnati to participate in the Army-Navy "E" Award ceremonies at the William Powell Co. He will air tonight's newscast from WLW, which will feed the program to NBC.

DON SEARLE, newly appointed manager of KGO, Blue Network outlet in San Francisco, leaves New York for California today.

LT. A. E. JOHNSON, former engineer-in-charge at WRC, Washington, D. C., in New York the past few days on furlough.

JOHN J. MATHESON, general manager of WHDH, Boston, a visitor yesterday at the offices of the Blue Network.

ZAC FREEDMAN, press representative for Ted Collins, and SAM SCHIFF, assistant to Collins, leaving for the West Coast to arrange details for the arrival of the Collins-Kate Smith program entourage.

WALTER HAASE, program manager of WDRG, Hartford, is in New York on station and network business.

GEORGE D. WALKER, general manager of WAIR, Blue Network affiliate in Winston-Salem, N. C., is spending a few days in town.

KAY KYSER is at Torrey Pines, Cal., from which point he will broadcast tonight's "College of Musical Knowledge" program from Camp Callen, the U. S. Coast Artillery post.

R. E. DUNVILLE, vice-president in charge of sales for WLW-WSAI, is in Chicago on a short trip in the interest of the Crosley stations.

W. JUDSON "JUD" WOODS, general manager of KFOR, Lincoln, Neb., outlet of the Blue, in conference yesterday at Rockefeller Center.

CRAIG LAWRENCE, station manager of KSO-KRNT, Des Moines, is in a business trip to Chicago and Minneapolis.

"FRANCINE," fashion commentator on WCAE, who had spent some time in New York gathering material, is back in Pittsburgh and has resumed her "News of the New" program on the Mutual station.

H. P. ROBERSON, station and commercial manager of KFDA, Amarillo, Tex., is in New York. He plans to stay until Friday.

ELLA LOGAN, vocalist, off for two weeks in Philadelphia with the "Show Time" company. While there, she is scheduled for several radio appearances as part of the War Bond campaign.

BILL WELSH, OWI radio director in the Denver area, is on a tour of the Rocky Mountain region. He plans to be gone about a week.

WALTER KANER, publicity director of WLBI, is on a short business trip to Philadelphia.

★ **Food Sales gain 16% in 1942**

State gain totals 9%
A MUST Market in MASSACHUSETTS

W TAG
WORCESTER

★ the **BEST** and the **MOST** ★
FOR YOUR DOLLAR

WNBC

In America's
INDUSTRIAL ACTIVE
HARTFORD
5000 WATTS BASIC BLUE

Sincerely Yours...

WHEN the enemy struck at our country, American industrialists and business men, not content with their achievements of converting from peacetime to war production, turned the full power of their advertising, not only radio but publication advertising as well, to the gigantic task of bringing the war and its meaning to the American people.

Closely cooperating with the Government, they devoted, with characteristic energy and loyalty, time, money and great talent to the task of crystallizing the nation's thinking, to dispelling confusion and to clarifying the wartime duties of the individual.

Advertising agencies, too, have utilized all their skill and experience in bringing about the fullest understanding of all the problems of war in a manner which has done much to unite the American people.

It is to these leaders of American industry, to executives, copywriters and artists of American advertising agencies and members of the Advertising Council, that the American people owe a debt of gratitude.

It is their advertising support, their war-effort and entertainment programs, which make possible a broadcasting service without equal in the world—a free radio for a free people.

To these men radio pays tribute—history will write “well done” to their magnificent contributions to the war effort.

• THE NATIONAL BROADCASTING COMPANY •

Los Angeles

By JAC WILLEN

VERA VAGUE, popular comedienne on the Bob Hope show, surprised a few of her hecklers the other week by her retorts in French, Spanish and German—to their confusion. Despite her play-acting at dim-witty roles, Miss Vague is a graduate of Stanford University and a member of Kappa Kappa Gamma.

Tom Hanlon's "Saturday Night Merry-go-Round" returned to the air over KNX last Saturday, with a new sponsor, North American Aviation, Inc. The show will be heard from 11:00 p.m. to 12 midnight, PWT. Batten, Barton, Durstine & Osborn placed the contract for a thirteen week period.

New guest stars lined up for the Groucho Marx "Blue Ribbon Town" over CBS each Saturday night include Joan Bennett on April 10 and Reggie Gardiner on April 17.

Dr. Samuel W. Snide, the funny "dentist" with the loose-plate lisp who last week made his bow as a Pine Ridger on the Lum and Abner show, is none other than Eddie Holden, the once very popular "Frank Watanabe" of "Frank Watanabe and the Honorable Archie" fame.

"The Gallant Heart," new NBC sustainer makes its bow as a daily Monday through Friday (4:00 p.m.) feature this week. Idea and script by Virginia Cooke of a girl in the WAACS, will feature Janet Waldo, Ben Alexander and Charles Patterson. The rest of the cast includes Janet Logan, Irene Tedrow, Ge Ge Pearson and Marjorie Davies.

Verne Smith will announce the sustainer, with Eugene LePique handling the musical background chores. Earl Ebi produces.

Canada's Higher Postage Headache To Broadcasters

Toronto—The one-cent increase in the postage rates for all letters and postcards has proved a headache to studios and program sponsors since the postal wartax became effective on April 1. It has been admitted that local stations have had to pay postage penalties in quite a number of fan-mail letters and contest communications which did not bear sufficient stamps and the situation became such that announcers and emcees have been frequently advising listeners over the air to put 4 cents on out-of-town letters and 3 cents on local letters and postcards.

Letters with insufficient postage could be refused but they are not being returned in recognition of the value of goodwill.

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

MAIN STREET

OL' SCOOPS DAILY

Notes From a Ringside Seat . . . !

● ● ● Will wonders never cease? . . . the answer is a definite "Nay" . . . at least insofar as Radio is concerned. . . . consider, if you will the case of the newscasters who recently broadcast an appeal to the soldier who was bitten by a rabies-afflicted dog in that city, to hurry to a hospital, in order to have the wound cauterized. . . . it seems that after several days, that particular soldier was finally located and though his pants were chewed, he luckily, was untouched by the canine's teeth. . . . nevertheless a sailor and a civilian, both of whom had been bitten by that particular dog, heard the appeal, hastened to local hospitals and thereby saved their lives. . . . Radio scores again. . . . Bernie Schubert's new "Falcon" series will start Saturday as a Blue Network sustainer with Barry Kroeger in the lead. . . . incidentally, Kroeger will also be the narrator on the new "Good-year" commercial, which bows in April 20 on NBC with Raymond Paige's orchestra and Connee Boswell. . . . Is Independent producer Douglas Storer planning to join WOR as assistant to Julius F. Seebach? . . . Ilka Chase will be the guest star, April 14 on the Milton Berle-Campbell CBSouper-duper. . . . Jean Dickenson has been signed to sing for another year, her fourth, on the NBC classic "American Album of Familiar Music" . . . Larry Fitzgerald of NCAC agented. . . . Martin Weldon, program director of WKNY, Kingston, N. Y., and his bride, the former Shirley Preis, are honeymooning in town. . . . Ann Thomas has kayoed Kid Laryngitis and is back on the ether as Alan (poppa Levy) Reed's secretary.

★ ★ ★

● ● ● The role which Radio has assumed in the War Effort, is unquestionably world-wide in scope and of paramount importance, so, in reproducing the following two letters, we aren't trying to "sell" radio, since that would merely be another case of 'toting that glittering mass of jet to Newcastle'. . . . we thought, however, that, being integral units of the Radio Industry, you might be interested. Somewhere in N. Africa—Mr. Bing Crosby, c/o Kraft Music Hall, Hollywood, Cal.

Dear Bing:

It may interest you to know that we heard your program of Dec. 17. On that program you gave a reenactment of Gen. Patten's speech to the boys on board the boat prior to the beginning of operations here. The undersigned were on board the boat and heard the original speech. We also heard the duplicate on your program and felt just as thrilled then as before. It brought home the fact that the people of America have by no means forgotten us here in N. Africa. We sincerely hope that you can find time to answer this letter yourself. Respectfully yours, (signed) . . . Hollywood, Cal.

Dear Men:

We of the K.M.H. got a big jar out of the knowledge that you heard our show of Dec. 17, and that you approved our treatment of Gen. Patten's famous speech. I'm sorry to be so tardy in sending you a reply. We hang on the radio every day and fight for the papers telling of your progress in Tunisia. Those bums are getting a good practical view of what you fellows can do when you get operating. Maybe I can get down there to see you soon. Hope says he's got it fixed. Regards to all. Sincerely, Bing Crosby.

★ ★ ★

● ● ● Harry James' Chicago stopover where he will play two outside dates and do the Chesterfield show from there, originating for CBS via WBBM, has resulted in the 3,600 tickets for each of the 12 scheduled broadcasts being completely taken up by avid fans. . . . this means some 43,200 tickets and fans involved.

★ ★ ★

—Remember Pearl Harbor—

Chicago

By FRANK BURKE

A NEW series of programs titled "Make Way for the Army" was inaugurated Saturday on WLS by Al Boyd, production manager. The show will be heard every Saturday night from 9:30-10 p.m. and will feature guest military personalities and music by the Fort Sheridan military band.

Red Skelton and the program "People Are Funny," have been renewed for another 52 weeks each by Brown & Williamson Tobacco Co. through Russel M. Seeds agency, Paul McCluer, NBC central division sales manager, has announced.

"Skippy Hollywood Theater," a new transcribed weekly half-hour dramatic series sponsored by General Foods, Inc., Minneapolis, started on WMAQ, Saturday, from 8-8:30 p.m.

A. W. Kaney, station relations manager for the NBC central division, returned this week from a series of conferences with NBC affiliates in the Middle West.

Harold Turner, WGN staff pianist, joins the U. S. Navy at Great Lakes today.

John Holbrook's news commentary Monday through Friday on WGN has been renewed for another 13 weeks by the Studebaker Corporation.

Harry James and his orchestra are in town for a series of broadcasts over WBBM-CBS.

Julian Bently, WLS news editor, has been renewed for another 27 weeks by Grove Laboratories through the Russel M. Seeds agency. Other new business reported by WLS includes sale of 15 minutes to Charm Kurl Company, St. Paul, on the new WLS program, "It's Time for Company." Business was handled through Guenther-Bradford Co., Chicago.

"Bill" Dunne

Syracuse—Two weeks to the day after he entered the Army, U. William "Bill" Dunne, former announcer of WAGE, this city died, on April 2 at an Army camp of spinal meningitis. He was 20 years old. He joined WAGE when the station opened in April 1941 and had prepared himself for the Signal Corps by studying nights at Syracuse University.

W THE PROOF IS IN THE
LISTENING
P
E
N
Philadelphia
5000 WATTS • 950 ON THE DIAL
Affiliated Station of the
Atlantic Coast Network

QUEST-ING

MINIA BRUCE, on "Manhattan Night," today (WJZ-Blue Network, 8:30 p.m.).

RIPLEY, on the Milton Berle show, tonight (WABC-CBS, 9:30 p.m.).

HOWARD and **GEORGE** **WATSON**, on the Sammy Kaye show, tonight (WABC-CBS, 8 p.m.).

ERION HUTTON and the **TRUMPETMASTERS**, now appearing at the RKO Theater, on the "Cresta" program, today (WOR-Mutual, 15 p.m.).

ROBERT A. TAFT of Ohio and **BURTON K. WHEELER** of Pennsylvania, on the "National Radio Hour," today (WJZ-Blue Network, 8 p.m.).

EDDIE DAY, on Eddie Cantor's "Sing to Smile," today (WEAF-NBC, 8 p.m.).

ANNETTE MacDONALD and **GENE RAYMOND**, on the "Door Canteen," tomorrow (WABC-CBS, 9:30 p.m.).

FRANK RAGLAND, on the "Kraft Hall," tomorrow (WEAF-NBC, 8 p.m.).

Gordon Whyte

Gordon Whyte, 56-year-old NBC producer and director, died at Wydenham Hospital here, Monday, of a heart attack. He had been ill for some time. Whyte became associated with NBC in September, after a period of free lance writing and producing.

He had been editor of "Metronome" and the time dramatic editor on "Billboard." In 1927 he entered radio as producer of the first "Eveready Series."

N. W. Ayer & Sons later, he produced the first Camel cigarette series for J. Reynolds Tobacco. Other series associated with him are the "Show Boat" series, and the Gen Motors Corp. Sunday music series.

He worked on the latter when associated with the Henry Souvaine

★ **PROMOTION** ★

Standard Radio's Booklet

To enable its station subscribers to get the greatest benefit from the library, Standard Radio has just sent them a booklet entitled, "Getting the Most From Your Standard Radio Library." Text is a simply prepared account of the purpose of a library service and the specific services offered by Standard. It is departmentalized to coincide with the Library's own classifications, and for each section whether it be the dance music, themes, continuity, or any other one, the copy sketches suggestions for better use of the available material in order to devise better programming or for the purpose of injecting new ideas.

In addition, the booklet has taken into consideration the war problem

WKBN Testimonial

WKBN, Youngstown, is distributing to the trade a four-page sky-blue and black ink brochure featuring a letter from Nathan Rosenblum & Co., distributors of Golden Dawn Quality Foods, in which company points out that until it offered over the radio a dutch oven casserole with purchase of a bag of Occident Flour, the campaign was a dud.

Testimonial states that when the offer was made over WKBN morning news program exclusively the supply of dutch ovens was exhausted within ten days and the offer had to be withdrawn. Station rep is Paul H. Raymer Co.

of supplies, urging the station to handle their discs with greatest of care to conserve materials.

Answers Hutchens' Article Hitting Peabody Awards

(Continued from Page 1)

monstrate there was not much to say about the Peabody Awards, Willard Egolf, assistant to NAB President Neville Miller, has written Hutchens in attempt to clarify the matter. Part of Egolf's letter follows:

"You say, 'of the six programs honored, only two are heard nationally—one may be permitted to wonder a little about the emphasis on the programs which the average listener could not possibly have heard—there is not much in the Peabody awards this year to converse about.'

"We must remember that the great consideration which underlies all selections of the Peabody Award Committee is radio's operation in the public interest convenience and necessity. Regardless of classification, each award has that unwritten suffix.

"In the application of these principles, which should be considered more significant; amusement, edification and elevation of a broad panorama of population, through network programs, or the complete salvation of some segment of humanity, perhaps a single soul, in an isolated community? I describe both ends of the pole for obvious reasons. Civilization will concentrate all its resources on the preservation of a single human life. Usually this has the aspect of an emergency, which finds radio proficient.

"By the same token, in my opinion, a service of radio which accomplishes the complete deliverance of a single soul or a small community will outweigh any average service to the nation at large. It might happen in a Rocky Mountain Valley or far away in Alaska. Only through careful description, such as lies within your power, could the people and other radio stations be impressed with its full import. Upon those precepts the Pipes of Pan, if broadcast on single radio station to accomplish such a purpose at a strategic moment, should

Fisher Flouring Co. Expands On Blue Net

Expanding its advertising on the Blue Network, Fisher Flouring Mills, Inc., has launched "James Abbe Observes," the company's second venture into network radio. The news commentator is heard Monday through Friday from 7:30 to 7:45 a.m., PWT, on 13 Pacific Coast stations of the Blue, originating at KEX, Portland, Ore. Pacific National Advertising Agency, Seattle, is the agency.

Previously a spot radio advertiser, Fisher began using network radio in September, 1942, when it began participating in "Breakfast at Sardi's," also heard on 13 Pacific Coast stations, in behalf of its flour and cereal products, including Zoom, a new hot breakfast cereal. The company is continuing its sponsorship of two five-minute participations weekly.

The new Fisher program will be used to promote Zoom, distribution of which is currently limited to the West. Radio is currently getting the lion's share of the Fisher ad budget.

James Abbe, who has been associated with news-gathering for nearly half a century, is famed as the father of the three youngsters who created a sensation in 1936 with their best seller, "Around the World in Eleven Years."

be entitled to an award, although that award may say for outstanding entertainment.

"In short, the multiple services of radio have such broad significance that they defy adequate description. Every attempt must be viewed through the reducing glass of 'public interest convenience and necessity.'

"The members of the Peabody awards committee deserve aid, encouragement and patience; above all, patience. They are attempting to implement the broadest possible gathering facilities, as well as a clear delineation of awards. Their task is tremendous. I should be the first to complain if they refused to realize it, but they do."

AGENCIES

BARRY FARIS, editor-in-chief of International News Service, will be guest speaker today at the regular weekly luncheon of the Advertising Club of New York. He recently returned from a 30,000-mile trip through the South Pacific.

THURMAN L. BARNARD, of the Detroit office of N. W. Ayer & Son, Inc., has joined the OWI as associate chief of the Outpost Bureau. He will make his headquarters in New York.

EVERETT ROSENTHAL, formerly sales manager, has now been made recording manager of Rockhill Radio Inc., New York City.

HUNTER BELL, has been appointed head of the advertising department of the Coca-Cola Company. He replaces Deloney Sledge, now in the U. S. Army.

Circus Opening On MBS

Col. Richard C. Patterson, chairman of the New York State War Savings Staff of the U. S. Treasury will formally open the 1943 circus season with a broadcast over Mutual on Friday, April 9, from 8:15-8:30 p.m. The description of the assembly of the various features of the Ringling Brothers and Barnum and Bailey Circus will be made by John Whitmore and Dave Driscoll of the war service and news division of WOR, Mutual's New York affiliate. All seats for the opening of the Circus will be occupied by purchasers of war bonds.

in BALTIMORE
and the Central Atlantic States



Edward Petry & Co., National Representative

WHAMland
5305 factories swell buying power for 900,000 radio homes.
Nat'l Rep. George P. Hollingbery Co.
50,000 Watts... Clear Channel... Full Time... NBC Blue and Red Networks
ESTER, N. Y. "The STROMBERG-CARLSON STATION"

RADIO DAILY



Vol. 23, No. 6 Thurs., April 8, 1943 Price 10 Cts.

JOHN W. ALICOATE : : : Publisher

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

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(Wednesday, April 7)

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OVER THE COUNTER				
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Stromberg-Carlson	9	10		
WCAO (Baltimore)	18	22		
WJR (Detroit)	23			

CBS Appoints Sills To O & O Promotion Post

(Continued from Page 1)
lumbia Pacific Network and the Columbia California Network.
Sills, who has been with CBS for about six years formerly was manager of station services for the station relations department and prior to that promotion manager for Radio Sales.

Canada Reminded Of Tax On Room Renters' Radios

(Continued from Page 1)
license issued in the name of the owner or landlord of such premises covers only the set or sets installed in his own quarters. The license costs \$2.50 annually but in Montreal there is also a civic license of \$2.00 per set.

Renewals Prove Results

WTBO

820 Kc. Cumberland, Md.

War Production News Dangerous, Says Price

(Continued from Page 1)

news of new or secret military weapons or designs," Price continued, "They also restrict information regarding production progress in weapons and other munitions.

"This office has never, from the beginning, recognized industrialists, manufacturers, or plant officials as appropriate authority for the release of such information.

"In case where such informants are talking about industrial designs, but no actual contract for war use exists, publication would be less damaging, but in every such instance, the greatest care should be exercised.

"The responsibility for what is published and broadcast lies with the press and the broadcasters, and not with the industrialist and manufacturer. For that reason the Office of Censorship urges that you make certain before publication or broadcast of any war production disclosures that the responsible government war agency has authorized the disclosure."

Beecham's CRC Suit Is Amicably Adjusted

(Continued from Page 1)

planation of implications of "amicably adjusted." Representative of the recording firm, in avoiding specific commitments when asked the terms of the settlement, said that "you can go out and buy most of the Beecham recordings." He would not state whether any were being withheld, as part of the settlement agreement, except to add that "things are pretty much where they were at the start."

Beecham instituted an injunction suit recently, to prevent the further sale of some of his Columbia recordings with the Philharmonic, on grounds that they were not of a standard he would approve. He also sued for \$500,000 libel. Courts denied the injunction. This settlement, now, takes care of the last phase of the litigation, though Columbia indicated it paid him no money. Beecham is now under contract with RCA Victor, though production is being held up by the Petrillo ban.

Satevepost Buy On WOV Four 5-Min. Shows Nightly

"Saturday Evening Post," in keeping with its expansion in radio advertising in the New York market, via programs, and on long term basis, (RADIO DAILY, April 7), has concluded a pact for four five-minute programs, every night, on WOV, starting April 14, for 52 weeks. Buy includes "Do You Know the Answer" a telephone gimmick wherein Alan Courtney, emcee, calls a number listed in the phone book, and makes cash awards to individual who, on the phone, gives correct replies. Show will air 6:25, 7:25, 8:25 and 9:25 nightly.

Henry C. Kline of McFarland, Aveyard Co., agency servicing Curtis Publishing, will take over the production of the program.

Five Special NBC Shows For National Music Week

(Continued from Page 1)

its regular programs to celebrate the event.

First in NBC's "Festival" series is a program by the Portland, Maine, Polyphonic Society on Sunday, May 2, at 9:30 a.m., EWT. This program will open with a talk by Mrs. Guy P. Gannett, president of the Federation, after which Alfred Brinkler will direct the choristers in an all-American program.

On Tuesday, May 4, at 6:00 p.m., EWT, the Florentine Opera Chorus of Milwaukee, directed by John Anello will dedicate a special program to Folk Festival Day.

Voices of 300 school children, directed by Mrs. Helen McBride, music supervisor in Jefferson County, Ky., schools, will be heard in United Nations songs Wednesday, May 5. The NBC network, excepting WEAF, will carry this feature at 6:30 p.m.

On Thursday, May 6, finals in the Federation's Young Artist Contest will take place but the winner will not be announced until he or she appears on an NBC broadcast, Friday, at 6:45 p.m. The winning soloist—singer, violinist or pianist—will be accompanied by an NBC orchestra.

NBC's final offering in the Festival will be the playing of the winning entry in the Patriotic Song contest, sponsored jointly by NBC and the Federation. Judges who are now working on the submitted songs are Leopold Stokowski, Lawrence Tibbett, Maj. Howard Bronson, music officer of the special service division of the War Department, and Ernest La Prade, NBC's musical research director. Time of this broadcast will be announced later.

AFA Selects Judges For Ad-Club Entries

(Continued from Page 1)

Platt of the Kraft Cheese Company; Chester J. LaRoche, chairman of Advertising Council, and Gardner Cowles, Jr., director of OWI domestic operations.

Award this year will be based on appropriate professional club activity in furthering the war effort. Survey this year indicated that 90 per cent of the advertising clubs have War Advertising Committees. Entries will take the form of a report covering the objectives, scope and, as far as possible to give them, the results either of a single outstanding campaign for the promotion of some war project, or of the club's entire war advertising program. Wherever possible, report should be supported with samples of promotion, display advertisements, radio materials, etc. Contest closes May 10. All entries should be sent to AFA headquarters here.

Grant WLW Dismissal Of 500 Kw. Petition

(Continued from Page 1)

tuning down then to the station's present 50 kilowatt output. The W8XO transmitter will be used by OWI.

COMING and GOING

WILLIAM S. HEDGES, NBC vice-president in charge of stations, absent for a few days as a result of a severe cold.

LAMBERT B. BEEUWKES, manager of sales promotion, advertising and publicity for WXYZ, Detroit, is in New York on station and network business.

WILLIAM T. LANE, station manager of WAGE, Blue Network affiliate in Syracuse, N. Y., leaving for the home offices after a few days of conferences with the local reps.

CECIL D. MASTIN, general manager of WNBZ, Binghamton, N. Y., is in town on business. Called yesterday at CBS.

PATRICIA GARVIN, of the Davis-Lieber publicity staff, has left for Hollywood, where she will handle special promotion for the Hop Harrigan programs on the Blue Network.

WILLIAM NEWTON, Middle West representative of the BBC, has left New York for several days in Chicago. TED LAWRENCE, chief engineer, has gone to Washington, D. C.

MAYNARD MARQUARDT, general manager of WCFL, Chicago, is here for talks with the New York representatives of the station.

LT. ROBERT F. SCHUETZ, U.S.N., formerly manager of NBC's Radio-Recording division in Hollywood, a visitor this week at Radio City. He is accompanied by MRS. SCHUETZ.

BARRY WOOD is in Newark, N. J., for a week's engagement at the Adams Theater and to participate in the Second War Loan drive in that city.

HORACE HEIDT and the members of his band are in Santa Barbara, Cal., for the broadcasting of tonight's "Spotlight Bands" program on the Blue Network from the Marine Corps Air Station.

HARRY H. BUCKENDAHL is in town from Oregon. He's commercial manager of KOIN, the Columbia outlet in Portland.

BOB HOPE, WENDELL NILES, FRANCES LANGFORD and other members of the program company are leaving Hollywood on a coast-to-coast tour of service camps. For the next eight weeks the NBC program will originate at points other than Hollywood.

GEORGE E. STEWART, NBC recording supervisor in New York, has arrived in Hollywood to confer at the network's West Coast offices.

HOWARD MEIGHAN left yesterday for the West Coast.

GEORGE LOWTHER, late of the NBC writer-director staff, off for Florida this Saturday for a short vacation before joining Superman, Inc., as production executive.

Tubes Of "Victory Line" To Show Brand Names

(Continued from Page 1)

been under consideration. WPB officials said this week that brand names will probably be retained for at least 90 days.

Most manufacturers have indicated they will mark tubes made from materials allotted by the WPB for civilian use by the initials "M. R." standing for "maintenance and repair."

THIS LITTLE BUDGET WENT TO



WORL BOSTON MASS.

WQXR asks: Why Stop at 8 P.M.?

Here's How New York's Five Leading Independent Stations Rank When You Include the Top Evening Hours:

Percentage of "Station Quarter-Hours" in Which Each Station Leads

The Pulse of New York

From 7:00 a.m. to midnight, The Pulse, in the month of March, surveyed 340 quarter-hours of entertainment broadcast by these 5 stations. Here's the result:

6:00 p.m. to midnight | 7:00 a.m. to midnight

C. E. HOOPER, Inc.

During January and February, C. E. Hooper, Inc. surveyed 290 quarter-hours of entertainment broadcast by these same 5 stations between 8:00 a.m. and 10:30 p.m. Here's the result:

6:00 p.m. to 10:30 p.m. | 8:00 a.m. to 10:30 p.m.

WQXR Leads

82.2 | 75.3

80.5 | 64.1

Station "A" "

64.5 | 77.8

63.8 | 77.6

Station "B" "

37.5 | 43.7

62.4 | 59.4

Station "C" "

48.9 | 45.1

57.0 | 55.5

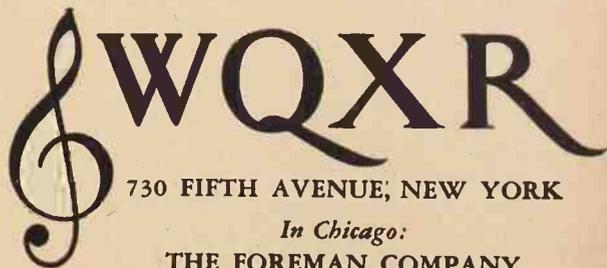
Station "D" "

18.7 | 20.5

was not surveyed
for full period

was not surveyed
for full period

WQXR numbers among its sponsors dozens of the nation's leading advertisers—most of whom have big network shows with a New York outlet. But these advertisers have also found that it pays handsomely to cultivate *independently* WQXR's large audience of music-lovers here "in the heart of the world's richest market." And the above figures show you why they continue to buy WQXR.



730 FIFTH AVENUE, NEW YORK

In Chicago:

THE FOREMAN COMPANY
WRIGLEY BUILDING

"New York's High Fidelity Station"

Los Angeles

By JAC WILLEN

"BLONDIE" Producer Don Bernard has been named as director of a new all-colored comedy musical show to be heard shortly over CBS stations. It is titled "Blueberry Hill" and features Manton Moreland and Shadrack. Show had local first night time preview for swing-shift audiences last week starting at 1:30 a.m.

Horace Heidt and his "Treasure Chest" orchestra will air four more programs from Hollywood (April 16 through 27) and then head East for a six-month tour.

Felix Mills, music conductor of the Tommy Riggs program, is learning to play the fiddle—for a unique reason. It's the only instrument in his band that he has never played.

Leo Carrillo, featured on the "Grapevine Rancho" program each Thursday over CBS was appointed to the State Park Commission last week by California's Governor Warren.

Kay Kyser last week brought his total of transportation expenses for taking his band to the nation's army camps to \$104,000! In his two years of visiting more than 300 camps, Kyser has always paid every cent of expenses for everyone making the trips.

John Nesbitt's scheduled appearance March 29 on "Ceiling Unlimited" was postponed to Monday, April 12. During his visit to the stanza he will relate the amazing story of the Aircraft War Production Council on the Lockheed and Vega ailer.

Dinah Shore is rapidly heading for top-o'-the-list in films, just as she did in radio. Last week Warner Bros. announced signing Dinah to a long-term contract. Her first film was "Thank Your Lucky Stars," not yet released, for Warners. She's now making tests for her second film role at the Goldwyn Studios.

Wilbur Hatch is handling the musical chores on the Lady Esther-Screen Guild program, heard Mondays over KNX.

WTOL Joins Basic Blue

Effective May 1, WTOL, Toledo, Ohio, becomes a member of the Basic Blue Network.

Up to the present time, WTOL has been a Basic Supplementary affiliate. The station operates with a power of 250 watts on 1,230 kilocycles, and is owned and operated by the Community Broadcasting Co.

Stork News

Charles Drock, control-room engineer at WIP, Philadelphia, passed out cigars recently to celebrate the arrival of his first-born, a son.

Have You Met The Voices

of
GILBERT MACK

?

LEX. 2-1100



Reporter At Large. . . !

● ● ● For obvious reasons, radio stations do not charge admission to radio broadcasts but the thought occurred to us that if there was some way to remind studio visitors that the show about to be witnessed is absolutely free but that it would be nice if, on the way out, they'd show their appreciation by donating a nickel or dime into a Red Cross or Community Chest Box or any other worthwhile charity. . . in this way, thousands of radio station visitors, would help to swell National Fund Drives. . . We think a line, printed on the complimentary tickets that might read, "Enjoy the Show—and remember the USO" . . . or "Toss the Axis for a loss—help the Red Cross" . . . or "This show is free—help keep the world free too" . . . Rudy Vallee will guestar on the Jolson-Woolley CBS show April 13. . . Julie Stevens will be the new 'Rosemary', on the NBC comedy, "Abie's Irish Rose," beginning this Saturday. . . Juliana Taberna, who appears in several Blue Network dramatic programs, is the author of the script, based on the life of Mme. Chiang Kai-Shek, which will be dramatized Sunday on the CBS "Prudential Family Hour" . . . Columbia Records will feature Frank Sinatra-la-la's if and when the Petrillo ban is lifted. . . Sponsors of the "Hop Harrigan" Blue Network thrillers, will make four Hero Awards annually to next of kin of enlisted American Aviators, killed in action. . . first of the awards, which incidentally are \$1,000 War Bonds, will be awarded, Saturday, April 18 on the "Harrigan" program, when Mrs. Colin Kelly, from Los Angeles, gives the parents of Sgt. Meyer Levin, who will appear on the program in New York, the initial signal honor.

★ ★ ★

● ● ● George Putnam, NBC news commentator, returns from Hollywood Saturday, where he played an important role in the Universal flicker, "We've Never Been Licked" . . . Grayce Bonsall, of the Blue Network publicity dept., will be married in June to Pvt. Dominick La Rocca, musician with the Fort Dix Band. . . Yours and our old friend, Pvt. Sid Weiss will sure have a great gabfest with Parks Johnson and Warren Hull, when they bring their "Vox Pop" program to Camp Hood, Texas, next Monday. . . Clark Dennis, recently heard on "Duffy's Tavern," replaces Jerry Cooper on the MBS "Keep Ahead" program. . . Wini Shaw, back from a lengthy USO tour, back in town and opens Monday with dialectician Benny Rubin at the Greenwich Village Inn Gertrude 'Gold' Berg, may star in the show she's writing for John Golden. . . Maestro Henry Jerome is seeking a tenor for his Pelham Heath Inn Orchestra and will audition hopefuls on his WOR broadcast this Saturday afternoon. . . Jerry Lester, on the CBS "Stage Door Canteen" show, will portray a bus boy. . . that's what he really was when he worked his way through Northwestern University. . . Don Wallace, script writer for McCann-Erickson, is vacationing at Lantana, Florida.

★ ★ ★

● ● ● Ray Knight has added three men to his Blue Network directoral staff. . . Wylie Adams, former Broadway director will be senior director and John Greenhut, former Artist Rep. and Bill Livingston, Songwriter, have been appointed junior directors. . . Is Don Cope leaving Benton & Bowles to go with Ted Bates? . . . Jimmy Dorsey and his band open at the Roxy May 5. . . When Stanley Melba, ork pilot, was told by his doctor to take a rest and get completely away from even the thought of music, he took a train for Chicago. . . and found himself surrounded by the musicians of the Metropolitan Opera Co., who were on the train also headed for the windy city. . . Rosemary Garbell, who for three years, portrayed 'Tootie' on the "Mary Marlin" show, is now in New York and resumes that role for the next 13 weeks. . . Jack Erickson, songwriter, coach, pianist and general musical handy man, may sign as vocal coach with 20th Century-Fox.

★ ★ ★

—Remember Pearl Harbor—

Chicago

By FRANK BURKE

THE Comprehensive Radio Workshop, a radio course sponsored by the Radio Council of the Chicago Public Schools, will be held June 28 to August 6, this year. For the first time advanced high school and college students will be admitted to membership. Course includes writing the script, production of program and development of public service and educational radio programs. Speakers will include representatives from networks, advertising agencies, AFRA radio writers, guild newspapers, local stations and educational institutions.

John Carter, former operatic star in civilian life, who is now in the U. S. Navy, will be heard Friday over the Blue Network on "Meet Your Navy," when the all-sailor show originates at Cadle Tabernacle, Indianapolis, as part of the rally in the nation-wide Second Bond Drive.

Bob Jellison and Beryl Vaughan are back on WGN's "Citizens of Tomorrow."

WGN will join a record hookup of 211 stations carrying "Superman" on April 19.

Through J. Walter Thompson, Fleetwood Lawton's twice-a-week news commentary has been renewed for 13 weeks over NBC's Pacific Coast net. Lawton is being sponsored by A. S. Boyle Company in the interests of Old English Wax. He is heard at 8:15 p.m.

Stuart Sherman, president of the Sherman-Marquette Advertising Agency, is a Hollywood visitor in from the East. He is attending the first West Coast broadcasts of the "Al Jolson-Monty Woolley Show," which originates from Hollywood for the first time.

Cobina Wright, Jr., and her mother, Mrs. Cobina Wright, Sr., will be "mother and daughter" guests on a special Mother's Day tribute on Walter White, Jr.'s "Nobody's Children" program of Monday, May 10, 1:30-2:00 p.m., PWT, over KHJ and the Mutual Don Lee network.

Philips Lord, well known radio character actor, is appearing in the legit show, "Stage Door," at the Studebaker Theater.

Earl Thomas, formerly of Ruthrauff & Ryan and now a member of the Army Specialist Corps, is in foreign service.

PROGRAM DIRECTORS

Why WORRY about Music Performing Rights Clearances

TUNE-DEX

tells you INSTANTLY whether songs, past, present and advance are ASCAP, BMI, SESAC, Independent, or P. D. Gives you COMPLETE publishers information—everything you want to know; PLUS lead sheet of chorus with lyric—on regular 3"x5" index cards.

William Krauth, Music Head of NBC, Hollywood, Cal., says "NO STATION CAN AFFORD TO BE WITHOUT TUNE-DEX—IT'S A WONDERFUL SERVICE."

Write for details and samples
TUNE-DEX, Inc., 1619 Broadway, N. Y. C.

QUEST-ING

ARCHIBALD SINCLAIR, Bri- secretary of State for Air, speak- m London, on the "March of program, tonight (WEAF- 0:30 p.m.).

JOSEPH HURST BALL and T. FLYNN, author and econo- discussing "Should the United s Organize Now for Peace," on ca's Town Meeting of the Air," (WJZ-Blue Network, 8:30 p.m.).

LPHE MENJOU, on the Rudy program, today (WEAF-NBC, m.).

T LAHR, on Ransom Sherman's evine Rancho," today (WABC- 3 p.m.).

GINIA GILMORE, star of "The ks," on John Reed King's le or Nothing," tomorrow Mutual, 9:30 p.m.).

KEY ROONEY, on the "Camel an," tomorrow (WABC-CBS, 10

LAURIE, JR., substituting for Cooper on the "Keep Ahead" show, tomorrow (WOR-Mu- 30 p.m.).

JOHN W. BRICKER of Ohio, FR FRANK J. LAUSCHE of and and THOMAS H. SIDLOW, ent of the Northern Ohio Opera on the "Opera Victory Rally" the Metropolitan Opera broad- Saturday (WJZ-Blue Network,

GUY M. GILLETTE of Iowa RS. PHILIP L. CROWLIE, the "typical housewife," on the try Journal" program, Satur- WABC-CBS, 1 p.m.).

ENE FRANCIS and BUDD K, co-quizzmasters of "What's ame," on "Nellie Revelle Pre- Saturday (WEAF-NBC, 10:30

N BENNETT, on the Groucho "Blue Ribbon Town" show, Sa- (WABC-CBS, 10:15 p.m.).

THA RAYE, on the Bergen- thy program, Sunday (WEAF- 8 p.m.).

RY BOOKS PICKEN, author- sewing, and MRS. ROBERT S. USO chairman of volunteer ts, on the "Meet Your Neigh- program, tomorrow Blue Net- except WJZ, 12 noon).

WANTED

to handle "Musical Clock" pro- n. 50,000 watt station New York e. Applicants state experience, age draft status. Mail inquiries: IO DAILY, Box 140, 1501 Broad- N. Y. C.

WARTIME PROMOTION

WBBM Gas Co. Tie-up

Cooperating with WBBM, Chicago. the Peoples Gas, Light & Coke Co., has prepared, and is sending as an insert with all gas bills, a two-color single fold promotion pamphlet on CBS' "Fashions in Rations." The pamphlet is being inserted into gas bills at the rate of 40,000 per day. In all, 860,000 will be sent and an additional 100,000 will be given away at branches of the gas company.

The pamphlet calls attention to the Saturday morning program which stars Billie Burke and originates in the CBS studios in N. Y. Show is sponsored by Servel, Inc.



"Phone Hour" Loan Boost

The Telephone Hour's "Great Artist Series," on NBC Monday nights has donated its time on April 12 to the Treasury Dept., which will launch the 2nd loan drive from Carnegie Hall, N. Y. Jose Iturbi, scheduled on the Bell System's show that night, will be heard at a later date.

Hutchens Explains Stand On Peabody Award Article

(Continued from Page 1)

to the fact that the letter he received from Willard Egolf, assistant to NAB President Neville Miller, was probably made public by Egolf inadvertently, inasmuch as Egolf had informed him the communication was "personal and not for publication." Hutchens' letter follows:

"The letter that my article about the Peabody Awards evoked from Willard D. Egolf, of the NAB, was written on April 1. On April 2 I received a telegram from him stating that his letter was 'personal and not for publication.' Accordingly, I was mildly surprised to see it released to Radio DAILY today (Wednesday).

"I do not pretend to understand this discourtesy in an official of a responsible organization. But, then, I do not pretend to understand Mr. Egolf's letter (either).

"All I was trying to say about the Peabody Awards was that they could not be expected to retain much general public interest if they went chiefly to programs that the average listener could not possibly hear. I specifically said that good local and regional radio deserves to be encouraged. The point I raised concerned the 2-to-1 emphasis on local and regional programs and stations as compared with the network shows. The merit of the individual programs, as such, was not in question.

"To this Mr. Egolf 'replies' with some slightly mystical phrases about 'the complete salvation of some segment of humanity, perhaps a single soul, in an isolated community.' I believe as heartily as Mr. Egolf does in soul-saving, but I was not aware

War News For Children

Bernice Foley on her WSAI, Cincinnati newscasts for children is making unique use of the "New United Press War Map." The map bordered by flags of the United Nations and Axis to be cut out and used on pins for marking the movement of the battle fronts, is being offered at cost by Miss Foley.

To enable her youthful audience to keep track of the ebb and flow of battle, she will broadcast each week a "Round-Up of the News" which will tell listeners exactly where to place the flags according to the latest news.



WWL Postcards

At the Pensacola, Fla., Naval Air Station, servicemen may help themselves to postcards picturing the base, and simply address card and sign the printed message, which looks like longhand, and reads: "At the Naval Air Training Center way over here we all listen regularly to Station WWL, New Orleans."

Jorgensen Gets Post As Secretary To Fly

(Continued from Page 1)

degree in 1943. He is married and has two children. Before coming to the FCC, Jorgensen worked in the sales department of the Firestone Tire & Rubber Co. During 1933 and through 1940 was employed by Chalmers & Co., merchandise distributors, Iron Mountain, Mich., where he became sales manager.

Most recently he was editor in chief of the University of Chicago Law Review.

Hodges To Mutual

Another commentator has been added to Mutual's staff. Starting Sunday, April 11, the network will offer Charles Hodges, war editor of Transradio News, and professor of international politics at New York University, in a news commentary series called "Memo for Tomorrow" 12:30-12:45 p.m. weekly.

Petri Wine Eyes MBS

San Francisco—Erwin, Wasey & Co. is reported buying time on Mutual on behalf of Petri Wine, for the return of the "Sherlock Holmes" series.

until now that the networks were only half as good at it as the regional and local stations.

"It seems to me that the real issue raised by this year's Peabody Awards, and the one that Mr. Egolf should clarify, is simply this: Does the Peabody Award Committee care whether or not the awards hold any general public interest? If Mr. Egolf's answer to this is in the negative, then there is nothing to argue about."

AGENCIES

DONALD B. DOUGLAS, vice-presi- dent of the Quaker Oats Company, has announced that Richard M. Compton has been appointed manager of Quaker Puffed Grains advertising. Compton joined the Quaker Oats Company last January, after spend- ing eight years in advertising and merchandising work with the "Chi- cago Daily News." For the past five years he has been located in the New York sales office of the "Daily News."

HAZELTINE ELECTRONICS CORP., has named St. George & Keyes, Inc., to handle its advertising.

N. W. AYER & SON, INC., has aug- mented its staff by the addition of Robert Beuchner, formerly of CBS, and Richard H. Penndorf, previously on the staff of McCann-Erickson, Inc.

JOHN GUEDEL, vice-president in charge of radio for Russel M. Seeds & Company, Inc., will be in charge of all radio activities for the agency all over the country.

RAYMOND SPECTOR ADVERTIS- ING AGENCY after May 1 will be located at 595 Madison Avenue.

WALTER B. JARMON, of Brook- lyn, N. Y., advertising and merchand- ise manager of the Virginia Dare Company was guest speaker this week at the New Haven Advertising Club Luncheon broadcast by WELI.

Firestone Sets Renewal; 14th Year On NBC Web

(Continued from Page 1)

tinually since that time. Beginning December 4, 1933, Firestone's popular symphony orchestra directed by Al- fred Wallenstein with Richard Crooks and Margaret Speaks as soloists, has been a weekly NBC feature, broad- cast coast-to-coast Mondays at 8:30 p.m., EWT.

Watch Co. On MBS

Harvel Watch Co., effective June 6, will sponsor John B. Hughes, news commentator, Sundays, 10-10:15 p.m. over 19 Mutual stations. Hughes' week-day sponsor is Anacin.

NEW BUSINESS

WOWO-WGL, Fort Wayne, Ind.: Bulova Watch Co. (Watches) 2,548 time signals, thru Biow Co., Inc., N. Y.; Perfection Biscuit Co. (Bread and Baked Goods) 320 10-min. news programs, direct; Colgate-Palmolive-Peet (Supersuds) 442 one-min. ET's, thru William Esty & Co., N. Y.; Colgate-Palmolive-Peet (Supersuds) 150 one-min. ET's, thru William Esty & Co., N. Y.; Berghoff Brewing Corp. (Berghoff Beer) 78 10-min. news programs, thru L. W. Ramsey Agency, Chicago; George V. Mellott, three 100-word anns., direct; Packard Piano Co., Inc., 312 partic. "1200 Block Matinee," direct; Lenkendofer Coffee Ranch (Coffee and Nuts) 312 partic. "1200 Block Matinee," direct; Kraft Tailoring Co. (Tailoring) 312 partic. "1200 Block Matinee," direct; Lanternier Florists (Flowers) 312 partic. "1200 Block Matinee," direct; Harry M. Boxberger Co. (Book Store) 312 partic. "1200 Block Matinee," direct; Elmer Smith, Dry Cleaner (Dry Cleaning) 312 partic. "1200 Block Matinee," direct; Marlin Paint & Wallpaper Co. (Paint and Wallpaper) 312 partic. "1200 Block Matinee," direct; Holland Furnace Co. (Furnace) 312 partic. "1200 Block Matinee," direct; Baade Floral Shop (Flowers) 312 partic. "1200 Block Matinee," direct; Carter Products (Arrid) 195 one-min. ET anns., thru Small & Seiffer, Inc., N. Y.; Star Credit Clothing Co. (Retail Clothing) 91 sports and news programs, and station breaks, direct; Sears Roebuck Co., 12 five-min. studio programs, direct; Newspaper Institute of America, Inc. (Writing School) 39 15-min. news programs, thru Rose Martin, N. Y.; Belmont Flagship—Top Notch Diner (Food) partic. "1200 Block Matinee," direct; Moskins Credit Clothing Co. (Retail Clothing) 104 one-min. anns., direct; Chamber of Commerce of Fort Wayne (Employment) 13 one-min. anns., direct; H. H. Butler Stores (Clothing) 65 10-min. news programs, direct; Beechnut Packing Co. (Chewing Gum) 26 station breaks, thru Newell-Emmett Co., N. Y.; Standard Brands (Blue Bonnet Margarine) 60 one-min. ET's, thru Ted Bates, Inc., N. Y.; Ex-Lax, Inc. (Ex-Lax) 21 one-min. ET's, thru Joseph Katz Co., N. Y.; Plough, Inc. (Penetro Nose Drops) 90 chain break anns., thru Lake-Spiro-Shurman, Inc.

New Pacts And Renewals
By NBC Radio-Recording

New and renewed contracts for seven transcribed program series have been signed by NBC's Radio-Recording Division. They include: "Betty and Bob," by WLAC, Nashville, Tenn. (52 weeks), for the JEG Coffee Company. "The Name You Will Remember," by WXYZ, Detroit; by WSTV, Steubenville, Ohio (39 programs), for Reichblum's, jewelry firm, and by WSAI, Cincinnati, (39 programs), for the Thompson Heating and Insulating Company. "Flying for Freedom," by WRBL,

WORDS AND MUSIC

By HERMAN PINCUS

PHIL KORNHEISER has joined the staff of the 'Big Three' consisting of Robbins Music, Miller Music and Leo Feist, Inc. and will handle the exploitation of standard songs. His first assignment will be the promotion into the 'repeat hit' class of the easy to listen to "Time On My Hands" by Harold Adamson, Jimmy McHugh and Mack Gordon and the Peter DeRose-Mitchell Parrish-Walter Donaldson tune, "Never a Day Goes By." Jack Kearney, formerly on the professional staff of Jack Mills, takes over the Lincoln Music spot that Kornheiser vacated. By coincidence, Kornheiser is in the very same offices he occupied years ago as an official of Leo Feist, Inc.

★ ★ ★

The left hand on the keys: Jerry Vogel, whose Geo. M. Cohan tunes are always in vogue, sends out press releases on his new and old songs and attaches appropriate gadgets, toys, miniature American Flags, etc. Yesterday he sent us a new tune that he believes everyone will whistle soon and attached a toy whistle...but the whistle wouldn't whistle...He also sent us a release on "Take Me Out to The Ball Game" and there wasn't even a pass to see "Dem Bums"...Steve Nelson had a couple of plugs on his new song "Let's All Say A Little Pray'r" the past three weeks and the orders for the song is sensational. We saw the actual orders...Phil Brito, who, on hearing Seiler & Marcus' "Don't Want to Set the World On Fire" which did just that to the music business, brought them to the publisher who took the song; Brito feels that these lads have another hit in "Is That the Way of All Love?"...Carl Fischer believes that Capt. Meredith Willson's new Cavalry Song, "Hit The Leather" will hit the 'big time'...Nat Simon, Charlie and Harry Tobias' new tune at Remick's titled, "Wait For Me Mary," has 'Hit Parade' possibilities...Abner Silver's new ballad, "Completely," is the season's sleeper...if 'radio greats' knew the story behind this song, they'd waste no time programming it...Milt Ebbins' (he's the manager of Count Basie and Vaughn Monroe) new jive tune "Git It, I'd Love to See You Wit' It," is right in the groove...Lani McIntyre, maestro at the Hawaiian Room at the Hotel Lexington, and author of the hit "You're the One Rose," has a new tune which sounds like a worthy successor, called "Only Ashes Remain."

★ ★ ★

One day in June 1942, a dean of music on sabbatical leave from a Southwestern University, sat in the audience while Fred Waring's "Pleasure Time" glee club was rehearsing, and became so absorbed in the music that he absent-mindedly (pardon us, Professor), started to sing. Fred heard him and promptly signed him as a member of the Glee Club. But the thrill that comes once in a lifetime occurred for Warren Angell (the dean of music) when one of the tunes, selected by military men to be sung on the "Victory Tunes" broadcast, was none other than the Alma Mater song Angell himself had composed for his old school, Oklahoma Baptist University, Shawnee, Oklahoma.

★ ★ ★

—Be A Rational National—

Columbus, Ga., (26 programs), for the Foremost Dairies. "Five Minute Mysteries," by KIT, Yakima, Wash., and by WHDH, Boston, through Leopold Morse Co., for Kasper-Gordon, Inc. "Let's Take a Look in Your Mirror," by WRC, Washington, D. C., and WAIT, Chicago (78 programs each), through Smith, Taylor & Jenkins, Inc. for Dr. Ellis Sales Co. "Time Out with Allen Prescott," by KGNC, Amarillo, Texas, (26 programs). Renewal contracts have been received for the following: "Betty and Bob," by KRDL, Dallas, Texas (130 programs), through Grant Advertising Agency, for Skillern's Drug Co., and "Getting the Most Out of Life Today," featuring Dr. William L. Stiger, by WJZ, New York City, through Muir & Co., for Fairchild Sons, Inc. This sponsor is using the series as part of the program, "The Church by the Wayside." WAGE, Syracuse, N. Y., will renew 78 programs of "The Name You Will Remember," under sponsorship of C. E. Chappell & Sons, who are sponsoring the same series currently over WSYR, another Syracuse station.

NEW PROGRAM IDEAS

Vitamin Show

New twice-weekly show for Leo Bros. on KSTP, Minneapolis. "Calling for Vimms," features Studer at the piano as "Mr. Vim" and Randy Merriman making phone calls to listeners. If Randy gets you on the phone, have a box of Vimms in the house, you get \$25 cash. If you haven't in the house, you get \$1 plus a supply of vitamin caps.

"Blind Date Quiz"

WABY, Albany, has sold to Fab Grand Theater weekly half-hour Tuesday night shows originating from the stage and featuring King as emcee of "Blind Date Quiz" audience participation stunt. Seven men draw lots to pick female partners from audience. The co-ed then answer questions submitted by radio listeners. Winning team cash, all servicemen get smokes. Program also plugs coming attractions.

Two Commentators

An experiment in news broadcasting being tried out by WHN, New York, uses two commentators. Set is set for the news by a panoramic picture painted by George Hamilton Coombs, who then switches the mike to another caster who delivers the straight news. It is a off on the short-wave newscasts.

Honor Pan American Day
On CBS' "Air School"

Pan-American Day will be observed on the regular Tuesday "Music On Holiday—Music for Victory" series Columbia's network's "School of Air of the Americas" April 13 broadcast originating in the American Union Hall, Washington, D. C., CBS, 9:15-9:45 a.m., EWT; 2:30-3:00 p.m., CWT; 1:30-2:00 p.m., PWT; 9:30-10:00 a.m., MWT.

Luis Fernando Guachalla, Bolivian Ambassador to the United States, Dr. Leo S. Rowe, general director of the Pan-American Union in the United States, will be heard in a change of good-will greetings to their respective countries.

The Navy School of Music and chorus under the direction of Ensign James M. Thurmond, contributes a program of Latin American songs and American victory marches. A feature of the program is playing of a Victory March written by Frank Lee, 16-year-old Shreveport, Louisiana, high school student. Young Lee's composition was the winner in the recent state wide music competition conducted by the Louisiana State Musical Education Department.

The special program is presented in cooperation with the Music Division of the Pan-American Union and Music Educators National Conference.

AFM Mulls Move Raise Radio Costs

(Continued from Page 1)

changes apply to Article local's price list. Fact that the executive board has not given its blessing to resolutions, but rather two of them "unfavorably" and "without comment," leaves impression that the proposals meet with considerable opposition. The revenues of broadcasting agencies as well as other bureaus and managers would be plentiful by the amendment, it is expected that those forces will exert pressure on their clients to oppose the measure at next week's meeting.

Content of Resolutions
At the membership will vote on resolutions. Three, however, are being voted on directly. The first resolution proposes to limit every musician to one steady job, denying him the right to book multiple employment, even if the musician is a single radio guest shot. Since the name bands double between radio and the other media of entertainment, the amendment would force musicians to stick to one field.

The second resolution prohibits musicians from working more than one day in radio commercials, radio spots or records, inclusive. The amendment would take effect immediately, except for engagements under contracts already filed.

The third proposed change would have the greatest effect on daytime radio productions. It would require a minimum of eight instruments whenever an electric organ is used in a radio program.

Two Reported Unfavorably
The executive board reported unfavorably on the last two resolutions and made no comment on the fourth.

The fourth resolution would affect radio indirectly because it empowers the executive board to provide for a charge of doubling of more than one instrument on all engagements. This would apply, except where otherwise provided.

For playing two instruments: \$10 per day per man.
For additional instruments: \$5 per day per man.
The executive board reported unfavorably on the above resolution. The main note, is the fact that the board continues to make provisions for recording and transcriptions, giving the impression that the Petrillo case is close to settlement.

Dorothy Leffler To CBS

Dorothy Leffler, former publicity director and assistant to the editor of Bobbs-Merrill Publishing Co., has joined the CBS Press Information Department. George Crandall, director of the department, announced yesterday. Prior to her association with Bobbs-Merrill Publishing Co., Miss Leffler was with Harper's and is a former Sales Education Director for Dorothy Gray, Ltd.

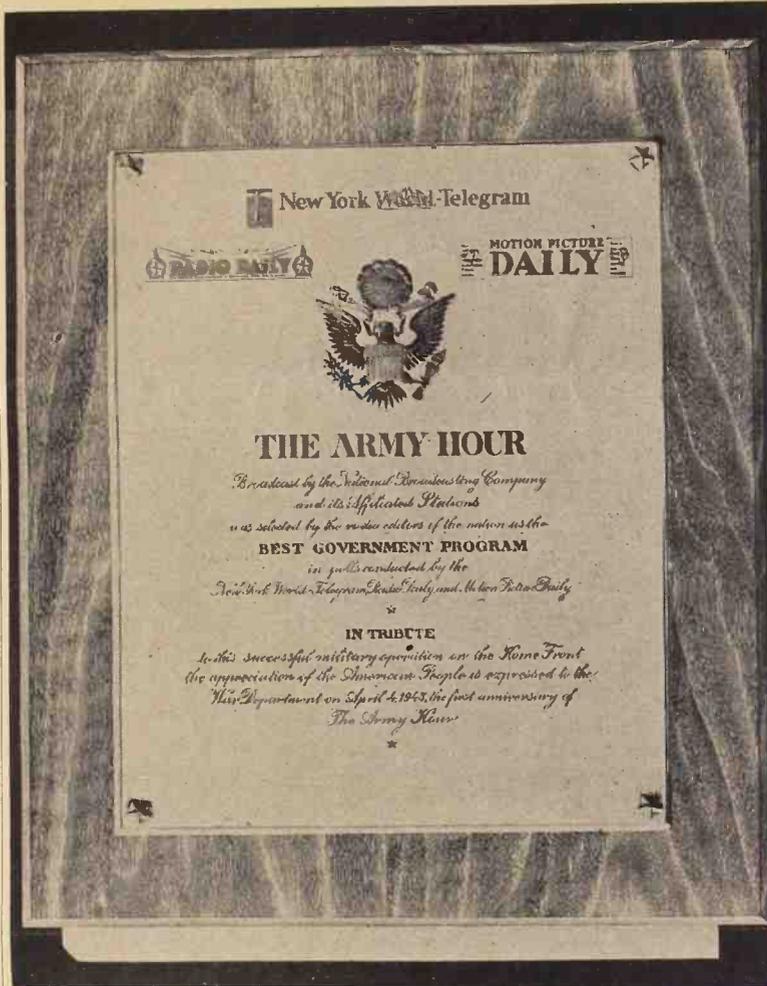


Photo reproduction of the silver plaque presented earlier this week by NBC to Major General Alexander D. Surlles, U.S.A. director of Bureau of Public Relations of the War Department.

Plaque mounted on walnut, was presented to General Surlles in Washington by President Niles Trammell of NBC on behalf of the New York "World-Telegram" "Radio Daily" and the "Motion Picture Daily." Independent polls conducted by all three papers voted "The Army Hour" the best government program.

REC Holds Biz Meeting; Discuss NAB Attendance

(Continued from Page 1)
The REC announced the appointment of the following nomination committee: John Hymes, time buyer at Foote, Cone & Belding, chairman; Art Sinsheimer, time buyer at Peck Advertising Agency; Horace Hagedorn, NBC spot sales; Marvin Kirsch, business manager, RADIO DAILY. Elections will be held at the closing session May 26.

Club's Service Flag

The REC is acquiring a service flag which will list all the REC members who have gone to war and will be displayed at club meetings. Lynch announced, also, that the NAB would give agenda recognition to the Club at the Chicago War Conference later this month, if a group of members planned to attend.

List of new members announced at yesterday's meeting were as follows: Edwin F. Thayer, Advertising Age; Ed Browne, National Concert

Friends Of Stephen Benet On NBC Memorial April 17

The memory of Stephen Vincent Benet, brilliant American man of letters whose life was consecrated to the cause of freedom, will be honored on NBC at 7 p.m., Saturday, April 17, in a special program presented in cooperation with the Council for Democracy.

Several of the poet's closest friends will go on the air in his memory.

and Artists Corp.; Claude Barrere, Syndicated Sales, Radio Recording Division, NBC; Burl A. Ely, International News Service; Mary C. Walsh, executive secretary, N. Y. manager of WLW; Theodore W. Herbert, Blue spot sales; Harry W. Betteridge, WWJ, Detroit; Charles Woods, announcer and newscaster; Bob Keller, licensing exec., AMP; John A. Koste, William Esty Agency; John Torney, WABC Sales; G. Richard Swift, WABC Sales; Jack Brooke, Blue Spot Sales.

FCC's Report On Dies Barred From 'Record'

Washington Bureau, RADIO DAILY

Washington—On objection by Rep. Clare Hoffman, Michigan Republican, insertion into Congressional Record late last week of a portion of the FCC report which termed Martin Dies the American most quoted by the Axis radio—and always favorably—was blocked. Rep. Will Rogers, Jr., California Democrat, sought to insert it after Dies had challenged a statement based upon that information which Rogers had made last month in a radio speech from Los Angeles.

Cites Rogers' Speech

Although the information had appeared in several publications—including "Newsweek," Dies remarked on the House floor during a discussion of the new war security bill that it was given out by the New York newspaper, "PM," "with the connivance of Fly." He then referred to Rogers' speech.

Rogers reported that he had called the FCC and had been informed that the information would have to be subpoenaed but it was indicated to him that if that were done the statement would be backed up. He made it clear, however, that Dies was widely quoted by the Axis prior to Pearl Harbor. It is unlikely that the same is true today.

Dies then charged that the story was given "PM" by someone in the FCC in an unofficial way because investigation of Dr. Goodwin Watson, chief analyst for the foreign broadcast intelligence service, was under official investigation by the Dies Committee.

Text of Letter

In a letter to Dies in February, 1942, FCC Chairman Fly made it clear that the study which resulted in the "PM" story and others was made before Watson joined the FCC, in November, 1941. Fly included also the section of the report concerning Dies: "Representative Dies, ardent supporter of Americanism and opponent of subversive propaganda, received as many favorable references in Axis propaganda to this country as any living American public figure. His opinions were quoted by the Axis without criticism at any time. In several broadcasts, Rome reported that Dies had sent a letter to President Roosevelt demanding the dismissal of the federal price-controller, Leon Henderson, and of four of his intimate collaborators whom Dies accused of being Communists. Berlin quoted statements by Dies that there never had been religious freedom in the Soviet Union, and that sending war materials to Soviet Russia is absolutely useless now because it will only fall into German hands. This latter statement soon afterwards became a common theme in German propaganda. The remarkable thing, however, is that Congressman Dies should be presented by Americans, by Nazi, and by Fascist propagandists as an authority whose opinions should be heeded."



Coast-to-Coast



MAJOR EDNEY RIDGE, owner of **WBG**, Greensboro, N. C., became United States Marshal of the Middle North Carolina District on April 1. He had been recommended for the job by Senator Reynolds.

Ceremonies dedicating the Victory Bond Tank designed by J. W. Woodruff, Jr., manager, **WRBL**, Columbus, Ga., and placed on the busiest corner in town, were aired last week. Army wives will staff the tank and sell bonds.

Rex Davis, chief announcer **WCKY**, Cincinnati, will be soloist for the Cincinnati Gas & Electric Co. Choral Society concert April 14. Sonovox station breaks were introduced this week, with 14 station identifications aired during the 20-hour schedule. The breaks simulated a rooster, dynamo hum, harmonica, organ, and yodler. New Sunday afternoon series of religious programs is being sponsored by Christian Churches of Greater Cincinnati.

Pvt. Jerry Piven, former **WDR**, Hartford, announcer, returned to the station for a visit this week and for several days presided over his former program, the "Ad-Liner."

Jerry Sears, **WMCA**, N. Y., musical director wrote the arrangements and conducted the orchestra for the new records "Back Up Our Battle Skies" which is being shipped to aircraft defense plants throughout the country and played as pep-up numbers during working shifts.

Announcer Franklin Ferguson, with **WWJ**, Detroit for nearly six years, has joined **CBS** in Chicago. Announcer Harry Wood who came from Chicago several months ago, is returning to the Windy City as a free lance because he was unable to find living quarters for wife and child in Detroit. William Kendall Clarke is writing, and Ernest Ricca producing "Beyond Victory" Sunday afternoon show dramatizing the freedom enjoyed by Americans. Auto Club of Michigan is sponsoring Ty Tyson's "Service Stars," transcribed interviews with relatives of servicemen.

Bob Sabin, news editor-announcer **WIND**, Gary, Ind., leaves shortly to

join **WENR**, Blue outlet in Chicago. He'll be replaced by Bruce MacDonald. Ted Williams, turf commentator, leaving to resume race track publicity chore. His spot will be filled by Joe Wilson, new to the station.

RKO Colonial, and **Loew's Dayton and Victory Theaters**, used **WHIO**, Dayton, Ohio to spot their attractions this week.

Lady Vine has joined the announcing staff of **KOB**, Albuquerque. Miss Vine was formerly a songstress with dance orchestras in New York, Washington, Miami Beach, Toronto and Havana. Her last engagement was with Arno Meyer and the Debonaires at the Starlight Roof, Roger Smith Hotel, Washington, D. C.

Jerry Crollard, account executive **KIRO**, Seattle, has been appointed executive vice-president of Jr. Chamber of Commerce, adding to his recently acquired honors as Seattle's "Man of the Year." Rosemary Stewart, former program director **KTBL**, Tacoma, has been hired as national sales secretary, replacing Mary Frances Kyles, now in traffic dept. Betty Bunn, new staffer, dividing time between publicity and hostess desk.

All employees of **KSO** and **KRNT**, Des Moines, Ia., donated 15 per cent of a week's pay to Red Cross. Gertrude Wells Nowak has joined secretarial staff. Salesman Max Friedman recently made Ripley's Believe-It-or-Not column. He and his twin brother, living 350 miles apart, bought identical overcoats, even unto registration number (whatever that is) and neither knew the other was buying a coat.

KVOO, Tulsa, Okla., announces the appointment of Gustav K. Brandborg as commercial manager, succeeding Willard D. Egolf.

During March **WAAT**, Jersey City, devoted a total of 18 hours, 45 minutes to the Red Cross drive, which included five 30-minute all-soldier programs direct from Fort Monmouth. These figures do not include hundreds of spot announcements placed on sustaining and commercial programs.

Ronald B. Woodyard, general manager, **WING**, Dayton, Ohio, announces that 15 of the 17 hours on Sunday are sold, and the remaining time has been submitted to a client. Woodyard is in Florida, and expects to spend some time at the newly renamed **WAAC** in Fort Myers. Rike's, Dayton's largest department store, has renewed their two daily news programs for another year.

Ralph Christian has joined **WSM**, Nashville, Tenn., as a member of the announcing staff. He was formerly connected with **WBRC** in Birmingham, Ala.

WMRN, Marion, Ohio, aired the ceremonies at the awarding of Army-Navy

"E" to Swann Rubber Company recently, marking the sixth time in seven months that the station has broadcast such events.

Worcester will be the fourth Massachusetts community to be honored for her part in the war program by **WBZ-WBZA**, Boston, in a salute program Saturday afternoon. Fifth town to be so honored will be Belmont, on April 17. A Kay Ivers Fan Club, first of its kind, has been formed by a group of Lawrence, Mass., admirers of the station's songstress, who, henceforth will be aired thrice instead of once weekly.

WHK, Cleveland, will inaugurate on April 27 a series of programs promoting war effort of Thompson Products Co. Show, titled "Victory Hour," will feature entertainment, and interviews at plant. Bob Evans will be emcee, and a 16-voice choral group of Thompson employes will highlight each program.

WTIC, Hartford, Conn., is airing a **WAAC** recruiting drive series. First program featured talk by Capt. Katherine Goodwin, the Auxiliary's New England director of recruiting, and selections by the Bradley Field Army Air Corps band.

Homer Martz, farm director **KDKA**, Pittsburgh is writing Sunday garden features for the Pittsburgh Press as part of the promotion for a model victory garden sponsored by station and newspaper. All the crops from the model plot will go to the youngsters at the Children's Hospital, which donated the garden site.

C. Thomas Stores, grocers, have signed 52-week contract for 45-minute period on "Sunset Valley Barn Dance," Saturday night show on **KSTP**, Minneapolis. Standard Oil of Indiana returns with five-spot-a-week campaign for 26 weeks. Each day a \$25 war bond will be awarded to some farm person for outstanding agricultural achievement.

WINS, N. Y., has added Marvin Cole to sales staff. Stan Shaw, matinee maestro, will host a giant show at Manhattan Center on May 14 for the Coast Guard.

WPEN, Philadelphia, has added Announcer Peter Arnell, former program director **WJLS**, Beckley, W. Va. Thurston Holmes, staffer, playing male lead in "The Philadelphia Story," effort of semi-pro theater group. Entire cast of "Ziegfeld Follies" put on a one-hour show at studio night before they left town to open in N. Y. Program plugged Treasury's Second War Loan Drive.

WABY, Albany, N. Y., has added to announcing staff the Rev. Francis Sturtevant, local rector. His radio name is Frank Tyler. Louise Bennay, station's social secretary, interviewed Ray Mowers, local **OPA** publicity director on a quarter-hour program devoted to food black markets.

WCOP, Boston, devoted 4½ hours to a Red Cross War Fund benefit show one night last week, and listeners contributed several thousand dollars. Show featured news commentaries, pep talks and entertainment by vocalists and bands.

Announcer Lee Vickers of **WTOP**, Washington, got the shock of his life recently—he'd accepted a narrative assignment in connection with a stage show at Earle Theater, presuming he would write the 18 pages of blank verse off stage but he had to memorize every line when he learned that he was to be spotlighted before the audience.

A check for \$10,000 was handed Philadelphia's Red Cross Fund Drive at the conclusion of the basketball "Tournament of Champions," a pageant conceived by Tom Moorehead, sportscaster of **WFIL**, Philadelphia. The tourney, staged two nights at U. of Pennsylvania and witnessed by 13,000 fans, brought together for the first time in the city history the champ cagers of the scholastic leagues. In recognition, the school has been named director of sports events for the Red Cross Drive in the Quaker City area.

WELI, New Haven, aired the ceremony honoring the 100th anniversary of the Connecticut State Teachers College from Hotel Taft on April 3, with Governor Borden as the speaker. Awarding of Army Navy "E" to Safety Car Heating & Lighting Co. was broadcast yesterday. Charles E. Smith, vice-president, New Haven Railroad, as emcee.

Mutual Plans Pickups Of "Sunrise" Service

The annual Easter Service for the Garden of the Gods, on the outskirts of Colorado Springs, Colo., will be heard throughout the nation this year over the coast-to-coast network of **MBS**.

The hour-long broadcast will originate through the facilities of **KFDM**, Denver, a key station of Mutual, according to an announcement by Robert B. McWilliams, manager of the Colorado Springs branch of the Broyles Advertising Agency, which handles community advertising and promotion through the Chamber of Commerce and cooperates with the Colorado Springs Ministerial Alliance in arranging and publicizing the program.

The program will be carried from 6-7 a.m., **MWT**, and will be heard from 8-9 in the Eastern Zone.

Immediately following the Garden of the Gods broadcast, Mutual will shift to its annual broadcast from the Hollywood Bowl, and from there to other Easter Service offerings throughout the nation. This is the first year that Mutual was scheduled to carry the Garden of the Gods program.

1943 BIRTHDAYS

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

April 8

Arthur Allen	Bill Curtis
Thornton Fisher	Bert Gordon
Tito Guizar	Martin Gunther
D. C. Hornburg	Ray Huhta
Lulu McConnell	Robert Schmid

23, NO. 7 NEW YORK, N. Y., FRIDAY, APRIL, 9, 1943 TEN CENTS

Clear Channel Case Starts

Ruling Tightens Salary-Price Control

Washington Bureau, **RADIO DAILY**
Washington—Complete prohibition of wage and salary increases beyond the scope of the "Little Steel formula," unless in the case of substandard wage scales, was forbidden last night as President Roosevelt held his long awaited "hold the order." Control over all prices of cost-of-living services and goods by OPA Administrator Prentiss and authority over food prices by Chester Davis was provided by the order.
FCC Chairman Paul V. McNutt given authority to forbid the
(Continued on Page 3)

Second Loan Drive Gets Under Way Sunday

Through special arrangements with U. S. Treasury and the OWI, BBC will officially open the Second War Loan Drive Sunday, April 11, in addition to the special round the clock drive which all American broadcasters have adopted for the big gun drive, April 12. Start will be via the "Stars and Stripes" which originates in Britain, and which will be broadcast here by WNEW, locally.
(Continued on Page 2)

"Swing Shift" Stanza for War-Workers-Soldiers

Cincinnati—WLW is beginning a "swing shift" radio broadcast this week, which will run from 2-5 a.m., CWTV day. The early morning program, especially designed for the benefit of war workers and soldiers, is the result of a comprehensive
(Continued on Page 8)

Radio's Prospect

It could have been a bad day yesterday for the CBS station relations men who accompanied Allen T. Simmons (WADC) to the Jamaica track opening, where one of Simmons' horses, Blue Swords, ran in the fifth race. However, the authoritative future book of racing lists Blue Swords as second favorite in the Kentucky Derby, even if he did lose yesterday.

WALB Angles Revive; Cox Probers Active

Washington Bureau, **RADIO DAILY**
Washington—Extradition proceedings before Gov. Holland of Florida are scheduled for tomorrow, in the case of Edward J. Lord, former manager of WALB, Albany, Ga. Lord was indicted in Georgia for "larceny from home," as the result of his testimony before the FCC in the proceedings on the WALB case. WALB seeks a change in frequency.
(Continued on Page 6)

Goodyear's Format-Talent For New Program On NBC

Beginning Tuesday, April 20, 7:30-8 p.m., EWT, the Goodyear Tire & Rubber Co., sponsors a series of weekly programs over 110 NBC stations. Titled "Salute to Youth," the broadcasts will present Raymond Paige and his 40-piece orchestra of young musicians; a 12-voice chorus; Nadine
(Continued on Page 2)

FM Stations Throughout U.S. Line Up to Aid 2nd War Loan

Columbia Pix N. Y. Spot Switched To WJZ Show

Columbia Pictures Corp. which announced a national spot campaign over 53 stations for its "The More the Merrier" (RADIO DAILY, March 10) has just switched stations in New York from WABC to WJZ. Sponsor will use a five-minute program, starting
(Continued on Page 2)

Gov't Attorney Sees No Injury to KOA By FCC-WHDH Grant; NBC Reply Will Be Continued Today

Blue Web Foresees Big Summer For Radio

Confident that this summer's available and listening radio audiences will be larger than ever before, the Blue Network yesterday released in a presentation titled "Hot Months for Radio Advertising," a summary of the advantages of continued advertising in June, July and August and a resume of the network's effectiveness in sales promotions.
This summer's audiences, the pre-
(Continued on Page 2)

Resume Sanka Coffee Time Among WQXR's New Pacts

For the first time since coffee rationing went into effect, General Foods is advertising its Sanka Coffee on WQXR. Sponsor lined up two hours weekly of the evening concert program, "Symphony Hall." Prior to rationing the commercial
(Continued on Page 6)

Gillette Renews Boxing For Third Year On MBS

For the third consecutive year, Gillette Safety Razor Company has renewed its contract to sponsor over Mutual, boxing bout attractions, including
(Continued on Page 2)

Washington Bureau, **RADIO DAILY**
Washington—The Supreme Court will, in effect, rule upon the legality of the FCC's regulations regarding intervention by one broadcaster in Commission action which he feels affect him, it appeared last night after the opening of the oral arguments before the Supreme Court in the KOA clear channel case. The government seeks approval from the Supreme Court for its action in the KOA case where it granted WHDH, Boston, night operation on the 850 band, formerly a clear channel for KOA, Denver, owned by NBC.
NBC claims that it was not allowed
(Continued on Page 3)

Congress Committee Fights Grade Labeling

Washington Bureau, **RADIO DAILY**
Washington—Congressional opponents of the OPA's grade labeling plan for canned fruits and vegetables are due for a good deal of help from another quarter. A special committee to investigate the program was created last month, on the resolution of
(Continued on Page 6)

Bates Agency Readying Three Spot Campaigns

Ted Bates Advertising Agency is moving steadily ahead in the spot field. Campaigns have been set for three accounts which will be aired
(Continued on Page 2)

Fan Mail

Besides registering 81,782 letters in its second 13-week period, which is a weekly average of 6,280, and sampling its Hooper Rating from 7.7 in October to 14.9 in March, the WOR-Mutual show, "Can You Top This," reports strange fan mail. Letters from servicemen in Hawaii; a note written in Braille from the N. Y. Institute For the Blind, and two from San Quentin prisoners.

International

Eddie Cantor's "Time to Smile" program heard each Wednesday at 8 p.m. over NBC, is beginning to take on the appearance of an Allied League of United Nations. Not only does Eddie have his straight-man, Bert "Mad Russian" Gordon, but he now has signed up Willie Fung, the Chinese actor so well known for his piping voice and "grinning Buddha" face.

RADIO DAILY



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JOHN W. ALICOATE : : : Publisher

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

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

FINANCIAL

(Thursday, April 8)

NEW YORK STOCK EXCHANGE

	High	Low	Close	Net Chg.
Am. Tel. & Tel.	143 3/4	143 1/8	143 3/8	+
CBS A	20 3/8	19 7/8	20 3/8	+
CBS B	20	20 1/8	20	—
Crosley Corp.	16 3/4	16 1/2	16 1/2	—
Gen. Electric	36 3/4	36 1/8	36 1/8	—
Philco	22 1/2	21 3/4	22	—
RCA Common	10 3/4	10	10	—
RCA First Pfd.	67 3/4	67 1/4	67 3/4	+
Stewart-Warner	11 7/8	11 5/8	11 3/4	+
Westinghouse	94 1/2	93 1/2	94	+
Zenith Radio	29 1/4	28 3/4	28 3/4	—

OVER THE COUNTER

	Bid	Asked
Farnsworth Tel. & Rad.	7 1/2	7 3/4
Stromberg-Carlson	8 7/8	9 1/8
WJR (Detroit)	23 1/2	

Columbia Pix N. Y. Spot Switched To WJZ Show

(Continued from Page 1)

ing April 12, entitled "The Name You Will Remember," daily, Mondays through Fridays at 6:40 p.m., featuring Bill Lang who will offer biographical sketches of famous persons. Deal will run for several weeks.

National campaign as originally set by Weiss & Geller, listed a majority of CBS stations. Additions and changes in stations will continue, agency explained, to service the account more efficiently.

AVAILABLE

Man, 12 years experience, station and commercial management. Local and National spot sales background. Desires larger field than present connections affords. Either Eastern station or sales staff of station rep. Best of references. Draft exempt. Write.

RADIO DAILY, Box 141,
1501 Broadway New York City

Blue Network Foresees Big Summer For Radio

(Continued from Page 1)

sentation points out, will not only be larger, but will have more buying power. This factor, combined with a war situation that restricts the expenditure of income on travel and vacations will afford radio advertisers a great opportunity for results in a season normally marked by a decrease in the number of sets in use.

Blue anticipates that this summer there will be 59,340,000 sets in use, a gain of 3,340,000 sets over last summer.

In "eight Blue summer points," the network sets forth:

- 1—The Blue—best summer buy in radio history.
- 2—1943's available summer audience will be larger.
- 3—1943's summer listening audience will be larger.
- 4—Spending power will be greater.
- 5—People will spend money.
- 6—Summer expenditures by Blue advertisers.
- 7—The Blue offers year-round advertisers a rebate which might well be considered a reduced summer rate.
- 8—Five additional advantages for the advertiser.

Gillette Renews Boxing For Third Year On MBS

(Continued from Page 1)

cloding championship contests staged by Mike Jacobs, president of the Twentieth Century Sporting Club Inc. Renewal will go into effect June 1 and will take in about 150 stations, coast to coast. Purchase price of the radio rights was not disclosed in the announcement.

The championship bouts will be short-waved to armed forces, along with a four-minute recapitulation of every bout aired by Don Dunphy from the ringside following the event. Recordings will be released by OWI for the troops. Bill Corum will continue with Dunphy in the blow-by-blow broadcasts.

BBC 2nd Loan Campaign Gets Under Way Sunday

(Continued from Page 1)

11-11:30 a.m., and 8-8:30 p.m. rebroadcast, and in remainder of the country over Mutual network 7:30-8 p.m.

Bebe Daniels and Ben Lyon, who are handling the show, will interview American soldiers in BBC London studios, and then arrange for pick-ups throughout the British Empire at encampments of American troops. The nature of the BBC show, the angle of featuring American soldiers on the war fronts, was thought an effective way of starting the American public off on the bond drive.

Stork News

Grayle Howlett, sports editor of WGN, Chicago, and Mrs. Howlett are the parents of Katherine Lee, born at Evanston Hospital, Evanston, Ill. The Howletts also have a four-year-old son.

Goodyear's Format-Talent For New Program On NBC

(Continued from Page 1)

Conner, Metropolitan Opera star; William L. White, noted war correspondent; Berry Kroeger, narrator, and Ben Grauer, announcer. In addition, a technician from the Goodyear factories will be selected each week to relate a story of production line accomplishment.

Paige's youthful musicians have made a Carnegie Hall appearance but the Goodyear show will be their introduction to the radio audience.

White, author of "They Were Expensible," the book listed as "imperative" by the Council of Books in Wartime, will be master of ceremonies and will also introduce the "Service Story of the Week," a dramatization of some act of war heroism.

After extensive experience in light opera, Nadine Conner, a native of Los Angeles, made her debut last year as a soprano with the Metropolitan Opera Company.

"Salute to Youth" represents Goodyear's return to radio after an interval of approximately ten years. The program, the company announced, is in line with the firm's "expansion of total war effort" and is to be produced as a contribution to the nation's morale.

Arthur Kudner, Inc., placed the account for Goodyear.

Bates Agency Ready Three Spot Campaigns

(Continued from Page 1)

nationally and regionally. The campaign set for Wonder Bread is national in scope and the one-minute transcriptions are aired on a minimum basis of from five to seventy-five spots per week. Other campaigns have been set in motion for Palm Olive which campaign is scattered over the country; for Blue Bonnet Margarine, the transcribed plugs will be heard in the east and the middle west; and for Stam Vitamin Mineral Tablet which is set for the middle west.

On May 17 the Bates Agency will launch a campaign for Stan-B Vitamin B Complex and have scheduled shots on over 4,000 separate broadcasts on the West Coast.

"We Will Never Die" On WINX Next Monday

Washington—"We Will Never Die," memorial pageant to Europe's two million Jewish dead, will be broadcast exclusively in Washington by WINX from Constitution Hall on April 12, 8:30 p.m., EWT. Participating will be Paul Muni, Edward G. Robinson, Sylvia Sidney, Luther Adler and other noted performers. Radio arrangements were made by program director Sam Lawder and special events chief Sylvia Milrod. Howard Stanley will produce.

The pageant, written by Ben Hecht and produced by Billy Rose, will be witnessed by about half of Congress, ranking government officials and diplomats.

COMING and GOING

EDWARD TOMLINSON, commentator on the Blue Network, is spending tonight, tomorrow and Sunday in Seattle. He will fill a lecture engagement tonight and on the two following days will broadcast his regular programs from the Washington city.

JAMES V. MCCONNELL, national manager NBC Spot Sales, is expected back today from a trip to Boston.

JOHN B. REYNOLDS, station and commercial manager of WKWK, Columbia's affiliate Wheeling, West Va., is in New York for conferences at network headquarters.

EDGAR KOBAK, executive vice-president of the Blue Network, will return today from business trip to Detroit.

ALLEN T. SIMMONS, president and station manager of WADC, Akron outlet of CBS, here on a short visit.

RALPH EDWARDS and his NBC "Truth Consequences" program company will broadcast the Sunday show in their bond-selling tour from Indianapolis.

W. C. GROVE, station manager of KFRB Cheyenne, Wyo., outlet of the Blue Network is en route back to the home offices following several days here for business conferences and attendance at the Garden basketball games.

MARJORIE LEIN, office manager of BBC, is to Washington for the week-end.

GEORGE PUTNAM, newscaster on NBC, expected back tomorrow from Hollywood, where he has just completed some scenes in Universal "We've Never Been Licked."

JIMMIE LUNCEFORD and the members of his band are at State College, Pa., where they have been engaged to play at Penn State's Junior Prom tonight.

HARRY BETTERIDGE, sales manager of WJZ Detroit, is in town for talks with the New York representatives of the station.

MILTON B. GARBER, station manager KCRC, Enid, Okla., a visitor yesterday at offices of the Blue Network.

JACK FULTON, staff artists of WBBM, Chicago, is back in the Windy City following three weeks in New York with Bob Crosby at the Capitol Theater.

DOROTHY VANSTON, vice-president and general manager of General Sound Corp., in Boston over the week-end on business.

Storer Commissioned

Washington—George B. Storer, president of Fort Industries, Inc., an head of WSPD, Toledo, and eight other stations in that area, was commissioned yesterday as Lieutenant Commander in the Navy. He will be stationed in Chicago as an inspector of material. Storer's donning of the uniform means that the government now has the services of Fort Industries, two top radio men. J. Harold Ryan has been a deputy director of the office of censorship for nearly year now.

in BUFFALO

and Western New York 300,000 Polish Listeners can be reached through the

POLISH VARIETIES PROGRAMS

over Station WHLD 1000 Watts for further details write to:

POLISH BROADCASTING BUREAU
754 Fillmore Ave. Buffalo, N. Y.

War Channel Case Opens In High Court

(Continued from Page 1)

ent participation in the pro-
gs, and has already been up-
y the District Court of Appeals.

Opposition Also in Senate

Commission's regulation re-
g intervention is under fire also
Senate, with the White-Wheeler
ow in committee, providing the
tion of the regulation to permit
ore freedom of intervention
s now allowed by the Commis-
The fear of the FCC, and it has
backed up by the Department
ice, is that a more liberal regu-
in this matter would result in
ent moves delaying Commission
s, in order that monetary or
stitive advantages may in many
e continued for the life of
proceedings.

A. Freund, special assistant
Attorney General, argued for
overnment. He pointed out that
wer court considered only the
to intervene, rather than the
e of the granting to WHDH
sion to use the 850 band at
He told the court he was not
ertain whether KOA was ac-
protesting the grant itself, in
se to a question from Justice
urter.

Outlines History of Case

ining the history of the case,
l pointed out that although
had been refused formal inter-
n, it had been allowed by the
ission to submit a brief and
t oral argument, after which
ommission, with two dissents,
d its proposed findings of fact
ranted WHDH its application
ht-time use of the band. KOA,
Freund, has not "vouchsafed"
advantages of the proceeding
the Commission followed, as
d to a formal intervention.
ing that interference with KOA
on was not an important con-
ion because it is confined to
s of the station's secondary
well east of the Mississippi,
l implied that the whole liti-
is an academic matter. He
l out that KOA has suffered
uniary and no competitive dis-
ages as a result of the grant,
thus, he said, entitled to no
onsideration by the Commis-
at it was shown. KOA's peti-

★ PROMOTION ★

Boston Radio

"Radio Today in Boston," is the title
of the promotion piece sent out by the
CBS affiliate, WEEI, Boston.

The piece is a single sheet carry-
ing a heavy green border on which
is a facsimile of a newspaper which
carries the title. The rest of the pro-
motion consists of a short resume of
the history of radio in Boston and
shows the physical possessions per
capita as taken from the most recent
census. These totals show that out
of a total number of 898,325 families
there are 853,914 radio homes, as com-
pared to 709,263 homes with baths,
607,075 with automobiles and 430,730
with home phones.

KWK Brochure

"Pulling Power," a brochure out-
lining audience reaction to offers by
KWK, St. Louis, sponsors has been
mailed to the trade. It tells the facts
about 159 commercials which brought
in 22,983 proofs of purchase.

The copy is divided into three case
histories, the first on General Mill's
"Cheerioats" on "The Lone Ranger",
second on "Old Judge" Coffee's wall
calendar offer; third on Simon &
Schuster's "Your Income Tax."

The mailing piece is developed in a
heavy grade of paper and printed in
bright green, rust and black. It was
prepared by Padco, Inc., of St. Louis,
Mo.

Ryan Appoints Paltridge To Head KFI Promotion

West Coast Bureau, RADIO DAILY

Hollywood—Appointment of Gilbert
Paltridge as director of promotion
and merchandising of stations KECA-
KFI was announced by William B.
Ryan, general manager of the Earle
C. Antony stations in Los Angeles.
Paltridge has resigned his position as
director of promotion and publicity
of KGO and the Blue Network Co.
in San Francisco, and he will assume
his new post, Monday, April 19.

For five and one-half years general
sales promotion manager of Foster
and Kleiser Company in San Fran-
cisco, Paltridge entered radio as sales
promotion manager for NBC in San
Francisco in October, 1941. He be-
came promotion and publicity man-
ager for KGO and the Blue Network

tions for intervention, he said, failed
to show that such intervention was
in the public interest.

Justice Douglas remarked here that
although it may be difficult to find
out what KOA wished to prove, "I've
not yet found out where the Com-
mission was unwilling to hear them."

Recounts Engineer Report

Declaring that the Commission is
entitled to rely upon its own in-
formation in the question of inter-
ference, since special studies were
not submitted by KOA, Freund ad-
mitted that KOA had argued suffi-
ciently strongly against the breaking
down of its hitherto 1-A (clear) chan-
nel to convince two Commissioners
of the justice of its complaint. He
said also that the report of the Com-
mission engineer who had studied
the interference problem was "on
the whole, favorable to KOA." This
engineer, he said, was a "sticker for
the rules."

He then told the court that the
engineers report had made it plain
that KOA would suffer no inter-
ference with its signal within a 750-mile
radius of Denver—its primary area—
and would suffer interference in its
secondary area only in some sections
east of the Mississippi. He reminded
the court that WHDH is using antenna
directed north and south.

KOA will suffer no change in its

Rose Manufacturing Co. In 2nd Drive On WABC

The Rose Manufacturing Co. an-
nounces the launching of its second
campaign over WABC, CBS' New
York City outlet, on Tuesday, May 11.
The client will participate for Tri-
ogen rose spray on Adelaide Hawley's
"Woman's Page of the Air" on Tues-
day mornings. The program is aired
daily except Sunday from 8:45 to 9:00
a.m., EWT.

Prior to its first campaign over
WABC, the Rose Manufacturing Com-
pany had never advertised on radio.
Because of the success of the initial
campaign, WABC again carries the
account. It is placed through Picard
Advertising, Inc.

Company when the Blue was organ-
ized Feb. 1, 1942.

operations, he said. "If the station
were blotted out over a large area,
then it would have a good case" and
could justly petition for rehearing as
an aggrieved party.

Hennessy Heard Briefly

Philip J. Hennessy, representing
KOA-NBC, argued for only 10 min-
utes because of the Supreme Court
closing hour, which comes at 4:30. He
will finish his allotted hour this noon.
He made it plain that he was argu-
ing on the grounds of the legality of
the Commission action in denying
KOA's petitions for intervention and
of the change in the value of the KOA
license occasioned by the WHDH
grant. NBC is not complaining, he
said, about competition from WHDH.
NBC also accepts the FCC showings
on interference, but maintains that
those showings indicate a modifica-
tion of its license. He gave the court
figures on the coverage of continental
United States, pointing out that only
56.9 per cent of the total land area
of the nation is reached by primary
radio service, with an estimated 21-
000,000 people relying wholly upon
secondary service.

Further NBC Argument Today

At this point the hearing was ad-
journed until today, with Hennessy
expected to explore the legality of
the intervention status of the Com-
mission.

FDR Ruling Tightens Salary-Price Control

(Continued from Page 1)

shifting by individuals from one job
to another in order to obtain higher
pay, unless the shift is in the interest
of furthering the war effort.

Existing contracts calling for
periodic salary increases are not af-
fected by the President's order, which
provides for "reasonable adjustments
of wages and salaries in the case of
promotions, reclassifications, merit
increases, incentive wages or the
like."

The networks generally handled
last night's announcement of Presi-
dent Roosevelt's newest salary and
price control order as a special bulletin
and interrupted regularly sched-
uled programs to put it on the air.

The special features department of
Mutual, under Dave Driscoll, not only
broadcast the news as a special flash
at 7:31 p.m., but worked the story
into the "Answer Man" program at
7:45 by asking one of the contestants,
"What special announcement was
made tonight by President Roose-
velt?" The later shows, such as Gabriel
Heatter and Leo Cherne's "Impact"
gave the news a big play, as was to be
expected.

The Blue Network broke into the
"Good Old Days," a non-news pro-
gram, at 7:25 p.m., and gave four
full minutes to an explanation of the
edict.

John Vandercook, during his 15-
minute commentary on NBC from
7:15-7:30, dwelt at length on the sub-
ject and then switched to Washing-
ton, from which point Robert St.
John, the network's representative
there, gave his word picture of reac-
tions in the nation's Capital.

The CBS network news program
all gave the story a prominent play.

Wedding Bells

Emil J. Gough, in charge of Sesac
Station Relations at the West Coast,
was married recently to Lt. Mary E.
Brennan of the Army Nurses Corps
at an Army post on the Atlantic sea-
board. Following a brief honeymoon,
Mrs. Gough will continue her duties
for the duration, and Gough will
resume his Sesac activities in the
West.

AMERICA AT WAR

Patriotic program series combining a timely
dramatization with an inspiring talk by
ationally prominent speakers. Cooper-
ately sponsored and we even sell it for you.
s already made good money for 25 radio
ations. Write for details to Don Searle.

LES FEATURES CO.

NO. 17TH ST. . . . OMAHA, NEBRASKA

THE Philadelphia Story
IN RADIO
5000 WATTS

950 on the Dial

WPEN

Affiliated Station
of the Atlantic
Coast Network

Los Angeles

By JAC WILLEN

CAPTAIN DAVID McNUTT, who was formerly with NBC in San Francisco, and who is now public relations officer at Mather Field, California, attended a conference of public relation officers from eleven western states, at Santa Ana. The use of radio in public relations work was one of the subjects discussed.

When Don E. Gilman entered the Army in World War of 1917-1918, he bought a sterling silver watch. Since then he has received many watches as gifts. On April 19, when his son, Corporal Page Gilman, of Camp Adair, Oregon, celebrates his 25th birthday, his dad will present him with his sterling silver watch of World War I days.

Raymond R. Morgan, of the advertising agency, which bears his name, is chairman of the amusement field's Red Cross drive, and the publicity department which will aid him in trying to raise \$4,000,000, the quota for the second quarter of the year, consists of Milton Samuel, Noel Corbett and Nell Cleary.

David O. Alber has arrived from New York by plane and will remain here two weeks. This is his second trip to the coast in six months.

Virginia O'Brien, Groucho Marx's eye-filling dead-pan foil on the "Blue Ribbon Town" program over CBS each Saturday night, has just finished an M-G-M picture, "Du Barry Was a Lady," and is back testing for another.

CBS-KNX news analyst Nelson Pringle and newscaster Bob Greene opened the first of a new series of evening broadcasts for Sears, Roebuck Monday, April 5, with the revised "Ten O'Clock Wire" program.

Ken Murray, quizmaster of Grayson's Columbia Pacific Network program "Stop Or Go," has just completed a series of movie shorts for the entertainment of troops overseas.

Canada's Retail Set Sales Show Decline In February

Montreal—Decline of 7.6 per cent from February, 1942, in the sales of radios by department and electrical stores in Canada in February, is announced by the Internal Trade Branch of the Dominion Bureau of Statistics. February sales declined 10.3 per cent from January but were 44.8 per cent above February, 1939.

Sales of radios, musical instruments and supplies by 19 department stores reporting to the bureau in February totalled \$300,538, a decline of 15.8 per cent from the figure of \$356,795 reported for January.

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



Radio Is My Beat . . . !

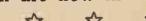
● ● ● Popularity must be deserved and likewise publicly recognized hence, we're happy to reveal that Flem Evans, program manager of WSAZ, Huntington, W. Va. can well be proud of his personal standing in the community when it was officially announced that the station had signed as the local Blue Network outlet, business folk took ads in the local gazettes to wish his new enterprise well. Chico Marx may make a picture this summer but not with Harpo and Groucho he'll be seen with his band Peter Donald, ace dialectician of the "Can You Top This?" program, has been classified in 4F he hopes to correct the physical disability so that he may don khaki this summer The Gene Krupa stint on the "Spotlight Bands" program, April 16, will emanate from the Harrison, N. J. RCA plant, where only employees, who can prove that 10 per cent of their wages go for War Bonds, will be admitted Maurice Hart, WNEW announcer, is getting a "Martin Block" type of build-up on his new strip on that station, titled "The Music Hall," heard daily from 2 to 4 p.m. we've often listened to Maurice's smooth chatter and "Hart'ily congratulate both parties The Grand-daddy of all sleuths, "Nick Carter," whose exploits thrilled Americans these past three generations, will be heard on the air in a new series of "whodunits" beginning Sunday over OR Lon Clark will have the title role.



● ● ● The United Jewish Appeal's annual drive to raise funds will open with a special broadcast Sunday, entitled "Road To Liberation," over NBC-coast-to-coast Dr. Albert Einstein will speak from Princeton, N. J., former ambassador to Japan, Joseph C. Grew will be heard from Washington and Conrad Thibault will sing from New York Metropolitan Opera Tenor Lauritz Melchior, will be interviewed by Bill Stern on the "Colgate Sport Show" Saturday, April 24 reason for the guest appearance is not because of his internationally-famed voice but Melchior's prowess as a champ pistol shot another interesting item not generally known, is that the adage "Marriages are made in Heaven" is literally true in Melchior's case. They met when Mrs. Melchior, an aviatrix, bailed out of her plane and parachuted onto the Melchior estate in Denmark A note just handed to this reporter reads "Acting on Scoop Daly's suggestion of Thursday, pertaining to finding ways and means of raising funds for worthwhile National Charities (see 'Main Street' of April 8) John Reed King will install a Red Cross Box at the WABC-CBS studios at 49 East 52nd St. with his 'The Missus Goes Shopping' program, beginning next Monday" Carl Bixby is a proud father and justly so just got word that his son has been awarded the "Air Medal" in recognition for his outstanding services in the transporting of troops from England to Africa.



● ● ● The 1,000,000th platter of the Tommy Dorsey version of "There Are Such Things," was gold-plated and presented by the Victor Co. to T.D. James Andrews, director of "Mr. & Mrs. North, served and was twice-wounded in the last war, attaining the rank of Captain at the age of 20 his son, age 18, following in his footsteps, is a Marine, serving somewhere in the South Pacific Reynolds Evans, who plays the Army Chaplain in the Broadway hit "The Doughgirls," has been added to the cast of NBC's "Snow Village" he'll be 'Rev. Mr. Gline' Chico Jordan, La Conga dancing emcee, joins the announcing staff at WBNX George Lowther leaves for a Florida vacation before returning to take over the direction of four radio shows for Superman, Inc. Max Marcin has received \$1,500 advance from the Shuberts for a new play Marcin plans to use members of his "Crime Doctor" programs if available six members of the program are now in Broadway shows.



Remember Pearl Harbor

Chicago

By FRANK BURKE

STUART DAWSON, assistant program manager of WBBM, has signed to go with Young & Rubicam as head of the radio department in Chicago. His job at WBBM has been taken over by Les Mitchell.

Other changes announced by WBBM include O. J. Neuwert from production to production manager; Val Sherrin, assistant program director in charge of operations, Mary Wilson, assistant to Helen Fitch and Mildred Torrey in the music library, Milda Savary in charge of transcriptions for WBBM and its FM station and Charles Logan, while retaining his job as in charge of special events, also joins the production staff.

Shelton R. Houx, formerly with McCann-Erickson in Chicago and Minneapolis, has joined the WBBM sales staff.

Sanford H. Dickinson, who left WJJD a year ago and has since been with WMCA, New York, and WNBC, Bridgeport, has returned to the WBBM announcing staff.

Mary Patton, WBBM actress, playing the part of a maid in the local production of "Dough Girls" is understudying the lead roles.

WGN's Guy Savage, whose part of the Sanders and Savage program is currently originating at the Chicago Roller Derby, has written a new song "It's Roller Derby Time."

A nine-pound son was born to Mr. and Mrs. Jim Dale, April 2. He has been named Stephen Kent Dale. Father is WIND announcer.

New 15-minute Tuesday-Thursday Saturday program, "The Colgate Serenade," makes its bow on WBBM April 13. It will feature songs by Lynn Chalmers, Jack Fulton and Brown with music by the Serenaders. John McCormack will be the announcer. The show is sponsored by Italian-Swiss Colony Wine Co.

Joe Wilson, starting yesterday, has over reports on horse racing on WIND. He also is heard on the sports edition program each weekday.

The Griffin Manufacturing Co. renewed its morning news program over WGN for 52 weeks, effective April 13. Holland Engle is newcaster.

CBS has been swamped with requests for tickets to the Harry James broadcast originating in Chicago this week and next. The Civic Opera House, seating nearly 4,000, has been engaged for the programs.

THIS LITTLE BUDGET

WENT TO

WORCESTER BOSTON MASS



GUEST-ING

DAN BLONDELL, on "Stars Over Wood," tomorrow (WABC-CBS, 10 p.m.).

ARTHUR LOESSER and HERBERT WELL, musicologists, on the "Era Forum Quiz" during the broadcast performance of "The Barber of Seville," tomorrow (WJZ-Blue Network, 3:50 p.m.).

WALTER DURANTY, author and sign correspondent; JANET FLANR, formerly correspondent in France for the "New Yorker"; ALBIN JOHNSON, formerly correspondent in Finland for CBS, and HIRAM E. OTHERWELL, author of "Peace Fight For," discussing "Axis Sale," on the "People's Platform," tomorrow (WABC-CBS, 6:15 p.m.).

DR. EDWIN MORRIS BETTS, discussing "Thomas Jefferson As a Gardener," on "Adventures in Science," tomorrow (WABC-CBS, 10 p.m.).

HERALDINE FITZGERALD, on Armstrong's Theater of Today," tomorrow (WABC-CBS, 12 noon).

MARLENE DIETRICH, JOHN WAYNE, RANDOLPH SCOTT and FRANK CRAVEN, in an adaptation of "Pittsburgh," on the "Screen Guild Players" program, tomorrow (WABC-CBS, 10 p.m.).

CHARLES E. MERRIAM, T. V. SMITH and AVERY O. CRAVEN, all the University of Chicago faculty, discussing "Thomas Jefferson and the Meaning of Democracy," on the "University of Chicago Round Table," today (WEAF-NBC, 2 p.m.).

GRACE MOORE, on the Coca-Cola program, Sunday (WABC-CBS, 4:30 p.m.).

SEN. W. LEE O'DANIEL, of Texas; FRANK P. FENTON, national director of organization for the A. F. of L., and R. CONRAD COOPER, assistant vice-president in charge of operations of the Wheeling Steel Company, discussing the "Work or Fight" bill, on the "American Forum of the Air," today (WOR-Mutual, 8 p.m.).

GEORGIE PRICE, oldtime star of Seaside, on Fred Allen's "Texaco Theater," Sunday (WABC-CBS, 30 p.m.).

JOSEPH SCHUSTER, cellist, with the New York Philharmonic-Symphony, Sunday (WABC-CBS, 3 p.m.).

SAMUEL B. PETTENGILL, formerly Congressman from Indiana; NORMAN THOMAS, chairman of the executive committee of the Post-War World Council, and HENRY MORTON ROBINSON, senior associate editor of the "Reader's Digest," discussing "What Would Jefferson Do Today," and "Wake Up, America," Sunday (WJZ-Blue Network, 3:15 p.m.).

NEW PROGRAMS-IDEAS

Re Victory Gardens

New morning show on WSB, Atlanta, is "The ABC's of Gardening," produced by the station's farm director, Bill Prance. Each Tuesday at 9:45 a.m., listeners are told what should be planted that week, and how they should be planted and nurtured.

Plans are to continue the instructions throughout the growing, harvesting, and canning periods.

Free Transcriptions

Purchasers of war bonds at the WSTV Booth on Market St. in Steubenville, Ohio, are invited to participate in one-minute interviews which are transcribed and played back on a new nightly program titled "Money Talks." Program also plugs bond sales.

Calls N. Y. Trade Lax In Fight For Child Bill

Albany—In the wake of the surprising setback received by the bill to legalize radio appearances of children under 16 on the closing day of the 1943 legislative session comes information that station officials generally were relatively inactive in the matter.

However, three broadcasters were exceptions to the general lethargy, i.e. I. K. Lounsberry, Buffalo Broadcasting Corporation, and Harold E. Smith of WOKO and Deuel Richardson of WABY, here. These three were active in the three-year fight waged by Children's Aid Societies in Buffalo, Utica, etc., for adoption of a sane control of child acting under educational enforcement. These broadcasters found sponsors of the bill perfectly willing to cooperate and the measure was in fact amended during the 1942 session to clarify its provisions concerning radio.

Defeated Twice in Senate

Although the Ehrlich-Hampton measure would have provided legality for such radio participations, legislators say little or no mail was received from radio sources. Since the present penal and labor laws prohibit child acting, the situation has always presented a potential source of litigation. In one city a few years ago, a group stopped a free radio show for children given from the stage of a theater on Saturdays by quoting the existing law.

Defeat twice in the Senate on the closing day came about, it is understood, principally due to an objection raised by a humane association group. This group, it is understood, construed the bill as legalizing such hazardous occupations as tight-rope walking, circus acting, etc. Actually, of course, the bill gave educational authorities strict control over issuance of permits, which could have been denied if considered harmful to the children's health, welfare or morals.

The only outright exemption to

Blood Bank Procedure

WLW, Cincinnati will tell listeners on Saturday exactly what happens to their blood from the time they donate it to the American Red Cross until it is ready, as blood plasma, to be shipped to the Armed Forces. The program was recorded by James Cassidy, special events director and his assistant, Gordon Graham, at the Eli Lilly Company in Indianapolis, where donations of blood from seven major cities in the middlewest and south are brought for processing. Word tour will describe how blood is received, centrifuged, pooled, shell frozen, dried and packed. Feature guests are Walter Jamieson, research director of the Lilly Co.; and Private Henry Biehl, whose life was saved through 25 transfusions after being wounded in action.

Spark-O-Life In Big Buy On North Central Web

Spark-O-Life, Kansas City, has bought six one-half hour programs weekly on a large group of North Central Broadcasting System stations. The program is broadcast by the Spark-O-Life Company and is originated at KMA, Shenandoah, Iowa, and fed to NCBS by direct wire out of Des Moines.

The NCBS stations included on the list are: WLWL, Minneapolis; WDSM, Duluth; WATW, Ashland; WJMS, Ironwood; KWNO, Winona; KWLW, Willmar; KGDE, Fergus Falls; KVOX, Fargo, Moorhead; KILW, Grand Forks; KSJB, Jamestown; KGCW, Mandan, Bismarck; KLPW, Minot; KDLR, Devils Lake, and KABB, Aberdeen. The program is scheduled from 2:15-2:45 p.m., CWT. Ferry-Hanley, Kansas City, placed the business.

"Hobby Lobby" Will Tour To Gauge Public Reaction

Starting April 19, as trial balloon to gauge public reaction, "Hobby Lobby" will start a three-week tour. The tour includes a three-day stop-over at Paterson, N. J., a week in Washington, D. C., and a week in Baltimore, Md. While in Paterson, the show will appear at a local theater and the regularly scheduled CBS broadcast will originate from New York City. The week of April 22 to the 28th will find the show in Washington, D. C. At that time "Hobby Lobby" will stage a Victory Auction, articles to be auctioned off will be gifts from politicians.

During the third week of the tour, from April 29 to May 5, the show will appear in Baltimore, Md.

the permit rule was given to radio, where children could perform or practice for two hours each week on programs to emanate from studios, etc. without even seeking a permit for the purpose.

AGENCIES

ROBERT R. NATHAN, chairman of the planning board of the War Production Board, will be the principal speaker at the regular weekly luncheon meeting of the Sales Executives Club which will be held next Tuesday at the Hotel Roosevelt.

ANFENGER ADVERTISING AGENCY, St. Louis, announces the election as a vice-president of George L. Prater, formerly sales manager of the Wolff Printing Company.

PAUL G. HOFFMAN, president of the Studebaker Corporation and chairman of the board of trustees of the Committee for Economic Development, will deliver an address on May 7 at the Atlantic Regional Conference of the Industrial Advertising Association which will be held at the Hotel Biltmore.

INTERNATIONAL NICKEL COMPANY, through Marschalk & Pratt is making tentative plans for an institutional advertising campaign.

See 3-B Classification Eliminated Next Week

Washington Bureau, RADIO DAILY

Washington—As predicted here last week, complete elimination of the 3-B classification, meaning imminent induction for all childless workers in the industry except for those jobs specifically listed as essential, is due to be announced early next week. All married men of military age who are not fathers, or with children born after Sept. 14 of last year, will be placed in 1-A unless they are in essential jobs.

Thousands of industry workers will thus lose any consideration by local draft boards on the grounds that they are married. If their wives are capable of supporting themselves, even though they may not be working, these men will be inducted on short order by most local boards. Under the pending reclassification, local boards would follow procedure along those lines:

(1-A) Single and childless married men in a job not held essential. Married men formerly in E, 3-A and 3-B would be included.

(2-A and 2-B) Essential men in war-supporting or war production activities, married or single.

(3-A) "Pre-Pearl Harbor" fathers.

Advertisement for WBNX NEW YORK, featuring the text: 'WITH THE MOST INTIMATE AND EFFECTIVE PROGRAM APPROACH TO AMERICA'S LARGEST MARKET' and '5000 WATTS Directional OVER METROPOLITAN NEW YORK'.

WALB Angles Revive; Cox Probers Active

(Continued from Page 1)
license renewal and assignment of its license from the Albany Herald Publishing Co. to the Herald Broadcasting Co.

While with WALB, Lord kept very complete files of all documents which passed over his desk, including copies of some which came to him but did not remain with him. When he appeared before the Commission early this year, material from these documents which were subpoenaed by the FCC was included in his testimony, and some of them were submitted in toto.

At that time Delacey Allen, attorney representing WALB, charged that Lord possessed the documents illegally and threatened to press larceny charges.

Hearing Set Last Friday

Extradition hearing was originally set for last Friday, but was continued until tomorrow at the request of the Attorney General of Georgia, who asked for the continuance last Thursday. It is not known here just what prompted his request, although the reported presence in Atlanta this week of Eugene L. Garey, counsel for the Cox Committee investigating the FCC is believed to have been occasioned by the Lord matter. Resumption of the WALB hearings, scheduled for Monday of this week, was put off for another two weeks upon request of station authorities, because their chief witness, C. D. Tounsley, would be unable to appear for two weeks because of an accident at home.

Tounsley Examination in January

Tounsley, who has been ill, is the chief reason for the frequent postponements in this case. A throat ailment has bothered Tounsley for several years, and was aggravated last January by excessively long examinations conducted by WALB attorney Allen.

This examination took place in the middle of January, with Tounsley's health forcing a two-week postponement. On Feb. 1, he reappeared here over the objection of Allen and WALB president H. T. McIntosh. Allen told the examiner at that time that an Albany physician "of considerable standing" had advised Tounsley that he could safely make the trip.

Cox Group Continues Studies

In the meantime, the Cox Committee with a staff now including more than half a dozen lawyers and investigators—numbering at least one dollar-a-year man—is continuing its studies of FCC documents. Several Commissioners are beginning to resent the prying of the committee, but thus far there has been no open trouble. Inquiries are being conducted in New York, Charleston, West Virginia, California, Atlanta, and Wilkes Barre, it was learned here.

The Wilkes Barre aspect concerns the case of Robert J. Doran, an officer of Northeastern Pennsylvania

FM Outlets Plan Co-Operation In Second War Loan Campaign

(Continued from Page 1)
the U. S. and that approximately 1,500,000 listeners are available for these sets.

Illustrative of FM cooperation are the following: W85A, the General Electric Company's station, Schenectady . . . "will undertake to broadcast the Hemingway address of April 12 between 7:15 and 7:30, EWT . . . also plan to carry Secretary Morgenthau's NBC broadcast of April 12 . . . to schedule the half-hour transcription for April 12 plus the six Treasury Star Parade programs to be produced weekly for the three-week period. It is a pleasure to work on this project, and we hope that our efforts will prove productive. . . ."

Philadelphia Pooled-Effort

The four pooled Philadelphia FM stations, which are under the direction (for the month of April) of Norris West, of station W69PH, sent forth the following communique:

"The following live programs will be carried by the following FM stations: Monday, April 12—9-9:30 p.m., NBC, W57PH (KYW's FM station) by arrangement with Mr. Begley. Thursday, April 15—10:30-10:45 p.m., CBS, WCAU will pump WPEN—W73PH will broadcast.

"Friday, April 16—2:30-4:15 p.m., the MBS, Philadelphia Orchestra intermission devoted to War Bond campaign. Carried by W49PH. Saturday, April 17—10:30-10:45 p.m., Blue, W53PH will carry. Monday, April 12—8-8:30 p.m. (Electrical Transcription) one half-hour special Treasury program—W69PH.

Form Treasury Anns. Daily

"The four Philadelphia FM stations concerned in the coordination agreement will carry four Treasury announcements daily during three weeks, from Monday, April 12, to Sunday, May 2. We will carry the six Treasury Star Parade programs throughout the campaign six nights a week at 8 p.m. This schedule has been coordinated through the cooperation of Lew London (WPEN) W73PH, Felix Meyer (WFIL) W53PH, Cliff Harris (WIP) W49PH and Dr. Levy (WCAU) W69PH."

Milwaukee Programs

Russ Winnie, program director of W55M (WTMJ), Milwaukee, Wis., announces the following schedule: Radio City Choral Concert, 8-8:30 p.m., Mondays—a half-hour concert by a local high school or college choir. Recital In Rhythm, 8-8:30 p.m.,

Broadcasters. The license for WBAX, Wilkes Barre, was awarded Northeastern last spring, then held up pending a Commission study of the fitness of Doran, charged by labor and ministerial organizations with being, allegedly, fascist-minded. Lengthy hearings were held here about the turn of the year, with no decision yet reached by the Commission.

Tuesdays—recital of modern music with a fourteen-piece orchestra and soloist. Radio City Concert Hour, 8-9 p.m., Wednesdays—a concert program with a twenty-one piece symphonic orchestra and soloist playing special arrangements of both the heavy and lighter classics. Pan-Americana, 8-8:30 p.m., Thursdays—typical Latin-American program with music provided by Los Pan Americanos, twelve-piece Latin orchestra, Dorothy Dee in Latin songs, and Don Jose Mayol, emcee, vocalist and guitarist.

Special Interviews Scheduled

This program, already devoted to Inter-American understanding, in time of war, lends itself especially well to the Bond drive. Platter Puzzler, 8-8:30 p.m., Fridays—a musical quiz program in which two teams of four, chosen from the audience, compete in recognizing and answering questions about recorded music. Bond tie-in will be effected by running a story about the importance of bonds by master of ceremonies Johnnie Olson. It's A Woman's World, 2-2:30 p.m., Monday through Saturday—a woman's program, conducted by Anne Ross, covering all subjects of interest to women. Bond promotion will be handled by special interviews and straight copy.

Chicago's Plans

In Chicago, Walter Preston of W67C (WBBM), Frank Schreiber of W59C (WGN) and Ted Hermann of W51C (Zenith Radio Corporation) have indicated that their respective FM stations are going all out in every possible way to support the 2nd War Loan drive. W75C (Moody Bible Institute) also is scheduling many Treasury radio features. In Schenectady, Leonard Asch, who is president of W47A, has promised complete cooperation of his station, which boasts of more commercial FM programs than any other FM station in operation. This station, in addition to all 2nd War Loan radio features, will continue to use the Saturday Night Bond Wagon.

New York Activity

In New York City the following stations have given assurance of complete cooperation: W39NY (WNYC), W47NY, W2XMN, W63NY (WJN), W67NY (WABC), W71NY (WOR), W75NY, W2XQR (WQXR).

New York outlets will hook up as a network Monday 8-8:30 p.m. and the talent is now being lined up. This will include either the Ben Yost a capella choir or Fred Waring choir. Four Polka Dots; Claire Luce, actress in a trilogy, also a well known speaker.

Move to line up the FM stations to aid the 2nd Loan Campaign stemmed from a letter written to members by Walter Damm, president of FM Broadcasters, Inc. Other FM outlets not yet in the fold are joining hourly.

Congress Committee Fights Grade Labeling

(Continued from Page 1)
Charles Halleck, Indiana Republican who sees in the program an attempt to curb freedom of the press. Halleck maintains the grade labeling program is designed to eliminate the necessity for advertising, while proponents of the practice claim that the protection to the individual brands which will result from grade labeling will in the long run, make advertising more valuable.

Halleck's committee is not working alone, RADIO DAILY learned yesterday. A sub-committee of Howard Smith's committee to investigate government agencies in general has demanded that the OPA furnish it with the names of all employees responsible for the formulation of and sponsorship of the grade labeling program. The sub-committee is headed by Rep. Peterson of Georgia.

Abandonment Likely

Purpose of this demand is obviously to afford OPA Administrator Prentiss Brown an opportunity to step gracefully away from the grade labeling program, as well as to frighten those within the OPA who are in back of the program. If Brown avails himself of the opportunity, the grade labeling program will simply be given up, and it is unlikely that the Smith committee will spend much time of those employees whose names it has asked.

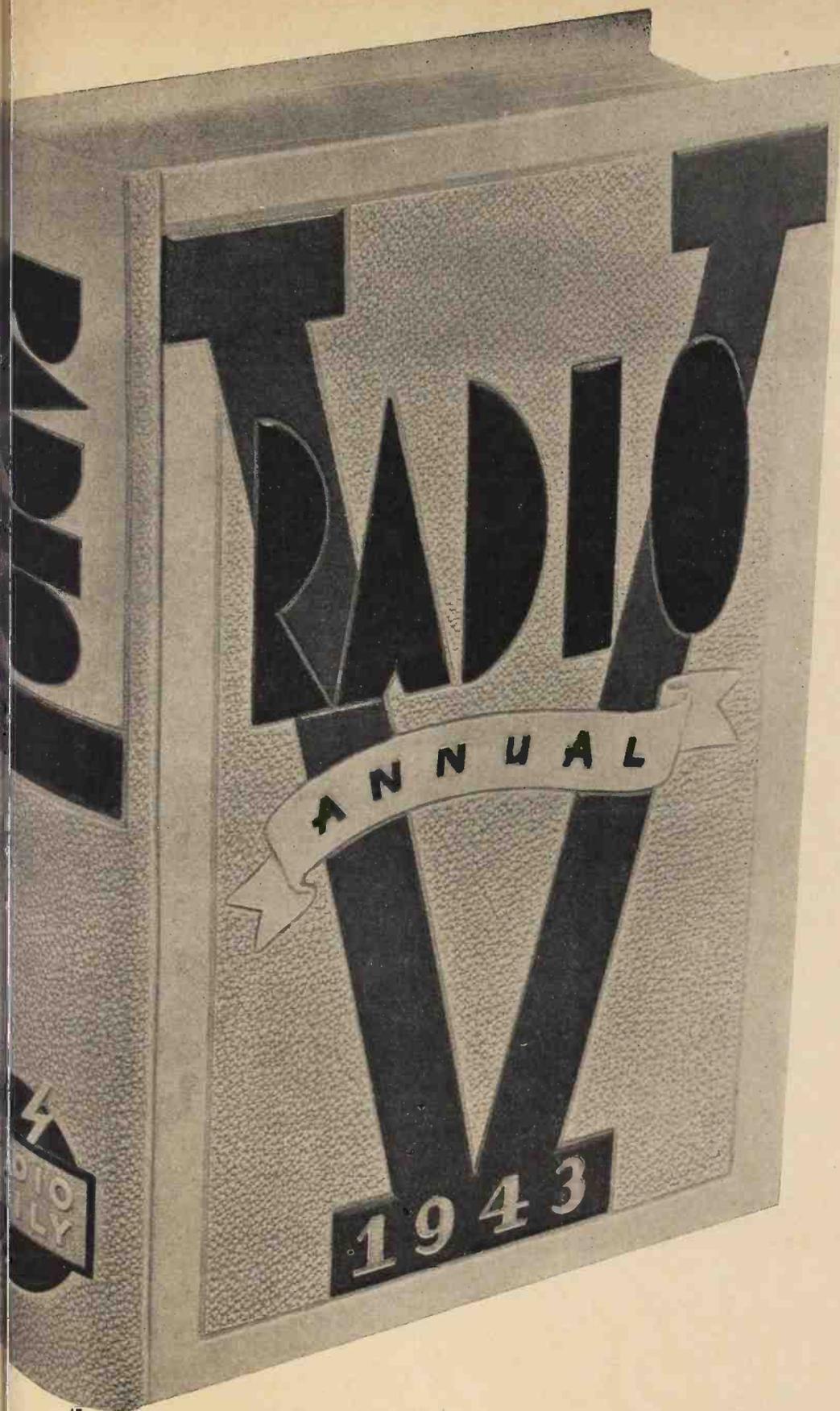
Resume Sanka Coffee Time Among WQXR's New Pacts

(Continued from Page 1)
for the coffee product was only one hour. Business was placed through Young & Rubicam.

Additional business activity on WQXR during the past week, including two accounts which have renewed for the third consecutive year, follows:

Bloomington's Department Store, renewal for 52 weeks, thrice-weekly "Women and the War" program, by Frances Corey. The program is heard Monday, Wednesday, and Friday, 9:15 a.m. Contract was placed direct. Gruen Watch, for half of all time signals for 52 weeks. Contract was placed through McCann-Erickson.

Apartments On Parade, renewed by Huber, Hoge & Sons for the third year on the station. General Baking Company, renewed a spot campaign for Bond Bread, for 52 weeks, through BBD&O. Franklin Simon & Co., set a spot campaign for fur storage through Hirshon-Garfield, Inc. Coronet Magazine, obtained a one-minute spot campaign through Schwimmer & Scott, Chicago. Metropolitan Certified Milk Producers Association, renewed a 15-minute program every Sunday, for the third year. Clements Co., Philadelphia, is the agency. Franklin School of Dancing renewed for 13 weeks, its "Musical Memory Game," and 20th Century-Fox, thru Kayton-Spiro Co., Inc., purchased a series of spots.



1943 RADIO ANNUAL

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DISTRIBUTED
TO
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✓COVERS RADIO COMPLETELY

***Y**OUR check for \$10 will bring you a copy of the 1943 RADIO ANNUAL
plus the next 260 issues of RADIO DAILY (full year's subscription).*



Coast-to-Coast



RUSS HODGES, sportscaster WOL, Washington, recently broadcast an appeal in behalf of a patient in a local hospital urgently in need of a transfusion. Within 20 minutes 30 blood donors responded.

Tom Wheeler, farm program director WOWO, Fort Wayne, Ind., had as guest on the Purdue University Agricultural Extension program recently Hobart Creighton, speaker of the State's House of Representatives.

Model victory garden of WHEC, Rochester, N. Y., brain-child of Chief Announcer Harry LeBrun, is being worked by Chamber of Commerce Juniors and their wives. Progress is aided by station. New series titled "Win This War" tells folks how they can do their bit.

WBNX, N. Y., with Jack Mitchell as commentator, begins on April 10 a new series titled "Entertainment Has Gone to War," weekly evening show stressing home front activities of radio, stage and screen personalities. Show calls for guest stars.

WWNY, Watertown, N. Y., has signed J. W. Jones Co. to a long term contract calling for three-a-day announcements Monday through Saturday to plug Sunny Sol. When Film Stars Mary Brian and Walter Abel were aired on recent USO show at Camp Pine, they expressed a desire for maple syrup. They soon got it, from Staffer Doris Andrus, whose dad has a sugar bush.

William J. Brown, announcer WLW-WSAL, has been made "night supervisor," newly created position vested with authority to handle emergency program scheduling. Dr. G. S. Mitchell, assistant administrator FSA, guested on WLW's "Everybody's Farm Hour." He discussed

the "Food for Freedom" campaign. WSAI will broadcast, and pipe to WKRC, Cincinnati, the ceremonies at the dedication of the Bond Pier downtown in connection with Treasury's Second War Loan Drive.

"Funny Money Man," transcribed half-hour program syndicated by Allen A. Funt, N. Y., will start on CKWX, Vancouver, across the board beginning April 12, marking the first sale of this program to a Canadian station. Negotiations are on to sell program in South America and New Zealand.

New England Radio News Service, a branch of the Food Distribution Administration's Radio and Market News Section, has announced the addition of Dorothy Crandall, writer and commentator, as its first feminine newscaster. Miss Crandall will have charge of the daily farm programs over WNAC, Boston, and the Yankee network.

About 125 daily advertisers on WSTV, Stuebenville, Ohio, have agreed to ditch commercials in favor of bond-selling messages all day April 12 as their contribution to Treasury's Second War Loan.

Announcer Jack Deal of WHCU, Ithaca, N. Y., raised a "crop of dollars"—\$75 to date—by starting a "Red Cross Victory Garden" on a downtown plot. He had a sign erected, and announced over the air that those sending in a dollar or more would have their names printed on the sign to indicate they were "planting dollars" for a good cause.

WDAS, Philadelphia, has added Scott McGregor to announcing staff. Newscaster Leonard Valenta has replaced Joseph Corr, now in the Navy. General Manager Pat Stanton has been promoted to Lieut. J. G., in the U. S. Coast Guard Reserve, Volunteer Port Security Force. General Baking Co. has renewed, thru Ivey & Ellington, Inc., on Nathan Fleisher's nightly news comments.

George D. Bronson, news editor and salesman at WELL, is one of two New Haveners just appointed by the Budget Committee of the Community Chest to serve on the executive Committee of New Haven Council of Social Agencies. The term is for one year.

"Shorty" Strickland and his Southern Strollers, hillbilly combo on WSGN, Birmingham, Ala., are switching to music staff of KXEL, Waterloo, Ia. Chief Engineer Paul Cram, teaching radio engineering at Birmingham-Southern College, has been invited to teach higher mathematics there, too. General Manager Henry P. Johnston is collecting hand-carved miniatures of dogs. This man's best friends are arrayed on his desk.

Guests scheduled for Bessie Beatty's programs on WOR, N. Y., include: Betty

St. John, author of "Excess Baggage," April 12; Carmen Senoret of the Chilean embassy, April 13; Joan Roberts and Alfred Drake, principals of stage play "Oklahoma," April 14; Gertrude Whiting, authority on life in India, April 15; Montague Free, horticulturist, Brooklyn Botanical Garden, April 20.

WTIC, Hartford, Conn., recently aired the first of a series of programs sponsored by various large manufacturers to strengthen Southern Connecticut's war effort. Show originated at Bushnell Auditorium before 2,500 employes of Niles-Bement-Pond Division of Pratt & Whitney. Governor Baldwin and Wythe Williams spoke, and station comics Gene & Glenn quizzed employes on stage and distributed funny prizes.

WHIO, Dayton, Ohio has tied-in with Knights of Columbus for April War Loan drive. Station supplies P-A equipment at K. of C. rallies Monday nights at Bondwagon downtown, and airs events. University of Dayton thespians aired their annual musicomedy in a special broadcast.

Lois Andrews Scheuer has left promotion department of WFIL, Philadelphia for an extended rest. Verna Stair, secretary to Business Manager Bill Caskey, is vacationing in Yorktown, Va. with her husband, Naval warrant officer. Erva Giles, music clearance director, began today her ninth year with the station.

Jimmy Fidler's 15-minute Sunday night program for Carter Products, Inc., is now heard transcribed over WDRG, Hartford, on Monday mornings at 11. The account was placed by Small & Seiffert, N. Y., and continues for 13 weeks.

The 75th anniversary of Massachusetts Society Prevention of Cruelty to Animals will be observed Sunday, at 12:15 p.m., EWT over WBZ, Boston. Thornton W. Burgess, author and naturalist, and Dr. Francis H. Rowley, president of society, will speak.

Mary Morgan, commentator CKLW, Windsor, Ont., will handle the Hiram Walker fashion show in the Prince Edward Hotel, April 13. Later in the month she will lecture assemblies at Wayne University and Birmingham High on "Four Steps to Growing Up." Val Clare, news analyst, has recovered from his recent illness. He goes to Flint, Michigan on April 15 to appear with Governor Kelly in a bond selling drive.

Victory gardeners of WAOV, Vincennes, Ind., plowed up in their enthusiasm 27 radials from underground antennae, necessitating repairs to 3,000 feet of broken wire. Area's first test blackout on April 15 will be aired, with Victor H. Lund, station manager, spilling from Army bomber, and other staffers airing activity from civilian defense centers. George Field mimeographing news letters for

distribution to officers at George Field. Robert Meek, Jr., back on crutches is again playing guitar on daily "Meek Family" show.

Van Patrick, sports director, WEDL Mock Island, Ill., who does Mutual's Baseball Roundup throughout the summer, is visiting camps of the St. Louis Browns, Detroit Tigers, Chicago Cubs and White Sox, Cincinnati Reds, Cleveland Indians and St. Louis Cards.

Vivien Fridell, the Mary Noble "Backstage Wife" starred in the role of Florence Nightingale in "Lady With the Lamp," presented over WTM Milwaukee, Sunday night as the first of a series by the Wauwatosa Children's Theater. Vivien at one time collaborated with Stanley Moran, now Dennis Morgan of the screen, a daily program of story and song over the Milwaukee station.

WIBG, Philadelphia, should make deal with Abington Hospital. Promotional Manager Rupe Werling went there for appendectomy early in March. A week after he was out, Mrs. Doug Arthur, wife of program director, went in for the same operation. Four days after she got home her husband went in with jaundice. Doctor is expected back at his desk Monday.

WLW "Swing Shift" Show For War-Workers-Soldiers

(Continued from Page 1)

...sive survey just completed in the WLW listening area.

The survey shows that 60 per cent of the radio listening audience between the hours of midnight and a.m. are soldiers and war workers. For instance, it was discovered that defense plant in Indiana releases 5,000 workers at midnight. The majority of these are early morning radio listeners, both on their way home from work and for a period after arrival home.

Women Constant Listeners

A further fact disclosed in the survey was that practically all of the many women now employed in war plants listen to the radio during the early morning.

WLW program officials have selected Miss Bliss Harris, who recently joined WLW to produce and announce the "Home Forum" programs, to handle the new series, night-owl shows. Miss Harris, who will be one of the first women announcers in this section of the country, will cooperate with the regular WLW night time announcers. Featured on the series will be dance music and play-backs of daytime shows which defense workers are unable to hear at their regular broadcast time. Miss Harris, who has had long experience in the writing and presenting of women's programs, will, if conditions warrant, present from time to time special shows for her feminine listeners.

1943 BIRTHDAYS

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

April 9

Mickey Alpert Franklin Bingham
Jim Bannon Martha Young Lavin
Brewster Morgan Fred Raphael
Oliver Smith Rose Yvonne Stein
Gilmore Nunnally Nunn

April 10

Woodrow Cox William B. Dolph
Fred Hall Peg La Centra
Haven MacQuarrie Eddie Rubin
Sigmund Spaeth Mark Warnow
Ferdinand Kargl

April 11

Carroll Carroll Erwin Darlington
Paul Douglas Edward Fishman
Johnny Welsh

RADIO DAILY

The National Daily Newspaper of Commercial Radio and Television



DL. 23, NO. 8

NEW YORK, N. Y., MONDAY, APRIL 12, 1943

TEN CENTS

Loan Drive Opens Today

AB Special Bulletin Re Ascop Payments

Washington Bureau, RADIO DAILY
Washington—The NAB took issue today with Ascop as reported attempts by Ascop representatives to collect royalties not provided for in consent decree. A special bulletin was issued as a result of a letter from several NAB members claiming that Ascop field men have asked additional royalty in several instances. NAB declared that Ascop is not entitled to additional royalty in the case of spots with Ascop music which do
(Continued on Page 7)

Fulton Lewis, Jr. Adds WOR Effective April 19

Washington Bureau, RADIO DAILY
Washington—Fulton Lewis, Jr., who has been broadcasting on Mutual network except in the New York market, will complete an MBS line-up starting on that chain's New York outlet, WOR, April 19. Lewis is currently aired on WHN in New York, but it is understood that the duplication in broadcasting will run for only a few weeks until the independent stations contract expires. To accommodate the acquisition of
(Continued on Page 2)

United Nations Review Tested By Blue Network

The Blue Network tested its new "United Nations News Review" Saturday, 8:30-9:00 a.m., EWT, presenting in five-minute segments digests of English of war communiques and domestic news direct from London.
(Continued on Page 2)

Ascop's 1st Ad Man

Ros Metzger, Ruthrauff & Ryan vice-president and radio director in Chicago, has been notified by Deems Taylor, president of the American Society of Composers, Authors and Publishers of his election to membership in Ascop. Metzger, who has written over 100 popular songs, has been in radio since 1924. He has been with Ruthrauff & Ryan, Inc. for nine years.

Statistics

One of every 31 families listening to Mrs. Dennis Mullane on NBC's "Truth or Consequences" Jan. 30 responded with pennies to appeal for fund to buy War Bond for her soldier son. Pennies came from 48 states, and 6 Canadian Provinces, according to network statistics.

NBC's Oral Argument In Clear Channel Case

Washington Bureau, RADIO DAILY
Washington—A broadcast license, NBC told the Supreme Court Friday, "is a regulatory device rather than the source of the right to broadcast." Philip J. Hennessy, Jr., delivering the oral argument for NBC in the KOA, Denver, clear channel case, made this point after questioning by Justice Stanley Reed, arguing that since broadcasting is regulated, rather than granted, by the federal license, KOA had the right under due process to
(Continued on Page 8)

Capital Paper Continues Use Of All Local Outlets

Washington — The Washington "Evening Star," licensee of WMAL, key Blue Network outlet, has announced the renewal of its transcribed institutional campaign, making use of all six D. C. stations, despite the WMAL affiliation. Appropriation is probably the largest ever spent in a
(Continued on Page 6)

★ THE WEEK IN RADIO ★

... Clear Channel Hearing

By HANK WARNER

SUPREME COURT heard opening arguments in action of KOA, NBC Denver outlet, to nullify FCC grant to WHDH, Boston on 850 band, formerly a clear channel for KOA. The Blue rubbed hands with pleasure over prospects of greatest summer audiences ever and hot-footed to present prospectus of network as dough-maker for advertisers. AFRA declined 10 per cent increase offered by transcription companies, and the contract now in effect will run a nor-

Country-Wide Bond Promotion By Webs And Independents; Nearly Every Program Type Being Utilized

OWI Radio Unit Delays Pay-For-Time Report

Washington Bureau, RADIO DAILY
Washington—The OWI domestic radio bureau decided Friday to delay its report and possible recommendations on payment to broadcasters for time given government programs and announcements until after the NAB "war meeting" in Chicago late last month. The report was scheduled to go to Elmer Davis, OWI director;
(Continued on Page 6)

Detroit Tigers Sponsored Exclusively Over WXYZ

Detroit—Sole broadcasting rights to the Detroit Tigers baseball schedule this year goes to WXYZ, for the first time since inauguration of play-by-play description of the national sport in the Motor City. The games will be aired over WXYZ and the Michigan
(Continued on Page 2)

WOR Recording Studios Starts Expansion Move

WOR Recording Studios which recently completed the installation of all new and modern recording equipment will inaugurate an extensive
(Continued on Page 6)

Radio networks and independent stations throughout the country have launched the greatest selling campaign in history as they adapt their broadcast schedules today, to opening the United States Treasury Department 2nd War Loan drive. Virtually every program that goes on the air today will add its message urging its listeners to contribute to the drive, which has as its quota the sale of \$13,000,000,000 in government securities within a three-week period.

The meaning and importance of the campaign will be emphasized by Secretary of the Treasury Henry Morgenthau, Jr., over NBC, 9 p.m., EWT.
(Continued on Page 5)

Three Cigaret Accts Renew Full CBS Webs

CBS chalked up three full-network renewals by cigarette accounts, American Tobacco Co.; P. Lorillard Co. and Philip Morris & Co., Ltd. being the clients. In the case of American Tobacco Co. for Lucky Strikes, it makes the seventh renewal for the
(Continued on Page 6)

WOW Signs For Service Of Chicago "Daily News"

Omaha—WOW, here has subscribed to Chicago "Daily News" Foreign Service, it is announced by John J. Gillin, Jr., president and general
(Continued on Page 2)

The Red Carpet

When Blue Network officials met Friday with several clients in the spacious Blue Network Board Room, it was none other than Fred Thrower, Jr., vice-president in charge of sales, who personally unrolled the three-foot wide red carpet which ran from the door clear across the reception room to the Board's 'sanctum sanctorum'.

(Continued on Page 2)



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MARVIN KIRSCH : : : : : Business Manager

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FINANCIAL

(April 9)

NEW YORK STOCK EXCHANGE

	High	Low	Close	Net Chg.
Am. Tel. & Tel.	143	141 3/4	141 7/8	- 1 3/8
CBS A	20 1/4	19	19	- 1 3/4
CBS B	19 1/2	19 1/4	19 1/2	- 3/8
Cresley Corp.	16 1/8	15 1/4	15 1/4	- 1 1/4
Gen. Electric	36	35	35	- 1 1/8
Philco	21 1/4	19 1/2	19 1/2	- 2 1/2
RCA Common	9 3/4	9	9 1/4	- 3/4
RCA First Pfd.	67 3/4	67	67	- 3/4
Stewart-Warner	11 1/2	10 3/4	10 3/4	- 1 1/8
Westinghouse	92 1/4	90 1/4	90 1/2	- 3 1/2
Zenith Radio	28 3/4	27 1/4	27 1/4	- 1 1/2

NEW YORK CURB EXCHANGE

	Bid	Asked
Farnsworth Tel. & Rad.	7 1/2	7 3/4
Stromberg-Carlson	8 3/4	9 3/4
WCAO (Baltimore)	18	21
WJR (Detroit)	23	

OVER THE COUNTER

WOW Signs For Service Of Chicago "Daily News"

(Continued from Page 1)

manager of the station. The service began April 8 and is exclusive for WOW in 333 counties. It provides about 10,000 words daily (exclusive of Sunday and holidays) over a leased wire to studio news room by 11 a.m. WOW is first major U. S. station to use the service, Gillin states.

CDN Foreign Service has been used for several months on an experimental basis by Gene O'Fallon at KFEL, at Denver.

The service has a staff of about thirty noted correspondents, including "Bob" Casey of Torpedo Junction fame; "Bill" Stoneman, chief of the London office of CDN and president of the Association of American War Correspondents in Great Britain; Leland Stowe; George Weller, and many others.

WOW will use the new feature to supplement its regular United Press service. A special CDN Foreign Service broadcast will be heard weekdays at 11:30 a.m. The weekly news resume, written by Carroll Binder, editor of the service, will be sold as a separate Sunday afternoon package.

★ THE WEEK IN RADIO ★

... Clear Channel Hearing

(Continued from Page 1)

plan impressive programs to ballyhoo Treasury's Second War Loan Drive, starting April 12... Trade teetered while awaiting expected U.S. Supreme Court decision on FCC's Chain Broadcasting Regulations.

Supreme Court ruled 5 to 3 that authors and composers may assign anticipated copyright renewal rights. Ruling stemmed from Witmark vs. Fisher Music-George Graff tangle over "When Irish Eyes Are Smiling"... WMC Chairman Paul V. McNutt's letter to FCC Chairman James Lawrence Fly classified radio as an essential industry and promised there would be no discrimination as to stations... Blue Network's "True Story" tie-up went to American Arbitration Association for sustaining or commercial classification... Mississippi Broadcasters Assn. joined hue and cry for farm batteries... Gillette Safety bought "Shadow" for drive in So. America... FCC OK'd sale of KVAK, Athison, Kan.; WKBB, Dubuque, Ia.; WOSH, Oshkosh, Wis., with Commissioners Craven and Payne dissenting.

Dominion of Canada continued

to brood over and fish-eye the cost of running WIB set-up in N. Y... NBC presented a silver plaque earned by "The Army Hour" as best government show, as per poll by three newspapers. Presentation was by Niles Trammell to Major General Alexander D. Surles... CBS expanded Radio Sales Division to handle increased business... WAAC became new call letters of WFTM, Fort Myers, Fla... MBS President Miller McClintock planned a two-week speaking tour among major ad agencies.

N. Y. AFM Local 802 called meeting for today to vote on seven amendments which would increase broadcasting costs and curtail supply of orchestras and instrumentalists... Norman E. Jorgensen was made secretary to FCC Chairman Fly... FCC Commissioner Payne granted WLW's petition for dismissal without prejudice of its application for 500 kilowatts for experimental station W8XO, which will be used by OWI... Censorship Director Byron Price warned broadcasting of war production news was dangerous.

Fulton Lewis, Jr. Adds WOR Effective April 19

(Continued from Page 1)

The Washington commentator, WOR will move Stan Lomax, who has had the 7 p.m. slot for years, to 6:45 p.m. The sportscaster it seems, will gain in the shift, because the sponsor, Ruppert beer, through Ruthrauff & Ryan in New York, has doubled the commercial from three days a week to six days a week. The Lomax niche becomes strengthened by the presence on either side of two strong news broadcasts. The changed schedule will give Mutual's metropolitan outlet a full hour block of news and comments three nights a week, and three-quarters of an hour the remaining days. New line-up now reads Frank Singiser 6:30 p.m.; Stan Lomax, 6:45 p.m.; Fulton Lewis, Jr., 7 p.m. and Arthur Hale's "Confidentially Yours" 7:15 p.m.

Bulova Refuses To Accept NLRB Reinstatement Edict

Arde Bulova, major stockholder in WOV, Italian-language station, has notified the regional office of the National Labor Relations Board that he is declining to comply with the order to reinstate with full back pay the 26 union members who had been dismissed in 1940 after a series of disputes between the station management and the ACA, a C.I.O. affiliate.

In refusing to accept the order, the management stated that it will await further NLRB dispositions in the appropriate courts.

That the station would not accept the order handed down March 30 was indicated by RADIO DAILY on April 2 in

Detroit Tigers Sponsored Exclusively Over WXYZ

(Continued from Page 1)

Radio Network, and sponsored by the Goebel Brewing Co., well-known in Michigan for their past sponsorship of sports programs.

Three-time major league batting champ, Harry Heilmann, veteran baseball broadcaster rated tops in the business by midwest fans and baseball people, will handle home and away games for the tenth straight year.

Build-up to the season opener on April 21 will be the broadcasting of the exhibition games on April 17, 18 and 19. Also figuring in the air promotion is current series of training camp shows by transcription, broadcast over WXYZ from 6:15 to 6:45 p.m. on Tuesdays and Thursdays and from 6:15 to 6:30 p.m. on Saturdays.

Brooke, Smith, French & Dorrance placed the business for Goebel Brewing Company.

"United Nations Review" Tested By Blue Network

(Continued from Page 1)

Moscow, Chungking and Washington. G. W. Johnstone, director of Blue's news and special features division, creators of "Review," stated that features will be continued weekly at same time if test clicks.

To Film "Duffy's"

"Duffy's" will be made into a movie, Leo Spitz and Jack Skirball announce. Ed Gardner, the Archie of radio's "Duffy," and Shirley Booth, his stooge, Miss Duffy on the air, will be starred in the film. An original story will utilize the characters and situations in the radio show.

COMING and GOING

KEITH KIGGINS, vice-president of the Blue Network in charge of stations, expected back today after a short absence owing to illness.

ROBERT NICHOLS, station manager of WHL Greenfield, Mass., has returned to the home offices following a few days of conference here with the New York representatives of the station.

PARKS JOHNSON and WARREN HULL are in Killeen, Texas, for the broadcasting of tonight's "Vox Pop" program on CBS from Camp Hood.

FRANK F. CROOK, treasurer of WFCI, Blue Network affiliate in Pawtucket, R. I., was in town Friday for talks at Rockefeller Center.

O. O. BOTTORFF, vice-president of National Concert and Artists Corp., left over the week-end for Jamestown, N. Y. He plans to return next Saturday.

ED BUCKALEW, station relations manager for the Columbia Pacific Network, leaves Hollywood today on an extended business trip, calling on outlets between the West Coast and Chicago.

BOB KERR, talent manager, returns today from a two-week vacation in Florida.

JOHN WELLINGTON, Blue Network producer, is in Jacksonville, Fla., to handle tonight's "Spotlight Bands" program, which will originate at the U. S. Naval Air Station.

FULTON LEWIS, JR., commentator on WOL Mutual, is in Ironwood, Mich., in the course of an extensive survey tour.

"PETE SCHLOSS," of the Blue Network's station relations department, has returned from a week in New England.

HOWARD MEIGHAN, eastern sales manager for Radio Sales, Inc., New York, and CHARLES SMITH, of the CBS research department, in Boston last Thursday and Friday conferring with Harold E. Fellows and Kingsley Horton of WEEL.

EDWARD TOMLINSON, commentator on the Blue Network, is filling a lecture date tonight in Missoula, Mont.

WENDELL WILLKIE, CLIFTON FADIMAN, JOHN KIERAN, OSCAR LEVANT, and FRANK LIN P. ADAMS go to Hartford tonight to broadcast the "Information Please" program on NBC from the Bushnell Memorial to assist the Connecticut city in raising its quota for the Second War Loan campaign.

DR. ROBERT NEWTON, president of the University of Alberta, is in Ottawa to attend a meeting of the Board of Governors of CBC. He expects to obtain a license for CKUA, radio station of the university.

JOHN C. "JACK" TREACY, of NBC's Radio Recording Division, has left on another of his periodic visits to stations.

Abramson In USO Post

Nat Abramson, manager of WOR's entertainment department, has been appointed chairman of the Radio Activities Committee of U.S.O. Camp Shows, Inc.

5000 WATTS • 1330 KILOCYCLES

WEVD

NEW YORK'S STATION OF DISTINCTIVE FEATURES

ENGLISH • JEWISH • ITALIAN

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

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



28,000 DEALER CALLS THIS YEAR

**To lend war-time aid to your retailers
and wholesalers in 12 major cities**

WLW's carefully developed plan of merchandising covers every phase of distribution from manufacturers' representative through consumer. Dealer contacts are made more effective through BUY-WAY, our radio merchandising newspaper with a circulation of over 50,000 twice a month; comprehensive direct mail coverage totaling more than 360,000 pieces a year; widespread trade association and Trade Extension activities. This merchandising program costs advertisers nothing, now is dedicated to helping your retailers and wholesalers solve their perplexing war-time merchandising problems.

- WLW audience dominance, plus the cooperation we receive as a result of continuous dealer contact, now augmented by SPECIALTY SALES, offer you the most effective means ever devised for directing the distribution and sale of consumer food and drug products.

LISTENER DOMINANCE. In 25 major cities of its four-state area, WLW delivers 48.7% of all radio listening, and in the rural areas around them, the listening index averages 2.5% greater. (City figure is a weighted average based on Hooper Mid-Winter WLW area rating, 1942, and does not represent the size of our audience in any one city.)

A NEW SALES SERVICE. Answering the problem of the man-power shortage is SPECIALTY SALES, a WLW affiliate. SPECIALTY SALES offers the services of experienced salesmen who cover every grocer and druggist in all cities of our four-state area. The services of SPECIALTY SALES can be bought on an extremely flexible basis at a very nominal cost.

WLW

THE NATION'S MOST MERCHANDISE-ABLE STATION

DIVISION OF THE CROSBLEY CORPORATION

Los Angeles

By RALPH WILK

NBC has a "party line" now. The closed circuit auditions for announcers, begun sometime ago at NBC Hollywood, have now developed into get-togethers of network department heads and station managers. So far, John Swallow, program director, and Jennings Pierce, director of station relations and public service, have made informal talks over the Wednesday afternoon wire, and Vice-president Sidney N. Strotz has promised to go on later. These talks follow the announcers audition offered to member stations at 3:30 p.m. every Wednesday.

Ken Niles, announcer for the new Friday night Camel Comedy Caravan, turns author in a forthcoming issue of "Outdoor Life" in which he writes of "My Trip to Jackson Hole," (Wyoming). Crack huntsman, Niles will tell of the 12-day pack trip he made last fall, bagging a moose, elk and antelope. It won't be the first time a Niles byline has appeared in the magazine. In 1908, Ken's father, Ed, wrote an article telling of the time he killed three grizzlies at one crack.

Lurene Tuttle, who plays "Gilder-sleeve's" niece, has been elected publicity chairman of Hollywood's Radio Women's Service group, active organization supplying radio's erstwhile personnel now in the armed services, with latest news and information from their own home front.

Fleetwood Lawton, who has been sponsored by Old English products in his Tuesday and Wednesday NBC newscasts will now be on the air Monday also for the same sponsor. J. Walter Thompson handle the account for A. S. Boyle Co.

New regular member of the Lionel Barrymore "Mayor of the Town" program cast is Arthur Q. Bryan, who portrays J. Morton Smith, a reformed forger. Bryan became famed a few years ago as "Waymond Wadcliffe," on the "Grouch Club" program.

Somewhere "below the Equator" in the Pacific, an island has been named in honor of George Riley, star of the "Gilmore Furlough Fun Show" heard over KFI and the Pacific Coast network Friday nights. Sergeant Raymond Todd of the U.S. Marines, plus four pals, all Riley fans in the days when they were stationed at Camp Elliott, Calif., took part in the christening, Todd has written Riley.

Harry Spears, who for the past five years has been audio supervisor for CBS, Hollywood, next Tuesday, April 13th, becomes producer and writer for the "Johnny Presents Ginny Simms" program at NBC.

Have You Met The Voices

of
GILBERT MACK

?

LEX. 2-1100

MAIN STREET

OL' SCOOPS DAILY

Memos Of An Innocent Bystander. . . !

● ● ● After several months of the w.k. 'on again-off again' act, Young & Rubicam have finally decided not to shift the "Philip Morris Playhouse" program to the coast. . . . From here it looks as though Tito Guizar will be the new vocalist for Gardner's "Duffy's Tavern" on the Blue. . . . Ezio Pinza, Met Opera Baritone, likes to plan far ahead. . . . he'll guestar on the NBC classical "Telephone Hour" July 26. . . . Add History Repeats: John Tillman, CBS announcer, got his first start in Radio ten years ago when, during John Allen Wolf's absence, he subbed on station WSFA, Montgomery, Alabama. . . . both are at present on the announcing staff at CBS and once again Tillman is battling for Wolf on the "Pause That Refreshes On the Air" program, while John Allen is vacationing. . . . Hal McIntyre and his vocal lovely Helen Ward are being MGM movie-tested. . . . We caught a recent earful of Liza Morrow on NBC's sustainer, "Lyrics By Liza" and made a note to remember her en'chant'ing. . . . J. Edgar Hoover has been invited to speak on "The Security of War Information" next Wednesday on "Mr. District Attorney" . . . Jeri Sullivan, vocalist of the Blue Network's "Pop Stuff," is delighting the ears of La Martinique patrons.

★ ★ ★

● ● ● Phil Spitalny and his 'all-girl entertainers', will NBCast his "Hour of Charm" this summer from the coast, where the aggregation will make an MGM film with Red Skelton, entitled "Mr. Co-Ed" . . . Budd Hulick, co-quizmaster on "What's My Name?" pulls his own leg with this: quote—I can date my ancestry back to George Washington—and that goes for some of my gags—unquote. . . . Is Young & Rubicam preparing a new comedy show with Jay C. Flippen? . . . The "Rhythm Road" musical, which started a new series this a.m. over the Blue, features Helen O'Connell, the 'Southern Sons', formerly heard on WSB and Joe Rines' orchestra. . . . Every year about this time, Tom Bennett, staff composer of NBC, gets a phone call that starts with "Help-help" . . . the cry comes from the lips of Ivan Black, beseeching succor in the task of timing and preparing the numbers at the annual Cafe Society Concert, which this year, took place at Carnegie Hall yesterday. . . . wonder if they kept faith with the w.k. phrase T.B.T.O.A.C.F.C.H.? . . . The Greek War Relief Show, with Edward L. Alpers, RKO general manager-chairman, will take place May 18 at Madison Square Garden. . . . just a reminder that the heroic deeds of the Greek peoples can never be forgotten by a grateful America. . . . On April 18, Fred Allen will get the 'bird' . . . and we mean literally. . . . for the sombre-visaged comedian will be heckled by a 'talking mynah bird' owned by Mrs. Carveth Wells, famous lecturer. . . . in addition Fred's newly-found 'fine-feathered friend' will sing "the Star Spangled Banner".

★ ★ ★

● ● ● The D'Arcy Agency is auditioning a new musical show. . . . Summer replacement for Coca-Cola? . . . Howard Petrie now doing 'straight man' for Garry Moore besides announcing on the NBC Camel show. . . . Nila Mack's "Meet Corliss Archer" will move to the opposition-to-Charlie McCarthy-Sunday-at-8 spot for CBS. . . . Bob Kerr, radio impresario, returns from Florida today with a new vocalist whom he discovered there, named Carol Lee Sutton. . . . Bob Presnell, audition director at BBD&O, left Saturday for the coast to direct the new CBS Saturday morning show, featuring Billie Burke, entitled "Fashions In Rations" . . . Have a Chuckle: Herb Shriner thinks civilians should be sent to Army Camps for week-ends—so they can eat. . . . Marion Hutton knows a much-married playboy, who, when slightly in his cups, sees single. . . . Walter Cassel tells about the silly telephone operator who goes around telling people she's in the numbers racket.

★ ★ ★

—Remember Pearl Harbor—

Chicago

By FRANK BURKE

NBC's central division is installing a new clock control system so accurate it will vary but one-third of a second daily from Naval Observatory time signals. Similar system will be installed in Hollywood, San Francisco, Washington, Cleveland and Denver.

A new sustainer to be heard each Tuesday will make its bow on WBBM tomorrow, from 11:05-11:30 p.m. The show is a comedy musical titled hot air script by Sherman Marks, produced by Les Mitchel. The talent includes Caesar Petrillo and his orchestra, the Kings Jesters, Jack Fulton, Mary Ann Mercer and Forest Lewis, all staff artists, and Eddie Dunn, emcee. All of the station's 17 announcers will participate in the series.

Don McNeill, host of the "Breakfast Club" program, joined other stars to pay tribute to Paul Whiteman on the Blue Network's open house party for Whiteman on Saturday. McNeill delivered a biographical sketch of Whiteman.

William B. Ray, who is manager of the NBC central division news and special events department, became a member of Sigma Delta Chi professional journalistic fraternity, at initiation ceremonies held April 7.

WBEZ, new FM station which will be operated by the Chicago Board of Education, will be fed a number of public service programs by NBC. The station will be dedicated April 18 and regular broadcasting service to school children will start the following day.

Helen McDairmid, guest relations secretary at NBC, will be married April 17 to Dr. Robert Albrecht.

Dr. Preston Bradley, pastor of the People's Church in Chicago and prominent radio commentator, began a new series of commentaries on WGN, Chicago, on April 5. He is heard daily, Monday through Friday, from 7:15-7:30 a.m. His program is being sponsored by Old Ben Coal Co., Chicago, and was placed through J. R. Hamilton, adv. agency, Chicago. . . . Mary Paxton's "Wishing Well" program, aired over WGN at 8:45 a.m. Monday through Friday, has been renewed through July 1 by Carson Pirie Scott & Co. Deal was arranged through Wade Adv. Agency.



AMERICA AT WAR

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

SALES FEATURES CO.

1023 NO. 17TH ST. . . . OMAHA, NEBRASKA

Loan Drive Opens Today

Most Originality Used In Plans of Broadcasters

(Continued from Page 1)
the "Telephone Hour." Spon-
sated their time for this broad-
cast which will also include talks by
or Thomas Dewey of New
William Green, president of the
and Philip Murray, president
CIO.

Speakers will be heard from
the Hall, New York, and their
will be part of the program of a
to be held there.

Sked "Parade" ET's
In addition to the many special
programs planned by the stations and
networks, hundreds of stations
throughout the country will carry a
half-hour "Treasury Star Par-
aphrase, a radio adaptation
book "This Is America," by
Roosevelt and Frances Cook-
er. Fredric March and the
Kenneth Spencer are starred
dramatic and musical cross
of America which also feat-
ures Paulist Choir and the Treas-
ury Sinfonia Orchestra and Chorus
led by David Broekman.

Beginning today and continuing for
the rest of the month, "Treasury Star"
fifteen-minute transcription
programs normally heard three times
a week will be broadcast six days a
week. Georgia Gibbs, Terry Como,
Courtney, Bob Hannon, Lucille
Ball, Conrad Thiebault, Frank
Conrad Nagel, Nadine Con-
bert Weede, Helen O'Connell,
Wood, Dudley Digges Ralph
Krugger, Otto Kruger, Judith Evelyn,
and Romberg, Mary Nash and
many others are some of the stars
who will be heard in these 2nd War
Loan Drive programs.

Many Novel Devices
Broadcast networks, devoting their entire
broadcast schedule to the drive, will
use many novel devices to present in-
formation in new forms. Some of the
devices being used include the use of
the radio in its dramatic dialogue.
CBS, for example, "This Life of
America" will include a war bond sales
program in its dramatic dialogue.
"Country" will feature an in-
terview by Milton Bacon and a
service man, in a pick-up
from a service hospital; Papa David,
"Can Be Beautiful," will add
commentary on the necessity of the
loan drive campaign, and "Vic and
I" will devote their entire broad-
cast to a neighborly chat about
the drive.

Taylor presented a bond
sales message during his Philhar-
monic program intermission talk.
Madeleine Carroll, whose broadcast
usually consists of reading a poem or
a chapter of a book, instead will tell
stories of the present war, illustrating
the vital need for cash to buy supplies
for our soldiers, sailors, coast guards-
men and marines.

Stress War Cost

"Argue With Genius" will underline
the cost of war further, quizzing its
contestants on the cost of various war
materials.

"Vox Pop," pioneer interview show,
will make the purchase of bonds the
subject of its interview for tonight.
The CBS midnight "Roundup," which
premieres today from 12:05-12:30 a.m.,
EWT (actually Tuesday morning),
will be the first of a series of pro-
grams from key stations in the Co-
lumbia chain entitled "Ninety-five
Minutes From Broadway." The in-
augural program, which will originate
from WCAU, Philadelphia, and will
be produced by Joe Gottlieb, will be
devoted entirely to the 2nd War Loan
and will have as its stars Sophie
Tucker "last of the red hot mommas"
and George (Momma's boy) Jessel.
Also included in the CBS variety
program will be heard the humorous
comments of Powers Gouard, fabu-
lous chronicler of Philadelphia night
life; tailored dance rhythms of Johnny
Warrington's orchestra and songs by
the Jericho Quintet, famed a capella
group of negro singers. Also from
Philadelphia, Dave Elman, whose
"Victory Auction" has sold many
thousands of dollars worth of govern-
ment securities, will hold a super-
auction on the opening day of the
campaign. Kate Smith, Mary Small,
Cecil B. DeMille and many others
with special programs will also take
part in the CBS participation in the
drive.

Soldiers, Sailors on Newscasts

CBS tonight will also stage a special
program 11:15-12 midnight EWT
which will be a series of interviews
with either heroes or heroines. Those
doing the interviewing will include
Bob Hawk, Deems Taylor, Lucy Mon-
roe, Conrad Nagel, Gertrude Berg
and Ted Husing. This is in addition
to the various other plugs to be
heard.

WABC, New York key outlet for
CBS will do an "all-night" series
starting at 1:05 a.m. tomorrow (Tues-
day) morning until 5:30 a.m. Speak-
ers from all walks of life will be on
hand, such as a soldier, sailor, fire-
man, policeman, doctor, war-worker,
etc.

Pointing up the fact that our fight-
ing men undergo great sacrifices while
civilians are merely called upon to
lend their money, at a good rate of
interest, the Blue Network will fea-
ture interviews from several Army
and Navy hospitals.

Among the programs interviewing
wounded service men will be "Break-
fast Club," which will do a pick-up
from the Great Lakes Naval Train-
ing Station; Roy Porter, who will

visit the General Halloran Army Hos-
pital; "Meet Your Neighbor," which
will devote four minutes to an inter-
view from the Brooklyn Navy Yard
Hospital.

Other programs which will carry
these interviews include Baukhage's
news analysis, James G. MacDonald,
"Between the Bookends," "Club Mat-
inee," Joe Rines' orchestra broadcast
which will follow its interview with
five minutes of march music, and the
Lowell Thomas, Earl Godwin and
Raymond Gram Swing news broad-
casts.

Program Tie-Ins General

Every other program on the Blue
will tie-in with the war bond drive
in some way. Isabelle Manning Hew-
son will tell the story of the Flying
Fortress Suzie-Q, using that as an
illustration of the courage of our
fighting men and the quality of the
equipment that our dollars are buy-
ing for them.

On "Woman of Tomorrow" Nancy
Craig will make a personal appeal
and the "Baby Institute" will slant its
war bond message towards the moth-
ers of America. Little Jack Little, the
gospel singer, and Morton Downey
will include personal messages in
their programs, and Downey will de-
dicate a number tying in with the
drive.

"Men of Land, Sea and Air," broad-
casting at 4:30 p.m., will present
George Hicks from London, inter-
viewing American service men on
duty there. W. L. Hemingway, presi-
dent of the American Bankers Asso-
ciation, discusses the war finance pro-
gram from a banker's standpoint, in
a Blue Network broadcast at 7:15 p.m.

Garry Moore, NBC comedian who
recently left his morning "Every-
thing Goes" show to make his debut
on a new Thursday night series with
Jimmy Durante and Xaxier Cugat's
orchestra, returned to his old "Every-
thing Goes" spot for today to make
a personal appeal to his followers to
give the war loan drive full support.

Shows and Talent Listed

The following is a list of stars and
shows also taking part in the War
Loan Drive over NBC: Ted Cott,
Lucy Monroe, Pat Barnes, "The
O'Neills," "Stella Dallas," Ralph
Dumke, Benay Venuta, Mrs. Joe E.
Brown, Marie Greene, Brad Reynolds,
Howard Petrie, Peter Donald, Joe
Laurie, Jr., Ann Seymour, Mary Mar-
garet McBride, Lauritz Melchior,
Bette Davis, Janet Blair, Helen
Traubel, Cornelia Otis Skinner, Ilka
Chase, H. V. Kaltenborn, and Clare
Luce and "Battles of the Sexes."

Mutual began its war loan drive
yesterday with the broadcast of "This

Sec'y Morgenthau Sounds Keynote In Talk Tonite

Is Fort Dix." The program included
an interview with Rene Carroll, hat
check girl who has sold more than
\$250,000 in bonds to customers at
Sardis Restaurant in New York.
"Stars and Stripes from Overseas,"
another MBS Sunday feature heard
at 7:30 p.m. and emanating from Lon-
don, was devoted to the bond cam-
paign.

Beginning with the opening of the
broadcast day today, and continuing
until the conclusion of the broadcast
period, every Mutual program will
carry some war loan drive promo-
tional material in the form of special
stunts, announcements and special
treatment of the drive as a news story
by the network's news commentators.

Mutual's war correspondents in
"Overseas Reports," at 6:30 p.m., will
lend their support to the drive from
such scattered points as Sydney, Aus-
tralia; Honolulu, Hawaii, and Algiers,
Algeria. In the "Johnston Family"
broadcast at 7:15 Jimmy Scribner,
"radio's one man show," will dedicate
the entire program to an emotional
appeal for the purchase of govern-
ment securities.

Several Church Services

"Our Morale," airing at 10:15 p.m.,
will present a pick-up from Chicago,
Buffalo and Hollywood. Dean Austin
Pardue, Chaplain of the American
Legion, opens the program from Chi-
cago after which a switch will be
made to St. Paul's Cathedral in Buf-
falo for the Cathedral's forty-voiced
boys choir, one of whose former mem-
bers was killed on Guadalcanal. The
mother of the boy, who is working in
a Buffalo airplane factory, then will
be interviewed. Following that, the
program moves to Hollywood, where
aircraft executives will discuss the
spirit of American workmen. Follow-
ing a closing word by Dean Pardue
in Chicago, the program concludes
with hymns by the boys choir.

All remote bands on all the net-
works will tie-in with the 2nd War
Loan drive, some starting at midnight,
April 12.

PHILADELPHIA'S BLUE NETWORK
OUTLET

WABC

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

WANTED

Chief engineer or combination man.
Network station splendid Southern city.
\$75 weekly. Permanent, not succeeding
drafted. References required.

RADIO DAILY, Box 142
1501 Broadway New York City

THE PROOF IS IN THE
LISTENING

W P E N

Philadelphia

5000 WATTS • 950 ON THE DIAL

Affiliated Station of the
Atlantic Coast Network

Three Cigaret Accts Renew Full CBS Webs

(Continued from Page 1)

account which has been a continuous CBS advertiser since 1936. This new pact is effective May 1. "Your Hit Parade" is heard on the network Saturday nights 9-9:45 p.m., EWT with rebroadcast at 12 midnight. This program is also carried by CBS outlets in Honolulu and Hilo. Foote, Cone & Belding handles the account.

With its renewal effective April 28, P. Lorillard Company continues to sponsor "Sammy Kaye and Orchestra," for Old Gold cigarettes. The program is heard on the full U. S. CBS network Wednesday nights from 8:00 to 8:30, EWT, with rebroadcast at 12 midnight. P. Lorillard Company started advertising on Columbia in 1929. The business was placed through J. Walter Thompson Co.

Through The Biow Company, Inc., Philip Morris & Co., Ltd., Inc., renews "Crime Doctor" for the fourth season on Columbia, effective May 2. For Philip Morris cigarettes, "Crime Doctor" is heard Sundays from 8:30 to 8:55 p.m., EWT, with rebroadcast at 11:00 p.m. The client, a CBS advertiser since 1935, also sponsors "Philip Morris Playhouse," on Columbia Friday nights from 9:00 to 9:30, EWT.

Capital Paper Continues Use Of All Local Outlets

(Continued from Page 1)

newspaper-prestige campaign of this kind-in history.

The employment of transcriptions by the "Evening Star," falls in line with a new production policy instituted by Robert Enders, Radio Director of Kal Advertising, Washington, D. C., agency placing account. Unusual productions of dramatized one-minute transcriptions, under Enders' direction, for the "Evening Star" newspaper and public utilities like the Chesapeake and Potomac Telephone Company, huge regional affiliate of Bell Telephone, and the Capital Transit Company, one of America's largest transportation systems, has developed a new kind of local and regional client. In addition, it has helped Kal Advertising become top agency in station billings in this region.

Production of musical transcriptions recently increased one client's advertising appropriation more than three times, exclusively in radio.... Kopy Kat, a chain of woman's-wear shops.

Mrs. Lewis Cuts Tour

Washington—Because of the illness of her daughter, Mrs. Dorothy Lewis has cancelled the remainder of her swing through the South on behalf of the OWI and the NAB. Mrs. Lewis left Birmingham Friday night for New York, cancelling stops in Atlanta, Winston-Salem, Richmond and Washington.

Mrs. Lewis has been forming radio councils in large cities for the NAB.

NETWORK SONG FAVORITES

This weekly survey is based on the copyrighted Audience Coverage Index report of the Office of Research—Radio Division, covering the period of April 1-7 inclusive. The survey provides a scientific index of the relative extent to which these popular songs have been heard by a nation-wide sample of radio audiences.

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

The higher the song's ACI figure for the week, the more it has been heard by radio audiences. Current radio favorites from the American repertoire of popular music are segregated and presented as "Favorite Standards of the Week."

SONG TITLE	PUBLISHER	Audience Coverage Index
As Time Goes By (Harms)		1771
I've Heard That Song Before (Mayfair)		1770
That Old Black Magic (Famous)		1514
Brazil (Southern)		1018
You'd Be So Nice To Come Home To (Chappell)		986
Don't Get Around Much Anymore (Robbins)		963
Taking A Chance On Love (Feist)		858
What's The Good Word, Mr. Bluebird? (Berlin)		858
It Can't Be Wrong (Harms)		784
Moonlight Becomes You (Famous)		726
Could It Be You (Chappell)		600
For Me And My Gal (Mills)		600
Comin' In On A Wing And A Prayer (Robbins)		578
Weep No More My Lady (Dorsey)		569
Let's Get Lost (Paramount)		548
Hit The Road To Dreamland (Paramount)		442
Johnny Zero (Santly-Joy)		438
My Dream Of Tomorrow (Santly-Joy)		434
Old Man Romance (Witmark)		392
There Are Such Things (Yankee)		362
Don't Cry (National)		346
Constantly (Paramount)		341
There's A Ray Of Sunshine (Lincoln)		323
I Just Kissed Your Picture Goodnight (Crawford)		313
You'll Never Know (Bregman-Vocco-Conn)		311
Savin' Myself For Bill (Chappell)		309
Take It From There (Miller)		290
Canteen Bounce (E. B. Marks)		288
There's A Harbor Of Dream Boats (Shapiro-Bernstein)		260
Never A Day Goes By (Miller)		256
I Love Coffee I Love Tea (Carmichael)		250
I Had The Craziest Dream (Bregman-Vocco-Conn)		236
I Don't Believe In Rumors (Broadcast Music)		221
"Murder," He Says (Paramount)		217
In The Blue Of Evening (Shapiro-Bernstein)		213
Hey, Good-Lookin' (Chappell)		211
Please Think Of Me (Witmark)		210
My Heart And I Decided (Warock)		208
Do I Know What I'm Doing? (Melody Lane)		200
Moonlight Mood (Robbins)		200
I Lost My Sugar In Salt Lake City (Mills)		198
That's My Affair (Leeds)		182
We Mustn't Say Goodbye (Morris)		174
It Started All Over Again (Embassy)		169
It's Always You (Famous)		166
Wait For Me Mary (Remick)		150
Happy-Go-Lucky (Paramount)		137
Three Dreams (Remick)		137
Why Don't You Do Right (Mayfair)		137
My Best To You (Forster)		130
Blue Skies (Berlin)		294
Begin The Beguine (Harms)		234

(Continued on Page 7)

OWI Radio Unit Delay Pay-For-Time Report

(Continued from Page 1)

Gardner Cowles, Jr., director domestic operations, and James Allen and William B. Lewis, deputy directors, last week.

Matter Held in Abeyance

Bureau heads decided Friday, however, to hold the whole matter in abeyance until after the Chicago convention, where they hope to obtain an accurate idea of just how broadcasters themselves feel about the matter. Such information as now have from broadcasters is apparently not sufficiently comprehensive to provide a basis for recommendations.

WOR Recording Studio Starts Expansion Move

(Continued from Page 1)

sales promotion drive immediately. Theodore C. Streibert, vice-president and general manager of the station, told RADIO DAILY Friday, that the drive would start immediately, despite the Petrillo ban. Promoted now, he explained, would place Studios in an advantageous position as soon as the ban is lifted.

For the time being, only one drive has been created to take care of the drive. Thomas M. Kelleher, former of the sales department of WOR Broadcasting, will start today on job of this new drive. Station regular sales and promotion departments will cooperate.

Studios Seven Years Old

Ray Lyon, engineer who has been managing the studios since he signed and installed the station's recording set-up, will be able to devote more of his time to operations. Lyon has been with WOR for years, starting as an engineer in Special Developments Department. The Recording Studios as they today were inaugurated by Lyon about seven years ago. Up to current appointment of Kelleher, Lyon handled all phases of the project, establishing policy, rates and schedules. He designed and supervised construction of the station's elaborate studios, installing the of new recording equipment available in this country. Physical expansion order had been placed prior to government's clamping with priorities, Streibert said.

Kelleher handled sales and service at World, maintaining advertising agency relations.

Since the completion of the station's new studios, sales have been steadily. Large share of government production is also handled by WOR Recording Studios.

Dorothy Fey Leaving A

Dorothy Fey has resigned her position in the publicity department of the Atlantic Coast Network to be affiliated with Bundles for America. Her resignation from the ACN comes effective today.

Special Bulletin Ascaph Payments

(Continued from Page 1)

ne at station breaks, that if
ound music or theme music is
heme music, even though it
ry from program to program
a local commercial series, it is
able at the full eight per cent
ad that licenses for individual
s acquired by Ascaph since in-
l broadcasters were licensed
ie numbers are still in force.

Claims Per Program License
e first instance, according to
the consent decree requires
to offer a sustaining per-pro-
gram license, requiring payment only
event Ascaph music is used, and
mercial license drawing royalty
the event Ascaph music is used.
is, therefore, says NAB, no
or claiming compensation with
to "continuous programs
do not use Ascaph music. Five-
newscasts for instance, fol-
by a one-minute commercial.
d by a sustaining program
ing Ascaph music. This means
scaph is entitled to collect only
sustaining program, unless, of
Ascaph music is used in the
ute commercial, in that case,
is entitled to payment at the
eal rate."

October 17 the copyright com-
of Independent Broadcasters,
rote to all broadcasting sta-
letter, which was specifically
d by John Paine on behalf of
the bulletin states. Among the
es given in this letter was
ollowing:

er the per-program contract
estion was asked as to whether
would make a claim for com-
on in respect of a program
for instance, 'Early Morning
which runs interrupted by a
ed 15-minute straight news
n. after which, at 7:31, the
half of the 'Early Morning
s broadcast for the balance of
eriod. The committee was in-
that Ascaph would not expect
compensated in respect of the
e derived by the station from
raight non-musical sponsored
rogram."

Further Statements
ng other statements was the
og:

ou have a 'Musical Clock' or
participating program which
asts some music, some news,
ad the program is listed, and
and billed as one program.
tion is obligated to pay Ascaph
entire program. If, however,
rogram is broken down into a
r of separate programs for in-
with a news period segregated
the portion of the program
uses Ascaph music, and the por-
the program which uses Ascaph
segregated from the portion of
gram which uses BMI, or other
so that there will be a num-
separate programs instead of
rogram, a substantial saving
sult to the station, and this
be considered by all stations;

NETWORK SONG FAVORITES

(Continued from Page 6)

FAVORITE STANDARDS OF THE WEEK

SONG TITLE	PUBLISHER OR COPYRIGHT OWNER	ACI
Night And Day (Harms)		229
Just One Of Those Things (Harms)		208
Pretty Girl Is Like A Melody (Berlin)		195
I Got Rhythm (New World)		189
Star Dust (Mills)		188
All the Things You Are (Chappell)		179
Hallelujah (Harms)		177
Man I Love (Harms)		175
PATRIOTIC		
Anchors Aweigh (Robbins)		386
Army Air Corps (Fischer)		259

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

we understand from the statement of
authorized Ascaph representatives at
district meetings that even if the
newspaper lists the 'Musical Clock'
or other participating program under
one name, if it is in fact segregated,
and station break announcement made
between the segments of the program,
that this will be an adequate division
by Ascaph into separate programs.

"Questions have been raised with
respect to the applicability of the
eight per cent rather than the two
per cent rate where themes, jingles,
are used. The Ascaph commercial per-
program contract provides that the
two per cent is applicable on local
commercial programs which use com-
positions licensed by Ascaph only in-
cidentally as bridge or background
music, themes or signature, arrange-
ments of work in the public domain,
or incidentally to the broadcast of a
public or sports event. The claim has
been made by Ascaph field represen-
tatives that if the composition used
as the theme varies from program to
program, it will not be considered as
theme music and that the full eight
per cent rate must be paid.

Differentiate "Signature," "Theme"
"This claim is unjustified. The rea-
son for the word 'signature' and the
word 'theme' was to distinguish be-
tween the invariable signature and
the varying theme. So long as the
composition is used as theme music,
the two percent rate is applicable."

Attention is also called to the state-
ment in the NAB bulletin of January
16, 1943: "Authorized representatives
of Ascaph have stated at district meet-
ings that if an Ascaph jingle is used
on a transcription, and this jingle is
the only music that is used, the pro-
gram is compensable at the two per
cent incidental rate rather than at the
eight per cent major-use-of-music
rate under the per-program commer-
cial contract.

"Ascaph field men have raised ques-
tions with respect to compositions
originally licensed directly to broad-
casters by independent music publish-
ers and subsequently acquired by
Ascaph publishers. It is clear that the
licenses originally issued with respect
to such compositions remain in full
force and effect until cancelled. For
instance, Back Bay Music Company,
Boston, Mass., in January, 1941, li-

censed broadcasting stations with re-
spect to compositions entitled 'Some-
body Else Is Taking My Place' and
'Until You Went Away,' 'Somebody
Else Is Taking My Place' was subse-
quently acquired by an Ascaph pub-
lisher member. Stations which re-
ceived the original license from Back
Bay Music Company, however, are
entitled to perform this work under
such license until this license is re-
voked.

"Similarly compositions originally
licensed by small music publishers
through BMI are occasionally ac-
quired by Ascaph firms. Performing
rights in such compositions remain
available to broadcasters under their
BMI licenses until such time as BMI
notifies stations to the contrary.

"Song of the Islands" Cited
"Ascaph also questions the title of
BMI affiliates in certain compositions
licensed through BMI. Conspicuous
among these is 'Song of the Islands,'
published by Edward B. Marks Music
Corp., which has indemnified BMI
against any claims which may be
made by Ascaph or any of its members,
and BMI has similarly indemnified
all broadcasting stations. The com-
position, therefore, may continue to
be performed under the existing li-
censes and indemnities. BMI has re-
quested that if any claims are made
with respect to compositions licensed
through BMI that such claims should
be referred to BMI for attention.

"Claims have been made by Ascaph
field men with respect to consent
decree licenses issued directly to
broadcasting stations. The consent
decree signed by Ascaph specifically
provides that any Ascaph member may
license works on a non-exclusive
basis directly to broadcasting stations.
The Department of Justice has clearly
stated that these consent decree li-
censes may be issued either with or
without the payment of consideration.
Attached hereto is a list of those
consent decree licenses issued to
broadcasting stations which have been
brought to the attention of the NAB.

"All these licenses were issued in
a form approved by the Department
of Justice and broadcasters are en-
titled to rely upon these grants. Cer-
tain of the consent decree licenses
have been cancelled subsequent to
their issuance and this information

AFRA Probe Results From CBS Talent Pact

Thorough investigation of employer
contracts involving AFRA members
is being mapped out by the union as
a result of the disclosure of a CBS
employment contract which controls
practically every professional activ-
ity of the talent signed up. At a meet-
ing of the union's national board of
directors Thursday, execs went into
the subject deeply, deciding on a
course of action, particularly in refer-
ence to the CBS document, but are
withholding immediate execution of
plans until after a conference with
the network execs tomorrow. CBS, in
return, promised not to obtain any
more signatures to the contract form
under question.

Contract as analyzed by the union,
places its members quite under con-
trol of the network, with the network
sharing as high as 50 per cent in the
artist's earnings outside immediate
performance on CBS sustaining pro-
ductions. Existence of the contract
came to the attention of the union
last week, and thus far only one has
been signed. The union expects to
check on the producer-director con-
tracts at CBS where AFRA members
are involved. Likely outgrowth of
this investigation will be procedure
whereby the union will check more
readily and fully on employment
contracts. Union has that power now,
but does not maintain a staff for con-
tinuous investigation. In the present
field, union has been able to provide
standard contracts. Complications of
employment, however, have made it
impossible to establish standard forms
for employers.

Dr. Black Will Conduct NBC Summer Symphony

Dr. Frank Black, general music
director of NBC, will wield the baton
for the sixth season of the NBC
Summer Symphony Orchestra be-
ginning Sunday, April 18, from 5-6
p.m. Instead of assigning different
conductors to the podium during
bracketed periods of the warm-
weather months, the network will
depart from the custom of five pre-
vious Summers and present Dr. Black
throughout the season.

Between the opening date of the
Summer series and the launching of
the 1943-1944 Winter season on Oct.
31, the NBC Symphony will have
another conductor at the helm for
only one Sunday; the exception will
be April 25 when Arturo Toscanini
directs the orchestra's War Bond con-
cert at Carnegie Hall, the event fea-
turing Vladimir Horowitz as piano
soloist.

appears on the schedule. Broadcast-
ers are not entitled to perform these
works under consent decree licenses
subsequent to the date on which they
receive notice from the person issu-
ing the licenses that the license has
been withdrawn. Prior uses, however,
are not performances on which Ascaph
is entitled to claim compensation."

NBC's Oral Argument In Clear Channel Case

(Continued from Page 1)

intervene in the proceedings before the FCC which resulted in the grant of the application of WHDH, Boston, to unlimited time on the 850 band, previously a clear channel for KOA. The government's argument was heard Thursday.

It is the FCC's position, according to Hennessy, that no one has the right to broadcast in a constitutional sense—that the right issues only through law and permission from the FCC. He pointed out that KOA had been broadcasting, however, for two years prior to the establishment of any federal licensing agency. If the right to broadcast is a special privilege at the pleasure of the FCC, he declared, then we agree that the FCC has the right to refuse to grant us hearing in this case.

Here Justice Frankfurter, in a series of questions, implied that KOA sought the opportunity, when it petitioned for the right to intervene, to pit its private interest against the public interest. Hennessy replied that the two are in this instance synonymous.

Claims Public Interest Served

Implying that the public is better served by KOA, because it reaches more people who are unable to choose between many stations, he declared that the FCC could not properly defend its action as in the public interest. He referred to Section 307B of the Communications Act, which provides that in considering applications for licenses, renewals and modifications "the Commission shall make such distribution of licenses, frequencies, hours of operation, and of power among the several states and communities as to provide a fair, efficient and equitable distribution of radio service to each of the same."

Hennessy told the court that the Commission's action constituted a change in the value of KOA's frequency, amounting thus to a change in frequency. Here he referred the court to Section 303B of the Communications Act, which provides that the Commission may "make such regulations not inconsistent with law as it may deem necessary to prevent interference between stations and to carry out the provisions of this act; provided, however, that changes in the frequencies, authorized power, or in the times of operation of any sta-

Coast-to-Coast

JACK McCORMACK, former announcer with WLAY, Tusculumbia, Ala., is holding down the p.m. shift on WSGN, Birmingham... During recent convention of Alabama Education Assn. at Birmingham, Sara Twiggs, women's program director, switched her daily feature, "Bama News" to the hotel lobby and interviewed visiting schoolmarm.

B. F. de Gil, Spanish director of WBNX, N. Y., has produced a Pan-American Day salute for April 14, featuring Latin-American music, and talks stressing solidarity of Western Hemisphere... "Wartime Feeding of Pets" will be discussed by Dr. Charles E. Fletcher, veterinarian, in a special Be Kind to Animals Week broadcast on April 15.

Priscilla Fortescue's "Hollywood Snapshots," formerly heard at 3:30 p.m., over WEEL, Boston, are now being broadcast on Monday, Wednesday and Thursday from 6:15 to 6:25 p.m. and on Saturday at 6:20 p.m. Priscilla spent last week-end in New York visiting with vacationing Hollywoodites.

Virginia Davis, conductor of "Food Scout" program on KXOK, St. Louis, in cooperation with St. Louis Horticultural Society now airing advice-to-victory-gardener series... St. Louis Police Quartet has started its fifth annual series to promote their benefit circus.

Victor H. Lund, WAOV station manager, has been nominated for director of the Vincennes Rotary Club... Newest station program is "The Goldbrickers Trio," from George Field, a swing band heard on Thursday evenings.

The April 6 broadcast of the Army "Chin-Up" show at KSAL, Salina, Kan., marked the first anniversary of the program, which originated as "Rising at Riley." The show, aired at 6 a.m. each week day, has been under the direction of Capt. Kay Smiley (Helen Geis) since the beginning.

tion, shall not be made without the consent of the station licensee unless, after a public hearing, the Commission shall determine that such changes will promote public convenience or interest, or will service public necessity."

The Commission could not, he said, properly decide that its action was in the public interest, because it never had a basis for comparison between the service of the two stations.

Because the Commission action was in effect a modification of the KOA license, Hennessy declared that the station was entitled to hearing under the terms of Section 312B of the Communications Act, which permits modification of a license by the Commission if the action is in the public interest, provided "that no such order of modification shall become final until the holder of such outstanding

Frank Gallop, has replaced Arnold Moss as narrator on "This Is Our Enemy" now heard on Tuesday evenings from 9:30 to 10:00 over WOR and Mutual. The change of time from Sunday to Tuesday and Moss' previous commitments necessitated his withdrawal. The next program in the series, tomorrow, is called "April In Paris."

With less than four hours notice, **Jimmy Wallington** stepped in as narrator on the First Fighter Command's "Eyes and Ears of the Air Force" broadcast on WMCA, last Wednesday, April 7. He was substituting for Westbrook Van Voorhis who was ill. This was the first time in the more than 30 weeks that the program has been on the air that Van Voorhis was unable to appear.

Sportscaster **Mel Allen** was guest of **Phil Bauxbaum, Jr., WELL**, New Haven, sports announcer during the Dodger-Yale game broadcast on April 7. Allen gave play-by-play, Phil the summaries... Spotted were appeals by New Haven Rotary Club officials to phone war bond pledges to station studio.

Dow Mooney, formerly of WLAC, Nashville, has accepted the position of editor of WKY, Oklahoma City news bureau... **Bernard Guider** has been added to the announcing staff. He was formerly with WJLM, Lansing.

WHIO, Dayton, will cover two separate Easter Dawn Services at 5:40 a.m. One will be aired from Island Park; the other, at the Deeds Carillon, will be transcribed, and aired at 7:00 a.m. Broadcast recently was an informal chat between two officers of Netherlands Air Corps and a rep of Dutch Information Service. One flyer told how, while testing a plane for the Germans, he simply flew to England and landed... **Tommy Dunkelberger**, staff organist, is featuring songs from the soldier show "All Clear."

license or permit shall have been notified in writing of the proposed action and the grounds or reasons therefore and shall have been given reasonable opportunity to show cause why such an order of modification should not issue."

Hennessy pointed out that the Commission had failed to find justification for the WHDH grant as the law stood in December, 1940, and had then decided to amend the regulation. He mentioned also that WHDH had applied nine times between 1930 and 1938 for unlimited time, and had been refused each time. It was in 1939, when WHDH finally received consideration upon its application, that Judge Eugene O. Sykes left the Commission and the present Chairman, James Lawrence Fly came in. Sykes' term was filled out by Frederick Thompson.

Draft Re-Classification Eliminates 3-B Group

Washington Bureau, RADIO DAILY

Washington—WMC Chief Paul McNutt this morning announced complete elimination of the selective Service Classification 3-B, immediate reclassification for all istrants in that class to be undertaken by local boards. As was revealed here last Friday, all men in the bracket will be classified in 1-A unless they are fathers or are engaged in a job held essential by the Essential Activities Committee of the WMC. A few will be placed in a new 3-D, for individuals whose induction would mean extreme hardship to family.

A large number of industry workers whose marriage has been the reason for deferment until now thus find themselves eligible for induction in short order. Only those whose jobs have been passed as essential by the WMC will be eligible to deferment, and they will be classified as 2-A.

Below is a list of the classifications in which most industry workers find themselves after today:

Classification	Definition of Classification
1-A	Available for military service.
2-A	Man necessary in essential civilian activity.
2-B	Man necessary to War Production Program.
3-A	Man with child or child deferred by reason maintaining bona fide family relationship.
3-D	Man deferred because induction would cause extreme hardship and privation of wife, child or parent whom he maintains a bona fide family relationship.
4-A	Man 45 years old, or who is deferred by reason of age.
4-B	Official deferred by law.
4-C	Neutral aliens requesting relief from liability for draft and service, and aliens acceptable to the armed forces.
4-H	Men 38 to 45 now deferred because their age group is being accepted for military service. (This group is to be reclassified in case of event call.)

Chevrolet Dealers On 6 Midwest Outlets

Detroit—General Motors Chevrolet dealers here, through Guy Pack Campbell-Ewald Agency, have selected for two evening newscasts over the following six stations: Northern Central Broadcasting, Tem: KVOX, Moorhead, Minn.; K Jamestown; KGCU, Mandan; K Minot; KDLR, Devils Lake, N. D. and KABR, Aberdeen, S. Dak.

1 9 4 3

BIRTHDAYS

1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24	25	26	27	28	29	30	31
---	---	---	---	---	---	---	---	---	----	----	----	----	----	----	----	----	----	----	----	----	----	----	----	----	----	----	----	----	----	----

April 12

Herman Bess Bill Edmonds
 Clark Fults Herbert Gesregan
 Jean Hallock Leo Miller
 Henry Peterson Lincoln Simonds



RADIO DAILY

The National Daily Newspaper of Commercial Radio and Television



Vol. 23, NO. 9

NEW YORK, N. Y., TUESDAY, APRIL 13, 1943

TEN CENTS

Ohio 'U' Wartime Agenda

Web Clients Co-Operate In Pan American Day

Observation of Pan-American Day, tomorrow, will be the keynote of special radio programs both in this country and in Latin America. Upwards of 25 network sponsors have indicated plans to cooperate with the A in including special observance on the occasion in their programs throughout the week. Networks are cooperating by providing the facilities for widespread transmission here and there in America.

Among the special programs are ad-
(Continued on Page 7)

Attend "Better Half" Quiz To 12 Mutual Stations

Berkeley Blades, through Grey Agencies, will extend its sponsorship of "The Better Half" quiz show from WOR, to 12 other Mutual stations, coast to coast, effective Monday, April 26, 8:30-9 p.m. Show pits husbands against wives under the guidance of emcee, Tom Slater. Jack Jones, WOR engineer, originated the idea for the program.

Fruit Growers Exchange Triples Time On CBS

California Fruit Growers Exchange has increased the schedule of "Today with the Duncans" from one to three broadcasts weekly on CBS. The program is aired for "Sunkist" Oranges, Apples and Grapefruit. California Fruit Growers Exchange first sponsored a program over CBS in 1931, and has been a continuous Columbia broadcast since 1939. "Today at the Dun-"
(Continued on Page 4)

**The Best Buy
In The World
Today—**

What Seeds?

"Hop Harrigan" apologized Friday over the Blue Network to listeners and Congressmen alike. Seems, Hop's manager, Bob Maxwell, remembered he once got free seeds from his Congressman. Hop relayed the idea to juveniles starting victory gardens. Thousands of letters arrived in Washington, and were dumped back in Hop's lap—with irate notes that free seeds are out for duration.

N. Y. AFM Radio Plan Not Passed At Meeting

All anti-radio resolutions which were proposed at yesterday's membership meeting, of Local 802 of AFM at Carnegie Hall, fell through for lack of positive action. Musicians devoted their energies and excitement, instead, to repealing the three per cent tax on scale salaries for relief. Under the constitution of the local, those propositions which are not acted
(Continued on Page 7)

Blue Employees' Bond Goal Enough To 'Buy A Tank'

As their contribution to the Treasury Department's Second War Loan Drive, employees of the Blue Network have been asked to buy enough war bonds during the period from April 12 to May 11 to buy a U. S. Army tank.

The campaign got off to a flying
(Continued on Page 2)

Ad Council Reveals Progress; Mulls Community Adv. Plan

KDKA Inaugurates School To Train Women Employees

Pittsburgh—KDKA is preparing to cope with any war time eventuality by inaugurating a program to train staff girls as replacements for many station positions. Program manager, R. E. White will conduct a weekly class beginning today, at which time
(Continued on Page 2)

Impressive List Of Radio Executives And Other Speakers To Attend 4-Day Educational Confab

Mullen Lauds Firms For Radio Support

The support of American radio by American firms through their sponsorship of programs, is an example of American co-operation in the best tradition of free enterprise, Frank E. Mullen, NBC vice-president and general manager, told the radio audience
(Continued on Page 2)

Fair Appointed Chairman Of NAB Director Group

Washington Bureau, RADIO DAILY
Washington—Harold Fair, program director for WHO, Des Moines, Iowa, will serve as chairman of the newly-organized NAB program directors executive committee, it has been announced by NAB President Neville Miller. The committee was
(Continued on Page 2)

Stromberg-Carlson Head Predicts Tele-FM Boom

W. M. Angle, president of Stromberg-Carlson Co., in a broadcast Sunday over NBC shortwave facilities, predicted a post-war boom in the manufacture of frequency modulation and television apparatus. Angle
(Continued on Page 2)

High ranking representatives of the United States and Great Britain, along with top-notchers in radio from the FCC, through the networks and stations, and down to the organizations depending upon radio, will participate in the Fourteenth Institute for Education by Radio and the American Exhibition and Citations of Educational Radio Programs in Columbus, Ohio, April 30-May 3. The theme for the institute, sponsored by Ohio State University, is obviously, "Radio in the War and After." Confabs will be held at the Deshler-Wallick Hotel. Major topics for general meetings
(Continued on Page 6)

OWI Show Producing May Get Drastic Cut

Washington Bureau, RADIO DAILY
Washington—In the face of a strong Congressional criticism it appears likely that all radio production by OWI may eventually be halted, except for those programs for overseas broadcast. A flock of resignations revealed over the week-end in pro-
(Continued on Page 7)

'Language' Group Sets Plans For Chi Confabs

Philadelphia—Arthur Simon, general manager of WPEN, and chairman of the Foreign Language Radio Wartime Control Committee, will preside at the Foreign Language
(Continued on Page 2)

**United States
Second Loan
War Bonds**

By way of "reporting progress" to the trade press, Chester LaRoche, chairman of the board of Young & Rubicam who is now devoting all his time to heading the Advertising Council, was host at a luncheon yesterday where he informed the press of the Council's status and modus operandi in giving its full support to the government and all its agencies. LaRoche explained that the Coun-
(Continued on Page 7)



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FINANCIAL

(Monday, April 12)

NEW YORK STOCK EXCHANGE

	High	Low	Close	Net Chg.
Am. Tel. & Tel.	141 3/4	140 3/4	141 1/2	+ 3/8
CBS A	18 1/2	18 1/8	18 1/2	+ 1/8
Gen. Electric	35 3/4	35 3/8	35 1/2	- 1/8
Philco	21 1/4	20 3/4	21	+ 3/8
RCA Common	9 1/2	9 1/8	9 1/2	+ 3/8
RCA First Pfd.	67	66 1/2	66 1/2
Stewart-Warner	10 1/2	10 1/2	10 1/2	+ 3/8
Westinghouse	90 3/4	90	90	- 3/4
Zenith Radio	27 1/2	27	27 1/2	+ 1/2

OVER THE COUNTER

	Bid	Asked
Farnsworth Tel. & Rad.	7 1/2	7 3/4
WCAO (Baltimore)	18	21
WJR (Detroit)	24

KDKA Inaugurates School To Train Women Employes

(Continued from Page 1)

the girls will signify the phase of radio programming in which they are especially interested.

They will be given intensive training in announcing, production, continuity writing, and news editing. T. C. Kenney, acting chief engineer, is now receiving applications from girls to be employed as apprentice operators.

KFDA Joining Blue Net

Station KFDA, Amarillo, Texas, will become affiliated with the Blue Network as a member of the Southwestern group effective Monday, April 19, bringing the total of Blue affiliates to 151. Owned and operated by the Amarillo Broadcasting Co., headed by Lindsey Nunn, KFDA operates full-time with 250 watts power on a frequency of 1230 kilocycles.

For GOOD MUSIC AND NEWS

WLIB 7 a.m. to 8 p.m.

THE VOICE OF LIBERTY

1190 ON YOUR DIAL

Stromberg-Carlson Head Predicts Tele-FM Boom

(Continued from Page 1)

was a guest speaker on the "Industry Looks to the Future" program presented by NBC in cooperation with the National Association of Manufacturers.

"Frequency modulation broadcasting has hardly started," Angle said. "Millions more FM receiving sets and hundreds of FM stations are surely going to be needed. Television, reported just around the corner as far back as 1930, made an auspicious start three or four years ago but has been dormant since the war. After the war television is sure to become a large factor in the business of communications apparatus manufacturers."

Angle said the whole field of electronics was opening up "and the necessities of war are going to lead definitely to the development and offer-for-sale of what will prove, first luxuries, then necessities, once peace comes again."

Blue Employes' Bond Goal Enough To 'Buy A Tank'

(Continued from Page 1)

start today at a mass meeting of all employes at which it was pointed out that if they double during this period their present monthly subscription—about \$12,500—the tank, costing about \$25,000, can be purchased. Addressing the meeting and urging employes to subscribe on the spot were Mark Woods, president; and Edgar Kobak, executive vice-president of the Blue; Lt. Robert Rynd, of the U. S. Naval Air Forces, brother of Charles Rynd, treasurer of the Blue; and Addison B. Clausey, of the U. S. Treasury Department.

Under the leadership of Anthony M. Hennig, assistant treasurer, and Harold Day, of the sales promotion department, department lieutenants will bet to work. A similar procedure will be followed in the Chicago and West Coast offices.

In order to show employes that they are actually buying a tank, a progress chart in the shape of a tank will be displayed and sections filled in as each 10 per cent of the quota is reached. An interdepartment chart will also indicate each department's record.

'Language' Group Sets Plans For Chi Confabs

(Continued from Page 1)

Broadcasters Breakfast Session on Wednesday, April 28, during the NAB War Conference in Chicago.

Byron Price, director of the Office of Censorship will be the principal speaker at the session, to be held at 8:30 a.m. The situation of the foreign language stations is considered to be so serious that Price had promised to deliver a hard-hitting "plain-talk" speech. Robert Richards, also of the Office of Censorship will be present to answer questions, concerning details of operation. Lee Falk, director of the Foreign Language section, Office of War Information will also speak.

Mullen Lauds Firms For Radio Support

(Continued from Page 1)

Sunday, in a brief talk at the conclusion of the final broadcast in the current series of NBC Symphony Orchestra concerts.

"We are able to bring you this rich treasure of music, the finest in the world, and all the other pleasures and benefits of radio, because American radio is free," Mullen said. "American radio is free in the best and fullest sense of the word. Here, fortunately, we have no fears of an Axis-controlled propaganda machine, debasing radio to ignoble ends."

"Freedom of speech—which includes free radio—is one of the Four Freedoms for which we are fighting. These are the enlightened principles of enlightend democracy toward which the whole world looks with hope for the future. In all this, the contribution of the artist, the musician, the writer and the reporter are great indeed. Also, the contribution of the advertising sponsor of the radio program is important and significant. His support is the very fabric of the American system of broadcasting. His use of broadcasting as a sales force has provided the American people with the fine programs we all enjoy so much. Yes, radio is grateful to you the audience, to the artist and to the advertising sponsor. Here is American cooperation in the best tradition of free enterprise."

Fair Appointed Chairman Of NAB Director Group

(Continued from Page 1)

formed recently to stimulate greater activity in the program field.

Fair, who has been program director of WHO since 1934, served as a pianist with several prominent bands after graduating from Northwestern in 1925. He also did "time" in vaudeville and early-day radio.

A short career as a bond salesman ended in 1928 when Fair went to KOIL, in Council Bluffs, Iowa, to work for Don Searle as announcer and producer. After a year there he went to WBBM, Chicago, and in 1930 became general manager of WBEN, Buffalo. He worked as a production man and announcer for CBS from 1932 until he went to WHO.

COMING and GOING

IRENE KUHN, NBC co-ordinator of program promotion, is in Baltimore for a lecture engagement at Notre Dame College on the subject "Don't Underestimate the Japanese."

FULTON LEWIS, JR., commentator on WQ Mutual, has reached Duluth, Minn., in course of a survey tour through the Midwest.

C. A. "FRITZ" SNYDER, of the Blue Network station relations department, off on a trip to network affiliates that will keep him away about two weeks.

CLINTON JOHNSTON, CBS director, to Washington to handle the special Pan-American "School of the Air" program which will be broadcast today.

ERNESTA BARLOW, NBC's "Commando Mary," is in Schenectady today to lecture on the subject, "Women on the Home Front."

CLARK A. LUTHER, national sales promoter of KFH, Wichita, is in town from Kansas for conferences at the headquarters of CBS.

EDWARD TOMLINSON, commentator on the Blue Network, will deliver an address tonight in Great Falls, Mont.

TED ARNOLD, national sales manager of WBBF, Mutual outlet in Rock Island, Ill., is in New York for a week on station business.

SELMA WARLICK, publicity director of the Town Hall, and of "America's Town Meeting of the Air," stopped over in Pittsburgh yesterday while en route to Cincinnati, where her program will originate on Thursday. It will be broadcast from WSAI.

KINGSLEY HORTON, sales manager of WBColumbia's outlet in Boston, was in New York yesterday for talks at the network offices.

ROYAL PENNY, sales manager of WBT, back at Charlotte, N. C., following a short trip to Atlanta.

S. A. "STEVE" VETTER, general manager of WFTL, Fort Lauderdale, leaves Florida today for about 10 days in New York.

WILLIAM F. MALO, commercial manager of WDRB, Hartford outlet of CBS, in town on station and network business.

"STEVE" WILLIS, general manager of WJMN, West Palm Beach, Fla., is on a short business trip to Washington, D. C.

MBS Sets Hawaii News Series

William Ewing, correspondent for the Honolulu "Star Bulletin," will start a new series of commentaries from Hawaii over the Mutual network beginning Saturday, April 17, from 6:15-6:30 p.m., EWT. Broadcasts originate in KGMR, Honolulu.

★ INDUSTRIAL PAYROLL

up 53%

For the year 1942 compared with 1941

A MUST Market in MASSACHUSETTS

W TAG
WORCESTER

What about **WOL?**

...it's first in news
...first in sports
...first in music!

Get the facts from WOL—WASHINGTON, D. C.
Affiliated with MUTUAL BROADCASTING SYSTEM
National Representatives:
SPOT SALES, Inc.

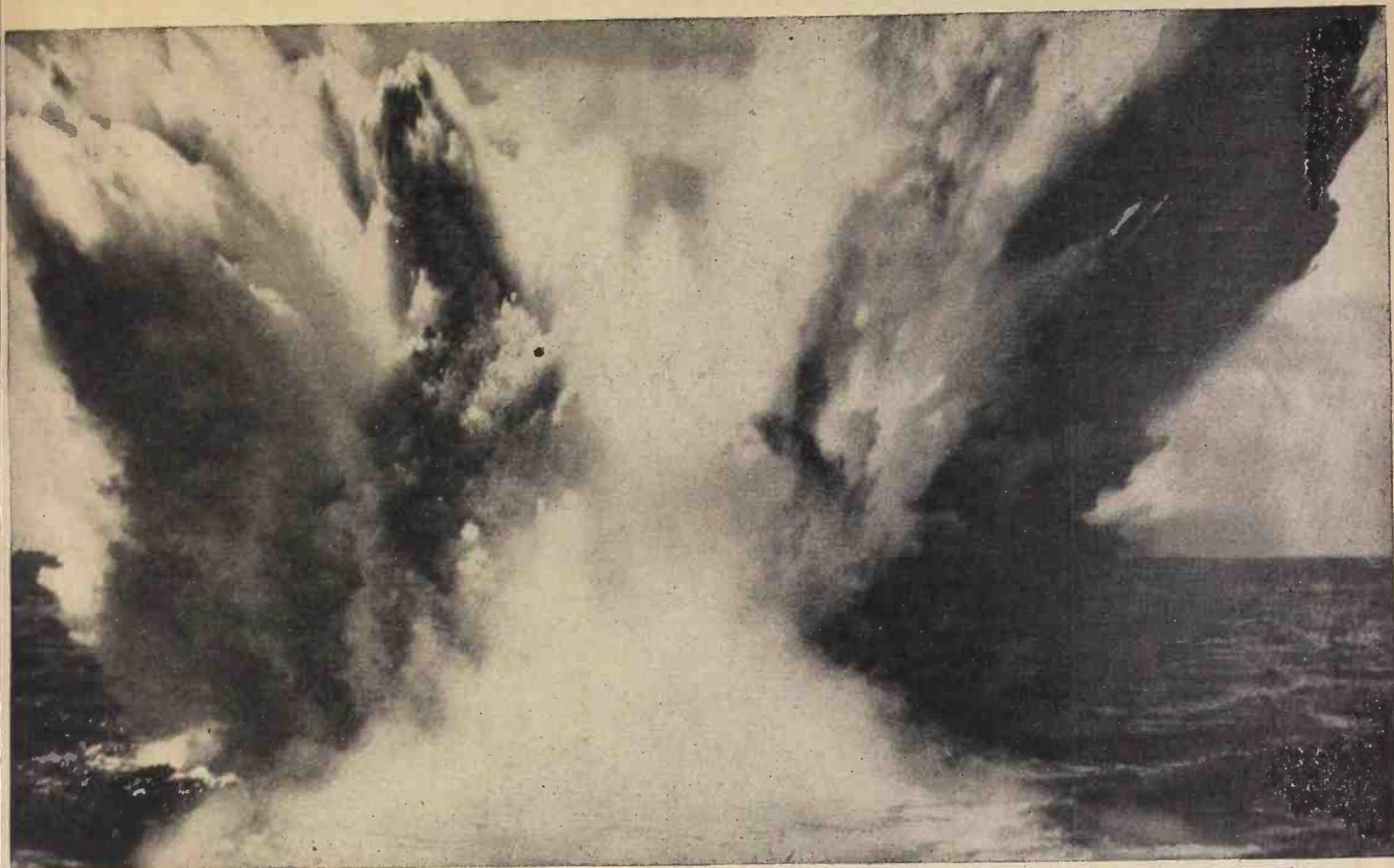


PHOTO BY EWING GALLOWAY

A NEAR MISS

... DOESN'T COUNT IN RADIO!

That's the experience of smart advertisers. Particularly in Baltimore . . . today the country's 6th largest market.

If you want to hit this Baltimore trading area target, when you aim at it . . . here are three reasons why advertisers interested in reducing sales costs . . . are swinging to Radio Station WFBR:

1. WFBR covers Baltimore DAY and NIGHT with an efficiency known to few stations in so big a city. There are no dead spots. That isn't magic . . . it's just good engineering.

2. There is no waste with WFBR. We do not use a hopped-up signal to cover the surrounding states in which you may or may not have sales . . . or states in which you have already bought time. Our job is the Baltimore trading area. Not Pennsylvania, West Virginia, Delaware, New Jersey, Virginia.

3. WFBR is the station all Baltimore has been listening to for 21 years. In the last 3 years over one half million people have visited our studios or participated in sponsored shows.

It's good business to get on the target in Baltimore. WFBR makes it automatic.

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

Los Angeles

By RALPH WILK

KEN TINKHAM, general manager of KMTR, has increased his news coverage by contracting for 24-hour service from INS. Does this mean that KMTR is going on a 24-hour basis?

Rudy Vallee, already heard Thursday nights on his own comedy-song program, has a new show on Saturday nights over CBS. It features Rudy and his U.S. Coast Guard band, with Mary Astor, and it is aired to aid in recruiting WAVES and SPARS.

Madame Chiang Kai-Shek, idol of mikeman Dick Joy, made a dream come true last week for the announcer when he was privileged to handle the microphone introductions of her at several important events of her Los Angeles reception.

A total of \$95,000,000 in war bond sales has been chalked up by Kay Kyser during his band rallies, a check this week disclosed.

"Somewhere in the Pacific," Francis McCarthy's story of action with a United States task force, was heard on "Soldiers of the Press" over KECA, Sunday, April 11, at 6:15 p.m. The drama will present a picture of action in the widespread war zone somewhere south and west of Hawaii.

Mel Blanc, Camel Comedy Caravan's utility funny money, has just completed a "Bugs Bunny" short for the government, entitled "Snafu." It's for troop training and will be sent to the Solomons. Leon Schlesinger produced the film.

Andy and Virginia are in hopes they can persuade Paul Carson, popular Blue Network organist, to play their new song, "Tie All Your Troubles to the Tail of a Kite," when he makes a guest appearance on their little variety show on Wednesday, April 14. Carson featured on his famed "Bridge to Dreamland" organ program Saturday and Sunday nights on the Blue Network, and heard on other network broadcasts through the medium of his organ, becomes vocal over the air only one night in the year—on Christmas Eve.

Fruit Growers Exchange
Triples Time On CBS

(Continued from Page 1)

cans," a comedy serial revolving around the Duncan family, will be heard Mondays, Wednesdays and Fridays from 6:15 to 6:30 p.m., EWT, effective May 3. Forty-one Columbia outlets carry the program. "Today at the Duncans" is currently heard on Fridays only.

Footo, Cone & Belding handles the account.

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



A Reporter's Report Card . . . !

● ● ● MILTON BLOW: It's the little things in life that count... Yesterday we inadvertently credited the "Philip Morris" account to Young & Rubicam instead of to your company... please pardon the slight error (involving \$6,000,000)... SIGMUND ROMBERG: Marie Nash, the blonde soprano notable now touring with your symphonic orchestra may leave the act for a trip to Hollywood for a screen test and the chance to Goldwyn herself a featured role in the forthcoming Danny Kaye-Dinah Shore film musical... GEORGIA GIBBS: Don't try to hurry your bronchitis ailment... give yourself and your swell voice an extra week vacation... both rate it... SPIKE JONES: July 30, just a year to the day that you first waxed your famous platter of "Der Fuehrer's Face," you and your 'City Slickers' start a two-month theatrical tour... FRANK SINATRA: Three years ago, Frank Cooper, who at the time, was handling Dinah Shore, caught your vocalisthenics while you were at the Paramount Theater with Tommy Dorsey and told Miss Dinah'mite' that you would soon be on top of the ladder!



● ● ● ELLA LOGAN: Sometime this summer, you'll go overseas to entertain our 'fighting Yanks' and on your return in the fall, your hubby, producer-director Fred F. Finklehoffe, will star you in the new musical he's writing now... BEATRICE KAY: Take a bow for your thoughtfulness in having 250 copies of your 'Gay 90's' songs printed in braille for distribution to institutions for the blind, most of whom are actively engaged in the war effort... JACK EIGEN: Your pal, Wilbur Stark, WMCA salesman, will follow the example set by the world's best-dressed men by donning a suit of Khaki next month... JOAN DAVIS: Doctor's orders to you, young lady, is to forget all activities for a while... Your Rudy Vallee show is about all he'll let you do... GARRY MOORE: Your old friend and ex-employer, Robert T. Conway, prexy of KWK, St. Louis, sent us some info and in closing reminded us to give you his "best wishes for continued success"... OWEN VINSON: Thanks for your kind note and congrats to you on the high rating your program, "That Brewster Boy" enjoys, in this, its second year for the Quaker People... BILL ROBSON: Thought you might like to know that your Sunday show of "The Man Behind the Gun," rang the bell—but loud.



● ● ● AFRA: Thank Diane Courtney and CBS press for the bit of research which reveals that August 5 (her birthday) is also "St. Afra's Day" ... HARRY JAMES: According to Mary Hutter, CBS duca distributor, tickets to your New York broadcasts of April 20 and 22 have disappeared almost as fast as Mussolini's 'Empire'... ANDY KELLY: Reports of the CBSwell job you're doing at the KNX studios has reached this desk via T.C. mail... keep it up... EARL MULLIN: Last Friday at 3:30 all dept. heads of the Blue Network held a meeting on the new War Loan Drive... at 5 p.m. that same day, your dept. was 100 per cent pledged towards the purchase of a "Blue Network Tank" for the Army... ROYAL PENNY: The item, saying you are "sixty years young" was probably arrived at in this manner... there was added to your actual age which is 41 years, the twelve years during which you never wore a hat, then added the six pink candles on your birthday cake and then added the "year for good measure"... the total, you must admit is sixty.



—Remember Pearl Harbor—

Chicago

By FRANK BURKE

DR. MILLER McCLINTOCK, president of Mutual, will meet the Chicago press at a cocktail party at the Drake Hotel on Monday, April 26. Dale O'Brien, publicity director of WGN, is vacationing for two weeks. Milton Heidrich, Fred Levings and Art Noyes of the publicity department are carrying on.

Setting a new box-office high for a single performance of radio station in Toledo, Ohio, Don McNeill and the Blue Network "Breakfast Club" grossed \$4,500 at Paul Spor's New Arena Gardens last Saturday night. WTOL, Blue outlet, carried a heavy schedule of spots and Arch Shaw, station manager, arranged a cocktail party and an informal interview broadcast upon McNeill's arrival. In addition a civic greeting from Mayor Boulette, Byron Nelson, and "Miss War Production," was extended to the visiting radio stars.

Chicago Radio Management Club will participate in the NAB "War Conference" by staging a breakfast at the Palmer House on Wednesday, April 28, at which Alex Dreier, NAB war correspondent will be the principal speaker.

WLS observed its 19th birthday yesterday with a cake and all the trimmings. Station was launched in a tiny studio in the Sherman Hotel on April 12, 1924.

Hunter Reynolds, NBC studio engineer, has written a new patriotic tune titled "Get Out and Dig Dig Dig."

A. H. Morton, president of National Concert and Artists Corporation visited the Chicago studios last week.

WPB Advises Industry
To Order Wire Quickly

Washington Bureau, RADIO DAILY
Washington—Manufacturers of resistors and fine wire for military radio have been urged to place orders quickly for fine wire by S. K. Wolf, chief of the resources branch of WPB's radio division. Wolf pointed out that while orders for many sizes of fine wire are being delayed, the wire producers are working below capacity.

Wolf declared that facilities for producing some sizes have not been completed so that complaints of slow deliveries may be justified. He urged those who are experiencing difficulty in the delivery of fine wire—.002 or smaller—to seek the direct assistance of the resources branch.

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

QUEST-ING

PH SZIGETI, violinist, on the "Music" program, to WABC-CBS, 11:30 p.m.).

PH BELLAMY, at "Duffy's," (WJZ-Blue Network, 8:30 p.m.).

Y VALLEE, on the Al Jolson-Woolley program, tomorrow on WABC-CBS, 8:30 p.m.).

LUPINO and RAY MILLAND, comedians with Wings," tomorrow on Mutual, 9:30 p.m.).

DGAR HOOVER, director of FBI, on "Mr. District Attorney," tomorrow on WEA-F-NBC, 9:30 p.m.).

C TEMPLETON, on the Sammy Davis program, tomorrow (WABC-CBS, 9 p.m.).

A CHASE, on the Milton Berle program, tomorrow (WABC-CBS, 9:30 p.m.).

N GARFIELD, on Eddie Cantor's "Time to Smile," tomorrow on WEA-F-NBC, 9 p.m.).

LULAH BANKHEAD, in an edition of the book, "I Served on the Red Cross program, "They Might Live," Sunday on WABC-CBS, 12:30 p.m.).

INALD GARDINER, on the Marx's "Blue Ribbon Town," tomorrow on WABC-CBS, 10:15 p.m.).

ON BRITT, yodeler, and MRS. ER SEDGWICK, president of the "Club, composed of women over 50, on the "Hobby" program, Saturday (WABC-CBS, 8:30 p.m.).

**es \$3,000,000 Mark
tation Time Salesman**

ge Schmidt, account executive at W. R., received commendations of management yesterday at a staff meeting, for having to his sales credit of \$3,000,000 of time in the past years he has been with the station. Figure is said to be a record for a salesman on a single station.

LES MAN WANTED

WCAU, Philadelphia, has opening in Sales Department. Man with agency contacts in New York and Philadelphia preferred. State qualifications, including draft status. Write to Manager

WCAU

★ **PROMOTION** ★

Call-Letter Clarification

WTOP, CBS outlet here formerly known as WJSV, is now in the midst of an all-out promotion campaign to eliminate confusion over the change in call letters. Full three-column advertisements in all Washington Sunday papers plus two-column displays on their radio pages, with slightly changed copy appearing in the news, which has no Sunday edition, announced salute, "It's the Top," broadcast over the station.

Joan Edwards, Bob Hannon, Lyn Murray's orchestra came in from New York; Arthur Godfrey, Gunnar Back, Evalyn Tyner (the station's new waker-upper via the 6:00 to 7:00 a.m. spot) and Paul Kain's orchestra were aired from here and a special transcription was cut by Fred Allen. The show was written and produced by Martin Wickett, WTOP program chief. Car cards, grocery cards, milk bottle advertisements, trade paper advertisements and screen and lobby notices in local theaters are also being used.

**Ringling Sets Tieup
For Bond Sales Via WHN**

Ringling Brothers and Barnum & Bailey Circus has made a second radio tie-up here, in behalf of the war bond drive. Current at the Madison Square Garden, circus management, in arrangement with WHN, features its star performers in five-minute war bond appeals twice a day just before curtain time.

Performers broadcast from the Garden entrances. Pictures of the stars are offered as additional inducement to bond purchasers. Opening of circus season Friday evening was spring-board for another bond appeal which was broadcast over WOR-Mutual, featuring Col. Richard C. Patterson, chairman of the N. Y. State War Savings Staff of the U. S. Treasury. Admission to opening of circus was by bond purchase.

**House Passes Bill To Kill
Occupational Deferments**

Washington Bureau, RADIO DAILY

Washington—A strong possibility that industry workers in "essential" jobs may lose the protection from military service that their jobs have offered loomed today, after the House yesterday, at a standing vote, passed and sent to the Senate the Kilday bill, under which occupational deferments would be entirely done away with. If the bill is accepted by the senior chamber it is not unlikely that the President would write another veto. Indication was yesterday that the bill was strongly enough supported in the House so that it might be carried over a veto.

Stork News

Fred Moore, newscaster on WOWO, Ft. Wayne, Ind., is the father of a son, Stephen Frederick.

WWL's "Radio Audience"

Efforts of WWL, New Orleans to build "Radio Audience," is contained in a 12-page brochure by that title being distributed to the trade. The piece is on heavy, white slick with reading matter in green and black ink. Photographs show station promotion on outdoor trolley ads. Newspaper ads with "the 59,500 square miles known as WWL-Land" are reproduced. Format is easy on the eye and inviting.

Katz Agency "Gears"

The Katz Agency, Inc., N. Y., has issued to the trade a follow-up on its recent "Geared" piece. This new 4-pager, in yellow, rust and black, symbolizes on the cover the four Cowles Stations—WNAX, KRNT, KSO, WMT—as gears meshed. "For That Extra Sales Push" in northern Middle West territory. The center spread has an outline of the U. S. within whose borders are detailed selling points.

**"Consequences" Bonds
Hits \$10,000,000 Mark**

Indianapolis—An all time record for single performance of War Bond sales was set here Saturday night when \$10,619,425 was paid in admissions to "Truth or Consequences," the madcap Ralph Edwards NBC quiz show aired from WIRE under sponsorship of Building and Loan Association. In Cincinnati last week "Truth" had a take of about 7½ million dollars. In five weeks "Truth" has passed the 20-million mark, quota Edwards set when he started the 13-week tour of the country. The goal is being revised upward. Total sale to date is \$21,409,080.

Show airs on April 18 from Topeka.

Passover Program Sunday

A radio dramatization of the recently published OWI pamphlet, "Tale of a City," which is the story of people under German domination in Europe, will be the Passover program by the Synagogue Council of America over NBC Sunday, April 18, at 12 noon. Joseph Schildkraut, distinguished actor of the stage and screen, will be the narrator.

Also on the program will be Prof. Abraham A. Neuman, president of Dropsie College, Philadelphia, and Rabbi of Congregation Mikvah Israel, Philadelphia, which was founded in 1740 and is the third oldest in the United States. Professor Neuman will deliver a brief Passover message.

RADIO ARTIST?
Call
LExington 2-1100
FIRST AND FOREMOST

AGENCIES

DICK POST, for the past six years announcer, writer and producer for CBS, joins the Russel M. Seeds Agency, Chicago, on May 1, as director of radio. As his first assignment in the new post, he will be producer and master of ceremonies on "Morning Reveille," broadcast over NBC.

FRANK PALMER, formerly with Benton & Bowles, Inc., has returned to the agency as spot time buyer.

KEYSTONE MANUFACTURING CO., Lebanon, Pa., makers of San Georgia spaghetti, macaroni and noodles, have included radio in a wide selection of media to be used in their coming promotional campaign which is being handled by James G. Lamb Co.

L. F. TRIGGS has joined the copy department of Erwin, Wasey & Co. He formerly was copy director of Cecil & Presbrey, Inc.

ROBERT ROY NATHAN, head of the planning board of the WPB, will be the principal speaker at the luncheon meeting of the Sales Executives Club to be held today at the Hotel Roosevelt.

BUCHANAN & CO. (San Francisco office), has been appointed to handle the advertising of Tide Water Associated Oil Co., Western Division.

ERWIN D. SWANN, vice-president of Foote, Cone & Belding, has been placed in charge of copy and art in the agency's New York office.

ROBERT J. ENDERS, radio director of Kal Advertising Agency, announces the addition to his staff of Nathan Bindeman, formerly in charge of the production department.

NCAC Renewal Pacts

The National Concert and Artists Corporation has announced the renewal of contracts for two of its artists. Thomas L. Thomas, baritone, will begin his sixth year as soloist for Stroh Beer program, aired over WJAR, Detroit, and Marian Anderson has been booked for five more guest appearances on the "Telephone Hour."

KLZ

DENVER'S STANDOUT STATION

Favorite of local advertisers
—for a very good reason:
RESULTS!

CBS-560 Kc.

Representative: The Katz Agency, Inc.

Ohio 'U' Wartime Agenda

Major U. S. Webs, Also BBC. Plan Participation

(Continued from Page 1)

include "International Radio as a Means to Understanding," "Radio's Wartime Strategy," "Problems of Wartime Operation," "Documentary Reporting," "Radio Reporting A Region," "Developing Understanding Among the United Nations," and "Radio and the Post-War World."

For the British, the list of speakers will be headed by Sir Gerald Campbell, British Minister and special assistant to the British Ambassador, who will address the Institute dinner, May 2.

Chairman Fly to Be Heard

From Washington, D. C., the following government execs are participating: James L. Fly, chairman of the FCC; Ray C. Wakefield, commissioner of the FCC; William B. Lewis, Philip H. Cohen, Elmo C. Wilson, Robert Martin, Blaine Ewing of the OWI; Charter Heslep, Office of Censorship; Lt. Col. E. M. Kirby, Bureau of Public Relations, War Department; Lt. Com. M. S. Reichner and J. Harrison Hartley, Office of Public Relations, Navy Department. Maurice L. DuMars and Morse Salisbury will represent the U. S. Department of Agriculture; R. R. Lowdermilk, the U. S. Office of Education, and W. W. Charters, the WMC.

Inter-Nation Broadcast Set

All four of the major networks are participating to a considerable extent in the program. BBC and MBS will open the meeting by staging a demonstration of "Answering You" which will be recorded and broadcast by the two chains on their next regular programs. Stephen Fry, Traffic Manager of the New York office of BBC will introduce the demonstration which will feature two Americans speaking from Columbus; two Canadians speaking from Toronto and a group of Britishers from London. Alistair Cooke, special correspondent on American Affairs for the London Times, will chairman the program.

Complete agenda for the first two days of the conference follows. The schedule for the latter half of the meeting will appear in a later issue of RADIO DAILY.

PRE-CONFERENCE MEETINGS

FRIDAY, APRIL 30

International Radio as a Means to Understanding
Demonstration and Discussion, 10:00 a.m.
Ball Room
Presiding, Sterling Fisher, Assistant Public Service Counselor and Director, Inter-American University of the Air
Introduction to the Demonstration
Stephen Fry, Traffic Manager, British Broadcasting Corporation, New York
International Radio as a Means to Understanding—A Demonstration of Answering You
The British Broadcasting Corporation will originate a program in the series, Answering You, directly from this meeting. The series is heard Sundays on the Mutual Broadcasting System. This program will be a novel demonstration involving partic-

pants from the United States who will speak from Columbus, Ohio; participants from Canada, who will speak from Toronto, Ontario; and a group of prominent British people who will speak from London. The broadcast begins at 10:30 CWT. Doors will be closed at 10:25, to avoid interruption of the broadcast.

Participants
Alistair Cooke, Special Correspondent on American Affairs, The London "Times," Chairman

Two prominent Americans speaking from Columbus, Ohio
Two prominent Canadians speaking from Toronto, Ontario
A group of prominent British people speaking from London

Discussion Following Broadcast
Participants in Addition to Persons Named Above
Lynnan Bryson, School of the Air of the Americas
Elsie Dick, Educational Programs, Mutual Broadcasting System
R. S. Lambert, Education Advisor, Canadian Broadcasting Corporation
Informal Tea for Newcomers, 3:00-5:00 p.m.
Room 1648

I. Keith Tyler, Director, Institute for Education by Radio, Chairman

GENERAL SESSION

Radio's Wartime Strategy, 8:00 p.m.

Hall of Mirrors

Presiding, Arthur J. Klein, Dean, College of Education, Ohio State University
Radio's Wartime Strategy—a Symposium
This symposium has been arranged and will be conducted by the chairman

Participants
Sherman H. Dryer, Director of Radio Production, University of Chicago, and Author, Radio in Wartime, Chairman
James Lawrence Fly, Chairman, Federal Communications Commission
William Burke Miller, Manager, Public Service Department, and Manager, War Programs, National Broadcasting Company
William N. Robson, Producer, "The Man Behind the Gun," CBS
Others to be announced

Discussion from the Floor
Announcement of Citations for the Seventh American Exhibition and Citations of Educational Radio Programs
Meetings for Chairman, 10:15 p.m.
Room 1648

I. Keith Tyler, Director, Institute for Education by Radio, Chairman
A meeting for chairmen of work-study groups, section meetings and round tables for the purpose of acquainting these group leaders with the procedures for carrying on their meetings.

SATURDAY, MAY 1

Problems of Wartime Operation, 9:00 a.m.
Ball Room
Presiding, Howard L. Bevis, President, Ohio State University

Statement of the Problems
Edgar Kobak, Executive Vice-President, Blue Network

Discussion of the Problems
Robert J. Coleman, Director, Station WKAR, Michigan State College
Stephen Fry, Traffic Manager, British Broadcasting Corporation, New York
Lawrence J. Heller, President, Station WINX, Washington, D. C.

Charles Jennings, Supervisor of Program Planning, Canadian Broadcasting Corporation
William B. Lewis, Assistant Director, Domestic Branch, Office of War Information
M. S. Novik, Director, Station WNYC, New York

Gilbert Seldes, Director, Television Programs, Columbia Broadcasting System
Ray C. Wakefield, Commissioner, Federal Communications Commission

Problems of News Broadcasting, 10:45 a.m.
Ball Room
Presiding, Harvey H. Davis, Vice-President, Ohio State University

Statement of the Problems
(To be announced)

Discussion of the Problems
W. W. Chaplin, Foreign Correspondent, National Broadcasting Company
Charter Heslep, News Editor, Broadcasting Division, Office of Censorship
Lt. Col. E. M. Kirby, Chief, Radio Section, Bureau of Public Relations, War Department
Lt. Comdr. M. S. Reichner, Radio Section,

Office of Public Relations, Navy Department
Cesar Saercherger, Historical Commentator, National Broadcasting Company
John W. Vandercrook, News Analyst, Blue Network

WORK-STUDY GROUPS

Religious Broadcasts Luncheon, 12:15 p.m., Room 1340

Chairman, Albert W. Palmer, President, Chicago Theological Seminary

Topics for Discussion
Saturday: Critical Analysis of Recordings of Newer Religious Programs Demonstrating Latest Techniques

Sunday: Consideration of Recommendations for Religious Broadcasting
Participants
Leaders in Religious Radio and Specialists in Radio Techniques

Of Men and Books Demonstration, 1:50 p.m., Hall of Mirrors

Radio and Reading
Chairman, Wilfred Eberhart, Assistant Professor of Education, Ohio State University

Note: The Columbia Broadcasting System network program "Of Men and Books" will originate from this work-study group on Saturday afternoon. This broadcast begins promptly at 2:00 and Professor John T. Frederick, Northwestern University, will conduct the program as a demonstration. Preparatory General Meeting, 2:00 p.m., Ball Room

Agricultural and Home-making Broadcasts, 2:30 p.m., Room 1440

Chairman, Maurice L. Du Mars, Radio Service, Office of Information, United States Department of Agriculture
Speakers and Subjects

Saturday: The Broadcasters' Part in the Battle of Food—
As Seen by the Government, Morse Salisbury, Director of Information, United States Department of Agriculture

As Seen by a Station Farm Program Director, Ed Mason, Station WLW, Cincinnati
As Seen by a Station Women's Program Director, Eleanor Hanson, Stations WHK-WCLE, Cleveland

As Illustrated by Reference Recordings of Broadcasts, Various Conferes
Radio Farm and Home Week, a Report, Richard B. Hull, Production Manager, Station WOI, Ames, Iowa

Sunday Mental Attitudes of the People Toward the Battle of Food—
What the Current Attitudes Are, Elmo C. Wilson, Division Chief, Surveys Division, Office of War Information

How Farm Broadcasts Can Develop Desirable Attitudes, Lawrence Haeg, Farm Service Director, Station WCCO, Minneapolis
How Women's Broadcast Can Develop Desirable Attitudes, Harriet Hester, Formerly Educational Director, Station WLS, Chicago

Why We Play Up Post-War Planning, Chuck Worcester, "Columbia Country Journal," Columbia Broadcasting System, Washington, D. C.

What Radio Now Means to the Farm People in My County, Scott Ridgion, Assistant County Extension Agent, St. Clairsville, Ohio

Are These Programs Doing a Good War Job? Clinic on Reference Recordings

Broadcasting by National Organizations, 2:30 p.m., Room 1279

Chairman, Tom Stewart, Assistant to the National Director, American Junior Red Cross

Topic to be Discussed
Radio Interpretation of the Wartime Programs of National Organizations

Children's Programs, Parlors A, B
Chairman, Gloria Chandler, Children's Theater and Radio, Association of Junior Leagues of America

Topics to be Discussed
Children's Special War and Post-War Needs
Potentialities of Radio in Meeting Wartime Needs

What is Now Being Done with Programs Specifically Designed for Children?
Program Needs for the Future
Recordings for School Use, Room 1379

Chairman, R. E. Lowdermilk, Educational Radio Service, United States Office of Education

International Not Seen In Listing Of Britons

Topics to be Discussed
Saturday: The Use of Recorded Material to Aid the National War Program
Sunday: Long Range Planning with Reference to the Use of Transcription in Educational Research in Educational Broadcasting
Room 1437

Chairman, H. B. Summers, Manager, Public Service Division, Blue Network
School Broadcasting, 2:30 p.m., Room 1437
Chairman, George Jennings, Acting Director, Radio Council, Chicago Public Schools

Topics to be Discussed
Saturday:
What Shall We Broadcast?—Or Shall We're Going to Broadcast—How to Organize for Greatest Efficiency?

What Help Can the Stations Give to Station and School Relations
Sunday:
Writing and Producing the Script—
Utilization is Our Vexation

College Course in Radio, Room 1437
Chairman, Albert Crews, Chairman, Department, Northwestern University
Music Broadcast, Room 216

Chairman, Burton Paulu, Manager, School WLB, University of Minnesota

Topics to be Discussed
Formal Music Appreciation Program—
National and Regional Network and Local Organized Programs

Transcriptions of Musical Programs
Giving Citations in the Seventh Annual Exhibition will be played and discussed
Representatives of these programs will be invited to describe the background of programs

A representative of the program receiving the Peabody Radio Award in 1942 will be invited to discuss the program and its organization

SPECIAL SESSION

SATURDAY, MAY 1

Documentary Reporting, 5:00 p.m., Ball Room
Demonstration and Discussion
Presiding, T. C. Holy, Director, Bureau of Educational Research, Ohio State University

Station WOE will demonstrate the streamlined production of recorded documentary broadcasts

Background and Comment
Dave Driscoll, Director of War Service and News Division, Station WOR-Mutual
Panel Discussion of the Demonstration

SECTION MEETINGS

SATURDAY, MAY 1

In-School Broadcasting, 8:00 p.m., Room 1437
Presiding, Marguerite Fleming, Radio Workshop, South High School, Columbus

Topics to be Discussed
How Can In-School Broadcasting Aid the War Program? What Government Materials Are Available?

What Values in This Experience for Students Going into the Armed Forces? What Values for the Citizen? What are the Schools Now Doing?

National Association of Broadcasters
Room 1479

Presiding, Neville Miller, President, National Association of Educational Broadcasters (Closed Meeting) Room 216

Presiding, Gilbert D. Williams, Program Director, Station WBAA, Purdue University, Acting President, National Association of Women Directors
NAB, Parlors A, B

Presiding, Ruth Chilton, WSYR, Syracuse
The Negro, and Radio in Education
Room 1437

Presiding, Walter N. Ridley, Director, Visual Center, Virginia State College
Negros, Petersburg
Radio Editors, Room 1279

Presiding, Wauhilla La Hay, Radio Public Health Broadcasts, Room 154
"Chicago Sun" (invited)
Presiding, David Resnick, Director of Publicity, National Society for the Prevention of Blindness

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Web Clients Co-Op Pan American Day

(Continued from Page 1)

by ranking government as well as dramatic programs written for the occasion. Secretary of State Cordell from Washington will air domestic 9 p.m. by the Blue Network, a NBC and CBS shortwave, will be beamed to Brazil Spanish speaking countries Spanish translation. Vice-President Wallace's official reception at Peru, will be brought to this by point-to-point telephonic communication to be broadcast at 1 p.m., to all Spanish speaking countries over the CBS and NBC.

Rotary Program Set

Secretary of State Sumner Pan American Day message the Rotary International here, day, April 15, will be carried by NBC at 1 p.m., and same time will be beamed by NBC and CBS to their affiliated stations in Latin-America for re-broadcasting locally. Talk will also be broadcast, in translation, over all stations in Brazil.

Special permission of playwright Kingsley, the Broadway play, "Patriots" has been adapted and translated into Spanish for broadcast on the weekly radio program, "El teatro de America" through shortwave for rebroadcasting on stations in all the Latin American Republics. Juan Hernandez, will be part of Jupiter, the role he the current stage play.

Padilla Scheduled

Other dramatic highlight for the will be a dramatization of Eze Padilla's just-published book "Men of America" for broadcast on all Latin American countries on NBC shortwave from 9:30 to 10:10. The final five minutes of this program will be devoted to a talk by Padilla, Mexican Minister of Foreign Affairs, and will be brought to country by landline communication from Mexico City.

Final program of the CBS domestic "Hello Americans" produced 1 week ago by Orson Welles has been translated into a half-hour program and transcribed for rebroadcasting over 125 Latin American stations on the 14th.

AFM Moving Hdqts

of May 1, headquarters of the American Federation of Musicians will move from the present site on Broadway near Times Square, to the Central Electric Building, Lexington Ave.

WANTED

Chief engineer or combination man. Work station splendid Southern city. Weekly. Permanent, not succeeding fee. References required.

RADIO DAILY, Box 142
1 Broadway New York City

Ad Council Reveals Progress; Mulls Community Adv. Plan

(Continued from Page 1)

cil does not seek publicity nor is it planning to take the place of any government agency and that the reason few stories are released in advance of various matters is that full clearance from Washington is first desired. Government officials are often apt to change their mind about certain matters and premature stories would only serve to confuse.

Cites Changes Made

LaRoche further stated that the Council still stands for what it did originally but as it progressed many changes were made in the setup. In this respect LaRoche quoted Gardner Cowles, Jr. head of the OWI domestic branch to the effect "advertising is the best way to do the job" but that paid advertising by the government would soon lead to political ramifications. He took time out to praise the excellent job Cowles is doing, and reiterated the stand that the agencies aiding the country in its war effort were not out to increase advertising budgets. Also that advertising which called attention to this or that plant's great job of building tanks or other war machinery was about at the passe point and this space should be devoted to the government's messages which would educate people on rationing, nutrition and many other features so important to the war effort. This angle was coming along now, he thought and cited some such advertisers stressing the point.

He differentiated between the need of the manufacturers' need of keeping up his brand names, introducing a new product and certain staples that must be plugged.

The agency exec also revealed a

newly set up "docket" which allocated tasks to certain agencies. Thus when Benton & Bowles for instance was allocated the nutrition advertising that agency was helping and working for all agencies. The current docket also shows the Washington contact as well as those at the agency etc. and other liaisons. The original is in huge chart form.

Of importance to local stations and newspapers, LaRoche said that within a few days perhaps there would be presented a Community War Time Advertising Plan. This would in effect separate the national needs from that of the local and make it possible for the small stations or those in one community to use their effort to the best advantage of their own community as well as nationally. Toward this end an Advertising Council representative is now enroute to several midwest cities where a somewhat similar plan is already in effect.

Radio's \$100,000,000

Within three weeks or so the Council expects to have a recapitulation of its activities. In answer to a question, LaRoche estimated that radio stations and sponsors had contributed a possible \$100,000,000 in time and advertising out of a possible total of \$250,000,000 by all media including newspapers and magazines. This however, it was pointed out, is only what is believed to be a fair estimate.

La Roche plans to attend the NAB War Time Meeting and address the broadcasters on the working of the Advertising Council and generally acquaint them with what it stands for and its aims.

OWI Show Producing May Get Drastic Cut

(Continued from Page 1)

test of Domestic director Gardner Cowles' "Policy in eliminating OWI publications as far as possible," is expected to have repercussions in other branches of the agency.

Production by the RADIO BUREAU today is only a fraction of that turned out by the OEM radio section, which preceded it. Bernard C. Schoenfeld, who headed the section before OWI was formed, believes in production far more strongly than do William B. Lewis, former CBS vice-president who was first chief of the OWI bureau, and Donald Stauffer, his successor.

Because many Congressmen fear that OWI has been functioning as a political agency, with one of its purposes the furthering of the fourth term drive and the spreading of "New Deal propaganda," it is likely that when the agency heads go before Congress late this month for budget hearings complete stopping of production may be asked.

Representative Francis Case, South Dakota, commented on the House

Canadian Marconi Report Shows Increase For 1942

Montreal — Canadian Marconi Co.'s annual report for 1942 shows substantial increases in operating and total income. The net for the year is moderately ahead after heavier provision for income and excess profits taxes.

Net profit amounted to \$329,959 or 7.2 cents per share compared with \$272,909 or 5.9 cents per share in 1941.

General balance sheet position is considerably stronger.

floor Saturday on the resignations in the Bureau of Publications, remarking that Cowles' policy was most gratifying to Congress. "Members of Congress," he said, "Are very much in sympathy with the trend within the OWI made public in the press today, by which the government itself joins the program to save paper through curtailing publication, and using the customary channels of newspapers, magazines and radio to give information to the people. If Gardner Cowles is bringing this about, he is to be commended and sustained."

N. Y. AFM Radio Plan Not Passed At Meeting

(Continued from Page 1)

upon at the meeting revert to the Executive Board for disposition. Since the Board had already expressed its disfavor in reporting the resolutions, it is expected that the proposed changes will be killed.

The price list proposals which membership failed to act upon when it adjourned the meeting soon after a voice vote lifted the relief tax, limited members to one steady job and denied the right to take on others simultaneously, even single radio guest shots; called for limiting members to five cumulative or consecutive days in any week in radio commercials, transcriptions and recordings, inclusive; advocated establishing a minimum of eight instrumentalists whenever an electric organ is used on any radio engagement.

The three per cent tax which was just repealed, was instituted in April, 1935, for the establishment of a Relief and Organization Fund. A total of \$2,927,325 has been collected since then. Fees from stand-bys and remotes and donations which supplemented the tax income, will now constitute the fund's main stay. In 1942, disbursements for relief from the tax fund decreased by a net total of \$27,006 over 1941. Collection for 1942 amounted to \$485,811. Many members receiving help from the fund were absorbed by the war. Movement for the repeal of that tax was led by members who have been allied with the Unity slate at the annual election. Distribution of a pamphlet "The Best Resolutions of All Come to Carnegie Hall" did much to win the repeal.

Expand Sesac Facilities To Include Program Dept.

Sesac has expanded its radio facilities to include a new Program Service Department which is headed by Gus Hagenah, who has been associated with the licensing organization for the past six years as station relations representative covering the Central States.

Purpose of the new department is to assist advertising agencies, transcription companies, Sesac's 875 radio station clients and all other radio stations in making use of the storehouse of American music published by the organization's 140 affiliated publishers.

THIS LITTLE BUDGET WENT TO WORL BOSTON MASS.



★ ★ Coast-to-Coast ★ ★

NEW staff announcer at WTOL, Toledo, is Bob Krieghoff... Announcer Charles Baxter is vacationing in South Carolina... Station joined WSPD, Toledo, aired a 45-minute program yesterday to promote Second War Loan. Show featured staff artists of both stations and Libby High School band and was aired simultaneously over both stations.

WELL. New Haven, Conn. has scheduled this week six 15-minute periods and a number of spots to promote the "Health, Safety, Victory" campaign of Defense Council, Chamber of Commerce, schools, Health and Fire Departments.

Floyd Pattee, veteran announcer WNBC, Hartford, Conn., has been made production director... Ralph D. Kanna, program director, has been sworn in as member of Civilian Air Patrol in Connecticut.

Arthur Reilly, news commentator WLW, Cincinnati, is getting quite popular as a lecturer. He spoke before four groups last week... Miss B. Strawway, merchandising director, assisted by Ed Hale, addressed grocers' association at Huntington, W. Va. They will speak to Lima Ad & Sales Club on April 22... Staff talent, Dorothy, McVitty, Toby Tuttle and Budy Ross, tag along and entertain.

New "Gardening for Victory" program over WTAG, Worcester, Mass., is being conducted by Chief Announcer Phil Brook, in co-operation with Richard C. Potter, director of Worcester Victory Garden Committee. Program, heard Mondays and Fridays at present, has been sold for 72 times to the Mutual Savings Banks of Worcester. Series serves as guide for victory gardeners.

WBZ. Boston, inaugurated a "News-reel-of-the-Air" series Saturday night, with State Selective Service Director Col. Ralph M. Smith as headliner. Program, aired over New England Westinghouse stations, will not attempt to dramatize news highlights but rather review them with men and women in the headlines... **WBZ-WBZA,** after a lapse of several weeks, has resumed its Tuesday night servicemen's show, "Just for Fun," formerly billed as "Jamboree." Servicemen will participate in quiz contest, and staff talent will entertain. Show originates from USO at Fort Devens.

"Taint Necessarily So: "Funny Money Man," reported here recently as a transcribed program is only partly so. Theme is recorded, script is voiced in the flesh.

WILL BUY RADIO STATION

Local Station—Responsible Party—Full Particulars—Replies Confidential. Write RADIO DAILY, Box 143, 1501 Broadway New York City

WTMJ, Milwaukee, has added to its staff John A. Evans, technician; August W. Bierwirth and Linus Murray, maintenance men.

WDRS, Hartford, is teaching its girl operators and secretaries microphone technique, how to give station breaks in proper voice, etc., just in case of emergencies. Occasionally, girls are allowed to give their voices an actual airing on station breaks just to get them accustomed to the real thing.

"Dawn Busters" is the winning title in the contest to rename Emcee Del Clark's "Grist Mill" morning rouser on WIOD, Miami. Winners got \$10, \$5, \$3 in war stamps respectively and were treated to a 6:30 a.m. breakfast aired as part of the show. Judges and winners were waited on by Manager Jim LeGate, Commercial Manager Tom McCullough and Program Director Robert Fiddlar.

WOWO, Fort Wayne, Ind., will originate from the USO club house a new program, "Questionite," with six servicemen matched against six USostesses (b'limey) and \$20 for prize money. Bill Stewart will emcee... Tom Wheeler, farm program director, has arranged a new market service, egg prices from Northwest-

American History, about which the N. Y. "Times" survey revealed college freshmen know little, will be discussed on WEVD, N. Y. by the Rev. William C. Kernan, director Christian Institute for American Democracy today.

A special Army Day program was broadcast over WRUF, Gainesville, Fla., by three Camp Blanding radio men. Pfc. C. Scott Jarrett, formerly of WRVA, Richmond, Va.; Pvt. Ralph Kisch, free-lance announcer from N. Y. C., and Corp. Eddie Cohen, formerly of WIOD, Miami.

Thrice-weekly victory garden program is being aired over WBen, Buffalo, by—nogag—Peg Gardener... Sportscaster Jim Wells has left to cover the Bisons' training at Hagerstown, Md. He'll stop off to witness the major league openings in N. Y.... Ken Powell will cover the local situation.... Clint Buehlman is lecturing local organization on "Oh, How I LOVE To Get Up in the Morning."

WSRR, Stamford, Conn., airs today the first "Victory Quiz War Bond Rally" from the plant of Pitney-Bowes Postage Meter Co., as one of a series guided by U. S. Treasury in the Stamford bond drive... Station appointed Carl Knoblock, executive secretary 14th District Federal Reserve to direct 2nd War Loan Activities on April 12... Sunday services from Maple Ave. Bible Protestant Church will be aired through April.

Howard Chamberlain, assistant program director WLW, Cincinnati, has replaced Newscaster Arthur Reilly as moderator on "World Front." Sunday roundtable. Art will continue to participate in panels discussing domestic issues... Rita Hackett, fashion reviewer, is interviewing two RAF flyers this week. She'll try to get the Britishers to tell what they really think about American gals.

Two staffers who formerly worked together at WBTM, Danville, Va., found one another recently in Washington, Pa., where John M. Croft, former sales manager is resident manager of WJPA, and former announcer Earl Hotaling is enrolled in the Army Administration School at W & J College.

Floyd Pattee, veteran announcer WNBC, Hartford, has been appointed to a production berth... Pfc. Jack Lacy, former chief announcer, dropped in on a recent furlough... Eddie O'Shea, now Michael O'Shea of the movies, currently featured opposite Barbara Stanwyck in "Lady of Burlesque," dropped in the other day to gab with his old radio pals in Hartford.

WLAC, Nashville, Tenn., has sold to The Nashville "Banner," p.m. newspaper, the transcribed series "War Correspondent" for weekly sponsorship starting April 17... Station has allotted to 20 employees 50 by 100 plots each at transmitter grounds for victory gardening.

Bill Strothman, who has been filling as news editor at KGVO, Missoula, Mont., is back on announcing staff. Hal Moon took over news editing and announcing post on April 12... C. Lowell Smith, MBS coast bachelor, wants Lowell C. Smith, KGVO announcer to supply him with boxes of cigars. Seems trade announcement of daughter born to L. C. is embarrassing C. L.... Esther Christian, traffic manager, back after bout with flu... Station will originate CBS's West Coast Church of the Air on Easter Sunday.

"Ethel and Albert," live show written by Peg Lynch, actress-writer of WTBO, Cumberland, Md., will be sponsored three nights a week by Second National Bank. Two other nights are taken by Medical Arts Pharmacy... Maurice's Dept. Store has returned for 26-weeks... Station is presenting series of WAAC recruiting programs weekly. Administering of oath to five recruits was aired on program last week.

All games played by the Portland ers in and out of town will be carried on KKL, Portland, Ore., for the time being, at least, on a sustaining basis. However, some may be sold at a later date. Sustaining games will be turned over to OWL.

Olin Tice, former WTOP, Washington announcer now with CBS in New York, got bad breaks twice last week. Making trip to Washington to continue broadcast series for which is under contract, Tice was delayed in transit and missed his first program since leaving the Capital. To top it off, his wallet containing \$66 was picked from his pocket... Mrs. Harvey, music librarian, is leaving station for post with radio division of OCD. She'll be replaced by Herbert DeBerry.

Vinton Hayworth has been signed for the 1943 season on a 52-week basis play the lead in the WHN sustainer, "Avengers." Hayworth, who is now playing the male lead in the current Broadway play, "The Doughgirls," is well known to radio. For five years he played Arnold on "Myri and Marge" from Chicago, and also played in "Don and Betty" and "Betty and Bob." "First Nighter," "Hotel," and "Tales of the Foreign Legion."

Herb Sheldon had been appointed program director and production manager of WINS.

Sales Manager Walker Blake has made assistant manager of CICA, Edmonton, Alberta, succeeding Walter De who went to CJCT, Trail, as manager... Al McKenzie, merchandising manager, has gone to All-Canada office in Calgary. His job has been taken over by Jim Allard, former news and publicity editor. Tommy Shandro takes Allard's post.

Kathleen Low, emcee on WJL West Palm Beach, in addition to being "Just For The Ladies" across the board at 10 a.m., now rises at crack of dawn to conduct "Revelation" at 6:30 a.m.... Senior Announcer Dave Webster will guest a Mexican Army captain on his Latin-A new program... Gilbert Thomas, creator of station's "Branded Tunes" is suffering molar trouble.

1 9 4 3

BIRTHDAYS

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

April 13

A. L. Ashby Cecil H. Hackett
Arthur W. Ingoldsby Lily Pons
Bob Stanley

WANTED

dependable announcer for station work. Good pay and permanent job for right man—Write—telephone—wire

WDNC Durham, N. C.

Jurist Sees Radio 'Abuse'

Everybody Presentation Ohio "U" Meeting

Washington—Presentation of the Everybody Awards will be made Saturday, May 1, at the Ohio Radio Education Conference, University of Ohio, Columbus, by Dr. S. V. Sanford, Chancellor, University System of Georgia, and NAB announced yesterday. Dr. Sanford was to have presented the awards at the NAB Radio War Conference, Chicago, but it was decided to transfer the presentation to the Ohio conference to fill the NAB portion of the agenda.

John E. Drewry will represent.

(Continued on Page 5)

WGR To Blue June 1; Replaces WEBR On Basic

Effective June 1, 1944, WGR, Buffalo, will become a basic affiliate of the Blue Network, replacing WEBR, Buffalo. WGR operates with 5,000 watt power daytime, and 1,000 watts at night, on a frequency of 550 kilocycles.

One of the oldest stations in the country, having been established in 1922, WGR is owned and operated by Buffalo Broadcasting Corporation, Buffalo, with offices and studios in the Randolph building.

Graduate Web Class; Get Jobs With Stations

Forty-five young men, formerly employed as pages and guides, obtained positions as announcers on the staff of independent stations on the radio, following their completion of the course.

(Continued on Page 2)

Crosby To Mexico

Bing Crosby, who made a successful good-will tour of South America several summers ago, will leave the latter part of this month for another good-neighbor tour, this time to Mexico City. He will be accompanied by Mrs. Crosby and will be absent from his NBC Kraft program April 22 and 29. Fibber McGee and Molly will substitute for him on the program.

\$500 An Inning

Broadcast today over WJZ of the double-header wherein the Yankees will play the Dodgers and the winning team the Giants for the benefit of the CDVO will have an added starter in Mayor LaGuardia who agreed to call the play-by-play in at least one inning if Adam Hats, sponsor, bought an extra \$500 war bond. Otherwise Bill Stern and Sam Taub will handle, plus Harry Wismer.

BBC Listener Average At High Figure Here

Approximately one third of the three million radio homes in the New York metropolitan area tune in to at least one of the BBC programs re-broadcast here by a domestic outlet. And, of the approximate million listeners to the British programs, the greatest number, or approximately 300,000 radio homes listened in to the programs.

(Continued on Page 3)

Ascaph Wins "Trust" Suit Brought By Own Member

Suit brought by Irving Bibb against Ascaph was dismissed yesterday by Judge Benjamin Harrison of the Southern District Court of Calif. In his complaint Bibb sought triple damages against the society claiming a violation of the Sherman Anti-Trust Act.

(Continued on Page 2)

Fake Jap Invasion On Radio Gives Canada "Welles" Scare

NCBS Renews Mutual; N. Y. Office Established

St. Paul—The North Central Broadcasting System has renewed its contract with Mutual network for the next two years, it was announced by John W. Bolter, president. NCBS stations joined Mutual originally in 1940 and have added several stations since their original affiliation.

Bolter also announced the opening of a new office in New York.

(Continued on Page 2)

Justice Frankfurter Hits 'Manipulation'; Capital In Various Interpretations Regarding Implications, If Any

CBS Answers Claim Of Met. Area Coverage

Challenging display texts wherein Metropolitan group of newspapers in trade ads claimed greater circulation than afforded by magazines or radio, in covering the Met. areas of the country were answered publicly this week by a broadside issued by CBS.

(Continued on Page 5)

"Stradivari" Series For Matchabelli On CBS

Prince Matchabelli Perfumery, Inc. announces the sponsorship of the Prince Matchabelli Stradivari Orchestra on the full U. S. CBS network, April 18. Using radio advertisement.

(Continued on Page 2)

Geo. Burbach To WNOX As Commercial Manager

George M. Burbach, for eight years with NBC's network sales department in New York, has been appointed commercial manager of WNOX, Knoxville, Tennessee. Frank T. Breslin assumes Burbach's duties in addition to his own.

Washington Bureau, RADIO DAILY

Washington—With decisions affecting the FCC just in the offing, some speculation was aroused in radio circles here yesterday by the statement of Supreme Court Justice Felix Frankfurter, who struck sharply at what he termed the abuse of radio and other media of public information and entertainment. The jurist declared that "manipulation" of these media has greatly enlarged the problem.

(Continued on Page 3)

KBS War-Effort Time Put At 36,000 Hours

During the first quarter of 1943 Keystone Broadcasting System, transcription network estimates their affiliated stations broadcast an aggregate of 36,000 hours of specially prepared transcribed War Effort programs formulated under a separate agreement.

(Continued on Page 2)

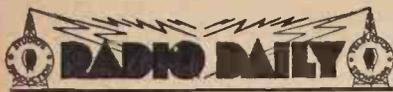
Blue Net Planning Repeat Of "United Nations News"

Offering news broadcasts direct from the official short-wave stations of the capitals of four foreign countries, the "United Nations News Review" will be repeated this week on the Blue Network, following a successful test program April 10. The program will be repeated.

(Continued on Page 2)

Plenty Bonds

WNEW was rocked a bit from its normal complacency, Monday evening, when in answer to a war bond appeal by Martin Block, a telephone order asked for \$90,000 worth. Purchaser's certified check was received yesterday, but other than identification as a newlywed and exec of Fisk Tire Co., he asks for anonymity. Station's first day total reached \$300,000.



Vol. 23, No. 10 Wed., April 14, 1943 Price 10 Cts.

JOHN W. ALICOATE : : : Publisher
M. H. SHAPIRO : : : : : Editor
MARVIN KIRSCH : : : Business Manager

Published daily except Saturdays, Sundays and Holidays at 1501 Broadway, New York, N. Y., by Radio Daily Corp. J. W. Alicoate, President and Publisher; Donald M. Mersereau, Treasurer and General Manager; Chester B. Bahn, Vice-President; Charles A. Alicoate, Secretary. Terms (Post free) United States outside of Greater New York, one year, \$10; foreign, year, \$15. Subscriber should remit with order. Address all communications to RADIO DAILY, 1501 Broadway, New York, N. Y. Phone Wisconsin 7-6336, 7-6337, 7-6338. Chicago, Ill.—Frank Burke, 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, April 13)

NEW YORK STOCK EXCHANGE

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

OVER THE COUNTER

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

35 Graduate Web Class; Get Jobs With Stations

(Continued from Page 1)

the course given by the Blue Network announcing school.

The school, established with the two-fold purpose of helping ambitious employes and aiding station managers in need of announcers, was opened six months ago. A second six-months course will begin in the near future following auditions.

Gilbert Martyn, Blue Network staff announcer, is the instructor of the class.

PA News Adds Three

PA, radio news service has been acquired by the following stations: WDEV, Waterbury, Vt.; WCAP, Asbury Park, N. J.; WGCM, Gulfport, Miss.

COSMOPOLITAN RADIO PERSONALITY

American—10 years varied network experience here and abroad. Draft-exempt. Good voice and diction, languages. Desires direct contacts for all forms of broadcasting. Address Box 144, Radio Daily, 1501 Broadway, N. Y. C.—P.S. Wide awake representative wanted.

Blue Net Planning Repeat Of "United Nations News"

(Continued from Page 1)

program will be heard Saturday from 8:30-9 a.m., EWT.

An innovation in world-wide news broadcasts, the program offers five-minute summaries of the latest war communiques and domestic news in English as relayed live by the short-wave stations of the countries participating: Great Britain, from London via the British Broadcasting Corporation; Russia, from Moscow, via Radio Center; China, from Chungking, via the Chinese International Broadcasting Station; and United States, from Washington, D. C., and New York, via the Blue Network.

"Stradivari" Series For Matchabelli On CBS

(Continued from Page 1)

tising for the first time, Prince Matchabelli sponsored a five-minute holiday broadcast Dec. 20, 1942 on Columbia. Because of its success, the client sponsors this second broadcast. In behalf of "Duchess of York" and "Stradivari" perfumes, the program will be heard Sunday from 1:30-1:45 p.m., EWT.

The show will consist of a concert by the orchestra, featuring genuine historic string instruments dating from the Sixteenth Century and whose value totals more than \$100,000. The ensemble is to be directed by Paul Lavalle, well-known young conductor. Morse International, Inc. handles the account.

Canada's Own "Welles" Via "Invasion" Scare

(Continued from Page 1)

broadcast startled listeners within range of CFRB although there was no repetition of the panic which before the outbreak of war upset listeners to the program of Orson Welles' broadcast announcing the landing of men from Mars.

Nevertheless newspapers had to reply to many anxious inquiries some of them long distance calls. The head of the Canadian Legion at Forterie, Ont., telephoned a Toronto newspaper that members were getting ready to fight the Japs. CFRB apologized an hour later and explained that no invasion had taken place and that the flash was a recruiting stunt.

"Romance" Series On CBS To Adapt Love Stories

"Romance," dramatizing love stories as old as the world's history and as modern as today, is inaugurated as a regular Thursday night sustaining program on Columbia network, April 19. It will be heard from 11:30-12 midnight. April 19 opener is "Smilin' Through."

Bisson Stricken

Harold Bisson, NBC manager of promotion production is undergoing treatment at Nassau Hospital, Mineola, L. I., following a heart attack last Sunday.

KBS War-Effort Time Put At 36,000 Hours

(Continued from Page 1)

allocation plan by the OWI and the Treasury Department.

Vincent F. Callahan, Director of Press, Radio, and Advertising of the Treasury Department, commented favorably on the work the small stations are doing in reaching listeners who live in regions off the beaten track and are thereby enabled to hear important Government directives and messages. Callahan stated in a letter to Michael Sillerman, president of KBS that, "the generous amount of time you are devoting to the War Effort on the Keystone Stations is a magnificent contribution."

In keeping with Keystone's policy of participating in all phases of war work was the amount of time devoted to the salvage drive promulgated by the War Activities Committee of the Motion Picture Industry. The aid received from the affiliated Keystone stations was acknowledged by a spokesman of the Motion Picture Industry who said: "Dozens of our theaters spotted all over the country have benefited by the 600 hours of programming, as well as the 1,500 spot announcements which did an enormous amount of good and contributed greatly to the success of the campaign."

KBS stations will broadcast a government nutritional and food conservation program by transcription as soon as a release date is set. It is felt by KBS officials that by airing government programs additional billing will be created for the smaller stations.

NCBS Renews Mutual; N. Y. Office Established

(Continued from Page 1)

of a New York office and appointment of an N.Y. representative, on 8 East 41st Street. Katherine Silverthorne will service all NCBS accounts in N.Y. and vicinity.

In conjunction with the contract renewal, NCBS will give a dinner in honor of Fred Weber, General Manager of Mutual Network, on April 22. Owners and managers of fourteen NCBS-Mutual affiliates will attend.

Ascap Wins "Trust" Suit Brought By Own Member

(Continued from Page 1)

and society as plaintiff made a motion for a summary judgment on the grounds that Bibo as a writer member of the society would be party to such a violation if it existed. Upon dismissal Bibo requested on amendment of the action which was also denied.

The New Mexico Anti-Ascaph bill died yesterday in a session with the adjournment of the Legislature.

Stork News

Gus M. Hagenah of Sesac became the father of a daughter recently. She was promptly christened Holly. All three Hagenah's are doing nicely.

COMING and GOING

BEN SELVIN, of Associated Music Publishers, Inc., leaves today for Chicago with station scheduled en route in New York and Pennsylvania.

HAROLD E. FELLOWS, general manager of WEEI, Boston, affiliate of CBS, in town on network business. KINGSLEY HORTON, sales manager of the station, left yesterday for the Massachusetts offices following a short visit here.

EDWARD EVANS, research manager of Blue Network, to Washington for a meeting of a research committee of the NAB. He plans to return on Friday.

A. C. BALTIMORE, general manager of WBRB, Wilkes-Barre, Pa., a caller yesterday at the stations department of NBC.

ANDRE KOSTLANETZ, who recently completed a series of guest appearances at bases in Florida, will conduct an Air Corps orchestra tonight at Biloxi, Miss.

DON LERCH, chief of the New York radio and market news section of the FDA, is on short business trip to Washington, D. C.

GEORGE LASKER, general manager of WORL, Boston, who has been spending some time in Florida, called yesterday at the offices of the Atlantic Coast Network while en route back to Massachusetts.

LOUIS SAIFF, JR., commercial manager of WWNY, Watertown, N. Y., is here for a few days on station and network business.

FULTON LEWIS, JR., commentator on WOL Mutual, is in Winona, Mich., in the course of a survey tour.

WALTER JOHNSON, commercial manager of WTIC, Hartford, has arrived from Connecticut for conferences at NBC.

M. B. WOLENS, commercial manager of WCFL Chicago, was here yesterday for talks with local representatives of the station.

MAJ. JAMES A. MILLER, formerly president of Miller Broadcasting System, Inc., and Advertisers Recording Service, has just returned from a special assignment and is back at his desk in Washington, D. C.

IDA LUPINO and RAY MILLAND are at Santa Ana, Cal., where they will appear as guests tonight on the "Soldiers With Wings" program which will originate at the West Coast Air Force Training Center.

ANN DuPONT and her orchestra to Hagenah town, Md., following a date in Schenectady, N. Y., during which they participated in the bond selling rally on W47A.

J. L. BOWDEN, station director and commercial manager of WKBN, Columbia affiliate in Youngstown, a caller yesterday at network headquarters.

Murrow In Algiers Sunday

Ed Murrow, CBS correspondent who has been three weeks on the African front, will return to Algiers for his broadcast of April 18.

Advertisement for WHAM radio station. Text includes: NOT JUST MONROE COUNTY but WHAMland, 140,518 prosperous farms boost year 'round buying income, Nat'l Rep. George P. Hollingsberry Co., 50,000 Watts... Clear Channel... Time... NBC Blue and Red Networks, ROCHESTER, N. Y. - THE STROMBERG-CARLSON STATION

Frankfurter Criticizes Radio 'Manipulation'

(Continued from Page 1)

of maintaining Democracy on a footing. Singling out by name the various ways to which he was referring, Justice Frankfurter then dwelt on the effect of Democracy in general terms, comparing the problems of the American people today with those encountered during the days of Thomas Jefferson. The jurist was speaking at the Library of Congress, on the occasion of the Jefferson Bicentennial.

Defining Democracy as "the reign of reason," Justice Frankfurter decided that "the popular will can take a proper course only when sufficiently enlightened to know what is the proper course to steer. No one is more conscious than he (Jefferson) that Democracy is not remotely an automatic device for good government nor even for a peaceful society. Jefferson knew that it is dependent on knowledge and wisdom beyond other forms of government."

"The grandeur of the aims of Democracy," he continued, "is marred by the difficulties of their achievement. For Democracy is the result of reason on the most extensive scale, and the difficulties have apparently multiplied since Jefferson's

not only has our industrial civilization, which he so feared even in its infancy, thrown up an intricate mass of problems, but the misuse and manipulation of modern devices, cheap newspapers, cheap magazines, radio polls, radio and the movies, the enormously enlarged opportunities for arousing passions, confusing argument and regimenting opinion. We know now how slender a basis reason—how recent its emergence in men, how deep the counterbalancing instincts and passions, how generous the whole rational pro-

Cassel On "Met. U.S.A."

Walter Cassel, baritone heard weekly on the Squibb program, has been signed to sing on the Metropolitan Opera Guild show, "Metropolitan U.S.A.," tomorrow over the radio from 7:30 to 8:00 p.m. He will sing arias from Faust which he is scheduled to sing at the Met the following night.

THE Philadelphia Story IN RADIO 5000 WATTS

950 on the Dial

WPEV

Affiliated Station of the Atlantic Coast Network

PROMOTION

Re "Lux Theater"

The impressive and sustained attractiveness of "Lux Radio Theater," and its year-by-year growth in audience appeal is presented in a brochure being mailed to the trade by CBS.

First half of the 16-page presentation, is devoted to teaser questions wanting to know "What one program has been consistently broadcast, sponsored, etc. since July 28, 1935?" Questions finally lead to the answer, "Lux Radio Theater," and conclude with a moral: "An excellent program working for an excellent product will build...if it is presented over the right stations...of Columbia Broadcasting System."

Piece lists awards won by "Lux" for best dramatic programs from 1935 through 1942, by newspaper and trade polls of radio editors.

BBC Listener Average At High Figure Here

(Continued from Page 1)

"Stars and Stripes" which is rebroadcast twice every Sunday by WNEW and which proved to be the most popular BBC program of the two and a half dozen available over seven stations.

These highlights were revealed in a survey of listening to BBC programs conducted by the Pulse of New York under the direction of the Research Department of the BBC here. A total of 1,466 radio homes, constituting an adequate cross-section of radio homes in the metropolitan area was interviewed.

Roster Method Used

Survey was conducted via the roster method, with BBC's checking qualitatively on its audiences at the same time. Questionnaire, prepared by Henry David, head of BBC's Research Department here, also brought returns on the income levels of the audiences, reasons for listening, reasons for preferences, and general reactions of the audiences to British programming.

More than one third of the sample, 34.2 per cent indicated listening to BBC programs. Because the interview period covered a two-week span, and because each respondent was asked if he had heard any BBC programs "during the past seven days" listening was actually reported for a three-week period taking in the last week in February and the first two in March. The average number of programs heard by each radio home was 1.8 which means that the total number of individual program periods heard reached approximately 1,800,000.

Twenty-nine individual programs were available during the last week in February; 28 during the first week in March, and 22 during the second week in March.

Survey showed that WNEW, has been carrying not only the most popular entertainment program in this lot, but also the most listened

P.W. Promotion

The Blue has issued a brochure salute to its new Director of Music, Paul Whiteman. Cover of piece pictures President Mark Woods shaking hand of Paul Whiteman. Center spread is devoted to discussion of music's importance to morale at camp, factory and home front—and acclaim of Whiteman as just the kind of a guy who can make "music" give out. Also tells how come Paul got where he is, and that he fostered careers of many of the nation's top flight musicians.

KXOK Campaign

Current local promotion for KXOK, St. Louis, calls for 150 billboards, weekly ads in 70 county newspapers, direct mail and promotion pieces and full page display ads in St. Louis "Star-Times."

CBS-AFRA Conferences Working Out Adjustment

Discussions over employment contracts used by CBS will continue between the network and AFRA. After a meeting yesterday, between the two, it was felt that there was a greater understanding of the problems of both organizations. Emily Holt, executive secretary of AFRA, together with Henry Jaffe, attorney, and George Heller, assistant executive secretary, will confer to arrive at specific demands and recommendations for employment contracts. With that in hand, they will meet again with the CBS execs. and will supervise future contracts. Union will also set up machinery for checking on the general run of contracts throughout the industry.

This week, AFRA has been signing, also, renewals of agent franchises under the new 12-A Regulations which grant renewals for five years, with expirations due June, 1948. Approximately 200 have been granted. No upsets reported.

to news program, which was "McGeachy's Round Up." Newscast showed an audience in approximately 180,000 homes. The combined news programs in the course of three weeks were listened to by about one half million homes.

"American Eagle Club" which WOR rebroadcasts was a close competitor for top popularity with "Stars and Stripes." Other BBC programs in order of popularity in this survey were "Transatlantic Call: People to People," "Answering You," "Freedom Forum," "Meet John Londoner," Howard Marshall's "Reconstruction Talks" and "Women's War."

A tentative analysis of listening by income levels indicated that BBC programs are still heard to a disproportionate extent by people in the upper and middle income group brackets. One program, "Answering You" drew very heavily upon lower income group listeners.

Dominant NBC Basic Station In This Area

SELLING TO A RICH, BUYING MARKET



WDEL

1150 KC WILMINGTON DELAWARE

WDEL reaches an area—Delaware, southern New Jersey, and parts of Maryland and Virginia—which is booming for it is located right in the heart of the nation's greatest production area.

Covering this buying market with 5,000 watts day and night, WDEL is doing an outstanding job for scores of advertisers.

Your advertising dollars spent on WDEL can pay you rich returns in profitable sales—write:

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

Los Angeles

By RALPH WILK

WILLIAM F. BROOKS, recently placed in charge of news and special events for NBC, is here from New York on his first visit since his appointment, and is conferring with Jay Storm, in charge here of news and special events for NBC.

An all-star cast composed of Ronald Colman, Victor Moore and Billy Gaxton will be guest stars on NBC's Edgar Bergen, Charlie McCarthy program Sunday, April 18.

"Gilmore Furlough Fun," NBC's Friday night service men's show, makes its first out-of-town appearance at the New Marine Base at El Toro, Calif., near Santa Ana, next Friday. In addition to regular cast of Spike Jones' City Slickers, Beryl Wallace and George Riley, the troupe will include Bill Thompson, Rosita Moreno, Helene Heller and the Bryan Sisters.

Diana Carlson, former secretary to the Rudy Vallee program and now a member of the WAACS in training in Missouri, is writing a weekly newspaper column for the WAACS, titled "Dear Boss." She addresses the column to her ex-boss, Dick Mack, producer of the Vallee show. It's Diana's way of repaying Mack for writing and airing on the Vallee program a WAAC song dedicated to her on her final program.

"Top" billing on the "Grapevine Rancho," was given honorarily to sponsor's executive Jack Earle last week when the eight feet six inches of man that is Earle attended the rehearsals of Ransom Sherman, Leo Carrillo, Charles Ramirez and guest star Charles Ruggles.

One more day of shooting, and Cass Daley's newest film "Riding High," will be wrapped up for delivery. Meantime the comedienne is concentrating on radio work.

Spike Jones is feeling mighty proud this week. He's going about the studios showing everyone the current Saturday Evening Post with Fred Othman's article about Bob Burns' City Slicker chief, entitled "He Plays Louder Than Anybody."

WLW-WSAI to Dine Denny

Cincinnati—George V. Denny, Jr., moderator of "America's Town Meeting of the Air" will be honored at a WLW-WSAI luncheon here Thursday, at which Katherine Fox, public service director of the Crosley stations, will preside. "Town" airs over the Blue from here same evening. Representing Crosley stations at the luncheon will be James D. Shouse, vice-president in charge of broadcasting, and Robert E. Dunville, vice-president in charge of sales.

Have You Met The Voices

of GILBERT MACK

?

LEX. 2-1100



Notes From a Ringside Seat . . . !

● ● ● Anything that reflects in a complimentary manner on Radio, rates and readers of Scoops Daly, will admit, gets its due in "Main Street" . . . so in keeping with that idea, we mention this fact . . . Howard Chernoff, exec of the West Virginia Network sends us a clip from the Charleston (W. Va.) Gazette, wherein the heroic deeds of 23-year-old Donald Layton was chronicled recently . . . Donald, a former Bull Fiddle player on WCHS, in describing how he and his plane crew downed 2 Focke-Wulf 190's in Tunisia, said, "when we were about 500 yards away, I let 'em have my guns' theme song, 'They'll Never Smile Again'." . . . Wilbur Seldon Todman and Harry Spears, have left CBStudios in Hollywood, the former to work with Bernard Procktor at the Biow Agency there and the latter, taking over the direction of the Ginny Simms "Philip Morris" show . . . Al Jolson and Sidney Skolsky are collabbing on the life story of the "Mammy Singer" for a flicker . . . Clark Dennis, an 'on-top' tenor, has been accepted for an Instructor's Refresher Course at Randolph Field, Tex., and will leave in a few weeks . . . Clark has almost as many hours 'in the air' as 'on the air' . . . and his wife will be inducted into the Marines femme division April 30 . . . Happy landings to a swell couple . . . Lynne Brandt, assistant producer of "Stage Door Canteen," resigns this week from C. L. Miller & Co.

★ ★ ★

● ● ● Red-headed Marian Shockley (Nikki on the "Ellery Queen" mysteries) made up her mind that she alone was the type for that part . . . at the audition, everyone but the director, George Zachary, agreed with her, and finally the 'irresistible force' (Marian) moved the 'immovable object' (Zachary) and the job was hers . . . Not only did Marian win a job but also the director, himself for she's now Mrs. George Zachary . . . We hear that the Contact Men's Union song pluggers have fined one member \$1,000 and another \$350 for violations dealing with 'Payolas for plugs' . . . Vinton Hayworth, who just signed to star in WHN's serial "The Avenger," is the uncle of Rita Hayworth and Ginger Rogers . . . Vinton's sister is Rita's mother and his brother is married to Leila, Ginger's mother. . . . That was a nice thing Martin Block did on his 'Bond-selling' program Monday night over WNEW . . . he interrupted his own program and introduced to his listeners, Paula Stone, who fifteen minutes earlier, had received about 400 phone calls from 'would-be Bond purchasers' . . . said Block in his introduction, "Friends, I thought that I was the station's champ Bond salesman, but I'm not . . . meet the new champ . . ." (beau geste, n'est ce pas?) . . . Mike Vallon, one of the best-liked band and artists managers in the business, will wear a suit of Khaki May 15 . . . Bob Allen and his band make a reappearance at the Hotel Pennsylvania April 21.

★ ★ ★

● ● ● Postcards We Forgot to Mail Yesterday: MERRITT TOMPKINS: How come BMI has never used the natural slogan, trade mark or 'institutional-like' phrase . . . Be Musically Inclined? . . . RUDY VALLEE: When we were in Hollywood last August, Buddy Bernard had started to say something to us but in the midst was suddenly interrupted . . . all we heard was "Rudy Vallee is . . ." yesterday at the NBC studios here in New York, Buddy finished the sentence for us . . . "is the greatest pal a fellow ever had" . . . DAN TUTHILL: Your 10-year-old daughter was to have played the "leading lady" in her school play in Pelham, but chicken pox (the unscheduled-to-appear villain) entered the scene and the play was postponed.

★ ★ ★

—Remember Pearl Harbor—

Chicago

By FRANK BURKE

ADVANCED high school and college students will be admitted to membership in the Comprehensive Radio Workshop for the first time this summer when the course is again offered by the Radio Council of the Chicago public schools in cooperation with the Chicago Teachers College. Sessions will start June 28 and will be supervised by George Jennings, acting director of the Radio Council.

Tommy Dorsey's show on NBC, which originated at Denver, April 14; Los Angeles, April 28; Orpheum Theatre, Minneapolis, May 5, and NBC, Chicago, May 12, 19 and 26, according to Russel M. Seeds Agency.

"Quiz Kids" said goodbye to announcer Fort Pearson following the broadcast Sunday night and welcomed Durward Kirby. Pearson becomes Naval lieutenant.

John Holbrook, WGN news commentator, is vacationing for several weeks at Greenville, N. C.

Bill Anson's "Swing It" show on WGN will be sponsored by The J. Webb & Company and Peter J. Brewing Company on WGN during the summer, starting April 16. The program, featuring recorded music, will follow the ball game broadcast.

Tony Koelker, Blue Network Chicago, has released an impressive public package on Don McNeill and "Breakfast Club" to all Blue Network stations. The package includes mats, photos and a printed press sheet on the "Breakfast Club" personalities.

Florence Warner, new trade press contact for WBBM-CBS, used to be contacted by the Des Moines "Register-Tribune."

Homer Snodgrass, of the Blue Network's "Cadets Quartet," is the father of an eight-pound daughter, Marie, born this week at Grant Hospital.

Scores of requests for tickets to Harry James broadcasts from Chicago are still coming in at WBBM, although the show left town last week. Ticket requests for the James broadcasts doubled those received for the Glenn Miller series last summer.

Chuck Logan, special events director of WBBM, goes to Green Bay, Wis., on Saturday, April 22, to produce the Navy "E" Award to Shell Cheese Company. Upton Close will do the announcing.

Mary Ann Mercer, of the WBBM staff, singer, and William E. McFadden, musician first class in the Navy, were married at Eldorado, Ark., this week.

Marion Mann, Blue Network Chicago, featured vocalist, is vacationing for a few days in her home town, Columbus, Ohio.

AFM Quits Canada Gro

Resignation of the American Federation of Musicians from the Canadian Trades and Labor Congress was announced yesterday. The move resulted from permission given by the latter organization to a children's orchestra to entertain at a recent convention in the city of Winnipeg.

Peabody Awards At Ohio 'U' Meet; Confab Agenda Of Sunday, Monday

(Continued from Page 1)

The Grady School of Journalism at the University of Georgia, while sponsor of the awards, Earl Glade of Lake City, NAB Code Committee chairman and member of the awards committee will speak on "Is Public Interest, Convenience or Necessity?" as applied to radio. Awards will be presented this year by the NBC Pacific Coast network: Network: Charles Collingwood, news correspondent: WCHS, Weston, W. Va., WHA, Madison, Wis. and KOAC, Carvallis, Ore.

Sessions of Sunday, May 2, and Monday, May 3, of the Fourteenth Institute for Education by Radio to be held in Columbus, Ohio, will be preceded by a number of supplementary meetings apart from the regular schedule but of particular interest to the membership.

Complete agenda for Sunday and Monday, together with a description of the additional meetings, follows:

GENERAL SESSION SUNDAY, MAY 2

Interpreting A Region, 2:30 p.m., Ball Room

W. W. Charters, Chief Training Division, War Manpower Commission

Interpreting A Region
Dillworth, Regional Representative, Canadian Broadcasting Corporation, Vancouver

Discussion
Participants
Robert Hudson, Director, Rocky Mountain Radio Council

Robert Roberts, Education Director, Stations KIN-KALE, Portland, Oregon

Charles A. Slepmann, Office of War Information (invited)

Manpower, 3:30 p.m., Ball Room
Judith Waller, Director, Public Service, National Broadcasting Company, Chicago

Can Be Done About the Manpower Shortage in Non-Engineering Phases of Radio?

Participants
Bartlett, Director, Radio Workshop, Syracuse University

Robert Crews, Chairman, Radio Department, Northwestern University

Edward Frazier, Director of Engineering, National Association of Broadcasters; Emergent Member Sub-Committee on Broadcast Industry Manpower, War Communications Board

Muud Lushan, Program Director, Stations KSO-KRNT, Des Moines

Richardson, Stanford University

ANNUAL INSTITUTE DINNER
Opening Understanding Among the United Nations, 7:00 p.m., Ball Room

Walter, Sir Gerald Campbell, K.C.M.G., British Minister and Special Assistant to the British Ambassador

ROUND-TABLE DISCUSSIONS
MONDAY, MAY 3, 9:45 a.m.
Production Techniques, Room 1540

Chairman, Kenneth W. MacGregor, Program Director, Station WGN, Chicago

Chairman, Kenneth W. MacGregor, Program Director, Station WGN, Chicago

Promotion of Educational Programs, Room 216

Chairman, Jennings Pierce, Manager of Public Service, National Broadcasting Company, Hollywood

Participants
Harold Ellis, Manager, Press Bureau, University of California

Frances F. Wilder, Director of Education, Columbia Broadcasting System, Hollywood

Others to be announced

College Public Relations Broadcasting, Room 1437

Chairman, Joseph F. Wright, Director, Publicity and Station WILL, University of Illinois

Foreign Language Teaching by Radio, Room 1537

Chairman, W. S. Hendrix, Professor of Romance Languages, Ohio State University

Public Events Broadcasts in the War Effort, Room 1440

Chairman, John L. Carpenter, Director, Special Events, Stations KOIN-KALE, Portland, Oregon

Radio Writing Under War Conditions, Parlors A, B

Chairman, Robert J. Landry, Director of Program Writing, Columbia Broadcasting System and Member, Writers' War Board

Television and Education, Room 1479

Chairman, Paul Thornton, Education Department, RCA Victor Division, Camden

Topics to be Discussed
The Science, the Economics, and the Sociological Influence of Television

Participants
Albert Crews, Chairman, Radio Department, Northwestern University

Sterling Fisher, Assistant Public Service Counselor and Director, Inter-American University of the Air

Noran E. Kersta, Manager, Television Department, National Broadcasting Company

Gilbert Selles, Director of Television Programs, Columbia Broadcasting System

Hate Propaganda and Its Effect Upon War and Peace, Room 1340

Chairman, Carl Friedrich, Director, Radio-broadcasting, Research Project and Chairman, Communications Seminar, Harvard University

Children's Program Idea Exchange, Room 218

Chairman, Harriet Hester, Formerly Educational Director, Station WLS, Chicago

Radio and Civilian Defense, Room 1379

Chairman, B. H. Darrow, Information Officer, Fifth Region, Office of Civilian Defense, Cleveland

Participants
Marvin Beers, Director of Radio, U. S. Office of Civilian Defense

Madeline Chace, Chief of Radio Section, Fourth Region, Office of Civilian Defense, Atlanta

Elmer Free, Director of Public Advice and Counsel, Office of Civilian Defense, Baltimore

Theodore Hall, Scriptwriter, Fifth Region, Office of Civilian Defense, Cleveland

N. W. Sloun, Director of Radio, Sixth Region, Office of Civilian Defense, Chicago

Others to be announced

Teaching Radio Program Discrimination, Room 1279

Chairman, Alice Sterner, Author of A Course of Study in Radio Appreciation, Barringer High School, Newark, New Jersey

GENERAL SESSION
MONDAY, MAY 3
Radio and the Post-War World, 2:00 p.m., Ball Room

Presiding, I. Keith Tyler, Institute for Education by Radio

A Summary of Work-Study Groups
The chairman or secretary of each work-study group will give a three-minute report of the outstanding contributions from the discussion of his group

A Summary of Section Meetings and Round Tables

A single summary including the outstanding contributions of each of the section meetings and round tables

The Post-War Situation
Louis Wirth, National Resources Planning Board; Professor of Sociology, University of Chicago

Louis Bromfield, Author, Lucas, Ohio

What is the Role of Radio?—A Panel Discussion

Participants
E. L. Bernays, Publicist and Writer

Lyman Bryson, Director of Education, Columbia Broadcasting System, Chairman

H. Gordon Hullfish, Professor of Education, Ohio State University

Edgar Kobak, Vice-President and General Manager, Blue Network

Charles A. Slepmann, Office of War Information

Discussion from the Floor
OTHER MEETINGS OF INTEREST TO INSTITUTE MEMBERS

Sunday, May 2, 8:00 a.m., Room 337, Deshler-Wallick Hotel

Breakfast and closed business session of the Association of Women Directors, NAB, Ruth Chilton, President, Chairman

Sunday, May 2, 7:30 a.m., Room 1212, Deshler-Wallick Hotel

Informal breakfast of the Association for Education by Radio

Discussion topic: City and State Organizations of the AER

Luke L. Roberts, Education Director, Stations KOIN-KALE, Portland, Oregon, Chairman

Sunday, May 2, 12:00 noon, Hall of Mirrors, Deshler-Wallick Hotel

Luncheon of the Association for Education by Radio

Program: Symposium on "Creative Arts in the War"

Harold W. Kent, President, Chairman

Monday, May 3, 8:00 a.m., Deshler-Wallick Hotel

Breakfast of Advisory Committee, Chicago School Broadcast Conference George Jennings, Chairman

The committee on the 1943 program consists of the institute officers with the addition of R. C. Higggy, Director, and C. Wilbert Pettegrew, Program Supervisor, of Station WOSU; William Wallace Beavers, Director, Station WCOL; Irwin A. Johnson, Director of Developmental Programs, Station WBNS; John Moses, Production Manager, Station WHKC; T. C. Holy, Director, Bureau of Educational Research and Norman Woelfel, Associate Director, Evaluation of School Broadcast.

Argentine Journalists To Be Dined By CBS

CBS will give a cocktail party today in honor of the nine Argentine journalists who are visiting this country under the auspices of the National Press Club. Dr. Conrado Traverso, Consul General of Argentina, will also attend the party which will be held in the executive offices of the network here.

Post-War Talk For NBC

Rep. Walter C. Ploeser of Missouri will talk on post-war objectives in a special NBC broadcast Saturday, April 17, at 6:45 p.m., EWT. Subject will be "Postwar Planning for America."

Wedding Bells

Jack Lawrence, former full-time, now part-time announcer on WEEL, Boston, has married Josephine Goodsey. Best man was station's Carl Moore. Groom is in training as Army Air Corps technician.

CBS Answers Claim Of Met. Area Coverage

(Continued from Page 1)

CBS. In absence of concerted effort on the part of broadcasters, the CBS piece will stand as a trade reply. Promotion department of NBC is confining its retort to an internal memorandum, which is being distributed to its sales and related staffs. NBC reply is a study in comparative costs between newspaper and radio advertising, with the broadcaster's medium coming out in the final analysis as least expensive.

Rebuttal Complete

The CBS broadside comes back at the newspaper claims, keeping its response to the discussion of circulation. William C. Gittinger, vice-president in charge of sales for CBS, distributed the promotion with an attached note: "Simple Arithmetic Department (Brass Tacks Division)." With the simple introduction of "We didn't start this, but now it's up, let's look at facts..." the network promotion expounds on CBS coverage, answering paragraph for paragraph, the cooperative ad covering the Metropolitan group of papers. Network's production is a two-column wide insert running down the side of a full newspaper page reproduction of the ad in the New York "Times," March 24.

While some trade execs feel that CBS could have prepared a much stronger reply, they agree that the broadside will serve adequately as an answer, and that the newspaper vs radio feud should not be carried too far into the open lest advertising generally suffer.

in **BALTIMORE** and the Central Atlantic States



Edward Petry & Co., National Representative

CHARLIE SCHENCK Producer

Seventeen years directing, re-writing, supervising script. Daytime serials, night dramatic features, thorough background in music. Have free-lance time available. Write RADIO DAILY, Box 145, 1501 Broadway, N. Y. C. or call Bayside 9-1077.

NEW BUSINESS

WNEW, New York: Community Opticians, six periods weekly on "Make Believe Ballroom," six participations weekly on the "Swingbillie" program, six participations weekly on Ted Steele's Variety show, sponsorship of "Three Aces" three times weekly, a special 15-min. Sunday program, plus 15 anns. weekly, all placed direct; Beech-Nut Company, thru Newell-Emmett, renewal of 10 anns. weekly for 13 weeks; General Baking Company, thru BBD&O, participation for 52 weeks on the Ted Steele program; Pepsi-Cola, Inc., thru Newell-Emmett, 51 anns. weekly; Miles Shoes, Inc., thru Grey Advertising Agency, sponsorship of "Musical Milestones," 15-min. program, Monday through Saturday; Hensler Brewing Company, thru E. T. Howard Co., sponsorship of "Make Believe Ballroom" three times weekly; Tappins, Inc. (retail credit store), renewal of 15-min. period on "Music Hall" for 52 weeks, direct.

Also Richard Hudnut Sales, Inc., thru Kenyon & Eckhardt, Inc., beauty talks three times weekly for 13 weeks; Lorr Laboratories, Inc., thru H. M. Kiesewetter Agency, three periods weekly for Duragloss Nail Polish on the "Make Believe Ballroom," plus three programs weekly on the same show for the company's leg lotion; MacFadden Publishing Company (True Story Magazine), thru Raymond Spector Agency, series of five-min. ET's; "Saturday Evening Post," thru MacFarland & Aveyard, participation in "Make Believe Ballroom" for 52 weeks; Antiphlogistine, thru Badger, Browning Agency, 10-min. recorded program Monday through Saturday for 26 weeks; Bulova Watch Co., thru the Biow Agency, 24 time signals weekly.

Two Ad Agencies Formed

Albany—The Secretary of State has issued papers of incorporation to two new advertising agencies formed to conduct business in New York state. They are:

Barring Outdoor Advertising Company, Inc., 200 shares, no par value, directors being Robert Ringling, Evanston, Ill., William P. Dunn, West Orange, N. J. and James R. Griffin, Parkchester, Bronx. Subscribers are Frank C. Taylor, Walter Hoffmann and Kendall Williams of New York. Papers were filed by John F. Reddy, also of New York.

Advertisers' International Research & Data Service, Inc. Directors are Joshua B. Powers, Frank Ortega, and Carl Katz all of New York. Subscribers are Walter Hoffmann, Kendall Williams and Frank C. Taylor, and attorney filing was William W. Landis, also of New York.

Griffin Renews On WGN

Chicago—Holland Engle's 8-8:15 a.m. news period has been renewed over WGN, Chicago, for 52 weeks by the Griffin Manufacturing Co. The account was placed through Birmingham, Castleman & Pierce, New York.

WORDS AND MUSIC

By HERMAN PINCUS

SOME years ago, a wit, in his review of a film starring the Four Marx Brothers, started his opinions with the line: quote:—Like all Gaul, the Four Marx Brothers, are divided in three equal parts: unquote. . . . Since then and because that reviewer did not remember or willfully neglected in his quote, the use of the original Latin per se: Omnia Gallia in tres partes divisa est. . . . we'll go a step further and add "a great deal of Aqua, sub the bridge, venit" (if we may be permitted to take liberties with Caesar's Latin) since Zeppo Marx bowed out of the 'brother act' to become an actors' agent in Hollywood, thereby amazing mathematicians by actually proving that one from three 'leaves three' . . . but, kind readers, we digress from the story intended to be chronicled here. . . . it is the second of the Marxmen, Chico, about whom we wish to write. . . . When the pianist-comedian, some time ago, announced his intention to form an orchestra, there were many who scoffed at the idea of a famous comic, abandoning a successful career for the hazardous vocation of maestro. . . . but Chico possessed the courage of his convictions, followed through, assembled an orchestra of fine musicians, and recently has proven his 'doubters' to be, 'strictly McGee' (to use a well-known cliché of musicians). Chico's artistry with the baton and his clownings have so pleased the cash customers of the Roxy Theater, that he is currently being held over for a fourth week, thus reversing the phrase to read "Marx Spots the X" . . . incidentally it explains, too, the line carried last week in the pillar "Main Street," which stated that when Chico returns to the coast this summer to make a picture, he'll be seen with his orchestra rather than with les freres Harpo and Groucho.

☆☆☆

Walton Goldman, head of National Music Corp. and Carmichael Music Publications, has added a new music publishing firm to operate under the Goldman Aegis, the latest addition being Walton Goldman, Inc. The two songs slated for plugs in its initial catalogue are "I'm Getting Around To You," penned by Harry Tobias and Al Sherman and "May In Mexico" by Allie Wrubel. We'd like to mention the fact that the "I Love Coffee" song, published by the Carmichael firm, has already sold over 50,000 copies since its introduction and use on the Ginny Simms program and that Vic Knight, ace producer, who wrote the song, is donating all his royalties to the Fund for Service Men in cooperation with the USO.

☆☆☆

Take Michael Gusikoff, formerly of the New York Philharmonic Symphony. Max Pollikoff, concert violinist, Bernie Ocko, concertmaster for Andre Kostelanetz, Maximilian Pilzer, noted teacher and Arnold Eidus, who has given several recitals at Carnegie Hall, put them all together and what do you have? The string section of the NBC Symphony Orchestra assembled for a Beethoven Symphony? not at all. . . . merely the string section of Mark Warnow's "Your All-Time Hit Parade" orchestra which specializes in popular songs today and yesterday.

☆☆☆

Left hand on the keys: Paramount Pictures seems interested in the two songs, written by Karole Singer, featured on WHN's "Gloom Dodgers" and the Blue Network with Vincent Lopez Orchestra, for use in a forthcoming musical. The tunes, "Boston Baked Boogie with a Back Bay Beat" and "I betcha" were originally introduced on the air by Miss Singer. . . . Just try to keep your toes from tapping when you listen to the Erskine Butterfield Decca platter of Walter Bishop's swingeroo titled, "The Devil Sat Down and Cried" . . . hey Adolph are you listenin'? How come Bluebird don't reissue the swell platter by Texas Jim Robertson of the extremely funny 'western' entitled "The Cowboy Isn't Speaking To His Horse" . . . Alan Dwan, Hollywood director calls it "the funniest song about the cow country he ever heard" . . . Clarence Gaskill's "Little Commander-in-Chief" number, published by Paull-Pioneer Music, is a novelty that belongs on the "Hit Parade".

☆☆☆

—Be A Rational National—

PROGRAM REVIEWS

JIMMY DURANTE

R. J. Reynolds Tob. Co.
WEAF-NBC Network
Thursday, 10-10:30 p.m., EWT
William Esty & Company

NEW CAMEL SHOW SETTLES DOWN TO AN EXCELLENT, DEPENDABLE PROGRAM OF ENTERTAINMENT.

By careful building and blending of comedy talents the third act of the "New Camel Show" stars Jimmy Durante, Cyrano DeBerge, fourteenth cousin, and the nimble-witted Garry Moore, reached major proportions.

The recent Thursday night show which had for its guest star, the fidgety-voiced Billie Burke, a smooth listening with the laughs spaced too far apart. And by measuring the problem of the commercial which too frequently prompts a listener to commit mayhem, the producer eased it into its proper slot a part of the show.

Listeners accustomed to hearing Durante might have been surprised to hear him a more subtle comedian with his jokes, while broad, being delivered in a stream-lined manner. Of course there are mannerisms which will always be Durante's but by straining the asthmatic-voiced comedian, and he is a comedian of great school, the results are superior to his radio efforts of other years.

And it isn't surprising to find Garry Moore standing out as a comedian in his own right. His delivery is funny and he handles his material in veteran fashion. He has the sense that makes all comedians good. A sense of timing. . . . without which a comedian would be another nouncer. Howard Petrie, announcer makes an excellent straight man.

Xavier Cugat's music and the vocal number by Georgia Gibbs was integrated with the show so that it became a part of it and not a part from it. The commercials were handled by Howard Petrie. But this reviewer's opinion there is much that can be said about the nouncers.

If there is any criticism directed at the program, it's about the repetitious reference to Durante's scheme. It's a matter of history now that has a nose.

NBC Recording Biz

NBC's Radio-Recording Division yesterday announced contracts with four clients.

Provident Savings Bank, Baltimore through Muir & Co., New York City is to use 20 one-minute dramatic announcements, written and produced by the Division for use on Baltimore station.

Sawdon Advertising Agency, New York City, placed contracts for the clothing firms. Case Clothes will use 20 one-minute announcements with musical jingles, and ten one-minute announcements each have been prepared for Worth Clothes and Albert Turner Clothes.

The 21st ANNUAL CONVENTION OF THE NATIONAL ASSOCIATION OF BROADCASTERS



Three days of on-the-spot news coverage will be reported by RADIO DAILY's staff at the NAB convention. A complete record of the activities at the various meetings will appear in RADIO DAILY each day of the convention for readers in attendance as well as those who are unable to attend.

Read RADIO DAILY at the convention or at your desk for a complete daily on-the-spot record of goings-on in Chicago.

APRIL 27 - 28 - 29

PALMER HOUSE, CHICAGO, ILLINOIS



Coast-to-Coast



FRED FAIRCHILD, Ph.D., Knox Professor of Economics at Yale, a tax expert, was the speaker at Monday's Advertising Club meeting broadcast over WELI, New Haven. His subject "Your Money or Your Life" dealt with the \$13,000,000,000 War Bond Campaign.

With Byrum Saam and Roy Neal at the mike, WIBG, Philadelphia will air the City Series between the A's and the Phillies on April 17 and 18. On April 20 By and Roy go to Washington to broadcast game over Atlantic Baseball Network, following which they return to Philly to cover all home games of the major leaguers.

Dick Keplinger's 15-minute weekday afternoon newscasts over KOMO, Seattle, will be titled "The Story of the Day" beginning today for a period of eight weeks and will be sponsored by Columbia Pictures to promote new release, "The More the Merrier."

Evalyn Tyner, who set the record for the longest holdover of any performer at New York's Rainbow Room, is the new getter-upper playing the piano over WTOP, Washington, weekdays from 6:05 to 7:00 a.m. Station not only recently changed its call letters from WJSV but renovated and refurbished reception room and lounge in snazzy style and redecorated studio and control rooms.

WPIC, Sharon, Pa., has started a new series of quiz shows for servicemen at the Shenango Valley Replacement Depot who stream into town week-ends. Six servicemen taken from audience are the contestants. Correct answers earn cash awards up to \$1.

CBK, Shicoutimi, Quebec, was off the air for a few days following damage to its equipment by water hoses by firemen fighting flames in a flat above the studio last Saturday night.

WNBC, Hartford, will broadcast the address of Representative Clare Booth Luce, from the Klein Memorial in Bridgeport, Saturday, April 17, at 9:15 p.m. This will mark Mrs. Luce's first official visit to her district since her election to Congress. Several stations of the Connecticut Broadcasting System will carry the speech.

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

April 14

Al Cormier
Dexter Hall

Bill Green
Al Kavelin

Robert Stanton

On Saturday, April 17, from 6:30 to 7:00 p.m., the WHK-Mutual presentation of "Hawaii Calls" will be dedicated to Clevelanders and radio station WHK. Clevelanders at Pearl Harbor, the Reconstruction Corps, and those in the armed services will be given an opportunity of saying "hello" to the folks back home.

Once a month Rosenbaum's "Consumer's Quiz," Saturday show over WTBO, Cumberland, Md., will be for youngsters only. First kid quiz held recently offered cash, and a puppy. April 17 kid quiz show will provide winners complete Spring outfits.

WSB, Atlanta, has added INS to its UP and AP. George Hughes, former member of Swannee River Boys Quartet, has replaced Hank Penny as emcee of "Barn Dance." New faces around studio: Ed Wallace, singer with Sunshine Boys; Dotie Castleberry, vocalist with "Barn," and Bernice Wear, clerical dept.

Roger Baker, who joins with Dick Bray, in play-by-play of Cincinnati Reds from WSAI, will address the Cincinnati Ad Club this week. Chick Allison, promotion manager, mailed to ad men large size blotters with Baker's picture, and the complete 1943 schedule of the Reds. Bernice Foley, children's newscaster, has been asked to serve on Work Study Group on Children's Programs for the 14th Institute for Education by Radio.

A "Salute to Sergei Rachmaninoff," the late great composer, was aired on KROW, Oakland. The broadcast was prepared and presented by Jean Maxfield. Charles Purcell, romantic singing comedian and the original "Chocolate Soldier," was interviewed when he has appeared locally with his company in Oscar Straus' famous musical comedy.

Reg Nash arrived at the WDEV, Woodbury, Vt., studios to present a play, "The Infernal Triangle." The cast consisted of three male characters, but Reg was alone. The other members of the cast were suffering with the grippe, but the show must go on! It did! Reg Nash took all parts.

Bulkley Kozlow, formerly of Olean, N. Y., and more recently with NBC, has joined announcing staff of WBEN, Buffalo, N. Y. Department store wants Ed Reimer's model boat collection for patriotic window display. Ken Powell caught a trout on his vacation, had no time left to eat it. Clint Buehlman teaching tap dancing to Louise Wilson, she teaching him handwriting analysis.

A girl voted by employes at Arma war plant in Brooklyn as "Something To Shout About"—her perfect attendance and production record—was guest of Commentator Adrienne Ames on her Tuesday night broadcast over WHN, N. Y. Guest, Lucille Kieffer got a \$50 bond and night club tour.

KIRO, Seattle, reports receiving V-mail letter signed by six servicemen stationed in New Guinea and hailing from the Northwest. While they enjoy shortwave broadcasts, the men get a special kick out of hearing from a station "close to home," they wrote.

A series of programs by outstanding national figures attending the War Fitness Conference of the American Association of Health, Physical Education and Recreation in Cincinnati will be broadcast over WCKY, Cincinnati. During the convention, visiting Naval officers will be heard on station's "Navy Time" program. Olive Kackley, women's commentator, will interview Dr. Anne Duggan of the State College for Women, Denton, Tex., and Miss Mabel Lee, of the physical education department of the University of Nebraska, on "Physical Fitness of Women in War."

Dick Weaver, formerly of KROD, El Paso, has joined the news staff of KOY, Phoenix, Ariz. Valley National Bank has signed year contract for six-day-weekly newscasts by Edwin M. Clough, news editor. Program will be fed to associated stations, KTUC, Tucson, and KSUN, Lowell. Commercials will be handled by Jack Williams, program director. Contract was placed through Advertising Counselors of Phoenix.

A. D. Willard, Jr., general manager WBT, Charlotte, N. C., has been named general chairman of the local Y membership drive. Station was 21 years old on Saturday, April 10, but no marked the anniversary. Willard they were too busy with the war. "Grady Cole's Time," farm chat, and music, has been extended an and 15 minutes, now heard from 5:00 to 7:55 a.m.

WCAE, Pittsburgh, honors WAACS today by dedicating day and five programs to the organization. Guests include Col. H. director of the WAACS; Major B. Dunn, recruiting officer; Z. Bagg and orchestra of the Reception Center at Ft. Meade, Md. How Price, baritone, and Victor Sauer and his Little Symphony Orchestra combined their talents for the "Fighting Dollars" program originating from WCAE, last Saturday.

Special arrangements were made WHIO, Dayton for broadcasting the Eddie Rickenbacker before the State Legislature in Columbus on Monday night. talk was piped by line from Columbus, Cincinnati and then by line from Cincinnati to Dayton. The introductory remarks by Governor John W. Bricker were carried.

TODAY-12:30

Luncheon of the

RADIO EXECUTIVES' CLUB

OF NEW YORK

at the Loyale

521 Fifth Ave., New York City

NAVY DAY

Featuring

PLAT'N SGT. F. W. MARASCIULLO

Hero of Guadalcanal and Julagi

AND

LT. THAYER CUMMINGS

Officer-in-Charge—Branch Radio Section

Come on down. All radio people welcome—every Wednesday at

12:30. Bull Ring Bar. Members \$1.00—Guests \$1.50.

RADIO DAILY

The National Daily Newspaper of Commercial Radio and Television

L. 23, NO. 11

NEW YORK, N. Y., THURSDAY, APRIL 15, 1943

TEN CENTS

NET Firms Going To WLW

ess-Radio Protests ood-Confab Secrecy

Washington Bureau, RADIO DAILY
Washington—Capital newsgatherers
sterned radio voted unanimously
esterday to protest formally to Pres-
dent Roosevelt, Secretary of State
and OWI Director Elmer Davis,
restrictions imposed against news
coverage of the forthcoming United
Nations Food Conference. Radio and
television representatives will be barred,
it is now planned, from all but the
opening and closing sessions of the
(Continued on Page 3)

WEAF Exceeds Quota In R. C. Nurse Drive

During the recent drive to recruit
registered nurses for the Army and
Navy Nurse Corps conducted jointly
by the American Red Cross and
WEAF, the quota set for the Metro-
politan area was 632. Full returns
are now in showing that 891 registered
nurses were recruited during the
campaign. Two special radio pro-
grams were used in the drive. "That
You Might Live," on Sundays at
8:30 p.m., EWT, with famous stars
playing the leading roles, on WEAF
(Continued on Page 2)

State Outlets Covering Local Training Camps

Albany—Since most minor league
baseball clubs are training at home this
spring, radio stations here have been
able to give them more intensive
coverage.

With Albany of the Eastern League
training locally, WABY, which sent a
special correspondent to their Barn-
(Continued on Page 2)

Sponsor Plays Host

About 190 children whose fathers
or brothers are in the armed forces
will attend the Sunday broadcast
of Fitch "Bandwagon" on NBC and
then will be taken to the Ringling
Brothers—Barnum & Bailey Circus
at Madison Square Garden as
guests of the F. W. Fitch Co. Albert
Walker, assistant manager of NBC
guest relations, will be in charge
of the party.

Oversight!

Last night the "Cresta Blanca
Carnival" for Schenley Import
Corporation moved from Mutual to
CBS. Script and talent lineup
looked fine to those taking a gander
but somehow late yesterday some-
one happened to notice the last
line of a script which was quickly
changed. It read: "This is Mutual."

Plan English Serials Gratis To U. S. Outlets

Gratis distribution of British equiv-
alents to the American daytime dra-
matic programs among network and
independent stations throughout this
country will be undertaken by BBC
in the near future. Purpose of the
move is to showcase life in England
under the impact of war, and to con-
tribute, further, to a better under-
standing between the average folk
of allied nations. If the plans mate-
(Continued on Page 3)

Blue Appoints Durstine As AFRA Arbitrator

Blue Network has appointed Roy
S. Durstine, president of Roy S. Dur-
stine, Inc., advertising agency, as its
arbitrator in the pending arbitration
between the chain and AFRA over
rates paid actors in the "My True
Story" program. Union's rep is
Robert S. Lynd, Department of So-
ciology at Columbia University. Net-
work maintains that the program, in
(Continued on Page 2)

Davis Reiterates OWI Stand Against Paid Govt. Ad Drives

Special Commons Group For CBC "Overhauling"

Montreal—Canadian Broadcasting
Corp. will have another overhauling
this session by a special committee of
the House of Commons to be set up
after Easter. While it may not be so
extensive as last year in view of the
reorganization, inquiries are fairly
(Continued on Page 4)

Decision Follows Meetings By Groups Divided On Policy Re Recording Ban; Both Groups See AFM Today

CBC Four-Day Session Discussed Programs

Toronto—More than 50 CBC officials
and department heads met here re-
cently from all parts of the Dominion
for a national program conference at
the Royal York Hotel, the first such
gathering since the appointment last
November of Dr. James S. Thomson
to the post of general manager. The
Conference in its four-day session
(Continued on Page 5)

Bromfield For Lewis, Jr. When Latter Vacations

Louis Bromfield, novelist, will sub-
stitute as commentator for Fulton
Lewis, Jr. when Mutual's Washington
correspondent takes a one week
vacation starting Monday, April 26.
Bromfield, who has been doing a
(Continued on Page 2)

Easter Service Coverage Sked By Webs, Stations

Special coverage of Easter services
and celebrations is being planned by
the networks as well as by individual
stations throughout the country.
The colorful Easter Day Concert
(Continued on Page 6)

An end to the policy of pro-
crastination with the resultant
schism between firms which
are primarily transcription pro-
ducers and the phonograph
record companies will probably
culminate at the meeting this
afternoon between James C.
Petrillo of the AFM and the
record and transcription com-
panies, at the Ambassador
(Continued on Page 6)

Sees S. A. Broadcasts Bolstered By U. S. Ties

According to a survey by Pan Amer-
ican Broadcasting System the radio
situation affecting the smaller stations
in Latin America is analogous to the
situation in the United States. Like
the U. S., the larger stations and net-
works are doing the majority of the
business while the smaller stations
are suffering somewhat from a busi-
ness contraction. It was revealed that
(Continued on Page 2)

"Trans-Atlantic Call" Extended For Few Weeks

International exchange series,
"Transatlantic Call: People to People"
has been extended for several weeks
beyond its previously scheduled clos-
(Continued on Page 2)

Unhappy Birthday!

Entire community in St. Louis
will celebrate Hitler's birthday—
his last—it is hoped—April 20.
Major feature among demon-
strations, etc., will be broadcast stunts
such as quizzes in reverse, audi-
tions, etc., for the benefit of bond
sales. Bob Hawk, of "Thanks to
Yanks" will be master of cere-
monies at most of the events, flit-
ting from one station to another.

Questioned concerning the bill to
(Continued on Page 5)

RADIO DAILY



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

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FINANCIAL

(Wednesday, April 14)

NEW YORK STOCK EXCHANGE

	High	Low	Close	Net Chg.
Am. Tel. & Tel.	141 7/8	141 1/8	141 7/8	+ 1/8
CBS A	19 1/2	18 3/4	19 1/2	+ 3/4
CBS B	19 1/2	19 1/2	19 1/2	+ 1/2
Crosley Corp.	16 1/4	15 3/4	16	+ 1/2
Gen. Electric	35 3/4	34 7/8	35 1/4	+ 1
Philco	22 1/4	21	22	+ 3/4
RCA Common	10 1/8	9 1/2	10 1/8	+ 1/2
RCA First Pfd.	66 3/4	66	66 1/2	+ 1/2
Stewart-Warner	10 3/4	10 1/2	10 3/4	+ 3/4
Westinghouse	91 3/4	90	91 3/4	+ 1/8
Zenith Radio	27 3/4	27 1/4	27 3/4	+ 1/8
NEW YORK CURB EXCHANGE				
Nat. Union-Radio	2 3/4	2 3/4	2 3/4	+ 1/8

OVER THE COUNTER

	Bid	Asked
Farnsworth Tel. & Rad.	7 5/8	7 7/8
WCAO (Baltimore)	18	21
WJR (Detroit)	6	23

Bromfield For Lewis, Jr. When Latter Vacations

(Continued from Page 1)
series of newspaper articles on the farm situation, will center his commentaries around the growing acute farm problem, broadcasting from WOL, Washington, D. C. He will do at least five programs for Lewis.

IRE Grant In Beatty Will

Montréal—Under the will of the late Sir Edward Beatty, former president of the Canadian Pacific Railway, a large number of grants includes a donation to the Institute of Radio Engineers, Inc., to provide two annual prizes for the best papers on radio or closely allied subjects. The first prize is \$25 and the second a two-year student membership of the Institute.

WANTED

Good announcer, also first class licensed operator, who can announce. Position permanent.

Radio Station WFTC, Jonas Weiland

Sees S. A. Broadcasts Bolstered By U. S. Ties

(Continued from Page 1)
existing war conditions have brought about the situation which finds many of the small stations either running in the red or possibly going out of business.

Recent study compiled by Pan American Broadcasting shows that, American manufacturers, while unable to manufacture goods for sale are keeping their trade names alive on the primary stations but are curtailing the secondary or minor outlets.

A spokesman for Pan American stated that because of the NBC and CBS shortwave chain operation in Latin America these south-of-the-border stations are enabled to air the best programs and garner most of the business. He also related that because of the NBC and CBS chains their units have increased night-time broadcasting to a new high.

While the smaller stations are feeling the pinch they are cooperating with the OWI and the Rockefeller Institute of Inter-American affairs by broadcasting anti-axis propaganda by either rebroadcasting from powerful American shortwave stations or transcription.

Mexico Shows Improvement

While Mexico is part of the Latin American picture the situation there is more healthy. Through the operation of Radio Programas de Mexico, a chain of some 60 stations ranging in size from 250 to 1000 watts, these smaller stations fare better than their counterparts in the rest of Latin America. This chain is operated by Emilio Azcarraga who also owns the chain's key stations, the 100,000 watt, XEW, the NBC Mexican outlet, and the 50,000 watt, XEQ, the CBS affiliate.

The Azcarraga chain which formerly operated on a shortwave basis is now operating by transcriptions. It is estimated that 85 per cent of the money spent in Mexico on radio advertising is centered at XEW, XEQ, and the chain.

Circus Adds Radio Time On WABC And WEA F

Launching its second campaign on WABC. Ringling Brothers Barnum and Bailey Combined Shows, Inc. participates in the "Arthur Godfrey" program. Effective immediately, the client advertises its circus on the "Arthur Godfrey" show Wednesday, Thursday, Friday and Monday from 7:00-7:45 a.m., EWT.

Ringling Brothers-Barnum & Bailey Circus, is buying time also on "Morning in Manhattan" program over WEA F, Mondays through Saturdays, effective immediately, to advertise their annual stand at the Garden. The Caples Co. is the agency. The announcements will be live.

Norden Prexy On "M Of T"

Theodore H. Barth, president of Carl L. Norden, Inc., manufacturers of the famed Norden bomb sight, will discuss the secret instrument on the "March of Time" program which will be heard at 10:30 p.m. tonight on NBC.

"Transatlantic Call" Extended For Few Weeks

(Continued from Page 1)
ing date of May 2, on CBS, heard Sundays, 12-12:30 p.m., EWT. The broadcast on May 2 from England was to have been the final and thirteenth of the series. Under the new arrangement between the Columbia network and the BBC, Columbia will pick up the series again on May 9 and thereafter the programs will continue to originate on alternate weeks in Great Britain and America.

Probably the present exchange series will conclude on May 30 with a broadcast from England by Laurence Gilliam, BBC program executive who has returned to London after an extended visit to the United States in connection with the present series.

New Type Possible in June

"A Briton in America" is the title of the proposed Gilliam broadcast. In it, Gilliam will give his impressions of wartime America gained during his "transatlantic call to the United States to return Norman Corwin's call on us." He will not attempt to cover anything except what he saw and felt during his stay in this country.

A new type of exchange series between England and America may be launched in June as a result of current transatlantic conferences between officials of CBS and BBC.

Upstate Outlets Covering Local Training Camps

(Continued from Page 1)
well, South Carolina training camp in past years, is now interviewing players on the station each day. In addition to Gren Rand's interviews, Joe Nolan is using five minutes of his time on the Army and Navy Store sports program nights to devote to the club.

Rand uses wrap-ups for Socony News at 7 and 7:45 a.m., EWT and is supplying remote eye-sight accounts from the training base afternoons.

WSNY has George Theeringer on hand in the camp and using the data on the Bond program at 6:15 p.m., while Roy Shudt also reviews the action of the day on the Fitzgerald five-star final over WTRY nights at 6:15 p.m.

Hershey's New Book Out Early In Summer

Burnet Hershey, radio news commentator and veteran foreign correspondent is completing a new book, tentatively titled "Tomorrow We Fly" and described as the first popular book on the controversial subject of post-war commercial aviation. It will be published early this summer by Duell, Sloan & Pearce.

Hershey recently completed a 23,000 mile trip, covering strategic bases in So. America, West Indies, North and South Atlantic, west coast of Africa and Europe. Interviews with American and British aviation leaders of conflicting opinion gave Hershey background material.

COMING and GOING

J. BURRYL LOTTRIDGE, general manager WOC, Davenport, Ia., is in town for conference at the headquarters of the Blue Network. Plans to leave for home tomorrow.

GEORGE ZACHARY, producer of the Coca-Cola program on CBS, and GILBERT SELBY, script writer, are in Mexico City laying groundwork for the broadcast that will originate on Easter Sunday.

IRENE KUHN, co-ordinator of program promotion for NBC, will wind up her Baltimore visit today with a lecture at Eastern High School and an address before the Maryland Federation of Women's Clubs at the Lord Baltimore Hotel.

CARTER M. PARHAM, commercial manager of WDDO, CBS affiliate in Chattanooga, Ga., arrived from Tennessee for a few days on station and network business.

FULTON LEWIS, JR., commentator on WOL Mutual, is in Chicago today, marking the stop in a survey tour which started early in April.

DOROTHY VANSTON, of General Sound Co., left yesterday for Washington, D. C. She'll be back Saturday.

J. B. FUQUA, general manager of WGAC, Blue Network outlet in Augusta, Ga., spending the week in New York on station business.

VI and VILMA VERNOR, the "Victory Twins" returned yesterday from Jacksonville, Fla., where they were scheduled for personal appearances.

FRAZIER HUNT plans to go to Washington shortly and will broadcast both his early and late programs on Saturday from the National Capital.

S. A. "STEVE" VETTER, general manager of WFTL, Mutual outlet in Fort Lauderdale, Fla., with studios in Miami, is expected in New York today on a business trip that will keep him here for about a week.

WEAF Exceeds Quota In R. C. Nurse Drive

(Continued from Page 1)
and the NBC network, and "You Are the Red Cross," a WEAF program on Friday morning at 9:45 a.m., EWT. The latter program also used named actors as emcees, and returned soldiers stars of stage and radio, who also sailors, marines and nurses from the fighting fronts.

These two programs also recruited 2,037 Nurse Aide's and 2,846 candidates for the Red Cross Home Nursing course. Each recruit designated how she happened to register when she applied at a Red Cross chapter and the above said that they were enlisting because of the WEAF Red Cross programs.

Blue Appoints Durstine As AFRA Arbitrator

(Continued from Page 1)
cooperation with Macfadden Publications, is a sustainer.

Union holds that it is a commercial in view of the plugs given the magazine. Arbitration is under the auspices of the American Arbitration Association.

YOUR SALES TARGET

in Central Ohio's Richest Market

WRITE OR VISIT DIRECT FOR STATION DATA

English Serials Gratis To U. S. Outlets

(Continued from Page 1)

As BBC anticipates, more programs of other types will be offered to American broadcasters now and post-war so that international understanding and good-will might be fostered in peacetime as well as under present conditions of war.

Contemplation of such a broad project was announced yesterday by BBC at a playback luncheon session during which the chain presented 15 episodes in a serial, "Front Line Daily" to a group of top-notch radio writers and producers here. Show is presently one of the BBC's North American service which is heard here on short-wave pick-up but which is broadcast in Canada. Program has been aired since the summer of 1942.

Gather Expert Reaction

Playback was designed to gather expert reaction to the type and quality of the English production and to plan of offering across the board dramatic programs to American broadcasters. Comments, opinions and reactions of the writers and producers were recorded by BBC, though most of those participating were unprepared. BBC execs here will submit their findings to the London higher ups to support recommendations made for better programming for American consumption. This project is one of several ways in which BBC is expanding.

Panel of critical experts at yesterday's session included Hi Brown, Max Baucus, Julian Funt, Woody Close, and Tom Hutchinson. Consensus enthusiastically endorsed the basic idea of a British daytime drama on American radio. Not to flow through on the project, it was felt, would be gross oversight of a great need and one of the best means by which to improve Anglo-American relations. However, the sample demonstrated in the playback was inadequate and of the poorest quality.

Dramatic Theories

Session proved to be a diller with one of the finest theories of dramatic production and literary construction expounded. Oddly enough, there were few points of controversy among the experts, all agreeing on what constitutes good production and how to achieve it. Stephen Fry, head of BBC traffic here, and Henry David, head of research, pressed the experts for detailed criticisms and recommendations, drawing frank replies from all. In response to inquiry from David at the close of the session, experts expressed willingness

PROMOTION

KSTP Folder

A folder titled "Autumn Comes In April" is being distributed by KSTP, Minneapolis, to urge ad men to start planning their fall campaigns now. Clever little folder, front silhouettes pumpkin colored pumpkins in the corn field within a frame through which one sees the harbingers of spring, tree blossoms in bloom.

WLIB's Music

An advertising campaign on the radio pages of New York's daily newspapers has been launched by WLIB, Brooklyn, to call attention to the station's leading musical programs as well as its master program log. The display ads, which began appearing this week, highlight seven of the station's programs and invite readers to send for the April booklet.

WCKY Success Story

The success story of the WCKY, Cincinnati, "Let Freedom Ring" program dedicated to the American Red Cross Blood Donor Service has been sent, in the form of a brochure, to the trade. The release carries the statement that during the 18 weeks that "Let Freedom Ring" has been

War Dept. Adds Schools For WAAC Radio Training

Washington Bureau, RADIO DAILY

Washington—Because of increased demand by the Army Signal Corps and Air Forces for WAACS to serve as radio operators and technicians, arrangements have been completed to train members of the Corps at two additional radio schools, the War Department announced yesterday.

The first contingent of 50 WAACS has started at the Keystone Schools, Inc., Hollidaysburg, Penna., and the number will be increased by 50 weekly until a total of 300 are receiving the six-week course. Beginning this week, WAACS will also be assigned at the rate of 50 a week, to the United Radio Television Institute, Inc., Newark, with the number here also being increased until it reaches a level of 300.

The Midland Radio School, Kansas City has for some time been training WAACS in radio operation.

to tear apart BBC's other productions which are currently aired here, as a means of improving the productions to achieve wider listenership in this country.

Proposed that BBC lay the whole project before NBC or CBS. to get both financial and material backing for such a project. Inasmuch as BBC programs could be nothing but sustaining, experts opined that the American chains should grab at the chance for contributing to public service in this way. Held, too, that the programs should be directed at the middle class and lower bracketed groups, rather than at the sophisticated intelligentsia.

KQW Campaign

CBS station KQW of San Francisco has launched a \$15,000, thirty-day newspaper advertising campaign, using the seven metropolitan dailies in the bay area to build listener interest and add to its audience. Each day of the period a two-column, full length ad will appear in two of the newspapers on the list, which includes the San Francisco Examiner, Chronicle, News and Call-Bulletin, Oakland Tribune and Post Enquirer, and Berkeley Gazette. It is the largest ballyhoo campaign used in newspapers by radio here since CBS and KQW collaborated in more than a dozen full page ads early in January, 1942, when the station joined the CBS network.

In addition to the ads, KQW has double car cards in all 'Frisco street cars and busses, and bay bridge trains and busses; hundreds of window cards in downtown stores; plus many spot announcements broadcast daily. Principal center of the ballyhoo is the night-time schedule of local and network shows on the station.

broadcast, blood donations in the Cincinnati area showed a 300 per cent increase.

Taylor Joins Ranks Of Blue Commentators

Henry J. Taylor has been appointed to the roster of Blue Network commentators, it was announced yesterday by G. W. Johnstone, director of news and special features, and has been assigned to the 10-minute period beginning at 11:05 p.m., EWT, on WJZ only. His analysis of the news of the day will be heard Monday through Saturday immediately following the "Esso News."

Author, economist and business executive, Taylor has traveled frequently in Europe and South America and has been a close student of European political and economic affairs since 1923. He was a war correspondent in 16 foreign countries for the North American Newspaper Alliance and is the author of "Why Hitler's Treadmill Will Fool the World," "Time Runs Out," and "Men in Motion," and a contributor to "Life" Magazine, New York "Times" Sunday Magazine, the "Readers' Digest" and to economic periodicals in this country, England and Sweden.

Davis Lauds Radio Newsmen

Washington—Don Bell, commentator killed in Manila when the Japanese captured the city, and Frank Cuhel, Mutual newscaster who died in the crash of the "Yankee Clipper," were among the radio, press and film representatives lauded yesterday by Elmer Davis, who declared that victory in the war will be based in part on the understanding brought to the American people by men in the information fields.

Press-Radio Protests Food-Confab Secrecy

(Continued from Page 1)

conference, which opens May 18 at Hot Springs.

The protest was voted by the Standing Committee of correspondents representing more than 500 members of the Congressional Progress Galleries. Although the radio galleries are not represented in this action on a formal basis, members have indicated that they are in complete accord with the following resolution, drawn up by the standing committee:

Resolution

"The Standing Committee of Correspondents regards arrangements excluding the press from all contact with the delegates and deliberation for the forthcoming food conference—except at two perfunctory formal sessions—as denial of legitimate news to the American public and hence an abridgment of the freedom of the press.

"By these arrangements the American people will be denied news to which they are entitled and from exerting any influence in shaping the decisions which will affect our nation in the future.

"The Standing Committee is particularly concerned lest arrangements for this conference become the pattern for other international conferences which inevitably must follow.

"The loyalty of the American press has not been questioned during this war. Its voluntary measures in withholding information of possible aid to the enemy has been commended by the President of the United States. That voluntary and willingly-given cooperation will continue.

Calls Confab Non-Military

"The conference in question will not deal with military matters. It will deal with one of the most vital elements of our national life—food. The Office of Censorship has expressed no concern regarding it.

"The Standing Committee believes the American people are entitled to know the decisions made through prompt on-the-ground reporting by their traditionally free press."

★ **Food Sales
gain 16% in
1942**

State gain totals 9%
**A MUST Market in
MASSACHUSETTS**

**W T A G
WORCESTER**

Renewals Prove Results

W T B O

10 Kc. Cumberland, Md.

Los Angeles

By RALPH WILK

JACK BAILEY of KHJ's "Rise And Shine" program, which goes on the air at 6 a.m., PWT, has the distinction of broadcasting the station's first spot announcement devoted to the nation's second war loan to raise 13 billion dollars for victory. Exactly at 6 a.m., as the station began operations for April 12, Bailey read the announcement that launched the day's campaign to assist the drive.

Comely Jackie Phillipi of KFVB is certainly doing her share on the "home front." She and her mother operate a ranch in San Fernando valley and every morning before coming to work, Jackie milks the goats, cares for the chickens and does numerous chores at the ranch.

Our Passing Show:—the two Kellys—Mark and Andy (not Mark Antony)—lunching at Brittingham's; Fox Case and Sammy Hayes viewing "Desert Victory" at 20th Century-Fox; Harry Maizlish rushing to a Red Cross campaign luncheon.

Suzanne Warner of Radio Life, who eloped to Yuma, Arizona, April 8, with Sgt. Edward H. McDonnell, has returned to her duties on the publication. She and her husband spent their honeymoon at Palm Springs.

Walton Goldman, Inc., music publishers, has brought from Universal "Let It Ride," as sung by Rosemary Lane in "You Go to My Heart."

"Tattler," general publication at Torney General Hospital in Palm Springs, is a staunch supporter of Kay Kysler. It says, "Kay and his organization have instituted a program of soldier entertainment that is practically without parallel. Night after night, week after week finds Kay and company dishing up real morale-building entertainment. A khaki uniform and a gun in hand will not enhance anyone's value to the war effort, if he has already shown that as a civilian he is battling 1000. Kay has shown himself to be in the front rank of the Armed Force's morale builders. We say—keep him there."

Margaret Brayon, "Lucile" of "Those We Love," the CBS Sunday program, will be forced to desert the cast shortly to join her husband Jim Fonda who is being transferred to New York. Fonda, former Hollywood radio producer, has been assigned to the Radio Division of the Army's Special Service unit.

Ray Eberle, the lad with the brown eyes and the velvet voice, heard on a weekly show for Columbia with Lud Gluskin's orchestra, recently completed work in "School for Jive" a Universal picture.

Have You Met The Voices

of
GILBERT MACK

?

LEX. 2-1100

MAIN STREET

OL' SCOOPS DAILY

Radio Is My Beat . . . !

● ● ● This story was told by Lieutenant Armand Deutsch yesterday at the Radio Exec's luncheon and it bears repeating here. . . . It seems a newly commissioned Second Lieutenant (Lieutenant Deutsch, being a Navy Man, naturally informed his listeners that his subject was an Army Man), anxious to try out his new uniform, just couldn't wait until he received all his insignia, dressed himself in a spic and span uniform and ventured out on Pennsylvania Avenue, minus a collar pin denoting his particular branch of the Army. . . . A Colonel, puzzled at the lack of identifying insignia, stopped the Lieut. and asked for an explanation. . . . "Well, you see sir," answered the S. L. "I'm on my way to get it now." "Tell me," replied the somewhat mollified Colonel, "What outfit are you with?" "J. Walter Thompson, sir" Jane Ellyn and Don MacLaughlin in association with Barry Kroeger have formed a Radio Stock Company to present past Broadway hits for the exclusive entertainment of WAVES and SPARS. . . . show will be presented once a month and is the brain child of publicist Carl Post a low bow to all concerned. . . . Henry J. Taylor ace foreign correspondent and author of the newly published book "Time Runs Out," an expose of German leaders, will launch across the board a new series of newscasts Monday, 11:05-11:15 p.m. over WJZ.

★ ★ ★

● ● ● Three network "names" are appearing on WHN's "Gloom Dodgers" variety show under assumed names. . . . Larry Funk and his "Band of a thousand melodies" (Vaughn Monroe used to play trumpet with this outfit) reopen Sunday, after an absence of several seasons, at the Village Barn. . . . Larry expects to be in uniform by next month. . . . Announcer Howard Clancy is Pneumonia-afflicted we think it is kind and thoughtful of Frank Hummert to have substitute announcers on the "Waltz Time," "American Album of Familiar Music" and "American Melody of the Air" programs, at the close, say, "this is so and so saying 'Good night' for Howard Clancy" The Stork has "Landt"ed at the Dan Landt's and left a baby girl. . . . Rosalind Barbara Madison of NCAC is a candidate for the title of "Miss Subways for Month of May" While George F. Putnam, NBC newscaster was on the coast, appearing in the forthcoming Universal production, "We're Never Been Licked," he made several screen tests for RKO. . . . what we want to know is what George holds against Paramount, M-G-M, and 20th Century-Fox? Don't say we didn't warn you. . . . Bill Gernannt just cut a new show with Dorothy Arzner, (only femme director in Hollywood) that is different and "Big Time" Is directress Lillian Steinfeld leaving McCann-Erickson to move over to Benton & Bowles?

★ ★ ★

● ● ● Al Barker, sriptor of "Terry and the Pirates" thriller, is a stickler for accuracy and sends a \$5.00 book of war stamps to any listener who detects a "faux pas" in any of the programs. . . . A \$5.00 War Stamp book was sent last week to a Flying Tiger, home on leave, who wrote, "a recent program of yours mentioned a juke box in Chungking and I've been all over that town without ever having seen one." David Broekman, slated to batoneer the new Blue Network show, "Here's To Romance," Sunday, is trying for a quick kayo over kid "Flu" so that he can be "on stage when the curtain goes up" Frank Dahm is now doing the Blue Network "The Sea Hound" scripts. . . . Irving Lehrer, praise agent, whose glowing phrases have described the doings and abilities of big names, has moved his vocabulary to the Earle Ferris office. . . . Maestro Paul La Valle says, "It won't be long before Rommel starts moaning, 'Can't Get Around Much Any More'." Credit Tom (It Pays to Be Ignorant) Howard with this swell Hitler Theme Song. . . . "I Had the Craziest Scheme."

★ ★ ★

— Remember Pearl Harbor —

Chicago

By FRANK BURKE

WGN rescheduling shows to accommodate opening of the baseball season on April 16 with a four-day city series between the White Sox and the Cubs.

Norman Ross, heard on NBC "Suburban Hour," has been commissioned captain in the Army Air Corps and receives a pilot's rating. He leaves this week and will be succeeded by Pat Gallicchio.

"Light of the World," "Lonely Women" and "Guiding Light," serials sponsored by General Mills, will be heard over 125 NBC stations starting May 31.

Harry James, broadcasting his Chesterfield show from the Civic Opera House here three nights last week has packed the place with thousands of jitterbugs. CBS states that it received over 150,000 mail requests for tickets to broadcasts. Capacity of the building is 4,000 per show.

Special Commons Group For CBC "Overhauling"

(Continued from Page 1)

heavy. Programs and utterances of some of the commentators will be reviewed owing to the fact that quite a number of protests have come to members of Parliament. Included in these is some of the doctrine set forth in the "Labor Forum" staged from different centers. Political broadcasting, the policy in relation to which was criticized at the Winnipeg convention of the Progressive Conservative party, has been widened to include also the provincial election contests.

One particular question to be pressed concerns the status of the CBC—whether it is an independent corporation or an "emanation of the Crown." The construction appears to vary. To some questions relating to it in Parliament, the position has been taken that CBC is an independent body, not called upon to give information other than what it wishes to give. Labor unions among the employees have not been possible nor can the corporation be sued. This situation has never been cleared up. An effort will be made to find out just what is what.

PROGRAM DIRECTORS

Why WORRY about Music Performing Rights Clearances

TUNE-DEX

tells you INSTANTLY whether songs, past, present and advance are ASCAP, BMI, SESAC, Independent, or P. D. Gives you COMPLETE publishers information—everything you want to know; PLUS lead sheet of chorus with lyric—on regular 3"x5" index cards. William Krauth, Music Head of NBC, Hollywood, Cal., says "NO STATION CAN AFFORD TO BE WITHOUT TUNE-DEX—IT'S A WONDERFUL SERVICE."

Write for details and samples
TUNE-DEX, Inc., 1619 Broadway, N. Y. C.

Reiterates OWI Against Govt. Advt.

(Continued from Page 1)
fund of more than \$25,000,000
government advertising, said to
be under consideration by Senator
Kendrick Davis made it plain that
he is strongly opposed to paid
advertising in selected newspapers as
the practice with all news-
papers. He takes the same position
and to radio—"I don't think we
should have any paid advertising on
radio in this country at all. We
I have said before, assisted
in buying time on certain
stations which were the only
medium of communication over a large
Alaska, communication of

Alaska An Exception
have assisted those Alaska sta-
tions because it was essential to main-
tain them as means of communica-
tion otherwise they would fold up.
I am all that we have done, so
you can recall."

stood firmly with Domestic
Gardner Cowles, Jr., and his
William B. Lewis, both for-
merly men, in the present con-
flict in the agency.

more than a dozen outstanding
employees have resigned recently
in protest against the Lewis-Cowles
policy of "turning the OWI into an
advertising agency." Cowles is presi-
dent of the Iowa Broadcasting Co.
Lewis, former vice-president in
charge of programs for CBS.

Clarifies "Ballyhoo"
have always felt from the very
beginning that there were certain
things in this office that could properly
be done by news people using news
techniques and others that could
not be done by advertising
techniques. Advertising
techniques are used only,
to encourage some of these
things which I think are clearly
contrary to the success of the war

program to charges that Lewis
is primarily interested in dispensing
"ballyhoo" rather than facts,
said, "What is called ballyhoo
is our assistance in various
ways which are being conducted
through the agencies of the government.
I led a group of Congressmen
last night, we have always
insisted that we do not engage
in political propaganda, but if it is
necessary to urge people to buy
bonds or plant Victory Gardens,
I am confident you may say that we
engage in propaganda."

disputes "News" Statements
also challenged statements in
New York "News" yesterday that
the agency had signed a large group
of newspapermen "with the
promise of their draft boards hot on
their heels" to go abroad to work
for the army. "Everyone of them
I compared with his draft board
beaten and it was understood
that his draft board would let him

WAR-PROGRAM IDEAS

How The Money Goes

Slanted to show its listeners just
how the government is spending the
money they invest in war bonds,
KXOK, St. Louis, is producing three
transcriptions of action at four nearby
training centers.

Picked up will be machine gun
and rifle practice on Jefferson Bar-
racks range, Coast Guard boats on
Mississippi River patrol, interviews
with air cadets and instructors at
Naval Air Station. A fourth tran-
scription will feature interview with
Marine Billy Beauhold, former cham-
pion contender for lightweight boxing cham-
pionship who recently returned from
action in South Pacific. Latter will
discuss with schoolboy buyer of bonds
and stamps the importance of good
equipment.

For Fruit Growers

Fruit growers in the WLW, Cin-
cinnati, area will have the assistance
of a thrice-weekly spray service
when "Everybody's Farm Hour" be-
gins carrying the bulletins from the
Ohio State University Agricultural
Service. The recommendations will
be based on reports from fruit grow-
ers throughout Ohio.

Postal Files Answer In "Birthday" Action

Postal Telegraph Co. filed papers
in N. Y. Federal Court this week
asking for dismissal of the Hill
Foundation's suit for alleged infringement
of copyright on "Happy Birthday To
You." Postal argued: (1) Hill Founda-
tion does not own copyright; (2)
No consent was necessary because
use of "Happy" in birthday greetings
does not constitute a public perfor-
mance; (3) Ascapi, which gained author-
ity to grant consent for usage of song
through membership of Clayton F.
Summy, agent of the composers, Patty
and Jessica Hill, did give Postal per-
mission to use the tune.

Gen. Hershey On Mutual Mon.

Major General Lewis B. Hershey
will appear with Fowler V. Harper,
deputy chairman of the War Man-
power Commission on Monday, April
19, at 9:15 p.m. on "War Manpower,
Ltd." over WOL-Mutual. Theodore
Granik, director of the American
Forum of the Air, acts as chairman
and poses questions received during
week regarding draft, manpower, etc.

go because the army wanted him on
that particular job."

He added that "it is safe to say
that everyone of them will be under
fire at times and some of them quite
frequently and continuously. They
are not ducking the draft boards,
and they all soon are going to be
4,000 miles nearer to the front than
you and I, and I include myself in
that."

"The Army Game"

New program on KGVO, Missoula,
Mont., titled "The Army Game," is
half-hour quiz between teams made
up of Army Air Force training stu-
dents. Show starts with each con-
testant as "buck private," with pro-
motions handed out as questions are
answered correctly. Team winding
up with highest ranking personnel
wins cash; losers are sentenced to
"guard house" from which they can
gain liberty only by carrying out
"orders" of emcee. Missoula Drug
Co. underwrites program.

"FBI In War-Time"

Direct from the files of the Federal
Bureau of Investigation comes the
material for a new series of weekly
informational talks on WXYZ, De-
troit, presented in the public interest.

Exceptionally well-written in a dif-
ferent kind of discussion format by
John S. Bugas, bureau chief of the
FBI in Detroit, the programs are
titled "FBI in War-time."

First program dealt with G-men
methods of apprehending Nazi spies,
and a subsequent broadcast will bring
to light the intricate processes which
led recently to the denouement of
the notorious Tuohey gang.

UP Widens Facilities In Rocky Mountain Area

United Press expands its facilities
for stations in the Rocky Mountain
region by installing a new major re-
lay in the Denver bureau. The new
relay center will be managed by
Jerry Fitch, former assistant to the
central division radio news manager
in Chicago.

Through the new relay arrange-
ment basic world reports to the west-
ern stations will move at maximum
speed, and at the same time will make
possible an intensified regional cov-
erage. It also enables editors at the
Denver relay to point up western
angles in news from Washington, D.
C., as well as from other sources
throughout the eastern states.

The creation of the new UP relay
center was brought about by the
expansion of the radio service to sta-
tions in Wyoming, New Mexico, Colo-
rado, and other states in the Rocky
Mountain group.

CBS Appoints Two

Donald Acher, formerly in the CBS
sound effects department, has joined
Network Operations as an assistant
director apprentice. Acher started
with CBS December 29, 1942, as a
sound effects apprentice.

Allan Jackson, formerly with WMC
in Memphis, Tenn., has joined the
CBS news room as a writer and
newscaster. He replaces Jane Dealy
who has left Columbia to take ad-
vantage of her Pulitzer Traveling
Fellowship. She will go to Mexico
for further studies.

CBC Four-Day Session Discussed Programs

(Continued from Page 1)
dealt with a wide range of questions
connected with CBC network pro-
gramming. These covered war emer-
gency operations, audience surveys
and listener research, war programs,
overseas broadcasts, publicity and
press relations, commercial programs,
network distribution, artistic re-
sources, staff problems, and many
other related topics.

Dr. Thomson Present

The meetings were under the chair-
manship of Charles Jennings, super-
visor of program planning, acting for
E. L. Bushnell, general supervisor of
programs, who was unable to attend
for the first two days because of ill-
ness, but was able to be present for
the last two days.

All sessions were attended by the
general manager, Dr. Thomson, and
the assistant general manager, Dr.
Augustin Frigon, both of whom urged
that all discussions be directed at
maintaining and improving standards
of CBC's "product—that is, what
comes out of the loudspeaker."

Davidson Dunton, head of research
and reports branch of the Wartime
Information Board, was present at
one session to discuss trends in Cana-
dian public opinion. This was part
of a general discussion on the rela-
tion of public opinion trends to CBC
public service broadcasts.

Five Regional Reports

Reports were given by the five CBC
regional representatives—Ira Dil-
worth, Vancouver, for British Colum-
bia; H. G. Walker, Winnipeg, for the
Prairies; D. Claringbull, Toronto, for
Ontario; Omer Renaud, Montreal, for
Quebec; and George Young, Halifax,
for the Maritimes.

Reports were also presented by the
various departmental heads of the na-
tional program office at Toronto.
These included music, talks, women's
interests, children's programs, drama,
feature broadcasts, news, religious
and institutional broadcasts, farm
broadcasts, school broadcasts, and an-
nouncing.

Other statements were given to the
meeting by representatives of the
engineering, station relations, com-
mercial, and press and information
departments.

The conference made several recom-
mendations concerning future plans
and operations which were sent
forward to the CBC management and
board of governors for consideration
and action.

THIS LITTLE BUDGET

WENT TO

**WORL
BOSTON
MASS.**



NEW BUSINESS

WFIL, Philadelphia: George Gorton, Philadelphia (used cars) one spot ann. per week for 13 weeks, thru Jos Lowenthal Advertising Agency, Philadelphia; Walsh, Philadelphia (department store) 10 spot anns. weekly for 13 weeks, thru Harry Feigenbaum Adv. Agency, Philadelphia; Super Pet Shop, Philadelphia (pets) five spot anns weekly for 13 weeks, thru Wellman Adv. Agency, Philadelphia; Fred J. Cooper, Philadelphia (jewelry) one five-minute program weekly for 13 weeks, direct; Ex-Lax, Inc., Brooklyn, N. Y. (Ex-Lax) five spot anns weekly for seven weeks, thru Joseph Katz Co., N. Y. C.; Lever Bros Co. and/or Thos. J. Lip-ton, Inc., Cambridge, Mass. (any products of these companies) 52 or more anns, thru Ruthrauff & Ryan, Inc., N. Y. C.; Curtis Publishing Company, Philadelphia (The Saturday Evening Post) 15 spot anns. weekly for 52 weeks, thru MacFarland, Aveyard & Company, Chicago; American Auto Finance Company, Philadelphia (finance service) 17 spot anns. weekly for 13 weeks, direct.

Easter Service Coverage Sked By Webs, Stations

(Continued from Page 1)

held annually in the sunken plaza at Radio City will be broadcast this year by WEAJ from 6-6:15 p.m., on Easter, which this year falls on April 25. The Rockefeller Center Choristers, conducted by John R. Jones, will be heard. Marjorie Meyer will assist at the piano.

Mutual is scheduling two Easter Sunrise services. From 8-9 a.m. the network will carry the ceremonies from the Garden of the Gods on the outskirts of Colorado Springs, Colo., and will then switch to the West Coast for the Sunrise Service from the Hollywood Bowl, which will be heard from 9-9:30 a.m.

Easter Sunday on the Blue Network will be observed in solemn services, special music and messages from religious leaders. Opening the network an hour earlier than usual, the Blue will broadcast a special service from an Army camp and the Sunrise Service from the Shrine of the Ages in the Grand Canyon.

"Holy Week Meditations" will be heard on the Blue from 1:30-1:45 p.m. The programs later in the day will include services from Ft. George G. Meade, Baltimore; the Church of the Blessed Sacrament, New York; the Fourth Presbyterian Church, Chicago, and the Riverside Baptist Church, New York.

San Francisco—Not only will the war not cancel the annual Sunrise Services on Easter Sunday atop Mt. Davidson here, but the program will be shortwaved to the Far East by the OWI over KGEI and KWID. The eleventh annual observance of the event will be originated by Blue Network station, KGO, at 6:30 a.m., PWT, going to web's stations on the Coast.

ET Concerns Going to WLB; All Groups Meet AFM Today

(Continued from Page 1)

Hotel, 2 p.m. Upshot will find the transcription companies taking the bit, and heading for the WLB, a move which the record companies have disapproved for more than one reason. No one in the ET group expects this afternoon's meeting to accomplish anything by way of effecting a more ready meeting of the minds between the union and the trade. Execs firmly feel Petrillo, himself, has no sincere faith in his own tax proposition.

Record and transcription companies met as individual trade groups Tuesday and yesterday, to ascertain their own group policies. The transcription companies are meeting again this morning to solidify their ranks and agree upon a spokesman, a gesture which trade regards as the first smart achievement and an indication that maybe unity within the small group is not impossible.

Transcribers Hardest Hit

Resorting to the WLB has been considered for weeks, now, but the phonograph record companies, which are not feeling the pinch as greatly as are the transcribers, have held back. Because of complicated corporate tie-ups with broadcasting through their parent organizations, Columbia Recording, RCA-Victor, and NBC Thesaurus have been reluctant to air this dispute with the WLB. Even the unaffiliated record companies disapprove of taking the situation to the WLB. They are in a position now which is unprecedented in their history of net profits. Firms are having no trouble selling stocks on hand. In fact, they are having to work feverishly with pressings to keep up with demands despite the lack of new tunes on platters. Their gains are not only through the sales of their stock on hand, but via plenty of dough saved on talent and recording without losing business. Even the small record companies have been enjoying an unexpected prosperity as they move "dogs" off their shelves without much sales effort. Privately the recorders would probably bow from the waist down to Petrillo in gratitude, for he inadvertently tossed them a wonderful melon. Firms have every reason to delay any solution of the record ban, or at least, completely outwait Petrillo.

ET Firms Can't Wait

Transcription companies, on the other hand, are not fixed so well. Some have bigger stocks on hand than have others, but none can hold out as can the record companies. They report that they are not suffering cancellation of station subscriptions to their libraries, for example. In fact, all have been obtaining new subscribers. But the execs are alert enough to know that the support from the stations cannot go on indefinitely on the present basis which does not give subscribers new material,

with one or two exceptions. At the start of the rumpus last summer, after a stormy session at the Roosevelt, a few transcription execs threw down the gauntlet to NAB with demands that the NAB throw the full support of its membership behind the companies. NAB had arranged, at that time to carry the ball, inasmuch as most of the transcription companies were associate members. And NAB sent out special bulletins to the stations urging them to stand by. Plea for support was reiterated throughout the NAB district meetings which were held during the winter in conjunction with the OWI. However, rumblings in the trade now give the impression that the stations are going to raise the question at the NAB convention later this month, asking what are the transcribers waiting for, and why is there no action?

Local Talent No Substitute

No less important a pressure on the transcription companies is the dollars and cents angle of commercials. Business is on the upgrade, and would be even greater if the advertisers had a free hand with music. Many have been doing well with voices, but others find the shift too difficult. Time buyers at the agencies have reported that few choice time spots are left on the chains or the 50,000 watt stations. Within the past couple of months the buyers have been giving business to the small outlets and getting choice placements, even though agency may have to buy two or three stations to make up for the absence of power. Agencies and sponsors have held that as the time situation grows more acute, advertisers will have to resort more to transcriptions if their productions are to maintain standards. Local talent is inadequate for live stuff, even for so simple a thing as straight announcing often, it is held.

WLB Plan

In turning the case over to WLB, transcription companies, following regular procedure, would start with the conciliation service. That failing, the Labor Department would certify the case, which has now reached the technical form of a strike, for WLB action. WLB could order musicians back to work in line with labor's no-strike pledge. Continued opposition by the union would then be a matter for Presidential handling, but in view of the long periods, for example, that WLB maintains control over situation more vital to the war effort, such as the coal miners' situation, it is unlikely that the recording ban would reach the President's desk for many a moon. However, nothing would give the president of the AFM more satisfaction and pride than to have President Roosevelt order or ask the ban be lifted.

Execs, this week, were inclined to

AGENCIES

ADVERTISING FEDERATION AMERICA has elected the following to membership: Quaker Oats Company, Lambert Feasley, Inc., Transitads, Inc.

FRIZZELL ADVERTISING AGENCY, INC., Minneapolis, Minn., has been elected to membership in the American Association of Advertising Agencies.

CHESTER J. LAROCHE, president of the Advertising Council, will address the Market Research Council at its meeting to be held tomorrow in the Yale Club.

RUSSELL ARMBRUSTER, production man on "Abie's Rose" and other shows, has been elected to membership in the BDB&O.

Bankruptcy Denied

The U. S. Court of Appeals yesterday unanimously affirmed the decision of Federal Judge John W. Bright, who, in 1940, reversed a previous bankruptcy referee's decision denying a petition of voluntary bankruptcy to Freddie Rich, orchestra leader.

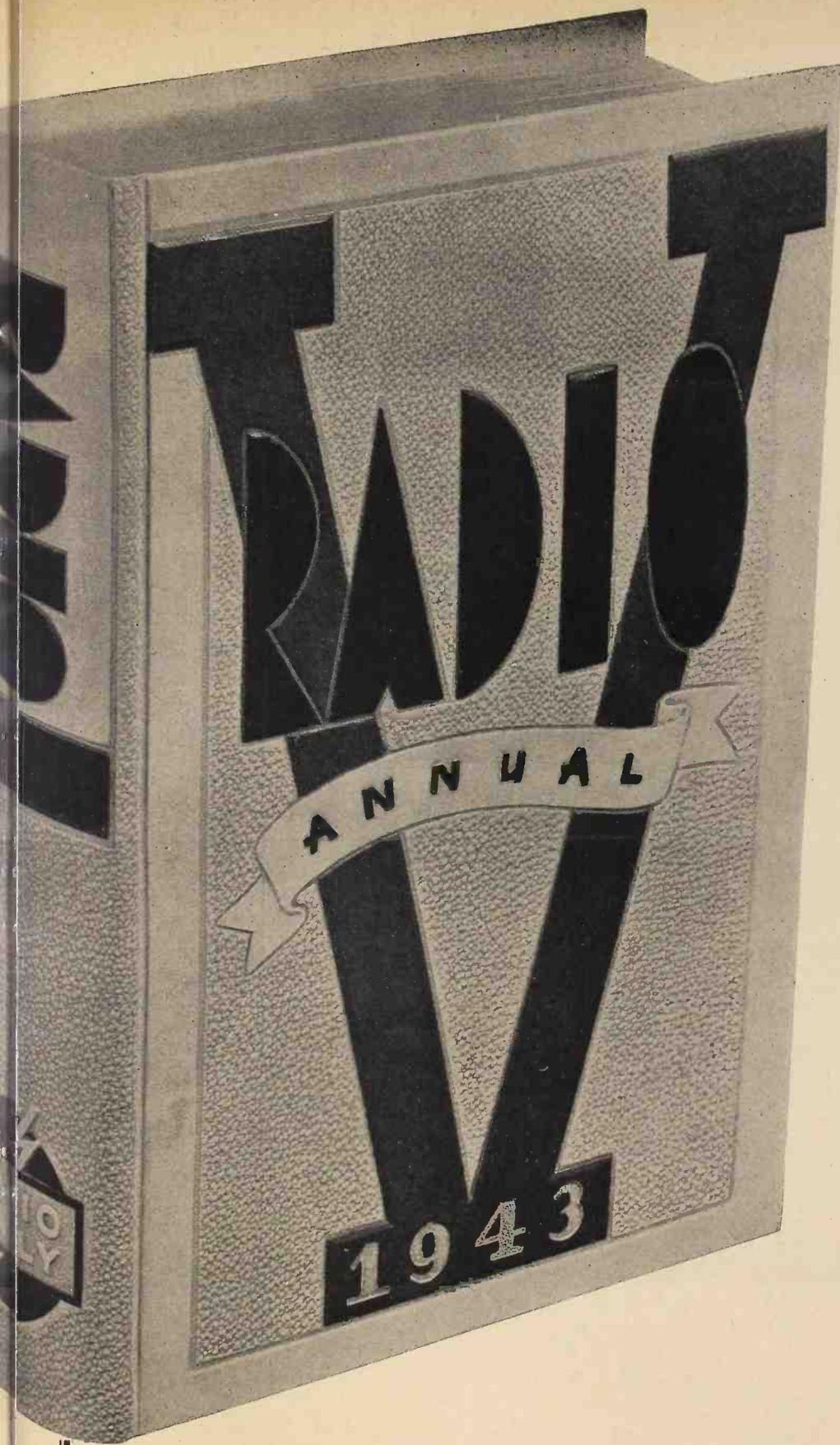
Judge Bright had ruled that Rich was not entitled to discharge in bankruptcy owing to the fact that he had failed to account for \$48,000 which he had earned between Jan. 1938 and March, 1940. Rich had declared that he kept no books but relied upon his manager to account for monies earned. It is this decision of Judge Bright that was upheld yesterday.

Gen. Electric Orders U.

Schenectady—Orders received by the General Electric Co. during the first quarter of 1943 amounted to \$422,047,000 compared with \$299,100,000 for the corresponding period of 1942, an increase of 41 per cent, according to President Gerard Swope.

attach some importance to the developments at Local 802 of the AFM. While the local's conduct in the matter of relief to members is incidental to a certain extent, of Pet and the AFM, execs took notice of the fact that office the local conceded that there was as great a need for taxing members 3 per cent to support a relief fund in as much as so many musicians have been drafted and others have been able to find jobs. Members repealed the tax at a meeting yesterday. Noted, in the local's treasurer's report, that some of the money collected for relief of unemployed musicians were used for pickets and election assignments, and for advertising in New York newspapers the current recording dispute.

One exec put it this way: "The transcription companies could support pickets around their places of business much more cheaply than provided for in the Petrillo plan."



1943 RADIO ANNUAL

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THE HANDS OF
IMPORTANT
RADIO
EXECUTIVES
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***Y**OUR check for \$10 will bring you a copy of the 1943 RADIO ANNUAL
plus the next 260 issues of RADIO DAILY (full year's subscription).*



Coast-to-Coast



SINCE the working hours didn't conflict, Elwood Childs let himself be hired as both announcer and engineer at WFIL, Philadelphia—but he failed to tell program director Edward Obrist that he was also on staff of Chief Engineer Louis E. Littlejohn, and vice versa. But they found out, and now Announcer Childs is an engineer only... Martin Langweiler, new promotion man, failed to show up on the day he was to begin work. He was down with the measles... C-TO-C can tell you a measles story, too, but you know how those things spread.

WHIO, Dayton has made arrangements with the Council of Churches to broadcast a special Lenten program on Monday, April 19, at 1:45 p.m., CWT. Rev. Ivan Lee Hold has been brought to Dayton by all the Protestant Churches to hold special Holy Week services and he will be featured on the broadcast.

Wright Esser, producer for KOMO-KJR, Seattle, has recovered from a recent operation and is back at his desk... An all-girl orchestra is now being featured on KJR's "Evening Interlude," show sponsored by the Bon Marche Department Store... New program on KOMO is "Close Your Eyes," half-hour Friday night show of familiar music by Walter Sundsten and orchestra. Sponsor is Binyon Optical Co.

"An Open Letter To A Man In Service" is the title of a new weekly program over the stations of the Arizona Network, originating in the studios of KOY, Phoenix. Program content is based upon a letter written by a girl to her sweetheart. Narrator for the series is Ruth Swinney. Marlene Ayres is the soloist, and Al Becker provides the organ accompaniment. Script for the program is written by Jack Williams, program director.

John Brownlee, Australian baritone of the Metropolitan Opera Company, will be heard on the Eastman Kodak local program, "Musical Pictures" over WHAM, Rochester, N. Y., at 8:00 p.m. tomorrow. Brownlee will sing the Australian marching song, "Waltzing Mathilda" together with several numbers including his prize aria from Mozart's opera, "The Magic Flute."

CJCA, Edmonton, Alberta has received permission from U. S. War Dept. Special Service Division to carry American service shows. Top-flight network shows, disked for airing to servicemen, are welcomed by large number of American military and civilian personnel stationed in and near city.

Doris Andrus, secretary to commercial manager of WWNY, Watertown, N. Y. has been advanced to traffic manager of the station. Miss Andrus replaces Kathleen P. Buck, who leaves the station next week lured by the call of wedding bells.

Claire Cari-Cari, continuity director at KWK, St. Louis, who has completed more than one hundred hours of service as a Red Cross Nurse's Aide, has been drafted as a speaker to enlist more women for this service. She has already spoken before fourteen clubs and groups of various sorts... John Bambridge, madcap tuba maestro of "The Coon Creek Boys" wanted sound effects when the lads played "The Termite's Love Song," so he rustled up the station's vacuum cleaner.

General Manager Franklin M. Doolittle of WDRC, Hartford, announces the appointment of the station's first news commentator, George B. Armstead, former managing editor of The Hartford "Courant" and former executive on several New Haven newspapers. He will be heard each weekday evening in a 10-minute program entitled, "An Interpretation of the News." Armstead was with the AEF in the first World War.

James M. Kennedy, widely known among business men and industrialists of Baltimore and Maryland, has been appointed assistant sales manager of WBAL, Baltimore. Kennedy, a former newspaper man, has been a member of the station's local sales staff for the past eight years. He is a native of Baltimore, and father of three boys and two girls. His elder son, James, is with the Department of Justice, and Donald is with the U. S. Coast Artillery.

Variety of guests have been booked for "News Through a Woman's Eyes," which Kathryn Cravens conducts daily on WNEW, N. Y. Lineup for this week includes Dr. Carlos Davila, authority on Chilean affairs; Betty Garde, from the show "Oklahoma"; Mrs. Vincent Sheehan, wife of the author; Antoinette Donnelly, of the staff of N. Y. "Daily News."

Harold Davis, for the past ten years on the staff of WDAS, Philadelphia, has joined the staff of WCAU in the Quaker City. Davis, whose experience includes emceeing, studio and sidewalk interviewing, sports and news commenting, and song writing, takes over the reins on "Open House," station's "day club for night war workers," presented Tuesdays through Fridays. On Monday night he'll start presenting "Movie-Go-Round," film gossip.

Earle G. Clement, formerly general manager WLNH, Laconia, N. H., has taken over active management of WEIM, Mutual-Yankee station in Fitchburg, Massachusetts. Clement served in various capacities for nine years at WTAG, Worcester, before joining the Laconia station. He succeeds Milton H. Meyers, who was forced by other business interests to relinquish active management... Bob Reynolds, sports and news director, has been appointed chief announcer. Reynolds is also doing the "Professor Kane" Theater Quiz broadcast, formerly handled by Ken Houseman.

Abe Lyman, producer of Jewish programs at WBNX, N. Y., has arranged a special Passover feature for 5:30 p.m. Tuesday, April 20, with Rabbi S. J. Steinberger, a choir, and Livia Chill, of station's Sunshine Sisters, as soloist.

Several programs on WSAI, Cincinnati, will devote time for interviewing delegates to the 48th annual national convention of the American Association for Health, Physical Education and Recreation this week in Cincy... The prospects of eliminating black markets in meat will be one of the items to be discussed over WLW by R. C. Pollock, general manager National Live Stock and Meat Board. He'll be interviewed by Ed Mason, farm program director.

Singing Cowgirl Georgia Mae, early morning rouser over WBZ-WBZA, Boston, received over 300 books in one week as the result of her plea for listeners to supply reading matter for servicemen... An Easter Fashion Parade, starring Powers models, will be aired from ballroom of Boston's Hotel Statler. Stunt is in cooperation with Filene's, department store. Admission by purchase of \$5 or more War Stamps.

Ruth Moss, Yankee networker, was mistress of ceremony at the luncheon given yesterday for the cast of "Claudia" by the Roxbury, Mass., Board of Trade.

KGW, NBC outlet in Portland, Ore., celebrated 21st birthday last week with two-hour staff talent show before 4,200 persons in municipal auditorium. Show was arranged by Arden X. Pangborn, managing director. Homer Welch, program director was emcee. A huge birthday cake, which had to be raised to stage level by an elevator, quite startled the audience, which was invited to stream by and have a hunk.

Capt. Glenn Miller and the U. S. Air Force Cadet Band stationed at Yale, broadcast over WELI, New Haven, during the huge rally from the Green that marked the opening of the Second War Bond Loan Drive in New Haven on Monday. Local bankers are currently heard three times daily in five-minute talks presented by the New Haven War Savings Staff Committee.

Harry Woods, composer of "When the Moon Comes Over the Mountain," be interviewed on Denise Keller's terpieces for Victory" program WICC, Bridgeport, Conn., Sunday. Woods has written a new pop melody, soon to be released.

Dick Campbell, program director KGGF, Coffeyville, Kans., has arranged for a series of War Training Service Programs to be presented in cooperation with local Junior Chamber of Commerce... Eugene V. Burrows, engineer, taken a position with local CAA Training Service, in radio maintenance. He will retain a part-time schedule at the transmitter.

Dick Siar, red-headed young man who works by night in a defense plant, began reading poetry by day over WWSW, Pittsburgh, this week. Several other day Dick walked into the reception room with a brief case of original poems and explained that he, the fellow workers in the plant, them, the radio audience should. According to studio program director, the fellow workers had something to say. The poems, for the main part, were earthy and sentimental, many of them being about the poet's little boy, who he said for a long time, to come, the execs say.

The choir of First Congregational Church will be aired over WFSB, Stamford, Conn. on Sunday, with program originating in the church. New accounts, all half-hours, Automatic Signal Co., Norwalk; Norwalk Lock Co., Norwalk, Conn.

No Special WMC Order On 48-Hour Work Week

Washington Bureau, RADIO DAILY—The War Manpower Commission has no intention of issuing special instructions regarding production of the 48-hour work week by broadcasters in the labor shortage areas, RADIO DAILY has learned from excellent authority. Although WMC does not expect observation of the 48-hour requirements for all types of broadcast workers and musicians particularly, there will be no memoranda issued from Washington for national application.

Enforcement of the provisions of the order is strictly a matter of local determination. WMC officials say the labor shortage areas will be authorized to consider the cases of broadcasters in their areas and handle them individually. In general, the order is to be followed wherever practical, but there is no blanket rule that all broadcast workers must be put on the 48-hour basis.

Stork News

Olin Tice, CBS announcer, is the father of a girl which will be named Anna Lana Tice.

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

April 15

Dave Alber David Driscoll
Earl Ferris Marian Jordan
Oliver W. Nicoll Philip Porterfield

RADIO DAILY

The National Daily Newspaper of Commercial Radio and Television

23, NO. 12

NEW YORK, N. Y., FRIDAY, APRIL 16, 1943

TEN CENTS

Petrillo Reports Progress

Davis Defends Policy Of OWI's Directors

Washington Bureau, RADIO DAILY
Washington—Rising to the defense of the Directors of the OWI Domestic Branch, Elmer Davis, chief of the agency, charged yesterday that statements made or inspired by several of the 14 who resigned from OWI last week are "completely incorrect." Davis had been charged that Gardner Whelan, Jr., domestic director, influenced by former CBS Vice-President William B. Lewis, deputy domestic director, had been favoring "advertising ballyhoo" to giving public the wrong facts about war needs and

(Continued on Page 3)

Support the Second War Loan

Intercollegiate Network Utilized By Army-Navy

The Intercollegiate Broadcasting System revealed yesterday that both the Army and the Navy are utilizing the facilities of college radio stations to supplement the courses being given to Army and Navy trainees at those colleges where these courses are being given.

Using the college stations Army and Navy officials have been able to supplement class room work by spe-

(Continued on Page 2)

Support the Second War Loan

War Correspondent ETs Debut Over 22 Stations

"War Correspondent," written and produced by Frederic W. Ziv Inc., in cooperation with Press Association and based on Associated Press reports, made its radio debut this week over the following stations:

(Continued on Page 2)

Some Stretch

WHN sportscasters, Marty Glickman and Bert Lee, stretched their five-minute "Warmup Time" to forty minutes when line trouble developed at Camp Upton where this week they were broadcasting the Giant-Dodger baseball feud. Marty and Lee aired the game from the Western Union wire and were able to turn the game back to the regular announcers at the right time.

Siege!

After yesterday's meeting between the phonograph record and transcription companies with the AFM at the Hotel Ambassador, reporter, aware that the ban has been running for eight months, asked how long the current negotiations for a settlement would take. Ralph Colin, attorney for Columbia Recording replied: "Oh, we have a one-year lease on this room."

RCA Sells Holdings In RKO For \$6,500,000

Sale by Radio Corporation of America of its holdings of the securities of Radio-Keith-Orpheum Corporation was announced yesterday by David Sarnoff, president of RCA. The purchasers were a group headed by Dillon, Read & Co., Wall Street firm. The securities sold, comprising 44,757 shares of 6 per cent Preferred Stock, 316,328 shares of Common Stock, 555,253 Option Warrants, constitute the remainder of RCA's interest in RKO securities. The selling price in a cash transaction was approximately \$6,500,000.

Support the Second War Loan

Three Gen. Mills Serials Taking NBC's Full Web

Chicago—Three daytime serials sponsored by General Mills, Inc., and now heard on 33 NBC stations will expand to the NBC 125-station plan

(Continued on Page 5)

Senate Group Meeting Today To Report On FCC-Probe Bill

FM's Annual Convention Set For Chicago April 27

The Fourth Annual Convention of FM Broadcasters, Inc., will open in Chicago on April 27, the same day the NAB Radio War Conference gets under way. Directors will meet at 3:30 p.m. half an hour before the general session, at the Polo Room

(Continued on Page 2)

Record And ET Men Confer With AFM With Decision to Bargain On Own; Sen. Clark Drops In For Tea

To Reduce Govt. Spots By 25%, Says Stauffer

Washington Bureau, RADIO DAILY
Washington—As he indicated might happen during last week's meeting of OWI regional representatives in Chicago, Don Stauffer, Chief of the OWI Domestic Radio Bureau, said yesterday that OWI spots will be out by 25 per cent beginning May 10. Network affiliates now carry 12 daily and non-affiliates 16.

The allotment May 10, will be

(Continued on Page 3)

Support the Second War Loan

"Cresta Blanca" Adds Five CBS So. Outlets

Effective April 21, five southern stations will be added to the Schenley Import Corporation's "Cresta Blanca Carnival" program on CBS. The stations added are WREC, Memphis, Tenn.; WTOG, Savannah, Georgia;

(Continued on Page 2)

Support the Second War Loan

Small-Station Problem To Be Studied By NAB

NAB President Neville Miller announced yesterday the formation of a twelve-man "clearing committee"

(Continued on Page 2)

Long brewing separation between the phonograph record companies and the transcription concerns in the handling of the recording ban, came to a head, and out in the open officially, yesterday, when both groups met with James C. Petrillo, president, and members of the board of directors of the AFM, to reopen negotia-

(Continued on Page 3)

Support the Second War Loan

Nine New Int'l Stations May Be Built On Coast

San Francisco—Construction in the near future of nine additional short-wave transmitters on the west coast, to supplement OWI programs now aired to the Pacific area, Asia, and Latin-America over KGEI and KWID here, was forecast by Owen Lattimore, chief of the OWI overseas branch here. Even with the extra

(Continued on Page 5)

Support the Second War Loan

Albany Dept. Store Sets Eastern League Games

Albany—Announcement will be made today that John G. Myers Department Store, will sponsor all home and road games for Albany's Eastern League Club this year. The privilege

(Continued on Page 2)

Stamp Kitty

CBS has inaugurated a novel, exciting and suspenseful method of buying War Savings Stamps. The entire personnel of two of its programs: "David Harum" and "Mother and Dad," everybody from star players to publicity man, puts 25 cents a week into a "kitty" and the lucky contestant at the end of the week gets the whole jackpot—in War Savings Stamps.



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

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FINANCIAL

(Thursday, April 15)

NEW YORK STOCK EXCHANGE

	High	Low	Close	Net Chg.
Am. Tel. & Tel.	143	142 1/2	143	+ 1/2
CBS A	19 1/2	19 1/2	19 1/2
Crosley Corp.	16 3/8	16	16
Gen. Electric	35 3/4	35 1/2	35 3/4	+ 1/2
Philco	22 3/8	22	22 1/8	+ 1/8
RCA Common	10 1/2	10 1/8	10 3/8	+ 1/4
RCA First Pfd.	66 1/2	66	66 1/2	+ 1/4
Westinghouse	92 1/4	91 3/4	92	+ 1/4
Zenith Radio	27 7/8	27 3/4	27 7/8	+ 1/4

NEW YORK CURB EXCHANGE

Nat. Union Radio	2 3/4	2 3/4	2 3/4
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OVER THE COUNTER

	Bid	Asked
Farnsworth Tel. & Rad.	7 3/4	8
WCAO (Baltimore)	18	21
WJR (Detroit)	23

"Cresta Blanca" Adds Five CBS So. Outlets

(Continued from Page 1)
WRDW, Augusta, Georgia; WSPA, Spartanburg, S. C., and WCSC, Charleston, S. C., bringing the total Cresta Blanca network to 66.
Advertising Cresta Blanca Wine, the program is heard Wednesdays from 10:30-11 p.m., EWT, with Morton Gould and his 50-piece orchestra. Each week, guest artists from the concert world and the popular music field appear as guests on the program.
The agency handling the account is William H. Weintraub & Company, Inc.

in BUFFALO
and Western New York 300,000 Polish Listeners can be reached through the

POLISH VARIETIES PROGRAMS

over Station WHLD 1000 Watts for further details write to:

POLISH BROADCASTING BUREAU
754 Fillmore Ave. Buffalo, N. Y.

Albany Dept. Store Sets Eastern League Games

(Continued from Page 1)
is exclusive. Games will be carried on station WABY, which handled broadcasts the last six years for Atlantic Refining and Wheaties. Gren Rand, play-by-play announcer the last five years, will be at the mike. A competitive audition among members of WABY's staff for commercial announcer will be held this morning. Deal was consummated yesterday by Harold E. Smith, WABY general manager, Harry Goldman, sales manager, Tom McCaffrey, Albany Club president and Clay Myers for sponsor.
The announcement will be made on the "Myers Musical Clock." First exhibition game to be broadcast will be the Syracuse-Albany game here April 19. Local sponsorship in several other league cities are anticipated. Atlantic had the league rights the past five years but has dropped out of the Eastern Circuit for 1943.

FM's Annual Convention Set For Chicago April 27

(Continued from Page 1)
of the Ambassador Hotel. Routine business and current problems of FM broadcasters will be discussed.
FM broadcasters revealed this week that within three weeks after the FCC announced the FM applications could be reinstated and kept on file for the duration, 25 requests for reinstatements had come in. These were all applications pending at the time of the equipment freeze.
It was revealed also that new FM stations at the rate of one monthly have been coming on the air since Pearl Harbor.

There are 16 more FM stations on the air now than when we entered the war, and not a single one has gone off the air.

Small-Station Problem To Be Studied By NAB

(Continued from Page 1)
to digest various suggestions for the amelioration of the difficulties of small stations and present a report at the NAB War Conference two weeks hence. James W. Woodruff, Jr., of WGPC, Albany, Ga., is chairman of the committee.
Views and suggestions as to what action might be recommended by NAB to better the financial situation of about 300 small stations will be presented Woodruff, Tuesday, April 27. He will serve as moderator two days later, when his report will be considered by the general NAB meet.

"E" Presentation On MBS
Leaders from the Army and Navy will join in the presentation ceremonies of the "E" award to the Wright's Automatic Machinery Company to be broadcast over the Mutual network Saturday, April 17, from 4:15 to 4:45 p.m. Walter Compton, Mutual's Washington commentator, will act as master of ceremonies. The program will originate in the Durham Armory, Durham, N. C.

Intercollegiate Network Utilized By Army-Navy

(Continued from Page 1)
cial broadcasts which are designed to aid the trainees to complete their intensified courses. In addition to these class-room broadcasts the stations are airing entertainment features for the trainees who are able to listen to the radio during their spare time.
At the Williams College station, WMS, station heads have donated the use of their equipment to the Navy two hours a day a week for the transmission of practice Morse code.
The Commander of the Naval training unit at Cornell has completed arrangement with station officials to broadcast special programs for the Naval trainees in residence at the Cornell campus.
And Army activity at Hamilton College, N. Y., is noted by the two half-hour dramatic shows aired each week, and which are especially prepared for the Army trainees taking the Army Specialist course at the college.

"War Correspondent" ETs Debut Over 22 Outlets

(Continued from Page 1)
WGN, Chicago; WLAC, Nashville; WSEX, Salem; WFBM, Indianapolis; KPLC, Lake Charles; WASK, Lafayette; WSLI, Jackson; WCAE, Pittsburgh; KIRO, Spokane; KARK, Little Rock; WREC, Memphis; WBIX, Utica; WSBD, South Bend; WSGN, Birmingham; WGL, Fort Wayne; WHAS, Louisville; WJAR, Providence; WSPD, Toledo; WSMB, New Orleans; WJBO, Baton Rouge; WING, Dayton, and WMBD, Peoria.
The new show features John B. Kennedy, Jimmy Wallingford and a large dramatic cast. Show was originally scheduled for 26 quarter hours but has been expanded to 52.

WAWC Opening Monday To Be Broadcast By WHN

With WHN, N. Y. airing the ceremonies, the Auxiliary Aircraft Warning Center will open its first public recruiting office on Monday, April 17 at 590 Madison Ave. Appearing on the dedication program, to be broadcast from 3:00 to 3:30 p.m., will be Ed Gardner, Fredric March, Diane Courtney, Benay Venuta, Martin Block, Major "Bobby" Jones of the 1st Fighter Command and Major Fitzhugh Quarrier, Signal Officer of the New York Wing of the Aircraft Warning Service.
The guest stars will interview recruits before the microphone. The Service wants 1000 women to volunteer.
Program is under the auspices of Lieut. Norman Weiser, formerly of "Radio Daily" staff.

Elsa Maxwell Joins Berle Show
Elsa Maxwell will join the Milton Berle program as a regular next Wednesday, at which time the CBS show will feature Arthur Treacher as guest.

COMING and GOING

O. L. TAYLOR, president of K TSA, San Antonio outlet of CBS and the Loan Star Chain has arrived from Texas for a few days on station and network business.
T. S. MARSHALL, president and commercial manager of WOLF, is in town for Syracuse conferences with the New York representatives of the station.
KATE SMITH, TED COLLINS and other members of the CBS program personnel are at San Diego for tonight's broadcast which will originate at Camp Elliott, U. S. Marine base.
JOHN WELLINGTON, Blue Network producer to Washington tomorrow, where he will handle Saturday's stanza of the "Spotlight Bands" show.
HAROLD E. FELLOWS, general manager of WEEI, who had been here for the past two days conferring at CBS, left yesterday for Boston.
EDWARD TOMLINSON, commentator on the Blue Network, will deliver both a lecture and a broadcast tomorrow in Chicago as one of the final appearances in his coast-to-coast tour.
DAVID E. SMILEY, president of WDAE, Columbia affiliate in Tampa, Florida, has joined the executive contingent currently in New York on station business.
BRUFF W. OLIN, JR., general manager of WKIP, Poughkeepsie outlet of the Blue Network is expected in town for a short visit.
W. L. GLEESON, president and manager of KPRO, Riverside, Cal., flying to Chicago as a delegate to the United States Chamber of Commerce convention and the "War Conference" of the NAB, after which he will spend a few days in Washington, D. C.
RALPH EDWARDS will be in Topeka tomorrow for the broadcasting of another program of his "Truth or Consequences" bond-selling tour.
STELLE SLAVIN and the members of her all-girl orchestra, who entertained this week at Fort Dix, N. J., are back in Paterson to continue the engagement during which they broadcast locally several times weekly.
A. N. "BUD" ARMSTRONG, JR., general manager of WCOP, Boston outlet of the American Broadcasting Corp., is on a short business trip to New York.

Ponds Cream On KONO
Lamont Corliss Corp. set a twenty-six week campaign over KONO, San Antonio, for Ponds Creams starting April 19. Account was placed by J. Walter Thompson & Company through Forjoe & Co., radio station representatives.

THE DETROIT AREA NOW SOARS TO A NEW HIGH

—and this live-wire station keeps pace with a new high in retail time sales, a new high in program interest, a new high in primary coverage!

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

AFM Sees "Progress" in Disk Negotiations

(Continued from Page 1)

...for a plan to call off the dogs against record production. RADIO DAILY, yesterday, foretold this development, but Petrillo, speaking on behalf of the conference, made an official pronouncement.

Senator D. Worth Clark (D) of Ohio, chairman of the Senate Subcommittee which has been investigating the Petrillo ban, visited the conference, but both the Senator and the executives at the meeting, pledged that the call was just the result of an unfortunate coincidence. Clark happened into the lobby of the Ambassador Hotel, where the conference was going on, and being told that Clark was on hand, Petrillo invited the Senator to visit the meeting which recessed on the occasion. Union president Frank J. Murphy told the Senator that the meeting was a sincere effort on the part of the AFM factions to iron out the problem, and that, "I couldn't have been treated better at home."

No Solution Yet

A concrete solution was achieved at yesterday's session. All agreed to continue to meet. Union's board convened by itself last night, and is meeting with the transcription companies at 10 this morning. At noon, record companies are to communicate with Petrillo, to arrange a meeting between the union and the phonograph record companies this afternoon or tomorrow morning. The appointment with the record companies will be determined by reports of the session with the transcription companies this morning. Trade groups finally appointed spokesmen for each. Judge Lawrence Morris attorney for RCA-Victor, Cambridge spoke for the phonograph record companies, and A. J. Kendrick, vice-president of World Broadcasting Co., for the transcription companies.

Petrillo Sees Progress

When asked whether he would negotiate separate agreements with the transcription and record company groups, Petrillo was starting an affirmative reply but was interrupted by both Morris and Kendrick who intended to substitute a non-committing statement. Petrillo's answer "No" when asked whether the companies had submitted counter proposals, came too ready for the disk company spokesmen to check. Another exec followed Petrillo's reply with an aside, "No comment." Petrillo's reply to the query which asked Petrillo's original tax plan had been junked, the union president gave no indication that it was still being considered. He reported instead: "We have no plan here at the moment."

...reporting summarily on the meeting, which started at 2 p.m. and wound up at 5, Petrillo said: "We had a very fine meeting here this afternoon, and we all feel we are making some progress. We feel, that both sides are honest with

PROMOTION

KSTP's Pix Folder

A promotion folder of striking simplicity in format, issued to the trade apparently by WLW, Cincinnati and KSTP, Minneapolis, is in essence a round-robin mutual admiration society missive, with RKO Radio Pictures Inc. involved as the party of the third part, and all very much pleased with the job the two stations did in promoting the movie "Hitler's Children."

Cover shows Adolf wheeling in a carriage two of his "twins," lip-brush an' all, and a rhetorical headline, "We Showed 'Em... Didn't We," WLW?... Page two has letter from Stan Hubbard, KSTP president, to James D. Shouse, vice-president of WLW, exulting over the results achieved in selling the picture over both stations; Page three has a letter from RKO Prairie District Manager

"Hobby Lobby" at Saks

As a springboard for combination showing of "Hobby Lobby" and "Victory Auctions" in Eastern cities to swell War Bond sales, Dave Elman, emcee of the CBS show, staged an auction at Saks Fifth Avenue store from 7-8 p.m. yesterday, offering, among other items, a signed set of galley proofs from Wendell Willkie's latest book, "One World"; an original litho sketch of Soviet Ambassador Maxim Litvinoff, made and signed by his wife; and an original painting by James Montgomery Flagg made for Bundles for America.

To date, Elman has sold over \$40,000,000 worth of bonds.

L. E. Goldhammer to Hubbard, expressing satisfaction and extending congratulations; Page four is stark naked.

To Reduce Govt. Spots By 25%, Says Stauffer

(Continued from Page 1)

dropped to 9 and 12. Stauffer said in Chicago, OWI would not continue to use 12 and 16 spots daily unless it actually felt the need for these periods, attempting wherever possible to ask only for the time actually demanded by the informational needs of the agency. It is possible that the bureau will again ask 12 and 16 spots, but the lower figure will prevail until informational needs go up.

each other trying to solve this problem. We are making progress and we are satisfied that somewhere along the line we will come to a satisfactory arrangement." Both Judge Morris and A. J. Kendrick endorsed Petrillo's statement with "I subscribe to that statement." Samuel Oliphant added the endorsement for Soundies Distributing Corp.

11 Firms Represented

When the group was asked if the transcription companies would go to the WLB, Petrillo again quickly took over to answer for all, saying "They deny all that about the WLB (referring to yesterday's RADIO DAILY) but I cannot go any further than to say that." He had introduced his comments here with declaration that Judge Morris took time out at the start of the meeting to read the entire account in yesterday's RADIO DAILY which brought to light roots of differences in policy between the phonograph record companies and transcription companies. Petrillo said that ensuing discussions finally took cognizance of the difference in operations in the two groups, which, as far as radio broadcasters is concerned, are competitive media at best, accounting for the decision to confer with each group separately.

Eleven firms were represented by 20 executives at yesterday's meeting. Line-up follows: RCA-Victor—J. W.

Plough Inc. On WOR Buys Fulton Lewis, Jr.

Plough Inc., for St. Joseph Aspirin, and through Lake-Spiro-Sherman, will sponsor Fulton Lewis, Jr., on WOR soon after the station starts carrying the commentator. Lewis is one of the most sponsored commentators on the air, airing over Mutual on a cooperative plan. WOR will add him to its schedule April 19. Commercial sponsorship will start May 3, covering Lewis five days a week at 7 p.m.

Murray and Judge Morris; Columbia Recording—Ralph Colin, attorney, and Edward Wallerstein, president; Langworth Feature Programs, Inc.—A. Walter Socolow, attorney, and C. O. Langlois, president; NBC Theatrical—C. Lloyd Egner, vice-president in charge, and Robert Myers, attorney; Standard Radio—Gerald King, president, and Milton M. Blink; World Broadcasting Corp.—A. J. Kendrick and H. J. Guillman; Decca Records—Milton Diamond, attorney, and Jack Kapp, president; Empire Broadcasting Corp.—Gerald Kelleher, president; Associated Music Publishing, Inc.—C. M. Finney, president, and John R. Andrus, vice-president; WOR, Recording Division—Thomas Kelleher, general manager; Soundies Distributing Corp. of America—Sam Oliphant and William F. Grouch.

Seventeen representatives of the AFM present were: James C. Petrillo, president; C. L. Bagley, vice-president; Leo Cluesmann, secretary; H. E. Brenton, financial secretary-treasurer; Joseph N. Weber, honorary president and general advisor; Chauncey A. Weaver, Oscar F. Hild, J. W. Parks, A. Rex Riccardi and Walter Murdock of the executive committee; Joseph Padway, attorney; Henry Friedman, attorney; Joseph Kerngood, secretary emeritus; Thomas Gamble, Harry Steeper, Eddie Love and Edward Canavan, assistants to Petrillo.

Davis Defends Policy of OWI's Directors

(Continued from Page 1)

the crises which occur from time to time of the home front.

"We deal in one plain commodity—the facts the people of this country need to win the war," said Davis. "We must supply information about the fundamental war issues, about problems that demand attention and co-operation, about the things people must do to help themselves and their nation."

Critics Encouraged

"All facts must be presented accurately and in proper proportion, emotional appeals of the type usually associated with promotional activities are not applicable to war problems."

Critics of the allied trend toward ballyhoo in OWI were encouraged by the statement, pointing particularly to the final sentence, that "emotional appeals... are not applicable to war problems." They declared that although Davis stood firmly by Lewis and Cowles, this sentence represented an awareness that the advertising technique must not be allowed to dominate OWI activities.

Davis said in conclusion that Cowles, Lewis and James Allen, the other deputy domestic director, "will continue to execute these policies in the future as in the past."

George E. Deming

George E. Deming, vice-president and secretary of the Philco Corporation, died yesterday at his home in Bryn Athyn, Pa., as a result of a heart attack. He was 55.

Deming joined Philco in 1917 as assistant factory superintendent and since that time played an important part in the progress of the organization. He leaves a widow, Mrs. Ethel Beck Deming, and two sons George E. Jr., and John Howard.

Jordan Team's 9th Anniversary

"Fibber McGee and Molly," Jim and Marion Jordan in real life, this week began their ninth year for the same sponsor—Johnson's Wax. The program is heard on NBC, which recently added KTSM, El Paso, Tex., to the 127 stations carrying the program. The addition is effective April 20.

W.P.E.N.
Philadelphia
5000 WATTS • 950 ON THE DIAL
Affiliated Station of the Atlantic Coast Network

Los Angeles

By RALPH WILK

CHUCK LEWIN, producer for Blue Network, is to be married today to Barbara Katz, non-pro. Nuptials will take place at the home of the bride's parents.

Our selection of the week for the most photogenic non-professional is Eloise Clarke, secretary to Tracy Moore, sales manager of Blue Network, Western Division.

Private (ex-CBS producer) Cliff Howell turns over the production "reins" of the KNX amateur talent show, "Opportunity PRQ," this week to new staff producer David Titus. Howell leaves today for Ft. Douglas, Utah.

Carlton E. Morse, writer of "I Love a Mystery" and "One Man's Family," too, is arising at 5:30 a.m. daily and retiring at 9 p.m. with little relaxation in order to get all his writing chores done. Currently, he is also adapting "One Man's Family" for its first movie story.

Thomas Freebairn-Smith, producer of the Monday "Ceiling Unlimited" aviation dramas, was born in Scotland, lived as a child in Norway, was educated in England, and worked for years with a steamship company which brought him into contact with five other European countries, the west coast of Africa and both coasts of South America.

Oliver Runchey, manager of KOL, Seattle, conferred with local Mutual-Don Lee representatives on his way to Seattle from his trip to New York.

"The Halls of Montezuma" are being wired for sound. Yes, the huge San Diego Marine Base will play host to the CBS "Kate Smith Show" tonight when the gracious "songbird of the south" and her henchman Ted Collins and Henny Youngman, make it their first stop on a month-long tour of Southern California service centers. Friday's coast-to-coast broadcast will originate from the Marine Base.

Peterson "Printers' Ink" M.E.

Eldridge Peterson has become managing editor of "Printers' Ink." Frank LaClave has been made associate editor. Donald F. Briody, formerly associate editor of "Tune-In," radio publication, has joined editorial staff of "Printers' Ink."

"Spotlight" Bands Sked

Bands scheduled for the coming week on the Blue Network's "Victory Parade of Spotlight Bands" are: Monday, Ted Fio Rito; Tuesday, Jan Garber; Wednesday, Charlie Spivak; Thursday, Lou Breese; Friday, Blue Barron, and Saturday, Will Osborn.

Have You Met The Voices
of
GILBERT MACK
?

LEX. 2-1100



Reporter At Large. . . !

● ● ● Offering a pair of ducats to "Stars On Ice" currently at the Center Theater, idea engineered by DeWard Jones, Martin Block, within a period of 90 minutes, sold \$50,000 worth of War Bonds over WNEW. . . to date Block has sold over a 'cool' million which makes him a 'hotter' drummer than even Gene Krupa. . . Incidentally it's well worth mentioning the fact that tickets to the "Stars On Ice" show, have been given by other local radio artists, namely Paula Stone WNEW, Dick Gilbert WHN, Art Green, WMCA, and a co-op group on WBYN with a total of more than \$4,000,000 in War Bonds sold. . . Charles Kullman, Met Opera Tenor, may be screen-tested by MGM with a possible 'Nelson Eddy' build-up. . . Sid Weiss' discovery, Sue Ryan, comedienne sensation of the "Ziegfeld Follies" has three agencies in a dither trying to build a Wednesday radio show around her. . . due to Berle's CBS show, the "Follies" takes that day off. . . The Benny (King of Swing) Goodmans expect to swing a bassinette by the end of this month. . . When he heads East, Horace Heidt and his "Treasure Chest," will make the first stop in Milwaukee May 11. . . Hit movies scheduled for "Screen Guild Theater" programs on forthcoming Mondays over CBS, include, "George Washington Slept Here," "Nthing But the Truth," and "Whistling in Dixie."



● ● ● Johnny Morgan, comedian on the Blue's new program "Rhythm Road," has four gag writers. . . a record for a sustaining show. . . Grace Morgan, brunette singer-pianist starts her own program Monday on the Blue Network. . . John Patrick (Jack) Costello, NBC announcer, will be honored with a Degree from St. Bonaventure College at Commencement Exercises there, Monday, for outstanding work on the "Catholic Hour". . . Jack also bears the honorary title of "Ambassador of Good-Will" conferred upon him by Gov. Harold E. Stassen of his home state of Minnesota. . . Menasha Skulnick, (Cohen of "Abie's Irish Rose") sold \$34,000 worth of War Bonds in 15 minutes to an All-Jewish audience at station WBNX. . . Bill Lang's new WJZ series of five-minute biographical sketches, 6:40-6:45 p.m., revealing little known facts about people in the headlines, not only is educational but easy to listen to. . . Jimmy Durante may be seen this summer in a Vincent Youmans dramatic show. . . Thomas Freebairn-Smith, producer of "Ceiling Unlimited" has donated five pints to the Red Cross Blood Bank. . . Tommy Tucker's Band replaces Blue Barron's outfit Tuesday on the War Manpower Commission show over the Blue. . . Helene Dumas, heard on "Mary Marlin" and "When A Girl Marries," joined the Red Cross and leaves for training late this month. . . Jan Struther, author of "Mrs. Miniver" will guestar Easter Sunday, April 25 on Spitalny's "Hour of Charm."



● ● ● Jackie Kelk, 'Homer' on the "Aldrich Family," at an exhibition game recently, rooted so hard for "Dem Bums," he hardly could do that night's broadcast from hoarseness. . . April 1935, Don Quinn began writing the "Fibber McGee and Molly" show for Johnson's Wax. . . Quinn, Fibber and Molly still Waxing (ouch) comical. . . More "Date-a" . . . "The National Barn Dance" program, NBCycled back in September 1933 still has, of the original cast, Joe Kelly, emcee, Hoosier Hot Shots, Lulu Belle, Skyland Scotty, Arkie and Jack Holden, announcer. . . Anthony Mara, formerly violinist with Freddie Martin, will head the Band At the Barn, instead of Larry Funk, who, though signed for the job, as reported here yesterday, also signed a more important contract with Uncle Sam.



Remember Pearl Harbor

Chicago

By FRANK BURKE

THE Radio Council of Chicago Public Schools is sending out invitations announcing the opening of its FM station, WBEZ, 42.5 mc., on April 18. Studios and offices of the new station, which is called "The Radio Voice of the Chicago Public Schools," will be located at 288 North LaSalle and the transmitter at 79 West Madison Street. George Jennings, acting director of Radio Council will direct the FM activities and Emil H. Anderson will be chief engineer.

Howdee Meyers, radio director of the Office of Civilian Defense is scheduled to enter the Army next week. No successor has been named at the OCD.

George Fogel, producer of the CBS "Ma Perkins" show, Dick Wells, DeWitt MacBride and Freddie Howard will leave for Wolf River, Wis. on April 23 for a fishing trip.

"Tate's Variety Show," featuring Hal and Nikki Tate on WCFL, has been renewed for another 13 weeks by the Newart Company. The program is heard Wednesdays, 10:15-10:30 p.m.

The Pure Oil Company, through Leo Burnett Company, Inc., this week renewed the news analysis program of H. V. Kaltenborn on NBC for 33 weeks, effective May 10. The program, titled "Kaltenborn Edits the News," is broadcast over 33 stations Mondays through Fridays from 6:45-7:00 p.m., CWT.

Spot and local sales billing WMAQ, during March, 1943, was highest for any one month on any NBC managed and operated station in the history of the company, according to a report this week. Oliver Morton, manager of the central division local and spot sales department. At the same time Morton reported that WMAQ revenue for the first three months of this year was 45 per cent above the same period during 1942.

New business announced this week for WMAQ was topped by an order from Columbia Pictures Corporation through Weiss & Geller, for a five-minute program, "The Name You Will Remember," which will be aired Mondays through Fridays from 5:45-5:45 p.m., CWT, for a six-week period beginning April 19. Renewal business at WMAQ included an order from Macfadden Publications, through Raymond Spector Agency, for the five-minute programs to be aired April 22, 24 and 27.

THIS LITTLE BUDGE WENT TO



WORK BOSTON MASS.

Senate Group Meeting McC-Probe Measure

(Continued from Page 1)
 Republican, authors of the bill on hand, as well as Warren R. Vermont, Republican, and D. Hill, Alabama, Democrat. The committee is expected to decide whether it will schedule public hearings. Alternative is to use the famous records from last year's hearing before the House Interstate Commerce Committee on the Sanders bill which is similar in intent to the Wheeler Bill. There is also a bill, on the House side, the Sanders Bill—almost identical with the Sanders Bill. Public hearings on the Senate side are quite likely. Since the bill presented by the Senators from Maine and Montana goes considerably beyond both the Sanders and Holmes bills. It calls for numerous changes in broadcasting procedure—particularly with regard to broadcasts of a national nature—testimony on which will not be found in detail in the records of last years hearings by the committee.

McC Music Co. Wins Point On "Some Of These Days"

The Circuit Court of Appeals ruled yesterday the Federal District Court decision which had granted Rossiter, music publisher, a declaratory judgment establishing copyright renewal rights to the song "Some Of These Days," and ordered the case back to Federal District Court for trial. Appeal action was brought by Jerry Vogel and Jerry Music Co., litigants claiming composer, Shelton Brooks, assigned copyright renewal rights to them in 1937, copyright expiration date. Appeals Court, in reviewing Rossi's claim that composer assigned right renewal to him back in 1937 held that the terms involving transfer were "insufficient."

The Gen. Mills Serials Getting Full NBC Network

(Continued from Page 1)
 Starting May 31, it was announced yesterday by Paul McCluer, NBC television sales manager. The programs affected are "Light of the Evening," 1:00-1:15 p.m., CWT, for men; "Lonely Women," 1:15-1:30 p.m., for Gold Medal Kitchen Flour, and "The Guiding Light" 1:30-1:45 p.m., for Wheaties.

Farrell" Plugging Freezone

Beginning with the April 12 broadcast of "Front Page Farrell," heard on NBC Mondays through Fridays at 4 p.m., Freezone will be the product advertised on Mondays and Tuesdays and on alternate Wednesdays. Usually, the commercials have promoted Hill's Cold Tablets and Bisodol.

☆ ☆ GUEST-ING ☆ ☆

MADELEINE CARROLL and PAUL LUKAS, in an adaptation of "The Shop Around the Corner," on the "Philip Morris Playhouse," today (WABC-CBS, 9 p.m.).

DEAN MURPHY, JOEY ADAMS and CLARK DENNIS, on Jerry Cooper's "Keep Ahead" variety show, today (WOR-Mutual, 2:30 p.m.).

MICKEY ROONEY and BETTY HUTTON, on the "Comedy Caravan," today (WABC-CBS, 10 p.m.).

CARL VAN DOREN, discussing "Wartime Reading," on "Of Men and Books," tomorrow (WABC-CBS, 3 p.m.).

DR. H. E. KLEINSCHMIDT, medical and health director of the North Atlantic area of the American Red Cross; RUTH ADAMS and MRS. THELMA BAYARD, assistant directors, discussing "Elements of Home Nursing," on the "Highways to Health" program, tomorrow (WABC-CBS, 1:45 p.m.).

MADELEINE CARROLL, on Bill Stern's "Colgate Sports Newsreel," tomorrow (WEAF-NBC, 10 p.m.).

GEORGE L. BELL, acting chief of the Foodstuffs Board of Economic Welfare; LEA HITCHNER, executive secretary of the American Insecticide and Fungicide Assn., and HAROLD GUM, national president of the Future Farmers of America, on the "Country Journal" program, tomorrow (WABC-CBS, 1 p.m.).

DR. WARREN L. ROULO, DR. OLIVER T. RULE, DR. ERNEST G. SEYFERT, MARGARET E. HUSSEY, CHRISTINA FELTMAN and HELEN GENE BROMLEY, on the Crumit-Sanderson quiz program, tomorrow (WABC-CBS, 8 p.m.).

JEANNE CAGNEY, on "Armstrong's Theater of Today," tomorrow (WABC-CBS, 12 noon).

SEN. ROBERT A. TAFT, Ohio Republican, discussing "The United States in a Post-War World," on the "People's Platform" program, tomorrow (WABC-CBS, 6:15 p.m.).

SEN. EDWIN C. JOHNSON, Colorado Democrat; CAPT. LOWELL LIMPUS, military analyst for the

Gratis YMCA Disks Sent To 300 Stations

National Council of Young Men's Christian Association has sent gratis to 300 radio stations around the country a transcription titled "Songs of Service by Men of the Services," sacred music for use during Lent. All participants in the program, with exception of Milton Cross, announcer, and Jesse Crawford, organist, are members of the Armed Forces.

New York "Daily News," and BRIG. GEN. HENRY J. REILLY, author and military expert, discussing "Are We Building Too Large an Army," on Theodore Granik's "American Forum of the Air," Sunday (WOR-Mutual, 8 p.m.).

JOE BESSER, on the Fred Allen program, Sunday (WABC-CBS, 9:30 p.m.).

YEHUDI MENUHIN, violinist, and ROBERT WEEDE, baritone, on the Coca-Cola program, Sunday (WABC-CBS, 4:30 p.m.).

PROF. JACQUES BARZUN and ELI GINZBERG, on "Invitation to Learning," Sunday (WABC-CBS, 11:30 p.m.).

EDWARD G. ROBINSON, on the "Radio Reader's Digest," Sunday (WABC-CBS, 9 p.m.).

CHARLES CANSELL, Canada's Deputy Minister of Mines and Resources, on the "Lands of the Free" broadcast, Sunday (WEAF-NBC, 4:30 p.m.).

AUGUSTUS G. PARKER, Cleveland attorney, on "Wings Over Jordan," Sunday (WABC-CBS, 10:30 a.m.).

DR. GEORGE W. MILEY, president of the Synod of Ohio, United Lutheran Church of America, on the morning program of the "Church of the Air," Sunday (WABC-CBS, 10 a.m.).

RONALD COLMAN, BILLY GAXTON and VICTOR MOORE, on the Bergen-McCarthy program, Sunday (WEAF-NBC, 8 p.m.).

JAMES HADSELL, 18-year-old pianist and war worker, on the "Musical Steelmakers," Sunday (WJZ-Blue Network, 5:30 p.m.).

RAYMOND LАVALLE, of the Argentine Consulate in Japan; FLIGHT COMMANDER JOHN G. BARNES, of the R.A.F., and A. I. MARTIN, octogenarian aviator, on "We, the People," Sunday (WABC-CBS, 7:30 p.m.).

EARL WILD, musician first class, U. S. Navy, as piano soloist on the program of the Cleveland Orchestra, Saturday (WABC-CBS, 5 p.m.).

Princeton 'U' Archives Collects Radio-Show Data

Princeton University's Archives of Radio has asked Gertrude Berg, author of "The Goldbergs," and William Ford Manley, author of "Snow Village," to provide copies of current scripts, documentation of complete works, and at least one personal manuscript, the latter to be filed in the library's section on Original Manuscripts of Radio Authors.

Nine New Int'l Stations May Be Built On Coast

(Continued from Page 1)
 facilities, Lattimore revealed, American shortwave facilities in the Pacific area will be less extensive than those of Japan.

Pending work on the new equipment, construction has been started on fourteen new broadcast studios in a downtown office building, and six others in a second downtown structure. Lattimore, in a press conference, revealed that the staff of the OWI here has jumped from five employees 14 months ago to nearly 400 at present. He said "pickups" intercepted from the Tokyo radio have proved American propaganda is reaching the Orient from the facilities here.

WHIT To Celebrate 1st Birthday April 21

New Bern, N. C.—The first anniversary of WHIT, will be celebrated on April 21, with Governor Broughton scheduled as the principal speaker at ceremonies in the USO clubhouse. The Governor's talk will be piped over the Tobacco Network including WGTC, Greenville; WGTM, Wilson; WGBR, Goldsboro.

Commandants of three nearby military posts have been invited to participate in the exercises. Louis N. Howard, president and general manager, reports splendid progress for the first year and plans expansion of facilities after the war.

'Cavalcade' To Hollywood

To secure the services of busy film stars who cannot make the trip to New York, NBC's "Cavalcade of America," sponsored by DuPont, will originate in NBC's Hollywood studios for several weeks, beginning with the April 26 broadcast.

Dismiss Song Complaint

Supreme Court Justice Aron Steuer this week dismissed the complaint of Edgar Leslie and Archie Gottler, composers of "America I Love You," against Twentieth Century-Fox Film Corp. claiming breach of trust in the use of the song as a part of the motion picture, "Tin Pan Alley."

The composers had assigned the rights of the song to Kolmar & Puck Music Corp., which company in 1931 granted these rights to Mills Music Corp., which, in turn, permitted the film company to use the song for a consideration of \$5,000. The composers claimed that the value of the song as used in the picture was at least \$50,000.

Fox attorneys maintained that the claim was one of infringement rather than breach of trust and in this assertion they were upheld by Justice Steuer.

NBC Promotes Announcer

John B. Simpson, junior announcer at NBC for the past three years, has been promoted to senior announcer.

AGENCIES

THEODORE W. KHEEL, chairman of the War Labor Board for this region, together with the 21 other members of the board, will be guests of honor at the War Activities Luncheon of the Advertising Club of New York to be held next Wednesday at the club's headquarters. The chairman will describe the operation of the board.

LEWIS LODIN has joined the copy staff of Brisacher, Davis & Van Norden, Advertising Engineers. Lodin formerly was associated with the Joseph Katz Company and prior to that was with Esquire, Inc.

L. A. HAWKINS, agricultural advisor of the International Harvester Company, will deliver an address on the subject of victory gardens at the weekly luncheon meeting of the Sales Executives Club which will be held next Tuesday at the Hotel Roosevelt.

CLIFF W. AUBUCHON has been elected vice-president of Anfenger Advertising Agency, St. Louis, Mo.

LLOYD FISHER, well known advertising agency executive, has joined the New York sales staff of Weed & Co., radio station representatives.

Shortwave Easter Shows For Troops Overseas

NBC's International Division will shortwave some twenty Easter programs in English, Spanish, Portuguese, Danish, German, Swedish and other languages, for America's fighting forces overseas, and to oppressed peoples in Axis-dominated countries.

One of the features will be a program of Easter carols sung in Swedish, on Sunday, April 25, by Kerstin Thorborg, of the Metropolitan Opera. The Danish section will present three special programs on April 22, and the German section, will supply on Easter Sunday a concert comprising the works of Bach, Handel and Schubert.

Several of the Spanish programs will be rebroadcast in Latin America by NBC Pan-American affiliates.

Stations WGeo, WGEA, WRCA, WNBI, and WCBX will participate in the broadcast series.

Stork News

Dan Landt, of the CBS Landt ("Sing Along") Trio, is passing out the cigars to celebrate the arrival of a girl.

Ray Green, general manager of Kermit Raymond Radio Productions, is the father of a girl born to Mrs. Green on Wednesday.

Shelley Tyler, 6-pound girl, is the welcome newcomer at the home of Jim S. Tyler, assistant director of advertising-promotion at MBS.

Plan Passover Programs On CBS, Mutual And Blue

The Jewish Passover, commemorating the flight of the Jews from Egypt, will be observed in special broadcasts on CBS, Mutual and the Blue Network.

The first program is a presentation of Columbia's "Church of the Air" Sunday, April 18—the day preceding Passover—and originates in Camp Grant, Illinois. Chaplain Norbert L. Rosenthal will deliver the Passover address. His topic will be: "That They May Serve Me," and will be heard from 1:00-1:30 p.m., EWT.

The Passover, which begins at sundown Monday, April 19, is observed on that day in a special CBS program from the Sampson Naval Training Station, New York, from 3:30-4:00 p.m. Speakers are Captain Harry Badt, Commandant of Sampson Naval Training Station; Rabbi Philip S. Bernstein, executive director of the Army and Navy Relief Committee of the Jewish Welfare Board, Chaplain Henry Berkowitz, station chaplain, and Sgt. Barney Ross.

Dramatic readings of appropriate scriptural passages will feature the Passover program to be presented for American soldiers of Jewish faith over WOR and the Mutual network Sunday, April 18, from 4:15-4:30 p.m., in cooperation with the National Jewish Welfare Board. Sam Jaffe, distinguished actor, will read the biblical account of the passage across the Red Sea by the Children of Israel in their flight from tyranny.

On Monday at 7:05 p.m. the Blue Net Network, in cooperation with the New York Federation of Reformed Synagogues, will present a special broadcast celebrating the beginning of the Passover. It will feature a talk by Rabbi William S. Rosenblum of Temple Israel, New York City. Appropriate music will be furnished by the choir of the Central Synagogue, where the entire program will originate.

Fort Industry Alignment

Atlanta—The result of the executive meeting of the Fort Industry Company, operators of six radio stations, held here recently resulted in the realignment of its executive committee. The meeting was called when George B. Storer, president of the company, was granted a leave of absence to enter the Navy as a Lieutenant Commander with special duties.

George W. Smith, managing director of WWVA, Wheeling, West Va., was named executive vice-president to have general charge of the company during Storer's absence. L. A. Pixley, general manager of the company, and E. Y. Flannigan, managing director of WSPD, Toledo, were elected members of the board of directors.

Joins Blue Production Dept.

Jean Logan has been transferred from the script routing division of the Blue Network to the production department, where she will fill the position of night secretary to Raymond Knight, production manager.

Ask Outside Technicians To Register With NAB

Washington Bureau, RADIO DAILY

Washington—Warning that the manpower situation in the broadcasting industry, with particular reference to technicians, is growing more critical daily, Howard S. Frazier, NAB director of engineering, called for all qualified persons not now in broadcasting to sign up with NAB either for part or full time work.

This applies to persons with first, second or third class radiotelephone operators licenses or with other qualifying radio experience.

"The already rapid turnover of technicians is continually increasing and will become more rapid in the future as the armed services drain off family men and those with occupational deferments," Frazier said. Amateurs, retired technicians and others presently outside the professional fraternity are asked to register their names, ages, experience, preferred location for a job, time available, salary desired and other pertinent data with Frazier.

Women, over-age men and men physically handicapped are acceptable, Frazier said. He added that his office already has registered personnel from 37 states and the District of Columbia.

Philip Morris "Playhouse" Still Mulls Coast Move

Despite current reports that the Philip Morris "Playhouse" will not go to the Coast it was indicated yesterday by an official of the Biow agency that the move to the Coast has not been dropped.

Although no moving date has been set the "Playhouse" is expected to go to the Coast within the next few months and remain there as a permanent fixture. It was stated that the move will have to be made on the grounds of "availability." Since the show depends on star movie talent, and for the most part movie stories, it would be more expedient for the show to emanate from the movie capital where talent and story material would be more accessible.

The theory behind the move to the West Coast is that the show's rating would rise because of the availability of all necessary material. To substantiate the theory it was pointed out that when the show did originate from Hollywood the show's rating was higher.

"E" Award On CBS

Using radio for the first time, the Shefford Cheese Co., Inc. of Green Bay, Wisconsin announced that it will sponsor a Navy "E" Award Ceremony on CBS, April 22. Originating from Green Bay, the program will be broadcast over 56 stations of the Columbia network on Thursday from 4:00 to 4:30 p.m., EWT.

Upton Close, noted observer of Far Eastern affairs, is master of ceremonies.

The business was placed by Leo Burnett Company, Inc.

To the Colors

THREE ENGINEERS at KMOE, Louis, departed for military duty the same week recently. They are Raymond P. Barnes, who now is at Fort Monmouth, New Jersey, serving as a second lieutenant in Signal Corps; Paul J. Shock, now at (j.g.) U. S. Navy Communications, located at Harvard University; and Walter R. Cleary, second lieutenant, U. S. Army Air Corps Transport Command, Communications, reported for duty at Florida.

—vvv—

RUSSELL NAUGHTON, announced at WDRC, Hartford, has been ordered to report for induction April 22.

—vvv—

CHARLES ATCHISON, former announcer for WSGN, Birmingham, now working for Uncle Sam's Army Air Corps at St. Petersburg, Florida.

—vvv—

CALO MAHLOCK, of the WFLA, Fort Wayne, continues in the maintenance department, and Estel Bodenhorst, maintenance man, are now in the armed forces.

—vvv—

BRIAN YANDLE, WBT, Ft. Bragg, North Carolina, is now in the Uncle Sam's Army.

Alberti To Assist Duff On Treasury Dept's

Jules Alberti has been promoted to the Treasury Department and stamp section to assist Carlton Duffus, chief field representative and director of film and events. Alberti will coordinate and bookings, routing, etc. and his shows will be "Truth or Consequences," "Quiz Kids," "The Freedoms" and others. Also be liaison between the Japanese submarine now in the Ringling Bros.-Bartley Bailey Greater Shows.

Alberti is succeeded in the Press Section of the War Relocation Authority Staff by Charles Alsup who will handle station relations and press. Before joining the Staff, Alberti was with the Blue Network as producer and director.

Wedding Bells

Annemarie Ehlers, member of the program department at WFIL, Philadelphia, will be married in Detroit April 24 to Robert Sefcik. They will make their home in Detroit.

Betty Brewer, of the Columbia department of KXOK, St. Louis, will be married tomorrow, April 22, to Air Cadet Paul Ley, who has completed his flight training.

Pvt. Stuart Churchill, who has been before joining the Army as a tenor soloist with Fred Pennsylvanians, was married yesterday to Audrey Schneider of New York City.

BUY

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BUY

BUY

and

Keep On Buying

U. S. WAR BONDS

—This Advertisement Donated By RADIO DAILY As Contribution to
Treasury Department's Second War Loan Drive—

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'Frisco Baseball Team Sponsored By Bre

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Rainier beer and ale will be in the programs, which were KYA by the Buchanan & C. agency of Los Angeles. First cast of a game has been set for April 18.

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

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 Lou Goldberg George Ludlam
 Harold McGee Jack Negley
 Lester Tremayne Norman Weill

April 17
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 Margaret Espy Jack Nedell

April 18
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 Oscar Kronenberg Chas. La Torre
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RADIO DAILY

The National Daily Newspaper of Commercial Radio and Television



23, NO. 13

NEW YORK, N. Y., MONDAY, APRIL 19, 1943

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Record Men-AFM Break

A-Treasury Dept. Hard Work Of Radio

Washington Bureau, RADIO DAILY
Washington—The "magnificent" cooperation of the industry in explaining rationing to the public was rewarded by OPA Administrator Preston Brown in a letter made public today. IAB President Neville Miller said Radio has been a "vital force" in the "home front" campaign necessary for victory. IAB also made public on Friday the text of a letter to Arthur Stringer, (Continued on Page 7)

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Montreal—Dr. James Thomson, general manager of the Canadian Broadcasting Corp. said here yesterday that there is no government-owned radio system in Canada "but a system owned by and responsible to the people." Addressing the Ottawa (Continued on Page 4)

★ THE WEEK IN RADIO ★

... 100% War Loan Co-Op

By HANK WARNER

RADIO took the lead in opening Second War Loan Drive on April 12, and—with all due credit to the purveyors of the printed word, whose efforts were not slight by any means—displayed a zeal, enthusiasm and open-handedness with free time, talent and brains such as has never been evoked by any cause hitherto. Radio's networks and independents both launched—and kept going day and night—what is, literally, the greatest selling campaign in history.

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Stand-In

Philadelphia—A parrot called "Doodle-Do," of the Philadelphia Zoo, is able to say, "Any Bonds Today?" Doodle consented to do his stuff on the War Bond Drive over WCAU. Came the time for it to splat, and struck dumb he was. Frantic-eyed emcee stuck the mike under the nose of sound expert Horace Feyhl and implored "Give out!"

Rather ill-timed, and to some degree (Continued on Page 2)

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By HANK WARNER

RADIO took the lead in opening Second War Loan Drive on April 12, and—with all due credit to the purveyors of the printed word, whose efforts were not slight by any means—displayed a zeal, enthusiasm and open-handedness with free time, talent and brains such as has never been evoked by any cause hitherto. Radio's networks and independents both launched—and kept going day and night—what is, literally, the greatest selling campaign in history.

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Coast-to-Coast

VERE KNEELAND, director women's activities KEX, Portland, Ore., is vacationing in California. Her daily "Woman's World" program, retitled for the duration of her absence "Man's Eye View of a Woman's World," is being handled by Hartley Sater and Johnny Harrell. Helen Dyer Burt has joined continuity staff of KGW-KEX. She was formerly publicity director KXA, Seattle and free-lancer for KOMO and KIRO. New KGW-KEX announcer is John Lally, former NBC-er, Hollywood.

Finals in the annual Central Massachusetts Bowling Tournament are being covered by WTAG, Worcester, Mass., this week with pin-by-pin broadcasts daily. Handling the stint is Chief Announcer Phil Brook, with guest sportscasters appearing on each broadcast.

KGGF, Coffeyville, Kans., has arranged with Red Cross at local Army field to air series of weekly programs designed to procure furnishings for hospital recreation rooms at three nearby fields. Station will broadcast Easter sunrise service to be conducted by Lieut. Kelly, chaplain, from Kindley Field athletic stadium.

Bob McRaney, recently elected president of the Mississippi Broadcasters Association, announces that the first meeting under his administration will be held in Chicago during the NAB confab later part of April. McRaney expects nearly every member of his association to be present.

In cooperation with March Field, KPRO, Riverside, Cal., offered a jeep ride to every bond purchaser. Two jeeps were kept busy all day long taxiing buyers from downtown Riverside to the studios and the sales ran to nearly five thousand dollars during the day. It seems that many people—especially elderly ladies—had been harboring a secret ambition to ride a jeep.

Norman Thomas, Asst. District Attorney Burton B. Turkus of Brooklyn's Murder, Inc. fame, and Dr. Norman Vincent Peale, pastor of Marble Collegiate Church, will fill the panel on A. L. Alexander's Mediation Board when it is heard over the Mutual network, Monday, 9:30 to 10 p.m., EWT.

Lieut. Tom Harmon, reported on Thursday as missing since April 8 when he took off on a bomber flight in the Latin American area, formerly announced sports over WJR, Detroit. The All-American football star enlisted in the Air Corps on March 22, and was sworn into the service on his final sports roundup.

Working in cooperation with the NAB, WTAG, Worcester, is contacting local radio service front to determine the number of radio sets being held up in repair shops because of lack of tubes and also the number and type of tubes required to repair them. Letters prepared by Andy Browning, station's chief engineer, have been sent to radio repair shops, dealer establishments, and parts and set jobbers.

Big Day: After signing off WTOP, Washington, at 2:00 a.m., Lee Vickers, announcer, had to report for a commercial at 8:30 the same morning; announced the network program from the new Jefferson memorial at 12:30; took the train to Charlottesville, Va., for another Jefferson Anniversary broadcast over CBS from the University of Virginia at 10:30 p.m.; trained home to do his commercial at 8:30 Wednesday morning.

Robert McBride, announcer WAOV, Vincennes, Ind., has been informed by OWI that the dramatic series he is writing to spur enlistments in the WAACS is being sent out to eleven stations in Indiana. The series, made up of 15-minute programs, is titled "This Is Worth Fighting For."

Stan Shaw, matinee maestro at WINS, N. Y., is down with the flu, but is expected back by Monday. The regular station announcers have been filling in his 2:00 to 5:00 p.m. mileage daily.

At midnight of April 12 Announcers Lee Everett and Alan Jenkins presented as a news item to WINX, Washington listeners the fact that a daughter had been born to the wife of Sam Lawder—and announced that all listeners phoning congratulations to the studio would receive free cigars. Lawder had to shell out 148 cigars—he is still looking, with a bright light in his eye, for the bright lad who thought up the idea.

The 20th anniversary of the first overseas broadcast from America to far off England—from KDKA, Pittsburgh—will be marked tomorrow. On that eventful night, Sir Henry Field, Baggrave Hall, Leicestershire, listened in awe, and with some degree of pleasure, to the entire three-hour program of the Allegro Mandolin Sextet broadcast from Pittsburgh; and to

substantiate his claim he forwarded to KDKA a notarized letter enumerating the selections and the order in which they were played.

Falstaff Brewing has signed to sponsor play-by-play baseball over KWK, St. Louis. Contract, handled through Blackett-Sample-Hummert, involves all home games except Sunday and holidays of St. Louis big leaguers. Dizzy Dean, and announcer Johnny O'Hara, will be at the mike. The gab will be piped to eight stations in Illinois: WTAX, Springfield; WSOX, Decatur; and WDWS, Champaign; in Missouri: KHMO, Hannibal; DFRU, Columbia; KGBX, Springfield, and WMBH, Joplin.

Social Hygiene Committee of Bridgeport, Conn., is presenting a series of bi-weekly talks over WICC, Bridgeport, in connection with national campaign for month of April. Connecticut Farm Forum put on a 4-H program this week conducted by State Leader A. J. Brundage. Tonight station airs Maritime "E" award to Norwalk's Edwards & Co. To help Easter Seal Sale for Crippled Children, time will be given Saturday for talks by local judge and clergyman.

Carroll O'Meara, Hollywood radio and ad agency executive, has joined the San Francisco branch of the Office of War Information, in charge of English-language broadcasts beamed to Alaska, Asia and the South Pacific. He recently was with Young & Rubicam agency in Hollywood. Fred Fox, former KYA producer, also has joined OWI in Frisco.

Vita Vim Millers of Buffalo are sponsoring "U.P. News From the Farm Front" over WJTN, Jamestown, N. Y., six days weekly. Cooperating with the Marine Corps, a brochure of Marine cartoons is being offered to listeners. The WAAC has started a weekly five-minute feature with Corporal Ethel Potts of the Jamestown Recruiting Office at the mike. Station has arranged for a baseball display board at Jamestown Municipal Stadium.

WHIO, Dayton, which devoted alternate Thursday nights to the shows produced by Wright Field and the Air Service Command, will henceforth air both shows every Thursday night, the Field show at 8:00 p.m., the Air Command program at 10:15 p.m.

Fred G. Garrigus, education and war program director, WEEL, Boston, will address the annual meeting of Medford Chamber of Commerce on "Spot Announcements—Their Value and Place in Radio Schedules." Priscilla Fortescue, film commentator, will talk at the May 4 luncheon of Worcester Better Films Council. Her "Hollywood Snapshots" broadcast is being currently sponsored by Columbia to plug "The More the Merrier," new movie starring Jean Arthur and Joel McCrea.

Byron Winget, sound effects man, WSAI, Cincinnati, has joined CBS, the brother of Don, head soundman Crosley stations. "Buy-Way," promotional paper, which goes to key retail and wholesale grocers in the 4-State area, now includes information designed to help grocers answer many questions being asked by gardeners.

"War Stamp Stomp" was the of a stamp-selling idea carried by station WBIR, Knoxville, Tenn., a first-day promotion of the Second War Loan drive. The "dance" netted approximately \$300. Three local dance bands contributed their time, as did officers, sellers, and even the hat-check. Program was broadcast for two a-half hours.

Yale University is using recording facilities at WELI, New Haven, to synthesize voices of Yale President Charles S. Dr. William Lyon Phelps and learned dignitaries, with a film just on the transition from peace to the university.

Special KPO production of "in Wonderland" was aired by Kirkwood, Lu Tobin, Zella Earl Lee, Jack Moyles, and Carl Prudhomme. KPO singer Lynn and harmonica ace O'Brien are on an entertainment of Army camps of California and Arizona. Heard over KPO on a special war broadcast during a visit in San Francisco was Butler, Washington rep. of the Ministry of Information.

Victor A. Bennett, national sales for WAAT, Jersey City, announced sale of one hour's time today to Tool & Mfg. Co. for a broadcast of ceremonies at the plant of worth. State officials and surviving Pacific naval battles will participate. National Tool President William Z. present check to Red Cross.

'Frisco Baseball Team Sponsored By Bre

San Francisco—Broadcast complete schedule of the San Francisco Seals team of the Pacific Baseball League was assured by signing of a contract by Brewery, large coastwide firm headquarters here, to sponsor series over KYA, independent. Home contests will be aired Seals Stadium by Jack McDonnell, Carroll Hanson, with the same recreating games away from via telegraphic reports.

Rainier beer and ale will be in the programs, which were KYA by the Buchanan & Co. agency of Los Angeles. First cast of a game has been set for April 18.

BIRTHDAYS

April 16
Milton J. Cross W. Wright Esch
Lou Goldberg George Ludlam
Harold McGee Jack Negley
Lester Tremayne Norman Weil

April 17
Lawton Campbell Howard Claney
Margaret Espy Jack Nedell

April 18
Page Gilman Muriel Haynes
Oscar Kronenberg Chas. La Torre
Leopold Stokowski
Dr. L. D. H. Weld

RADIO DAILY

The National Daily Newspaper of Commercial Radio and Television



23, NO. 13

NEW YORK, N. Y., MONDAY, APRIL 19, 1943

TEN CENTS

Record Men-AFM Break

PA-Treasury Dept. Stud Work Of Radio

Washington Bureau, RADIO DAILY
Washington—The "magnificent" cooperation of the industry in explaining to the public was noted by OPA Administrator Prentiss Brown in a letter made public last week. Radio has been a "vital force" in the successful prosecution of the "home front" war effort, he stated. The letter also made public on Friday a list of radio stations which are necessary for victory.

Increased ET Use By Spot Advertisers

Increased use of transcriptions by radio advertisers is borne out by a report made by the continuity department of the Blue Network for business on its M & O stations, namely, WJZ, New York; WABC, Chicago; KGO, San Francisco; WMMR, Washington, D. C. A comparison between March and March 1942, the increase is 57 per cent. The count for that month, the advertisement department reported.

Radio Shows Being Built For USO Availability

Radio shows which will have as well as visual appeal, are being built by Nat Abramson, WOR's Entertainment Bureau, and recently named chairman of the Entertainment Committee of the USO Shows, Inc. for touring the country.

Experiment

WOR's "The Aldrich Family" is experimenting for two weeks, this week, April 15 and 22, to determine if the show improves listeners without the customary studio audience. Last week's stanza, sans studio audience, pleased some and disappointed others. After this week's experiment, the director, author and cast will make a decision.

Busy Day!

Chattanooga—Joe Engel, owner WDEF, had a busy but refreshing day yesterday. While raising \$204,350 in pledges in the opening hour of "Battle of Bonds" between local stations, a heckler offered to buy \$50,000 if Engel got off the air. Engel countered, "Make it \$100,000—and I'll jump in the river." Heckler agreed—Engel jumped.

Strong Attendance Set For NRC 3rd Conclave

Newspaper Radio Committee will hold its Third Annual Convention Tuesday at the Hotel Waldorf-Astoria at 3:30 p.m. with approximately 200 members expected to be present which number includes both radio station owners and newspaper publishers, majority being the latter owning stations. Meeting will be held coincidental with the annual American Newspaper Publishers Assn. convention at the same hotel. Harold V. Thomson, president of the NRC, will preside.

CBC Belongs To People Not Govern't—Thomson

Montreal—Dr. James Thomson, general manager of the Canadian Broadcasting Corp. said here yesterday that there is no government-owned radio system in Canada "but a system owned by and responsible to the people." Addressing the Ottawa Canadian, Thomson said.

Four-Hour Conference Brings Impasse As Petrillo Holds To Special Fees; No Date For Next Meeting

Radio War Bond Drive Piling Up Vast Sales

First week of the Treasury Department's 2nd War Loan drive, which opened on April 12 and continues for two more weeks, finds networks and independents throughout the country exceeding expectations and fulfilling their promises to go all-out in the campaign to swell the coffers at Washington by \$13,000,000 through the sale of War Bonds. Reports coming in to RADIO DAILY show a total of \$13,000,000.

Blue Network Affiliates Will Meet In Chicago

Representatives of Blue Network affiliates will meet in Chicago at the Palmer House on April 26 to discuss wartime and post-war network problems with network executives immediately.

White-Wheeler Bill Sked For Hearings On May 6

Washington Bureau, RADIO DAILY
Washington—Hearings have been set for May 6 on the White-Wheeler Bill, providing for the dividing of the radio industry.

Negotiations between the phonograph record companies and the AFM for lifting the recording ban collapsed completely Friday after the record executives met with James C. Petrillo, president, and his executive board for four hours at the Hotel Ambassador. Outcome of negotiations between the union and the transcription companies was still uncertain.

Co-Op League Plans Big Move Next Year

Cooperative League of the U.S.A. will return to radio advertising sometime in the Fall or early in 1944, on a much more expansive scale, and perhaps sponsor a live network production. Decision to expand is an outcome of the success the League has had with its first radio venture.

"Confidentially Yours" In First Out-Of-Town Trip

"Confidentially Yours," sponsored on WOR-Mutual by Richfield Oil, and also by Sinclair will do its first broadcast away from the station tomorrow.

★ THE WEEK IN RADIO ★

... 100% War Loan Co-Op

By HANK WARNER

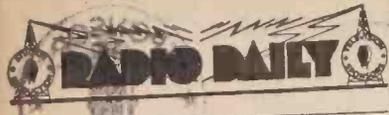
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... 100% War Loan Co-Op

(Continued from Page 1)

Vol. 23, No. 13, Monday, April 19, 1943 Price 10 Cts.

JOHN W. ALICOATE : : : Publisher

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

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

(April 16)

NEW YORK STOCK EXCHANGE

	High	Low	Close	Net Chg.
Am. Tel. & Tel.	143 3/4	142 3/4	143 3/4	+ 3/4
CBS A	19 1/2	19 1/2	19 1/2	+ 1/8
Crosley Corp.	15 1/4	15 1/4	15 1/4	- 1/8
Gen. Electric	35 3/4	35 1/4	35 3/4	+ 1/2
Philco	22 1/2	21 1/2	21 1/2	- 1/8
RCA Common	10 1/4	9 3/4	10 1/4	+ 1/8
RCA First Pfd.	66	66	66	+ 3/8
Stewart-Warner	11 1/4	10 3/4	11	+ 1/8
Westinghouse	91 1/8	91 1/8	91 7/8	+ 1/8
Zenith Radio	27 1/2	27 1/2	27 1/2

NEW YORK CURB EXCHANGE

Hazeltine Corp.	28 3/4	28 3/4	28 3/4	- 1 3/4
Nat. Union Radio	3	2 7/8	3	+ 1/4

OVER THE COUNTER

	Bid	Asked
Farnsworth Tel. & Rad.	7 1/2	8 1/8
Stromberg-Carlson	8 3/4	9 3/8
WCAO (Baltimore)	18	21
WJR (Detroit)	23	..

Ford Re-elected Pres. Of Press News Limited

Montreal—Arthur R. Ford, editor of London (Ont.) "Free Press" was re-elected president of Press News Limited at its annual meeting. Press News Ltd. is the radio-news subsidiary of the Canadian Press, of which Ford is president. R. H. Thomson of the "Timmins Daily Press" was re-elected vice-president of the radio-news group and other directors re-elected were Emile Jean of Three Rivers "Le Nouvelliste," Senator W. Rupert Davies, Kingston "Whig-Standard," H. M. Hueston Earnia, "Canadian Observer," W. B. Preston, "Brantford Expositor" and W. McCurdy, Winnipeg "Free Press."

BALTIMORE'S BLUE NETWORK OUTLET

W C B M

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

gree surprising, were the words issued the next day by U. S. Supreme Court Justice Frankfurter, who, in a dissertation on Jeffersonian Democracy, deplored "misuse and manipulation" of radio, periodicals and the movies, referring, somewhat obliquely, to danger of utilizing air, press and screen to destroy rational processes of democracy. Trade's reaction was nil... President James C. Petrillo announced that AFM would negotiate separately with transcription firms and record makers to end recording ban... OWI's Director Elmer Davis reiterated unequivocal opposition to paid government ads for radio and press, except for Alaska stations vital to communications system... Radio's newsgatherers join newspapermen in protest to FDR and Elmer Davis against plan to restrict coverage to opening and closing session of United Nations Food Conference... Davis defended Domestic Director Cowles against charges made public by 14 aides who resigned en masse. They said Cowles was more interested in "ballyhoo" than in truth... Don Stauffer, Chief of OWI Domestic Radio Bureau, announced spots would be reduced by 25 per cent beginning May 10... RCA sold holdings in RKO for \$6,500,000 to Wall St. group... OWI's chief of overseas branch in San Francisco, Owen Lattimer, talked about plans to build nine more transmitters on west coast... Senate committee met to prepare report on White-Wheeler Bill to

probe FCC... NAB held Ascap is not entitled to additional royalties for music spots that do not come at station breaks.

NBC, in oral argument before U. S. Supreme Court by Philip J. Hennessy, Jr., held that since, in its opinion, a license to broadcast is a regulatory device rather than a grant, it is justified in challenging FCC's termination of the clear channel enjoyed by KOA, Denver outlet... CBS renewed for full network three cigarette accounts: American Tobacco Co., P. Lorillard Co. and Philip Morris & Co... Agenda for 14th Institute for Education by Radio to be held under sponsorship of Ohio State University at Columbus, April 30 to May 1, revealed extraordinary number of Britishers as participants, indicating an international tone will mark many of the discussions. Peabody awards will be made at May 1 session of the Institute.

BBC announced plans to supply gratis to U. S. stations English counterparts of our daytime serials: To promote better understanding between the little people of both nations... CBC execs held a four-day confab in Toronto and discussed plans to maintain and improve Dominion standards of broadcasting... CFRB, Toronto, pulled a phoney Jap invasion report a la Orson Welles, and there was hell to pay... BBC figured one of three radios in Greater New York are tuned to BBC programs on local outlets.

Two New Directors Join Benton & Bowles

Two new directors have been added to the radio production staff of Benton & Bowles, Inc. Lillian Steinfeld, will direct "A Woman of America," the Monday through Friday daytime drama of covered wagon days now heard over an NBC network under the sponsorship of Procter & Gamble. For the past fourteen years, Miss Steinfeld has been in the radio department of McCann-Erickson, Inc., and for the past six years she has been in charge of production of "Death Valley Days."

Also joining Benton & Bowles is William P. Rousseau who takes over production of "The Family Hour," starring Gladys Swarthout, Deems Taylor and Al Goodman and heard each Sunday afternoon for the past year and a half over a CBS network under the sponsorship of the Prudential Insurance Company of America, Inc.

Rousseau comes to Benton & Bowles from Transamerican Corp. where he directed, among others, "Radio Reader's Digest." He was formerly with Young & Rubicam and has worked on an outstanding list of programs including those of Fred Allen, Ben Bernie and Phil Baker, and "We Love and Learn," "Light of the World," and "Famous Jury Trials."

Note Increased ET Use By Spot Advertisers

(Continued from Page 1)
tisers used 263 recordings, whereas last year the figure was 168.

From December, 1942, when the count registered 96 recorded spots, the advertisers jumped to 141 discs for only the first 23 days in that month. With but few exceptions, the productions were chiefly one, two and five-minute spots.

William E. Jackson

Philadelphia—William E. Jackson, 39, general sales manager of Westinghouse Radio Stations, Inc., died suddenly on Friday at his home here as a result of a heart attack.

Jackson had been in radio with Westinghouse since 1930. He was named general sales manager two years ago. Previously he was sales manager of KDKA, Pittsburgh.

Surviving are Jackson's widow, Dorothea Grover, and three children, Patricia, Robert and William, Jr.

Wanted—Announcer

Permanent job at good salary for draft-exempt man able to ad lib and maintain diversified patter on all-night transcribed program. Large midwestern city.

RADIO DAILY, Box 146,
1501 Broadway New York City

COMING and GOING

SEN. ROBERT M. LA FOLETTE, one of the owners of WEMP, Blue Network affiliate Milwaukee, Wis., and C. J. LANPHIER, manager of the station, were visitors Friday Rockefeller Center.

MEL B. WOLENS, commercial manager WCFL, Chicago, who spent three days in New York last week, left on Friday for the home offices.

ROBERT MAGEE, sales manager of WEEU, outlet in Reading, Pa., in town or conference with the New York representatives of station.

DANIEL S. TUTHILL, vice-president of National Concert and Artists Corp., has turned from a routine check-up of the NBC offices in Hollywood and Chicago.

JERRY MARES, staff member of WOBM, Baltimore, Md., in town Friday to make the acquaintance of the folks at the Blue Network offices.

PARKS JOHNSON and WARREN HULL are in Houston, Tex., for the broadcasting of tonight "Vox Pop" program on CBS from the city "Coliseum." The show had its inception in Houston in 1932.

JIMMY McCLAIN, NBC's "Dr. I. Q.," rented a home in Pasadena for a stay of weeks on the Coast.

S. BERNARD BERK, president and station manager of WAKR, has arrived from Akron station and network business and for talks with the local reps.

RAYMOND R. MORGAN, president of Hollywood advertising agency bearing his name, left the Coast on Saturday for New York, plans to remain here two weeks.

D. E. KENDRICK was in town on Friday. He's president of WINN, the Blue affiliate Louisville, Ky.

HARRY JAMES and the members of his orchestra returned to New York on Saturday after five months in Hollywood. They resume the Chesterfield series on CBS tomorrow and open at the Paramount on Wednesday.

EDWARD TOMLINSON, Blue Network commentator, will lecture today in Eau Claire, Wis., marking the final stop in his coast-to-coast tour which started March 27.

JAMES ALDEN BARBER, assistant manager and program director of KGOV, Missoula, Mont., to New York by plane for the BMI producers' conference today and tomorrow. He'll leave later in the week for the NAB Conference in Chicago.

DICK GEORGE, manager of Bob Allen's orchestra, is expected back today from a bus trip to South Carolina. The band will play Wednesday of the Cafe Rouge in the Pennsylvania.

GLENN SNYDER, station manager of WCAO, a caller last Friday at the headquarters of the Blue Network.

JIMMIE LUNCFORD and the members of his band are spending a few days in town before leaving on a New England tour which starts Thursday in Taunton, Mass.

BRUFF W. OLIN, JR., general manager WKIP, is back in Poughkeepsie following quick trip to New York on Friday.



"WFDF, Flint, Michigan, says I should give up my gasoline for you men in uniform."

WARTIME PROMOTION

WGAR's War Book

The vital war role of radio in general, and the effort of WGAR, Cleveland, in particular are forcibly dramatized in a 36-page plus cover book profusely illustrated with photographs and drawings. The piece, which is being distributed to the trade, is titled "Radio at War." It was compiled and edited by Brooks Watson, and published by National Radio Personalities, Peoria, Ill.

Emphasis is about equally divided between the radio industry's role in military communications, and the broadcasting field's efforts, particularly WGAR's, in publicizing government military and civilian policies. One section of the piece pictures WGAR personnel and station's participation in civilian defense promotions. The last seven pages are devoted to presenting in color the insignia of all branches of the armed forces and the uniforms worn by women in service. Additional copies of the book are offered at 25 cents.

Bellaire Joins Blue

Robert Bellaire, war correspondent and former United Press bureau chief in Tokyo and Shanghai, has joined the Blue Network's staff of newscasters and commentators, it was announced by G. W. Johnstone, director of news and special features. Bellaire will be heard on the Blue Sunday from 9 to 9:15 a. m., EWT, beginning May 2.

Starting a trip around the world in 1936, Bellaire cut short his travels in Shanghai to join the UP and in 1938 was appointed bureau manager in Shanghai. He became Tokyo bureau manager in 1941.

ban as a personal dictate of his, and criticized the union for striking without first making demands.

"Now the executive board of the AFM made a proposal about two months ago, in February, and as far as we can understand those are the only proposals that have been made. It seems to us that they are not anxious for any settlement at this time. As far as we know there are no more meetings in the future unless they make the next move. Then we will be happy to meet with them any time and any place."

When asked how this collapse of negotiations fitted in with his statement, "We are making progress" issued after the joint meeting Thursday, among the union reps, transcription companies and recorders, he declared: "We were led to believe yesterday that they desired a settlement of this entire situation, so my story was based on that."

The session with the record companies was held in the afternoon. During the morning, Friday, the AFM execs met with the transcription companies. No plans were discussed then. Confab was exploratory and educational, as the transcription execs reported on their activities, detailing prices, policies and mechanics.

Victory Garden Book

In tune with the times, the WAVE, Louisville, Ky., promotion for April is in the form of 32-page Victory Garden Books which the station is giving free to listeners requesting them. Several defense plants in the Louisville area have sent requests for hundreds of the books to be passed out to their employees. Titled "The A B C of Victory Gardens," the booklets contain complete information for "backyard farms" of every size.



"War Service League"

The 23 girls from KSO-KRNT, Des Moines, Ia., have joined a War Service League. Last week league collected 1,000 magazines, 120 decks of cards, 200 records, 100 sheets of music, 50 books, sent cookies to 200 KSO-KRNT, "Register-Tribune" men in service. Girls go dancing Thursday nights at Camp Dodge Induction Center, others serve as USO hostesses, at least half are enrolled in Red Cross or Civilian Defense organizations.

Senator Asks Probe Of Gov't Info Agencies

Washington Bureau, RADIO DAILY

Washington—Senate investigation of the "policies, methods and practices of government agencies relating to dissemination and control of information during the war" was called for Friday by Senator Joseph O'Mahoney, Wyoming Democrat. O'Mahoney's resolution came as the result of the recent resignations from OWI, he said. Refusing to accept OWI Director Elmer Davis' statement that the resignation occurred because of personality clashes, he said they were "apparently by reason of a disagreement over policy."

Policy Clarification Sought

Although he averred "utmost confidence" in Davis, the Wyoming Senator said, "So many rumors and reports have been issuing from that agency (OWI) that it seems desirable that Congress should have a clear understanding of the methods by which it operates in issuing the information upon which the people of this country must depend to form their judgments of public events. . . . In a Democracy, public decisions must be based upon complete public information."

Recording Men Break Off AFM Negotiations

(Continued from Page 1)

tain, inasmuch as the transcribers were scheduled to confer with the union Saturday afternoon. In view of developments in their sessions with the record companies, Petrillo and his executive board were not particularly optimistic about achieving any pact with the transcription companies, though the trade heads were inclined to feel the transcription companies appeared more interested in settlement. Both the record companies and the union made it clear that there was little possibility of both groups coming together for some time yet. Final statement of the phonograph record companies, as given by Ralph Coli, counsel for Columbia Record Corp., was as follows:

Recording Men's Statement

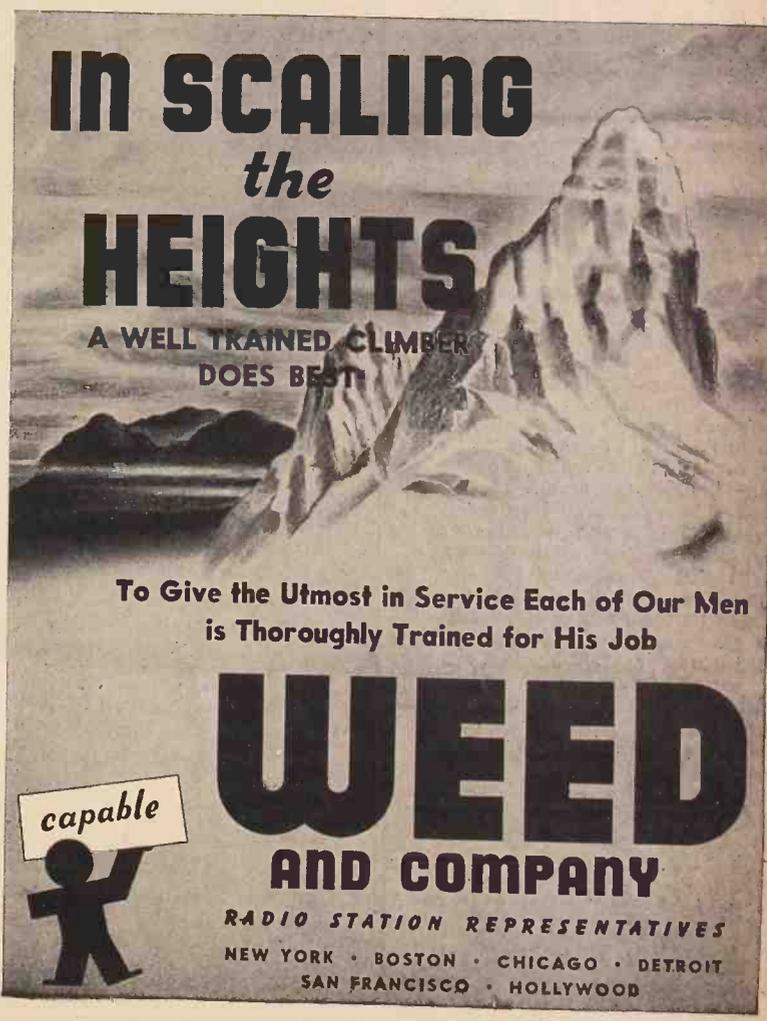
After these two days of discussion we find that Mr. Petrillo still sticks to his original proposal and that proposal, and on that we have not been able to reach an agreement. Recordors agreed that the union was right back to where it was before these latest meetings and last Thursday. Made clear to the companies do not intend to make any plans or ask for further conferences for the time being. No further meetings among themselves have been scheduled either, Colin Petrillo adding that they do not know what will be their next move.

Petrillo Admits Break

Petrillo, speaking for the executive board, described the collapse of negotiations with "We broke up, to put it bluntly." He agreed that the situation was right back where it started when the ban was first put into effect August 1, 1942. Commenting on the failure to reach agreement with the record companies, the union president explained: "They would not agree in principle to our proposal and failed to submit a counter-proposal of any kind. Before there is nothing else for the executive board of the AFM to do but to insist that they give a counter-proposal." He recalled personal attacks which were made against him by the firms, and that the trade had treated the

IN SCALING the HEIGHTS

A WELL TRAINED CLIMBER DOES BEST



To Give the Utmost in Service Each of Our Men is Thoroughly Trained for His Job

WEED AND COMPANY

RADIO STATION REPRESENTATIVES
NEW YORK • BOSTON • CHICAGO • DETROIT
SAN FRANCISCO • HOLLYWOOD



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

OPEN

Los Angeles

By RALPH WILK

GEORGE MARTIN, veteran KHJ-Don Lee newscaster, has been commissioned an Ensign in the Navy and leaves the end of the month for the East, where he will receive his indoctrination training.

Harvey Helm, ace comedy writer, joins the staff of the Camel Comedy Caravan this week.

John B. Hughes is expected to return tomorrow from his trip to Chicago, New York and Knoxville, Tenn. In Knoxville he attended the ceremonies at which his sponsor, the American Home Products Co., was awarded the Army-Navy "E" award.

How they started: Jean Tighe, soloist with the KECA orchestra, broke into show business as a would-be dramatic actress, playing the role of an 85-year-old woman. Claude Sweeten is one of the many famous graduates of San Francisco's "Blue Monday Jamboree." Dorothy Ramsay, as a newspaperwoman in Australia, was called to be interviewed about career women, and remained to do a series of interviews herself. Burritt Wheeler, KECA raconteur, went on the air for fun (and without pay) on a small-town station, reading stories from his own newspaper columns. After this column became a national feature, he came to the big town to join KECA.

CBC Belongs To People Not Governm't—Thomson

(Continued from Page 1)

dian Club, Dr. Thomson said that never since assuming his post as general manager of the CBC last November had he received anything in the nature of instructions from a minister of state or government department about what should or should not appear on the corporation's programs.

"We are granted a large freedom," he continued, "and so long as we exercise this freedom with a proper sense of public responsibility we are in full control of our own affairs. The other day in the course of parliamentary debate, the status of the CBC was discussed, and fortunately the Prime Minister and the leaders of the opposition parties all took part.

"It will be observed that there is agreement among all parties in the house that we are not a department of government, that we have a large measure of freedom but that we have a responsibility as to parliament rather than to the government of the day although we can express ourselves to parliament only through a minister of the crown."

CHARLIE SCHENCK
Producer

Fifteen years directing, re-writing, supervising script. Daytime serials, night dramatic features, thorough background in music. Have free-lance time available. Write RADIO DAILY, Box 145, 1501 Broadway, N. Y. C. or call Bayside 9-1077.



Memos Of An Innocent Bystander. . . ?

● ● ● To do their bit in the Second War Bond Drive that began a week ago, Kate McComb and Jack Rubin of the NBC serial "The O'Neills," went on the air with a five-minute sketch at 7 a.m. and at the end of the stint, listeners were invited to phone in their pledges. . . . Queried Rubin, "Now who could possibly listen this early and still have the energy to phone?" . . . who indeed but Nellie Revell, Radio Raconteur and newspaperman's newspaperman, whose phone-pledge was the first of quite a number of calls. . . . Leo (the lip) Durocher, Brooklyn Dodger manager, has appeared on several radio programs these past few months and when his baseball days are numbered, his nimble wit and 'mike savvy' will make him a fine radio bet. . . . Washington, D. C. music critics are still chuckling at the way Sigmund Romberg, at a recent concert there, introduced his vocalovely, Marie Nash. . . . Rommie's rib-tickler was "I know a good singer when I see one" . . . Jane Pickens, singing star of "Big Time," which opens next week at L.A., will be screen-tested by Paramount and RKO. . . . with Jane's looks, voice and all-round ability, how can she miss? . . . Morton Downey spends his week-ends at his home in Wallingford, Conn., where he is Honorary Fire Chief, actually taking part in fire-fighting. . . . Mort's Dad was once really that town's Fire Chief.



● ● ● Edgar Kobak was surprised when a group of Blue Networkers dropped into his office, Saturday to wish him "Happy Birthday" . . . "But my birthday is tomorrow," said to pleased-to-have-been-remembered exec. . . . "We realize that," answered a brave member of the group, "but we won't be in tomorrow—it's Sunday, remember?" . . . Mary Martin's show "Dancing in the Streets" was Boston 'beaned' so La Martin lost no time getting back into action. . . . she'll be featured on Charles Martin's "Philip Morris Playhouse" April 23 and will also CBSing May 5th on the "Cresta Blancapades". . . . Ginny Simms, radioriote, will be starred in an MGM musical titled, "Meet The People" . . . Mary Margaret McBride has added a new twist to her audience-participation, WEAf mid-day show. . . . she selects women visitors to announce her commercials. . . . What price realism? . . . at a recent "Stella Dallas" NBCast, the sound of raw carrots being grated was called for in the script, and sound effects man Tilden Brown, dashed wildly to the nearest grocer for a bunch of carrots. . . . breathlessly returning but a few moments before air time, Brown learned that the carrot sound had been deleted from the script.



● ● ● Star Radio Programs (the boss is in Africa, a fighting Yank) folds next month. . . . Joe Koehler's Radio Events show, "Old Family Almanac" replacing in many cases Star's "Good Morning, Neighbor" on independent stations. . . . During an NBC program, during which phone calls from pledges for War Bonds was solicited, a woman phoned Peter Donald, bought a \$50 Bond and proceeded to tell the ace dialectician a joke. . . . Peter interrupted her, pleading that time was short, but when she promised to purchase another \$50 Bond, he acquiesced. . . . the following coincidence actually happened and should make Dave Green feel good. . . . while Walt Framer, WBYN disc jockey and announcer, was selling War Bonds on his "Keep Freedom Ringing" program, he had just finished playing a recording by the 'Gay Nineties' star, Beatrice Kay, when the studio phone rang and a Mrs. Beatrice Kay (no relation) pledged the purchase of a War Bond. . . . Okay to both Beatrices. . . . Oh, for the life of an announcer. . . . John Tillman, CBS announcer, on Wednesday his weekly night off, does a one-minute commercial announcement for "Sons Of Fun" at 11.59 p.m. and at 12 midnight; just 60 seconds later, tosses the script aside, his day's work finished.



—Remember Pearl Harbor—

Chicago

By FRANK BURKE

IT'S New York vs. Chicago or vice versa in a "Battle of Tanks" with the Blue Network crowd using War Bonds as ammunition. The Chicago Blue aggregation held a pow-wow Friday and decided that instead of supporting the New York offices "Buy a Tank" drive they would build a tank of their own and endeavor to beat the Gotham Blues in completing their war machine. Ed R. Borroff, vice-president of Blue here is commander in chief of the tank building battalion, with Jim Stirtan program director, captain and aide. The lieutenants in the drive are Jack Baker, network singer; Johnny Wolf music department; Gene Rouse, announcer; R. S. Peterson, general offices; Ed Horstman, engineer, and M. R. Schoenfeld, sales and promotion. A cut-out replica of the tank goes into the Merchandise Mart lobby with squares marked off for bond sales. It will take \$25,000 in bond to build the tank.

Bruce MacDonald is the new WIM news editor, succeeding Bob Sabir who goes to the Blue Network, Chicago.

Peter Hand Brewery Co. launches a new series of broadcasts on WGN Sunday, April 25, from 9:30-10 p.m. titled "They Give Their Lives." Program will carry no commercial announcements and will consist of dramatized transcribed reports from war correspondents on the battle fronts.

"Confidentially Yours" In First Out-Of-Town Trip

(Continued from Page 1)

when the program originates from the U. S. Submarine Base at New London, Conn. Show, done by Arthur Halk, has a tieup with the special screening of the 20th Century-Fox picture "Crash Dive" for the personnel at the base.

First broadcast will be at 7:30-7:45 p.m., EWT, over 21 stations and the repeat which is sponsored by Sinclair Oil will be heard 7:45-8 p.m. over 9 Mutual outlets. Pix incidentally in technicolor and stars Tyrone Power, Anne Baxter and Dan Andrews.

5000 WATTS • 1330 KILOCYCLES

NEW YORK STATION OF DISTINCTIVE FEATURES

ENGLISH • JEWISH • ITALIAN

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

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

War Bond Drive On Radio Results In Tremendous Sales

(Continued from Page 1)

... a potent effort with compar-
... results. Some of the reports

KAL, Salina, Kans., at each sta-
... break, used a transcribed appeal
... ored by local businessmen.

WPA, Spartanburg, S. C., aired
... cial programs on the opening
... of the drive, and held open
... at large department store
... staffers spent the day at booth
... g in \$40,000. Subsequent broad-
... brought day's total to \$92,225.
... got prizes for briefly writing
... they bought bonds.

WIO, Dayton, staged a baseball
... rally at the Victory Bondwagon.
... broadcasting Cincinnati games,
... ncers autographed bond en-
... les.

WOD, Miami, tied-in with 17 civic,
... less and military organizations,
... and a booth at department store,
... old bonds all day long, on the
... ad on the street. Six steaks
... auctioned off for \$27,500.

WPH, Philadelphia, on first day
... \$782,100.

WCA, N. Y., raised during first
... of opening day \$16,700. Art
... 's program alone netted \$8,150.
... \$ workers manned the phones.

WEL, El Centro, Cal., sold \$6,900
... day, had two Navy wives at
... and plans street dance and
... our jamboree broadcast to pro-
... sales in Imperial Valley.

WCH, Hartford, Conn., originating
... "Information Please" on opening day,
... d \$2,497,150 in admission sales,
... asked in the glory reflected by
... rchase of one-fifth of a billion
... worth of bonds through sub-
... sions from banks, insurance com-
... and industries, whose repre-
... ves were allotted 150 studio

WGL, Richmond, Va., had Gov-
... Darden selling bonds over the

air, spotting his appeals with enter-
... tainment. Community groups were
... assigned time for special programs
... of their own.

WABY and W47A, Albany, N. Y.,
... aired a street corner rally featuring
... Mayor Ten Eyck and military not-
... ables, veterans, high school and civic
... groups.

WOR, N. Y., put on a 26-hour salute
... with messages to men, women and
... children of all ages and income
... groups regardless of their working
... hours.

KOB, Albuquerque, N. M., spotted
... appeals all day long and aired mes-
... sages from City Hall, banks, military
... posts, and a talk by Governor
... Dempsey.

WQXR, N. Y., staged sales contest
... between announcers, interviewed ser-
... vicemen and workers on the home
... front, threw in appeals by Jane Cowl,
... Joseph Schildkraut and John Hersey.

WLIB, N. Y., produced around the
... clock "The Treasury Music Festival,"
... airing recordings of "music's great
... ones, cancelled all commercials to
... voice bond appeals.

WBNX, N. Y., angled for dough
... of foreign language group with seven
... leaders of those groups making ap-
... peals. Bronx Borough President
... Lyons spoke in English. Station
... mapped a "Treasury Star Parade,"
... with celebs scheduled six nights
... running.

WLW-WSAI, Cincinnati, cooperated
... with the Hamilton County Savings &
... Loan War Bond Committee in a cam-
... paign that netted \$6,500,000 on the
... second day of the drive. The Crosley
... stations put on a day-long Caravan
... tour with staff talent, broadcasting
... from various suburbs.

WBZ-WBZA, Boston, presented to-
... gether Republican Governor Salton-
... stall and Democratic Mayor Tobin,
... discussing the drive with State War
... Bond Administrator Doherty.

WAAT, Jersey City, featured ap-
... peals by Governor Edison, and staged
... from Victory Theater in Newark a
... "Schools At War" program which all
... Newark schools tuned in.

WTAG, Worcester, Mass., displayed
... in the reception room a huge poster
... picturing a Jap battleship bearing
... a caricatured Nipponese face rising
... out of the sea. Over poster was slogan
... "War Bonds Will Sink It." Bond
... purchasers were entitled to pin a
... wave on the ship and help "sink it."

WFIL, Philadelphia, joined, in a
... plan devised by Vice-President Roger
... W. Clipp, with all local stations and
... 16 others in Pennsylvania and New
... Jersey to present a bond show on
... opening night. Each station con-
... tributed to some phase of the broad-
... cast, and pledged calls were received
... at central station.

WWRL, Woodside, L. I., through
... the appeal of a participating sponsor
... on station's Czecho-Slovakian pro-
... gram, accounted for \$50,000 worth of
... bonds.



Wanted!

A WAR SUBSTITUTE
... manufacturer who feels that he is not getting
... sufficient concentration of his advertising in such
... great, war-active cities as Hartford, New Haven,
... Philadelphia, Trenton, Jersey City and eleven
... other industrial centers of more than 100,000
... people each covered by WOR—that power-full
... station.

WOMAN'S PRODUCT MAKER
... who should prefer the station that thousands
... of women recently interviewed by Crossley, Inc.,
... said, "Brings us programs which are of the most
... help in our household work." The station is
... WOR. Complete breakdown of the results of
... this check may be had on request. Address
... WOR, 1440 Broadway, New York.

GARDEN ACCESSORY
... distributor or manufacturer who might want
... to be able to say what the P. J. Ritter Co. re-
... cently told WOR; i.e., "WOR produced more
... orders than any other major media used."

SPOTBUYERS
... to write to WOR for its interesting and inform-
... ative booklet, "Speaking of Spots."

IMPORTANT!
... Timebuyers; advertisers; agencies... call the
... WOR Sales Department today for the complete,
... dramatic story of WOR's unique coverage of the
... board. They are—Bridgeport, New Haven, Tren-
... ton, Newark, Allentown, Philadelphia, New York,
... Jersey City, Paterson, Yonkers, Camden, Eliza-
... beth, Reading, Wilmington, Waterbury, Hart-
... ford. Each contains more than 100,000 people
... each. Amazing success stories to back WOR's
... selling power in this important territory. Write,
... wire or phone WOR, 1440 Broadway, New York
... (PE 6-8600) today. Facts, proof, other data sup-
... plied pronto!

EXCEPTIONAL ANNOUNCER WANTED

ABC basic station in large
... western city has opening
... staff work for an exper-
... ienced man. He must be far
... above the average in ability
... performance and we are
... willing to pay accordingly.
... Only men having highest qual-
... ifications will be considered.
... Applicants give full informa-
... tion regarding experience,
... education, draft status, and
... where you are now receiving.

Address Box 147,
RADIO DAILY
11 B'way New York City

Bank Control Involved In Transfer Of KFMB

Washington Bureau, RADIO DAILY

Washington—An important policy question will be decided by the FCC when hearings on the application for voluntary transfer of the license of KFMB, San Diego, get under way, probably within the month. The transfer requested is from Warren B. Worcester, deceased, to the First National Trust and Savings Bank of San Diego, as trustee for Worcester. Precedent will be set by the Commission's decision.

The question is whether the FCC shall declare the holding of a broadcast license by a trust company, or other trustee with no beneficial interest, to be in the public interest. There is no provision in the Communications Act expressly forbidding the holding of the license by such a party, but the act does provide that the Commission's action in granting or transferring a license shall be "in the public interest." The statute requires that all applicants set forth their "... citizenship, character, financial, technical and other qualifications."

Worcester died last year, placing all his estate in living trust for his wife and children with the bank as trustee. Other broadcast licenses have been held by trustees for temporary periods and on occasion beneficial owners have also been trustees, but there has never been this particular combination. The bank, the Commission feels, has no beneficial interest in the station, and in addition, has many and varied interests aside from operation of KFMB. The application, moreover, is not for temporary holding of the license by the bank but for the holding of that license for an indefinite period.

Unless the Commission decides that the holding of the license by the bank is "in the public interest," the application cannot be granted. KFMB operates on 1,450 kilocycles, with 250 watts unlimited. Attorneys for the applicant are Fisher and Wayland, of Washington.

3 Radio Shows Being Built For USO Availability

(Continued from Page 1)

camp show circuits. Shows will be ready for May 1.

The three types being formed consist of the those for the Red circuit—the major and large camps; the White circuit—the minor camps; and the Blue circuit, the small, outlying camps and field units. The units range from 25 and 30 performers and band for the Red, to four or five with a single musician for the Blue. Shows are being built around scripts from already established radio shows which Abramson has been able to obtain through the cooperation of sponsors, agencies and performers.

Thus far, he reports, there has been a shortage in assembling comedy acts. Line of girls is being included in the Red units, so that they can double as vocal harmony and dance units.

NETWORK SONG FAVORITES

This weekly survey is based on the copyrighted Audience Coverage Index report of the Office of Research—Radio Division, covering the period of April 8-14 inclusive. The survey provides a scientific index of the relative extent to which these popular songs have been heard by a nation-wide sample of radio audiences.

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

The higher the song's ACI figure for the week, the more it has been heard by radio audiences. Current radio favorites from the American repertoire of popular music are segregated and presented as "Favorite Standards of the Week."

SONG TITLE	PUBLISHER	Audience Coverage Index
Brazil (Southern)		1284
As Time Goes By (Harms)		1265
That Old Black Magic (Famous)		1184
It Can't Be Wrong (Harms)		1124
What's The Good Word, Mr. Bluebird? (Berlin)		1104
You'd Be So Nice To Come Home To (Chappell)		1095
I've Heard That Song Before (Mayfair)		1073
Taking A Chance On Love (Feist)		975
Don't Get Around Much Anymore (Robbins)		950
Let's Get Lost (Paramount)		705
There's A Harbor Of Dream Boats (Shapiro-Bernstein)		675
For Me And My Gal (Mills)		582
I Just Kissed Your Picture Goodnight (Crawford)		577
Comin' In On A Wing And A Prayer (Robbins)		564
Could It Be You (Chappell)		546
We Mustn't Say Goodbye (Morris)		506
Cabin In The Sky (Feist)		418
Hey, Good-Lookin' (Chappell)		369
Don't Cry (National)		367
You'll Never Know (Bregman-Vocco-Conn)		366
I Had The Craziest Dream (Bregman-Vocco-Conn)		359
Giddap Mule (Advanced)		354
It's Always You (Famous)		351
There Are Such Things (Yankee)		341
Why Don't You Do Right (Mayfair)		314
I Don't Want Anybody (A. B. C.)		301
Old Man Romance (Witmark)		296
Moonlight Becomes You (Famous)		292
Canteen Bounce (E. B. Marks)		284
Please Think Of Me (Witmark)		270
Take It From There (Miller)		266
Right Kind Of Love (Witmark)		249
Johnny Zero (Santly-Joy)		240
Nevada (Dorsey)		216
Happy-Go-Lucky (Paramount)		205
I Never Mention Your Name (Berlin)		205
Weep No More My Lady (Dorsey)		200
This Is The Army, Mr. Jones (Army)		196
Change Of Heart (Southern)		191
I Don't Believe In Rumors (Broadcast Music)		183
Wait For Me Mary (Remick)		166
It Started All Over Again (Embassy)		160
That's My Affair (Leeds)		160
Hit The Road To Dreamland (Paramount)		146
In The Blue Of Evening (Shapiro-Bernstein)		142
Never A Day Goes By (Miller)		139
When The Shepherd Leads The Sheep Back Home (Bregman-Vocco-Conn)		129
Do I Know What I'm Doing (Melody Lane)		126
9-20 Special (Regent)		123
I Love Coffee I Love Tea (Carmichael)		122

(Continued on Page 7)

Co-Op League Plans Big Move Next Year

(Continued from Page 1)

which ended its 10-week run yesterday as a quarter-hour dramatic description on 36 stations scattered throughout the country.

Whereas the series just completed had been financed by voluntary contributions from individual operators who had raised \$25,000 for the purpose, financing of the League participation in radio from now on will probably be more organized, the League assesses its societies regional organizations.

To Complete Plans in June

Specific plans for its radio participation will be completed at the annual meeting of the League and educational directors in Chicago during June. League will celebrate its centennial in 1944, and may prefer to wait until then to splash with radio advertising.

Execs of the League are highly satisfied with the results of the week experiment, noting that close to 5,000 persons requested the pamphlet offered by the radio programs. League deems the listeners 5,000 prospective cooperators, and having obtained their interest at a cost of \$25,000, \$5 a head considers the job profitable.

Series, which was entitled "Hello Tomorrow" started February 14 on 30 stations. Six others have since added since to bring total to 36. Particularly, the budget allowance was increased from \$20,000 to \$25,000.

League reported it had made major observations throughout the experiment. The first resulted in production change. Originally, series used a vocal sextette to set mood and for bridges, inasmuch as the recording ban would not permit instrumental music. Reception side the metropolitan East was favorable. The form was too new, sophisticated and strange, reaction showed. As a result the League refined its productions (through Anton & Currier) and for the most substituted sound effects for music, or occasionally used the monica.

Second production observation noted that name guest speakers government agencies will attract audience, but will not necessarily them, for in short spaces of their messages are inadequate. Professional script writing delivered dramatic actors proved more effective in making a point.

Pryor in N.Y. Post for CBS

Don Pryor, formerly managing editor of the Columbia Pacific work in San Francisco, has been named assistant news editor in New York and assumes his new duties tomorrow at CBS headquarters.

Boyer 'Family Hour' Guest

Charles Boyer, at short notice, appeared as guest on the "Family Hour" program yesterday on CBS. He delivered an address urging the purchase of War Bonds.

IA-Treasury Dept. Laud Work Of Radio

(Continued from Page 1)
 of promotion, from Vincent
 man, director of press and radio,
 and Marjorie L. Spriggs, Chief of
 Radio Section, both with the
 War Savings Staff. "April
 '43," they wrote, "will go down
 history as the greatest all-out
 creative effort ever accomplished
 in the industry."

"Turned... to Free Radio"
 of the two letters follow:
 Mr. Miller—I wish to take
 opportunity to express on behalf
 Office of Price Administration
 myself the deepest appreciation
 for the fine public service rendered
 by the radio industry during the past few
 years in helping explain to the
 American people the essential facts
 concerning recent rationing programs
 instituted by this agency.

in OPA have been faced re-
 sulting with the problem of imple-
 menting complex rationing programs
 involving footwear, processed food,
 meats and fats. The task of
 explaining in the American people
 the understanding of (a) the reasons
 for instituting these programs and (b)
 the mechanics of their operation has
 been a difficult one. In certain cases
 we have had to get information out
 of every household and to thousands
 of merchants with a minimum of de-
 lay. We turned, of course, to our
 friends in the free radio for aid in this
 important work.

Response "Magnificent"
 The radio industry has responded mag-
 nificently. You have helped us in
 several principal ways: (a) Through
 regular news broadcasts you
 have enabled us to get basic in-
 formation out almost simultaneously;
 (b) through your commentators you
 have aided us in dissemination of
 explanatory material designed to se-
 cure understanding and accept-
 ance of our programs; and (c) By
 making available time on your sta-
 tion for myself and other OPA of-
 ficials you have made it possible for
 us to make detailed explanations of
 our problems.

Our cooperation has proved to
 be a vital factor in the success of
 our 'home front' measures which
 have been stated intimately to the winning
 of the war. For that, we in OPA
 extend to you our grateful thanks
 and appreciation." (signed) Prentiss
 Brown.

Treasury Dept. Letter
 The letter to the NAB from the
 Treasury is as follows: "Dear Mr.
 Miller—On behalf of the Treasury
 Department, we want to express to
 you and all associated with NAB
 our warmest thanks for the inval-
 uable cooperation given us in planning
 and publicizing Radio Day to launch
 our War Loan."

April 12, 1943 should go down
 in history as the greatest all-out
 creative effort ever accomplished
 in the industry. The Treasury De-
 partment is deeply grateful to the
 radio broadcasters who gave so

NETWORK SONG FAVORITES

(Continued from Page 6)

FAVORITE STANDARDS OF THE WEEK

SONG TITLE	PUBLISHER OR COPYRIGHT OWNER	ACI
Blue Skies (Berlin)		278
By The Light Of The Silvery Moon (Remick)		269
Somebody Loves Me (Harms)		269
I Got Rhythm (New World)		259
Star Dust (Mills)		257
Begin The Beguine (Harms)		168
Tea For Two (Harms)		159
Night And Day (Harms)		132
April Showers (Harms)		121
All The Things You Are (Chappell)		118

PATRIOTIC

Army Air Corps (Fischer)	468
Anchors Aweigh (Robbins)	400
Any Bonds Today (U. S. Treasury Dept.)	193

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

White-Wheeler Bill Sked For Hearings On May 6

(Continued from Page 1)

FCC into two divisions and outlining a number of new regulations for the political use of the airwaves. The subcommittee met briefly Friday morning in Senator Wheeler's office to decide on the hearing date.

Senator D. Worth Clark, Idaho Democrat, and Warren R. Austin, Vermont, Republican, were not on hand for the meeting. Senator Wallace H. White, Jr., Maine, Republican and co-author of the bill told RADIO DAILY he, Wheeler and the fifth member of the Interstate Commerce Subcommittee which will consider the bill—Senator Lister Hill of Alabama—are anxious to expedite the hearings as far as possible and will probably rely to a great extent on the records of hearings held on the Sanders Bill last year by the House Interstate Commerce Committee.

Personally, he said, "I should be content to limit the public sessions to the new matter in the bill not covered by the Sanders Bill last year."

May Mull Winchell Charges

Although it was not discussed directly during the Friday meeting, Senator Hill indicated that the committee would likely ponder the charges by Walter Winchell that his scripts were "censored" by Lennen and Mitchell. Since the bill to be considered contains provisions regarding script clearance for political purposes, he said the Winchell charges would be germane. "After all," he added, "once you start studying the radio industry, there's not much that isn't discussed before you're through, is there?"

unsparingly of their time and effort to make Radio Day such a tremendous success. Since it is impossible personally to thank the thousands of people who contributed toward the radio launching of the 2nd War Loan, we hope that you will pass on to all your stations our sincere and heartfelt thanks."

Blue Network Affiliates Will Meet In Chicago

(Continued from Page 1)

Immediately prior to the opening of the National Association of Broadcasters' convention. This year, in conformity with government requests to restrict travel as a wartime measure, only key executives of the Blue and its affiliated stations are attending the annual meeting. A majority of the executive personnel attending the meetings had scheduled necessary business trips so that they will be in Chicago at this time.

After discussing network problems a number of the Blue contingent will remain in Chicago to attend sessions of the NAB convention. WJZ, New York, WENR, Chicago, and KGO, San Francisco, Blue owned and operated outlets, are members of the broadcasting association.

Representing the network at the meeting will be: Mark Woods, president; Edgar Kobak, executive vice-president; Keith Kiggins, vice-president in charge of station; Fred Thrower, vice-president in charge of sales; Phillips Carlin, vice-president in charge of programs; Robert Swezey, legal counsel; John Norton, manager stations department; Clarke Snyder and O. M. Schloss, station contact representatives; George Milne, chief engineer; Murray Grabhorn, manager National Spot Sales; Kevin Sweeney, sales promotion manager, Hollywood, and Don Gilman, vice-president in charge of the Western Division.

The Blue stations meeting on Monday, coincidental with the registration of the NAB convention delegates, will open at 10:30 a.m., CWT, with a meeting of the Blue Stations Planning and Advisory Committee in the Lounge Room of the Palmer House.

Following a luncheon meeting and business sessions in the afternoon the Blue Network will be host at a cocktail party for all Blue station personnel.

Strong Attendance Set For NRC 3rd Conclave

(Continued from Page 1)

Hough of KGKO, Fort Worth is chairman of the committee. Principal business of the convention of the NRC will be to elect a new steering committee and review the status of the work done by the NRC and the FCC recent statement via Chairman James L. Fly that the FCC was not pressing the move against further ownership of stations by newspapers.

Consensus of opinion is that the ANPA and affiliated organization meeting at the Waldorf-Astoria the next few days will not greatly concern radio since the publishers, even though some are anti-radio are more concerned with getting newsprint.

Among the newspaper-radio men in town for the ANPA and NRC meetings are: W. E. MacFarlane, E. M. Antrim, Hulbert Taft, Tom G. Gooch, Gardner Cowles, Jr. (now with OWD); Amon G. Carter, H. Dean Fitzer, Mark Ethridge, Tams Bixby, Jr., Campbell Arnoux, E. K. Gaylord, Harry R. LePoidevin, John D. Ewing, Samuel H. Kaufmann and others.

Several Music Decisions Handed Down On Friday

Appellate Division of the New York Supreme Court on Friday rendered two decisions concerning music, most important being the upholding of the lower court which refused to affirm the Ascaph motion to dismiss the suit for declaratory judgment against the Society brought by BMI and E. B. Marks Publishing Company. The latter two wish a clarifying decision on the actual ownership of copyrights, three specific ones being mentioned in the suit. Suit was originally brought during the Ascaph-radio dispute, Marks being formerly an Ascaph member has tunes written by writers still members of Ascaph. It is Marks' and BMI's contention that the publisher should be vested with the public performance rights.

In another decision the Appellate Division also affirmed the decision of the lower court in the action brought by Jack Norworth against Jerry Vogel Music Co. in which motion to dismiss the case was denied. Vogel, Norworth alleges that on March 8, 1935 he sold his (recopy-righted) tunes to Vogel with the understanding that he would receive 50 per cent of the profits, but that this angle had been breached, also the contract.

In the action brought against Ascaph by Denton & Haskins and the Gem Music Co. for accounting, etc., Justice Dineen of the Supreme Court Friday granted the Ascaph request to dismiss the complaints against the corporate members of the Society. This includes John G. Paine, general manager, et al.

Justice Dineen, however, refused the grant Ascaph a dismissal of the action otherwise and granted the plaintiffs the right to file an amended complaint.

★ ★ Coast-to-Coast ★ ★

BUD BALDWIN has added sound effects to his "Pete's Kitchen," early morning Saturday program over WHIO, Dayton. Listeners hear background of breakfast foods being served, nickels dropping into juke boxes, etc. Listeners have written asking could they drop in for coffee and Bud has had to explain he serves figments of imagination.

Kathryn Cravens, WNEW commentator, will be on the same speaking program with Mrs. F. D. Roosevelt, Mary McLeod Bethune, noted educator, May 2, on a program at the Golden Gate in Harlem at 4 p.m. Miss Cravens will pay tribute to both Mrs. Roosevelt and Mary McLeod Bethune for their efforts in behalf of Negro education.

William H. Frost, formerly with WDSM, Duluth, and more recently with KJBS, San Francisco, has joined KPRO, Riverside, Calif., as chief operator. . . Marie Onnigan, operator, recently joined station. . . Marie came up from the ranks of "hams" and has held her commercial license for a year. Most of her experience was gained on KFRO, Longview, Texas, and KHUB in Watsonville, Calif.

For the first time in the broadcasting of Cleveland baseball games, on WHK-WCLE, one sponsor, Spang Baking Company, is taking the entire show. Jack Graney and Lew Henry will do the play-by-play. Business is being placed through Carpenter Advertising Agency, Cleveland.

WOKO's, Albany, "Man of the Hour" is now George Cole, announcer who calls out the time daily from 7:05 to 7:45 a.m. Station's newspaper advertising says he "punctuates the time with a bit of music now and then, along with certain succinct smatterings of information calculated to be of no use to anyone."

Yankee Network items: John Metcalf, web baritone, will sing Monday through Thursday of Holy Week at the Central Square Theater in Boston for the Cambridge Ministers' Union. . . Organist Francis J. Cronin will broadcast a special Good Friday program from WNAC, Boston. . . Tom Hussey will do the play-by-play of the Red Sox and Braves home games.

Wynonah Winslow, known to the intermountain west as June Lee, has resigned at KUTA, Salt Lake City, to accept the traffic department's job at KLX, San Francisco. For the past three years she has conducted all women's programs, in addition to handling the station traffic.

Easter Sunrise Services in St. Augustine, Fla., will be broadcast over WFOY from historic old Fort San Marcos. The event is sponsored by Union Young Peoples Vesper Committee. The choral group will be formed by members of the various city churches and United States Coast Guard Training Station Glee Club. The musical director will be Commander A. W. Davis, U.S.C.G.; the speaker, is Chaplain B. Franklin James, U.S.C.G. The narrator is Allen Brown, station's general manager.

Entire staff of WHEB, Portsmouth, N. H., contributed to the 2nd War Loan drive by buying stamps with their day's pay for Monday, April 12. . . The staff went to the Portsmouth Hospital on Friday, and donated many pints of blood to the Red Cross. . . Bert Georges, general manager, has been appointed to the executive committee of the Portsmouth community chest, and Del Wyant, production manager has been appointed to the campaign committee.

Harry G. Bright, general manager of WGBR, Goldsboro, N. C., is back at his desk after a two-week battle with the flu. He spent a week in the Goldsboro Hospital.

E. S. Mittendorf has joined the staff of WLOL, St. Paul, and will act as general manager of the station. Mittendorf is one of radio's pioneer executives. He was manager of WKRC, Cincinnati, from 1925-1934; and general manager of WIND, Gary, Ind. from 1935 until 1941.

WELL, New Haven, has just appointed Mrs. Phyllis Beardsley as continuity writer. Mrs. Beardsley was formerly connected with KSFO and KPO, San Francisco and WBRY, Waterbury, Conn.

Beatrice-Ann Gehrung has joined the staff of WTMJ, Milwaukee, as news writer. A graduate of the University of Wisconsin, Miss Gehrung has been serving in a similar position at WSAU, Wausau, Wis.

May Love has joined the staff of KOMO-KJR, Seattle, as music librarian. . . Dick Keplinger, news and special events director, has been appointed publicity chairman for Farm Labor Recruiting Committee in Western Washington. . . John Rhys Evans has joined staff as publicity director in research-advertising dept.

Fishing as recreation for the armed forces stationed on islands in the Pacific will be discussed by Harlan Major, salt water fishing and tackle authority and author of "Sure You Can Fish," on Syd Hayden's "Everybody's Books" program today on WBNX, N. Y. Major, who has fished off Midway, Wake and Guadalcanal, will tell about his fishing experiences in those waters.

Dave Murphy, WGY, Schenectady newsman, has signed with Grove Laboratories through Russel M. Seeds to do "Dave Murphy Reports the News Tonight" three times a week. Contract runs a year.

Radio section of the Special Services Office of Gulfport Field is presenting a weekly 30-minute show over WSMB, in nearby New Orleans, on Saturday nights. Show utilizes 8th Army Air Forces Military Band, some 28 men, a glee club of fourteen, and a regular cast of entertainers. Program is written by Sgt. Lanny Pike, formerly of WGAN, Portland, Me., and announced by Sgt. Chas. Edwards, formerly of WSM, Nashville, Tenn., and WGST, Atlanta. Also connected with the effort is S/Sgt. John Gray, formerly of WBBM, Chicago, and former chief announcer of WDOD, Chattanooga.

Newburyport will be saluted in war effort on April 24 over WBZ, Boston, when the New England W house stations present another series of "Hats Off" dramatic narrations. Written by Don Horter, the cast will tribute briefly to some of the incidents which brought Newburyport well known in the days of East and West commerce.

Charles Snow, pilot of "Junior Command" over WSAI, Cincinnati, guest-interviewed city's ranking Scouts of America executive, Roberts on Saturday. . . When Bray begins his pre-game inter-broadcasts at the opening of the ball season it will mark the beginning of the sixth consecutive year the program under same sponsorship of a local baking company. Program titled "Fans in the Stands." On Redlegs are out of town, Snow views folks in downtown streets in "Fans in the Street."

Sam Serota, production manager in charge of a WIP, Philadelphia, crew to the Marine Base at Parris Island, to broadcast an exclusive one-hour program on Easter Sunday at 2:30 p.m. show is slanted to Philadelphia's sons at the base.

AT LAST! THERE'S A
HOOOPER
FOR SYRACUSE



Don't guess any longer about which station to buy in Syracuse! Now you can pick your station on the basis of a new C. E. Hooper, Inc. listening study just completed. At last you can know how people listen in this great Central New York Market, and what stations they listen to most. Ask WAGE or your nearest Petry representative to show you this new Hooper report, the only authoritative survey now available on Syracuse radio listening.

Represented by
Edward Petry
& Co. Inc.



1 KW • 620 KW
SYRACUSE, N. Y.
Basic Blue and Mutual

1943									
BIRTHDAYS									
1	2	3	4	5	6	7	8	9	10
11	12	13	14	15	16	17	18	19	20
21	22	23	24	25	26	27	28	29	30

April 19

- Sylvia Froos Louis Katzman
- Ronny Sherwood Liss Ann Shelley
- Vivienne Segal Betty Winkler

WOMEN!

Excellent opportunity for woman announcer. Send audition disc. Also opening for woman copy writer.

WPIC Sharon, Pa.

NAB "War Meet" Agenda

OWI-Censor Accord Undergoes Revision

Washington Bureau, *RADIO DAILY*
 A revision of the agreement between the OWI and the Office of Censorship drawn up last week has been made public, clarifying the premise that sole authority for what should not go on the air rests with the latter office. The OWI has full authority for the issuance of news and information originating in government sources, but retains control over information going to the war effort. The OWI is responsible for any violation of the Wartime Code contained in material put out by the government for broadcast or publication.
(Continued on Page 6)

CBC Completes Plans For Front-Line Reporters

Toronto—Developments in plans for front-line radio broadcasting from the front lines with the Canadian troops have been announced by Dr. James Thomson, general manager of the CBC. A. E. Powley, senior editor of the CBC central newsroom at Toronto, and Matthew H. Halton, former Toronto Star newsman, have been assigned to the front lines.
(Continued on Page 2)

KO Gets Gen. El. Award For "Perfect" Operations

San Francisco—KPO will be presented, for the third successive year, the General Electric annual award for "perfect" operations record, at dinner tonight being given by President Ingold of Chamber of Commerce.
(Continued on Page 2)

Toscanini MSS

The Manuscript of Arturo Toscanini's original arrangement of "The Star Spangled Banner" will be offered for sale to the highest bidder in War Bond purchases during the maestro's special Treasury Department concert with the NBC Symphony Orchestra from 5-6 p.m., EWT next Sunday. The concert will originate at Carnegie Hall. Vladimir Horowitz will be soloist.

No Decision

No decision was handed down yesterday by the U. S. Supreme Court, although it had been expected for the past three Mondays, since the high court reconvened. Presumed now that it will go over to May 3, at the earliest. Trade seems to feel now that the odds are with the networks as against the FCC—but this is not a prediction.

NBC Gave 102 Hours In March War Effort

Network time devoted to the war effort in March totalled 102 hours, 26 minutes, NBC revealed yesterday. This figure compares with 82 hours, 49 minutes in February. Of this all-time-high March total, commercial programs contributed 48 hours, 13 minutes; sustaining series, 42 hours, 57 minutes, and one-time programs and announcements 11 hours, 15 minutes.

Ommerle Joining R. & R. As V.-P. And Acct. Exec.

Harry G. Ommerle of the radio division of the William Morris Agency has been appointed, effective May 15, vice-president and account executive of Ruthrauff & Ryan, Inc., New York, it was reported yesterday by Everett J. Grady, executive vice-president. Prior to joining the William Morris Agency six years ago, Ommerle was
(Continued on Page 2)

Three-Dimension Tele, Color Ready For Post War—Baird

CBS Adds Bonus Outlet; Another Goes Full Time

CBS announced Friday the affiliation of station KILQ, Grand Forks, North Dakota, as a CBS bonus outlet with station KDAL, Duluth. In addition, CBS made known that the FCC has just granted license for full time operation of CBS Pacific Coast bonus
(Continued on Page 2)

Manpower, Recording Ban and Nation's Needs Set As Discussion Subjects; Many Gov't Speakers Scheduled

Expect ET Firms-AFM To Set Up Pact May 10

Transcription companies and executives of the AFM agreed to meet on or before May 10 to wind up the problem of the recording ban, one way or the other. Decision was announced following the meeting of both groups on Saturday at the offices of the AFM. Other than to indicate
(Continued on Page 2)

So. Amer. Radio Surveys By Four CIAA Officials

Plans for four executives of the Coordinator of Inter-American Affairs radio division to make separate survey tours through Latin American republics were announced by the CIAA. Wilfred S. Roberts plans to leave New York within the next week
(Continued on Page 5)

FDR On All Webs Tonight With Talk Sked At 11 P.M.

President Franklin D. Roosevelt will be heard on all networks tonight in a special talk, which is scheduled to start at 11 p.m., EWT. Expected that the talk will run about
(Continued on Page 2)

Washington Bureau, *RADIO DAILY*
 Washington—Neville Miller, president of the NAB, yesterday released the full agenda of the "War Conference" which the organization will hold in Chicago next week.

Starting Monday, April 26, and running through Thursday, April 29, the conference will feature outstanding speakers from the industry and from various departments of the government. Among the latter to be heard will be Elmer Davis, director
(Continued on Page 6)

To Form Met. Chapter Of Educational Org.

Network and station execs and educators here, at a meeting Saturday, decided to form a metropolitan chapter of the Association for Education by Radio. Group met at the home of Mrs. Dorothy Lewis, NAB Coordinator of Listener Activities. Major Harold W. Kent, president of the Association, and of the Public Relations
(Continued on Page 2)

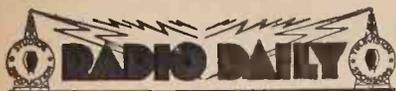
WVO Gives Half-Hour For Servicewomen Series

On behalf of the U. S. Naval Training Center in the Bronx, for WAVES, SPARS and MARINES, station WVO is contributing a half hour every Saturday evening, 6:30-7 p.m. for a
(Continued on Page 2)

No Housing Problem

Dayton, Ohio—John Murphy, WHIO announcer, didn't worry one whit about the acute housing problem here when he accepted the job—he simply brought his abode with him. He lives in a trailer with his wife and daughter. Before coming to Dayton, the Murphy's camped in the vicinity of radio stations in St. Petersburg, Cincinnati and Cleveland.

At the moment no television signal is permitted to be sent out on the
(Continued on Page 5)



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FINANCIAL

(Monday, April 19)

NEW YORK STOCK EXCHANGE

Table with columns: High, Low, Close, Net Chg. Rows include Am. Tel. & Tel., CBS A, CBS B, Crosley Corp., Gen. Electric, Philco, RCA Common, RCA First Pfd., Stewart-Warner, Westinghouse, Zenith Radio, NEW YORK CURB EXCHANGE, Hazeltine Corp., Nat. Union Radio.

OVER THE COUNTER

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

KPO Gets Gen. El. Award For "Perfect" Operations

(Continued from Page 1) merce. Presentation, which will be witnessed by 126 of California's leading industrialists, will be made by Raymond M. Alvord, commercial vice-president of General Electric in San Francisco. KPO lost only 12 seconds operating time in entire year through technical failure.

Ommerle Joining R. & R. As V.-P. And Acct. Exec.

(Continued from Page 1) associated, successively, with N. W. Ayer & Son, Inc., advertising agency, and with CBS.

For GOOD MUSIC AND NEWS WLIB 7 a.m. to 8 p.m. THE VOICE OF LIBERTY 1190 ON YOUR DIAL

CBC Completes Plans For Front-Line Reporters

(Continued from Page 1) signed to the CBC overseas unit as special war correspondents and will go to Britain shortly.

Powley, who was on the Toronto "Mail," and "Empire," "Star," and "Telegram" before he joined the CBC national news service at its inception in December, 1940, will head the CBC overseas news set-up from London, while Halton and Peter Stursburg, formerly of the CBC Vancouver newsroom and now with the overseas unit, will go with the troops into the fighting zones.

Plans are also being made for a corresponding organization of French-Canadian reporters to cover the army's activities for listeners on the CBC French network. Both outfits will be staffed by CBC engineers.

According to D. C. McArthur, chief editor of the CBC national news service, present arrangements call for radio news reports to be recorded in the field and rushed back to London to be beamed across the Atlantic for relay on the CBC national network. Special stories will also be cabled back to the CBC central newsroom.

To Form Met. Chapter Of Educational Org.

(Continued from Page 1) tions Department of the War Department, attended. Meeting appointed a planning committee which will confer Thursday, April 22, at Town Hall Club dinner, to shape policy and set up a program of activities. Association is having its annual meet, April 30-May 3 at Columbus, Ohio.

Members of the planning committee for the metropolitan area are as follows: Jane Monahan, Radio Director of the New York City Public Schools; Robert McDougal, radio director of New Jersey State Teachers College, Trenton, N. J.; Grace Johnson, Director of Women's Activities of the Blue Network; Mrs. Henriette Harrison, National Radio Director of the YMCA (sic); Leon Levine, assistant director of education at CBS; Mrs. Dorothy Lewis; Madge Dower, assistant to Miss Monahan; James McAndrew, Radio Co-ordinator for the New York School Board of Education, WNYC, New York; and Harold McCarty, OWI, New York.

WOV Gives Half-Hour For Servicewomen Series

(Continued from Page 1) weekly program devoted to subjects of interest to the trainees and their parents and friends. New series, which will get under way Saturday, April 24, will consist of a dramatized letter each week, in which the dramatic incidents will be complete, but in which the characters will be continuous. Program will be in the form of a letter to the parents. Bridges and other music in the series will consist of favorite selections listed by the trainees. Ensign Mathleen Quinn, Recreational Director is in charge of the series. Members of the auxiliary forces will take all the acting roles.

Expect ET Firms-AFM To Set Up Pact May 10

(Continued from Page 1) that the meetings have been friendly, neither group gave any indication of the possibility of working out a plan for lifting the ban. The postponing of further meetings until May, it was explained, because necessary inasmuch as the executive board of the AFM as well as transcription execs had other commitments. Most of the transcription reps will be attending the Chicago NAB meeting next week.

Meeting between the transcription execs and the union reps was the third in the week since negotiations between the groups had been resumed on Thursday when the record and transcription companies met in a joint session with the AFM. Friday morning, however, the transcription companies met separately with the union, and in the afternoon, the session was between the phonograph record companies and the union. At that confab, negotiation broke down completely as far as the record firms are concerned. Whether or not the transcription companies will consummate a separate deal with the union has yet to be announced.

Next meeting between the union and the transcription companies will be in New York, at the AFM's new headquarters in the General Electric building.

CBS Adds Bonus Outlet; Another Goes Full Time

(Continued from Page 1) KGDM, Stockton, California. KILO will be added to the Columbia network on May 1. Established in 1941, the station operates with 500 watts night-time power and 1,000 watts daytime power on a frequency of 1,440 kilocycles. It is owned and operated by Dalton Le Masurier who is also the station manager.

KGDM, Stockton, became a full time operating CBS bonus station on April 14. Station has been affiliated with Columbia since October 1, 1942. The station operates on 5,000 watts power, 1,140 kilocycles; KGDM formerly had a frequency of 1,130 kilocycles. Established in 1926 and owned and operated by E. F. Peffer, KGDM is available as a bonus station to all Columbia Network advertisers using CBS' Pacific Coast Group.

Lewis To Make Reels

Fulton Lewis, Jr., Mutual's commentator on political affairs, has been signed by Newsreel Distributors, Inc. to do a series of special newsreels. First two are being made today.

THIS LITTLE BUDGET WENT TO WORL BOSTON MASS. Image of a bear.

COMING and GOING

EDGAR KOBAK, executive vice-president of the Blue Network, is expected back today for a short trip to Washington, D. C.

BENEDICT GIMBEL, JR., president of W Philadelphia, is here for a few days to confer with executives of the Mutual network.

LOUIS J. FINK, program director and chief engineer of WSUN, St. Petersburg, Fla., is town for conferences at the headquarters CBS.

ROY BAILEY, script supervisor of Benton Bowles, is spending a two-week vacation Palm Beach, Fla.

BOB HAWK, master of ceremonies on "Thanks to the Yanks" show, is in St. L. today for the "celebration of Hitler's birthday" a bond selling promotion.

DON W. GILMAN, vice-president of the Blue Network in charge of the Pacific division, DON SEARLE, manager of KGO, traveled from Hollywood to San Francisco on Sunday for ceremonies by which the latter will be installed in his new managerial post.

MARTIN WICKETT has arrived from WT Columbia outlet in Washington, D. C., for a few days on station and network business.

LESTER G. SPENCER, assistant general manager of WHIO, Dayton, Ohio, is here to attend the BMI meetings and for talks with the New York representatives of the station.

BOB HOPE broadcasts tonight's program NBC from Camp Hood, at Fort Worth. It is the first stop in a coast-to-coast tour Army camps.

JOHN WELLINGTON, Blue Network producer is at Portland, Ore., to handle tonight's spot of the "Spotlight Bands" program from yards of the Oregon Shipbuilding Company.

LEW KENT, program director and chief announcer of WMAZ, Macon, Ga., is in New York for the BMI program directors confab.

ANNETTE EBSEN, manager of the BBC of Washington, D. C., spent last week-end in New York with LILIAN LANG, traffic department secretary, and RHODA MAGID, both of the New York office, spent their week-end in the Capital.

FDR On All Webs Tonight With Talk Sked At 11 P.

(Continued from Page 1) a half-hour. Usual 11 p.m. news periods heard in the east will follow the President's talk.

Web-AFRA Arbitration Date

Arbitration between AFRA and the Blue Network over the commercial status of "My True Story" has been set, for the time being, for May 1. There are possibilities, however, that the hearing may be postponed for a few days.

21 YEARS AGO WE STARTED TO GROW KPO SAN FRANCISCO

"TODAY, IN BUSINESS AS IN LIVING, THE ESSENTIAL THINGS COME FIRST!"



A Match... and the New York Market

What's a match got to do with the New York market? The answer to that one is easy...

The American people know that a match is essential... or back they all go to raw meat and bundling!

And American business men know that advertising in the *right markets* is *essential*—particularly today... or back they all could go to push-carts and the like!

New York is one of those *right markets*... and WEAF is the *essential* station... because WEAF, the key station of the NBC network, domi-

nates this market... a market where 15,000,000 people (12% of the nation) spend 8 billion dollars yearly for retail merchandise alone—a market where WEAF's superior signal carries the finest programs on the air to every corner of this vast area.

WEAF... NEW YORK

One Of Eleven Stations in
Eleven Essential Markets
Represented by NBC Spot Sales

Eleven stations that broadcast the nation's most popular programs to 55% of the radio families in the United States (primary areas only) ... eleven *essential* stations where

the buying power is 34.2% greater than the average for the whole country.

Yes, eleven stations as essential to American business for the maintenance and growth of war and peacetime sales as a match is essential to the American people for the maintenance of their way of life.

WEAF • NEW YORK

WRC • Washington KPO • San Francisco
WMAQ • Chicago WBZ-A • Boston-Springfield
KDKA • Pittsburgh WGY • Schenectady
WTAM • Cleveland KYW • Philadelphia
KOA • Denver WOWO-WGL • Fort Wayne

NBC SPOT SALES

One of a series on America's fastest-growing Victory Markets—New York City

Los Angeles

By RALPH WILK

WALTON GOLDMAN left for San Francisco last Friday, to arrange for various radio broadcasts and to plug his new song, "I Love Coffee" by Vic Knight, producer of the Ginny Simms show. Goldman returns to Hollywood tomorrow.

There'll be a real tear behind those ballads Jo Stafford sings on the Al Jolson-Monty Woolley broadcast come May. Jo's husband, John Huddleston joins the Army in chemical warfare this spring. It will be the first time in the five years they've been married, that the pair have been separated for so much as a day. Huddleston also sings with the singing Pied Pipers, of which Jo is soloist.

Camel Caravan's funnyman Jack Carson has turned down a \$25,000 personal appearance tour on conclusion of his current Warner Bros. assignment, "The Animal Kingdom." He'll tour Army camps for the Hollywood Victory Committee instead.

On April 15, Phil McHugh, news commentator, started his new 7:30-7:45 a.m., program for the McMahon Furniture Co., over KHJ, KMPC, KFXN, KYOS and KFRE. He will be heard Mondays through Saturdays and his contract is for one year.

The grudge golf games producer Cecil Underwood and maestro Claude Sweeten are playing have their pay-off at the weekly "Gildersleeve" programs. The pair play not for cold cash but for bars of music. When Sweeten wins he gets to "pad his part" on the Sunday opus—has to cut it when he loses. When the winnings on either side look like they'll throw the show out of balance, winner takes a rain check and adds points to next game's profit.

AP Director Meeting Told Of Radio Subscribers

At the annual convention of the Associated Press which started yesterday at the Waldorf-Astoria, and will continue until Wednesday, the AP Board of Directors reported to its members that Press Association, Inc., is now servicing more than 300 stations. AP directors stated that Press Association, the Associated Press, radio subsidiary made substantial gains during 1943 and is making an increasing contribution toward the cost of news collection and is a factor in keeping the Associated Press before the radio audience.

NBC Engineer Transferred

Silvo Caranchini, formerly a recording engineer at NBC's Radio City headquarters, has been transferred to Hollywood.

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



A Reporter's Report Card. . . !

● ● ● **WILLIAM S. PALEY:** The sopra'notable' of the CBSaturday Night Serenade, Jessica Dragonette, received a postcard from two fans which reads "We're moving from Yonkers, N. Y. to Richmond, Va. but if we can't hear you on a Virginia station, we'll move right back to Yonkers."

...**FRED F. FINKLEHOFF, JR.:** Your stage hit "Show Time" has been booked as a package unit into the Capitol Theater for an indefinite run beginning next month....**KING SISTERS:** Better take Horace Greeley's advice and head West...your maestro, Alvino Rey and the boys, who are working at a west coast aircraft factory, have signed for a new late Sunday night series of broadcasts beginning next month....**LEONARD LEVINSON:** Your scrippling for the Al Jolson-Monty Woolley CBSShows is 'big time' but you rate this bow for your swell 'keep info from the enemy' slogan, "Don't talk our boys to death"....**MARY SMALL:** On May 3 you'll be 21 summers young and though you've been in the radio end of show business for 9 years, you get your first start in musical comedy with a featured role in George Marion, Jr.'s "Early To Bed" which will debut at New Haven May 13....**NATALIE PURVIN PRAGER:** Your "Game Parade," now heard Saturday mornings over the Blue Network, celebrates its fifth anniversary on the kilocycles.

★ ★ ★

● ● ● **DR. JAMES CONANT:** Scripts of the NBC serial "Snow Village" will be filed in the Radio Archives at Princeton University. . . .but the author of that program is a Harvard man....**GEORGE LOWTHER:** Don't look now but Paramount may produce your new play or purchase same for the cameras....**CHARLIE BARNET:** Your band will supply the necessary 'jive' in the forthcoming Columbia picture, "Jam Session"....**FULTON LEWIS, JR.:** Mutual Broadcasting System, due to so many requests for copies of your broadcasts, will henceforth print copies of your talks for distribution to 'listener-requests'....**BENNY RUBIN:** When you leave the "Greenwich Village Inn" show for a p.a. at the State in New York, your place will be filled by Dooley Wilson, who covered himself with glory as "Sam" in the Warner Bros. thriller, "Casablanca"....**SAMMY KAYE:** The Overseas Swing and Sway Club, organized by Sgt. Johnny Kozloff of the USAAF, now has five chapters located in England, Tunisia and Morocco....**UPTON CLOSE:** Your suggestion, calling for the building of a "Billy Mitchell" railway line from Chicago to Moscow has resulted in MBS receiving many letters from supporters of the idea.

★ ★ ★

● ● ● **PHIL BRITO:** Pvt. Viola Galway and 399 of the 'buddies' in the WAAC's, have requested photos of yourself for their camp quarters.... this makes you one of the first 'pin-up BOYS'....**BARRY WOOD:** It it's true (and we wouldn't know) that the 'first million is the hardest', you should find it pretty easy sledding from here on.... your War Bond sales are nearing the \$3,000,000 mark....**JIMMY JEMAIL:** As Inquiring Photographer of the 'News', these past 20 years, you've been asking people questions.... when you quest-sleuth May 1st on the "Ellery Queen" whodunit, you'll be the quizee which ought to be somewhat of a novelty....**HARRY JAMES:** Al Morgan will devote his entire Friday's program of the WABC show, "Personally, It's Off the Record" in welcoming you and the band back to Gotham....**HAL YATES:** That's a nice stunt you're working at the Hotel Sheraton....we mean offering to sing or play any number, written in the past 20 years, provided the 'requester' pledges the purchase of a War Bond if you succeed.... understand that your first night netted Uncle Sam \$1,100.

★ ★ ★

— Remember Pearl Harbor —

Chicago

By FRANK BURKE

FIRST programs on WBEZ, the Chicago Board of Education FM station, were heard on the inauguration Sunday and recounted the history of the Radio Council since its inception five years ago.

Eddie Seguin, veteran B & K publicity man and well known to the radio crowd, is scheduled to go in the Army next week.

New personalities on the WBEZ staff include Fred Kilian, producer from Springfield, Ohio, and two new announcers, Wayne Nelson and Gordon Gray, from KMOX, St. Louis.

Harry Kogen, Blue Network conductor, and Bernard "Whitey" Berquist, pianist, have collaborated a new tune, "On the Bridge of Mar Polo," which will be premiered Jack Baker on the "Breakfast Club" show, April 22.

Louie Zitto Drummer, manager Gracie Barrie's orchestra, will be a drum in Uncle Sam's Army soon. Jack Ryan, publicity director for NBC central division off for week's Radio City conferences.

Walter West and Marion Odman of "This Week in Chicago," have enlarged their magazine and will include features on radio.

Paul Rhymer, author of "Vic a Sade," recuperating from tonsillitis.

Name Chief Investigator In Congress FCC Probe

Washington Bureau, RADIO DAILY
Washington—Appointment of William Larson, who has been conducting an investigating business in Detroit for the past three years, as chief investigator for the Cox committee, investigate the FCC was announced over the week-end by the committee unofficial press agent. For five years before going into business on his own Larson was chief of the plant protection service for Fisher Bodies for 10 years before that was with FBI.

21

YEARS AGO
WE STARTED
TO GROW

KPO

SAN FRANCISCO

GUEST-ING

EL OTT, manager of the New York Giants, and LEO DUROCHER, manager of the Brooklyn Dodgers, at "Effy's," tonight (WJZ-Blue Network, 8:30 p.m.).

ME. IVY LITVINOFF, wife of the Russian Ambassador to the United States; HELEN REILLY, writer of many stories; EMILY KIMMURGH, RAY BOND, BENNETT and TOM COWARD, on "Battle of the Sexes," today (WEAF-NBC, 8 p.m.).

JAMES M. RUSSELL, deputy director of the Food Distribution Administration, on the A & P "Food News Roundup," tomorrow (WABC-CBS, 1 p.m.).

VIVIAN DELLA CHIESA, soprano, in the "Cresta Blanca Carnival," tomorrow (WABC-CBS, 10:30 p.m.).

CHARLES O'SHEA, featured in the coming film, "Lady of Burlesque" on the Martha Deane program, tomorrow (WOR-Mutual, 2 p.m.).

Amer. Radio Surveys By Four CIAA Execs

(Continued from Page 1)

visit Chile, Colombia, Ecuador, and Bolivia. On or about May 1, Mr. Krause of the Washington office will begin a tour, the itinerary of which will take him through the Dominican Republic, Haiti, Cuba and Venezuela. A week later, Don Francis, director of the CIAA radio division, leaves for a visit to the Hollywood office, after which he will visit Mexico, Guatemala, El Salvador, Honduras, Nicaragua, Costa Rica and Panama.

When all of these have returned and the radio executive, either William H. Ot, director of the New York office, or John Ogilvie, assistant director in Washington, will go to the east coast, visiting Brazil, Uruguay and probably Paraguay. The purpose of the trips, according to Mr. Ot, is to check the effectiveness of the CIAA's radio activities in Latin America, to study at first hand public reactions, and to consult with the various CIAA fieldmen who have been working in Latin America in the past several months. It is intended for the trips all to have been completed and survey reports completed by the radio division begins its fiscal year operation.

RADIO ARTIST?
Call
Exington 2-1100
FIRST AND FOREMOST

Three-Dimension Tele, Color Ready For Post War—Baird

(Continued from Page 1)

ether but in the laboratories attached to Baird's London home it is possible to obtain a "pre-view" of post-war television on home sets with screens ranging from two feet six inches to post card size.

All are designed to receive programs in black and white, color and stereoscopy. The latest color-stereoscopic models are entirely without moving parts. The cheapest set will be about the price of a moderately good pre-war radio.

Available to Entire Country

An important point is that television, formerly confined to the London area, can be made available to the whole country following the conclusion of the war.

"By directional wireless," stated Baird recently, "great centers of population can be interlinked and

one program received throughout Britain."

Washington—Control by the government over some of the more valuable television patents which have resulted from wartime experimentation was predicted yesterday by James Lawrence Fly, chairman of the FCC.

Earlier in the day, when questioned about the distribution of television patents, Fly stated that he supposed "the three companies that are most heavily involved in television research would undoubtedly come off with the predominant number of patents."

"On the whole," said Fly, "I hope we will find some feasible way to make all of the patents available to everybody interested in the production of television equipment."

FCC Hearing On WALB Resumed In Atlanta, Ga.

Atlanta, Ga.—Hearings on the application of WALB, Albany, Ga., for license renewal and transfer and a shift of frequency were here resumed yesterday. The attempt of DeLacey Allen, WALB attorney, to gain extradition from Florida in the case of Edward J. Lord, former WALB manager under Georgia indictment for alleged illegal possession of station documents, is believed to have met with failure, although it could not be learned here that Gov. Holland of Florida has made his final decision.

Brewing Co. Renews ET "Radio Of 10 Years Ago"

Hollywood—"Radio Of Ten Years Ago" has been renewed for another 26 weeks. It is a transcribed show, featuring Bob Burns, Don Wilson, Phil Harris' orchestra, Martha Raye and others, and is being broadcast three times weekly over WGN and KXEL, Waterloo, Ia., (50,000 watt station) sponsored by the Meister-Brau Brewing Co. It is being distributed by the Radio Transcription Company of America.

AMERICA AT WAR

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

SALES FEATURES CO.
1023 NO. 17TH ST. . . . OMAHA, NEBRASKA

Radio Stars Entertain ANPA At Banshee Lunch

Several stars from radio will join the Banshees, the American Newspaper Publisher's entertainment organization, at the ANPA convention luncheon today in the Grand Ballroom of the Waldorf-Astoria. The stars appearing to entertain 800 newspaper editors, publishers, and 75 war heroes of the Army, Navy, Marines, Coast Guard and Merchant Marine are Gladys Swarthout, Jimmy Durante, Charles Kullman, Morton Downey, Willie Howard, James Melton, the Music Hall Glee Club, Frank Sinatra, Alec Templeton, Red Skelton and Ed Gardiner.

J. V. Connolly, president of King Features Syndicate, International News Service and also chief of the Banshees will officiate with Captain Eddie Rickenbacker during the luncheon and at the presentation of the war heroes to the assembled guests. In addition to the American publishers attending the luncheon will be 30 prominent publishers and editors who are refugees in this country from countries occupied by the Axis.

Jackson Services Today

Funeral services for William E. Jackson, general sales manager of Westinghouse Radio Stations who died of a heart attack Friday in his home at the age of 39, were to be held at 2:30 p.m., today in the funeral chapel of Gillen & Coulter, Munhall, Pa.

WPDQ Joins Mutual

WPDQ, Jacksonville, Fla., on Sunday, became an exclusive affiliate of MBS, according to Robert R. Feagin, station's general manager. WPDQ went on the air last October 9 and is operated by Jacksonville Broadcasting Corp. on the 1,270 band with 5,000 watts.

AGENCIES

PERSONNA BLADE COMPANY will test radio in this area as one of the media to be used in an extensive advertising campaign which opens tomorrow. Amos Parrish & Co. is the agency.

WILLIAM L. DAY has been elected vice-president of Foote, Cone & Belding, Inc., in charge of the New York office. He formerly was vice-president in charge of creative work with Benton & Bowles. He will take over his new duties on May 1.

ADVERTISING FEDERATION OF AMERICA will hold a War Advertising Conference at the Waldorf-Astoria in New York, June 28, 29 and 30, to plan intensifying of advertising's part in the war effort, and particularly to further the work of war advertising committees in local communities throughout the country. The conference this year takes the place of the Federation's annual convention which has been a high point in organized advertising for many years.

21
YEARS AGO
WE STARTED
TO GROW

KPO

SAN FRANCISCO

NAB Sets Up Agenda For "War Meeting"

(Continued from Page 1)

of the OWI; James Lawrence Fly, chairman of the FCC; Byron Price, director of the Office of Censorship, and a top military officer, whose name cannot at this time be divulged.

Industry executives who will address the conference include: William S. Paley, president of CBS; Dr. James R. Angell, public service counsellor of NBC; Lindsay Wellington and William M. Newton, of BBC.

Dr. Angell, commenting on the conference, said: "There is no part of our national war activity to which radio has not made significant contributions, many of them invaluable. On the battle front and the home front alike, its voice is constantly heard bringing information, encouragement and good cheer to all."

Below is the full agenda for the meeting as announced yesterday by NAB:

MONDAY, APRIL 26 PRE-CONFERENCE

- a.m.
9:00—Registration.
10:30—Sales Managers' Committee.
10:30—Accounting Committee.
12:30—American Federation of Musicians' Steering Committee.
2:00—NAB Bureau of Copyrights.
2:00—Public Relations Committee.
2:00—Research Committee.
2:00—Engineering Committee.
2:30—Code Committee.
3:00—Retail Promotion Committee.
3:00—Labor Wage and Hour Committees.
4:00—BMI Board.
7:00—NAB Board of Directors (past and present) Supper.

TUESDAY, APRIL 27

- a.m.
7:30—Staff Breakfast.
8:30—Registration.
8:30—C. E. Hooper, Inc., Breakfast.
10:30—General Session; War Manpower Commission and Materials. Speakers: Lawrence A. Appley, WMC Executive Director; Almon Roth, Wage Stabilization and Manpower Director, War Labor Board; Lindsay Wellington, North American Manager, BBC, and Lieutenant-Commander Patrick H. Winston, Assistant Executive, Selective Service System.

President's Report.
Secretary-Treasurer's Report.
Committee Appointments.
Announcement.

- Manpower.
1. Needs of the Army.
2. Needs of Industry.
3. Selective Service.
4. How to Meet the Need.
12:45—Luncheon. Elmer Davis, Director, Office of War Information, Speaker.

MEMORIAL TO RADIO WAR DEAD

2:30—General Session; War and Materials.
Speakers—Frank McIntosh, assistant director, WPB radio division; Army, Col. R. Ernest Dupuy, chief, news division, Public Relations; Col. E. J. F. Glavin, 1st Army Command, 1st Corps Area, New York; Lt. Col. Edward M. Kirby, radio division, Army Public Relations; Capt. Frank E. Pellegrin, radio division, Army Public Relations; Lt. Com. Morgan Rechner, Navy Public Relations, Washington, and Lieut. Holman Faust, Navy Public Relations, Chicago; Morris Welsch, WPB special consultant, Labor Production.

OPERATIONS UNDER FIGHTER COMMAND

- p.m.
4:30—Clear Channel Stations Meeting.
6:30—Program Managers' Executive Committee Dinner.
6:30—Small Stations Problems Committee.
7:00—CBS Advisory Committee.
8:30—Program Managers' Round-Table.

WEDNESDAY, APRIL 28

- a.m.
7:30—Staff Breakfast.

PROMOTION

WGAR Promotion Campaign

WGAR, Cleveland, has just completed a four weeks promotion via newspapers, car cards, movie trailers and spot announcements, its most extensive local advertising campaign since joining CBS in 1937. In the four weeks, 62 full two-col. ads were run in local dailers, featuring programs and photos of two programs in each ad. Double-sized cards appeared in 1600 street cars and buses. Additional cards, with slogan "Buy The Brands They Advertise" were displayed in drug, grocery and department stores which sell products of WGAR clients. Movie trailers in one of the largest downtown movies showed time and attractions of outstanding night programs. Over 450 chain break announcements were made over the air.

Surveying the campaign at its close, John F. Patt, vice-president and general manager of WGAR, said: "For many years WGAR has been a consistent advertiser in publications which reach advertising, sales and

- 8:30—Breakfast Round-Tables.
1. Manpower and Selective Service—Lt. Col. Ernest M. Culligan, WMC, and Lt. Com. Patrick H. Winston, Speakers.
2. Foreign Language—Arthur Simon, WPEN, Philadelphia, Chairman of the Foreign-Language War Time Control Committee, and Robert Richards, Assistant, Radio Division, Office of Censorship.
3. Tubes, Equipment, Batteries, Receiving Sets—Frank McIntosh.
4. Music.
5. Radio Management Club of Chicago—Sales and Program Managers.
10:30—General Session—Radio Problems and the War.

Speakers: Byron Price, Director, Office of Censorship; Don Stauffer, Chief, OWI radio branch; Andrew Dudley, chief, OWI campaigns section; William S. Paley, CBS president, and Dr. James K. Angell, Public Service Counsellor of NBC.

1. Censorship.
2. Government and Programs.
12:45—Luncheon.
James Lawrence Fly.
2:30—General Session—Sales Problems During War Time.

Speakers: Lewis H. Avery, director, broadcast advertising, NAB; Sheldon R. Coons, advertising consultant, and Paul Morency, WTIC, Hartford, Conn., chairman, Retail Promotion Plan Committee.

1. Retail Promotion Committee Plan.
2. Petrillo Recording Ban.

NAB ANNUAL MEETING

1. Election of Directors-at-Large.
2. Vote of By-Laws Changes.
7:30—"Desert Victory," motion picture.
8:30—"Sales, A Wartime Necessity," Lewis H. Avery, Helen Kennedy, Kroger Grocery and Baking Company, Cincinnati, and John A. Garber, Strawbridge and Clothier, Philadelphia, Speakers.
8:30—NAB Association of Women Directors, Mrs. Dorothy Lewis, NAB Co-ordinator of Listener Activity; Willard D. Egolf, NAB Assistant to the President, and Ruth Chilton, WSYR, Syracuse, President, AWD.

THURSDAY, APRIL 29

- 7:30—Staff Breakfast.
8:30—Breakfast Round-Tables.
1. Censorship—J. Harold Ryan, assistant director, Office of Censorship, and Gene Carr, assistant, radio division, Office of Censorship, Speakers.
2. Manpower—Women—48-hour week, Wage Stabilization, William M. Newton, BBC middle-western representative, Speaker.
3. Office of War Information—Don Stauffer, Philip H. Cohen, and Richard Connor, OWI.
4. Sales Managers Audience Measurement—Carlos Franco, vice-president, Young & Rubicam, Inc.
5. The Recording Ban.

WEEI's Tob. Boost

In connection with the Penn Tobacco Company's purchase of three 15-minute periods a week on WEEI's, Boston, "Farmers' Almanac" to promote the sale of Kentucky Club smoking mixture and Julep cigarettes, the Hub CBS outlet is distributing to the trade a letter promoting the effectiveness of "Almanac" throughout New England.

Stressed is result of recent survey indicating that Jesse Buffum, "Almanac" pilot, is heard by 49 per cent of all early morning listeners in eastern New England, and that this type of audience will grow with increased Victory Garden activity as season progresses.

radio executives. This campaign was aimed to reach the listener—the buyer, who, after all, is the man who keeps us in, or out, of business." Promotion was handled by M. M. Scott, account-exec with Cleveland office of Fuller & Smith & Ross, Inc.

6. Legislation and Taxation—Alger B. Chapman, Lawyer, Alvord & Alvord, Washington, D. C., Speaker.

10:30—General Session—Role of Advertising in wartime.

1. Recommended Standards for Coverage Map—Roger Clipp, WFIL, Philadelphia, chairman, NAB Research Committee; John M. Outler, Jr., WSB, Atlanta, chairman, NAB sales managers' executive committee, and John Hynes, Foote, Cone & Belding, speakers.

2. The Small Stations Problems—Marshall Pengra, KRNK, Roseburg, Ore, speaker. Panel: Chester Laroche, chairman, Advertising Council; William Lewis, assistant director, Plans and Production, OWI, and James Woodruff, WATL, Atlanta, chairman of Small Stations Problems Steering Committee.
10:30—Luncheon.

Military Speaker—Name withheld for military security.

Resolutions and Adjournment of Conference.

2:30—Meeting of New NAB Board of Directors.

Fly Not Asked To Testify On White-Wheeler Bill

Washington Bureau, RADIO DAILY

Washington—FCC Chairman James Lawrence Fly said yesterday he has not been called by the Senate Interstate Commerce Sub-committee to testify regarding the White-Wheeler bill. He has had several conversations with Senators Wheeler and White on the matter, he said, and anticipates that he will be heard when the hearings get under way. They are scheduled for May 6.

James Miller Appointed UP Head For So. Amer.

Rio De Janeiro—James I. Miller, United Press vice-president for South America announced that, effective April 15, Thomas H. Curran, former UP central division manager had been made South American general manager.

Curran has been with United Press for 17 years, starting as bureau manager and business representative in the Pacific Coast division.

OWI-Censor Accord Undergoes Revision

(Continued from Page 1)

and is authorized to tell governing agencies what not to release, as well as what they may release. The Office of Censorship is recognized as a "principal authority" in the field of domestic foreign-language radio. OWI has agreed to refrain from any regulatory activity in the matter of personnel and policy, although it suggests to the O. of C. that monitoring of particular programs or stations is desirable.

The agreement adds that: "The Office of Censorship recognizes proper interest of the Office of Information, in the field of domestic foreign-language radio, in matters other than mere program content. The effectiveness of foreign-language broadcasting in the United States is recognized, be nullified by factors as the personal history of announcer, voice inflection, and nature of preceding and following programs. While the Office of Censorship cannot be responsible for thematic detection of these malpractices, it will cooperate to the full extent with the Office of War Information in the examination of evidence assembled by the Office of Information or by other governing agencies and will initiate proper regulatory action, in accordance with this evidence, in those cases which come under its jurisdiction."

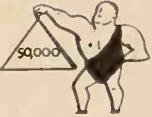
"The Office of Censorship will arrange for the audition of records and the reading of translations of the Office of War Information, foreign-language programs monitored for the Office of Censorship. In addition, the Office of Censorship give consideration, wherever possible and reasonable, to suggestions at station and programs which show in the judgment of the Office of Information, be monitored."

WOV Gets 'Tune-In' Award

WOV has been selected by "Tune-In" magazine to be the first radio station to receive its annual award for outstanding services. During special broadcast on WOV, Saturday, April 17 at 6:05 p.m., Carol Mugger, editor of the magazine presented a plaque to Ralph N. Weil, general manager of the station.

The plaque reads: "To Radio Station WOV, for meritorious and outstanding efforts in bringing to large audience an appreciation and understanding of the war effort in principles of democracy." Hitherto plaques were given to personalities like Kate Smith and Ralph Edwards for bond selling activities.

Exceptional apartment sub-lease. 41 West 53rd St. near NBC and CBS. Attractively furnished—\$125 month. We are leaving for an assignment in the Pacific for 5 months. Vi & Vilma, The Victory Twins. Circle 7-5857.

21 years ago  we started to
 GROW. In 1922  KPO was a tiny
 100 watt station. Today KPO's
 power  popularity  market
 coverage  and low cost-per-
 listener  make KPO the
 most productive (draft-exempt)
 salesman  in the rich
 Northern California market. 
 Alert advertisers are enjoying
 a rich slice of KPO's 21st
 birthday cake.  Are you? 



REPRESENTED BY NBC SPOT SALES OFFICES
 New York • Chicago • San Francisco • Boston
 Cleveland • Denver • Washington • Hollywood

KPO

50,000 HIGH FIDELITY WATTS

NATIONAL BROADCASTING COMPANY • RADIO CITY • SAN FRANCISCO

★ ★ Coast-to-Coast ★ ★

PAUL REVERE rides again—this time in a Jeep. Accompanied by a mounted police patrol from Newark's City Hall to the Victory Theater, Paul Revere (he is that) went on the air for WAAT, Jersey City and shouted "Buy an Extra War Bond in April!" Paul, Westinghouse plant foreman, was dug up by Roland Trenchard, director of war activities at the station.

KGW, Portland, Ore., has started its own OWI broadcast from the local office. The show is a weekly quarter-hour and immediately follows NBC's Elmer Davis program on Friday nights. Day Foster, war program manager, handles the show, which usually takes the form of an interview with the head of some local government agency on a phase of the nation's war effort.

The Good Earth: "Herbert L. Petty, managing director WHN, N. Y., has granted permission to transmitter engineers at East Rutherford, N. J. to use grounds for victory garden. Effort will be co-op, with staffers from office volunteering for week-end treks... Technicians and guards at WCCO transmitter at Anoka, Minn., will have 20,000 square feet of plowed up land for tomatoes, peas, lettuce and cabbage, and another 12,000 square feet for corn and potatoes... KFJZ staffers have three acres of Texas on outskirts of Fort Worth planted with assorted crops.

Felix Adler, famous clown, was the first "WHN Bond Salesman" on the new five-minute show WHN originated Monday night from the circus in Madison Square Garden. Each afternoon a circus star will come to the mike and sell bonds. Gimmick will be signed autographs of stars to buyers... Bert Lee, station sportscaster, starts his 7th year of "Today's Baseball" on April 21.

WBNX, N. Y. reports more than 5,000 listeners have enrolled in "Spanish University of the Air," three-night-weekly course in language, song and culture of Latin-America by William Wachs. Producer DeGill is publishing a magazine for the students... Dramatization of the importance of early diagnosis in the fight against tuberculosis was aired Saturday in cooperation with Bronx Tuberculosis Association.

New Sunday night round table discussion, titled "Art and Its Creators," was launched April 18 over WEVD, N. Y., under direction of Samuel M. Kootz, author of "New Frontiers in American Painting" and a director of Municipal Art Society. Participants were Stuart Davis, Walter Quirt, Yasuo Kuniyosha.

KYW, Philadelphia, aired the exercises at the launching of four ships at the Cramp Yards Sunday, with station's talent staff providing the entertainment for a one-hour show to promote sale of War Bonds. Leroy Miller, station's "Musical Clocker," a waker-upper, celebrated his eighth year at this stint last week.

With Bill Sutherland, chief announcer, as the emcee, WCED, DuBois, Pa. aired the Army-Navy "E" presentation to the Elliott Co. at Emporium... Station also aired presentation of "E" to Sylvania Co., with Quentin Reynolds presiding at the exercises.

KWK, St. Louis, reports that "Funny Money Show," starring Carl Hohen-garten and orch has drawn response of 8,300 post cards in first five programs, during which 55 offers of cash were made to listeners submitting zany items for sale.

George Kravitz recently joined the control room engineering staff of WNYC and FM W39NY, New York City.

KOTN, Pine Bluff, Ark., recently completed 52 issues of "Doctors Courageous" for Conery's Drug Store, and has signed the sponsor for another Grace Gibson production, "Doctor Mac."

Lipman, Wolfe, and Company have purchased a weekly quarter-hour on station KEX, Portland, Ore., for a new program called "Freedom Speaks," aired Sunday evenings. Program is based on outstanding speeches by world leaders, made during, and just prior to the present war. Several such speeches are used on each broadcast. Commercial copy is brief and strictly institutional, most of it carrying Red Cross messages.

The long arm of the law pawed around through the air in the territory of CKBI, Prince Albert, Sask., and came up with two escaped juvenile delinquents. Station having continuously broadcast description of the jail-breakers, was given full credit for the capture by the Royal Canadian Mounted Police... A song "Please Mr. Moon," by Pierre Jutras, station pianist, was chosen as the hit of the month of March.

WDRG, Hartford, Conn. will try this week using two announcers alternating on a steady half-hour of news from 7 to 7:30 a.m. Program is designed to give community war workers plenty of news at time of shift changes... Jean Kirwan, control operator, has taken an examination for radio telephone operator's license, third class.

Charles J. Winton, Jr., president of WLWL, Minneapolis, has announced that he, David J. Winton and Beatrice L. Devaney, executrix of the estate of John P. Devaney, recently sold control of the station to Ralph L. Atlas of Chicago. The sale is subject to FCC approval. Application for transfer is being made.

Anita Boyer and Alexander Gray were guest soloists on the Skouras Theaters War Effort presentation, "This Is Our Cause," on Sunday over WINS, N. Y.... Part of the program is devoted to a round-table discussion. Nick John Matsoukas and Harry Alexander Fuchs are co-producers... Tedd Lawrence's "Swing Club," two-hour nightly show of recorded name bands, has received in the first month of operation some 2500 requests for membership from servicemen.

WLIB, N. Y., on its "Newspaper of the Air" of April 16 had unidentified newspapermen discuss "The Effect of Wage Limitations on Unions."... Brooklyn Academy of Music through Gunn-Mear Co. has launched a spot campaign... Henry George School of Social Science has taken seven spots per week for 13 weeks... Edith Barsh, music department, is taking psychology course at Brooklyn College.

By special permission of the ball owners, KROW, Oakland, carried the exclusive broadcast of game between land Acorns and Oakland Naval Staff played for benefit of AWVS. Hal Pe staff sportscaster, was at the mike Mrs. Eunice Mays Boyd, winner of third Mary Roberts Rinehart my contest, was interviewed on the fornia Writers Club "Round Table" gram.

The ballyhoo which the Ring Bros. Circus is set to broadcast numerous local stations, in connection with its engagement at the den, will include the playing of recordings made by the Circus' band, conducted by Merle Evans the Columbia Album titled "Circus." All the favorites of adolescent adult circus goers are included the "Grand Entry" to "High Ri

Leading agriculturists will be on WLW's, Cincinnati, early morning series titled "Battle on the Food Front." Marie Foss, secretary to Robert E. ville, Crosley vice-president in chair sales for WLW-WSAI, is in the hospital for an appendectomy... WSAI will on Good Friday the Tre Ore Service Saints Peter and Paul Church in wood, Ohio, with Paul Spaeth as pastor.



WITH
REX DAVIS
4 TIMES DAILY

1	9	4	3
4	5	6	7
17	18	19	20
21	22	23	24
25	26	27	28
29	30		

April 20

Merritt W. Barnum Matt Barr
Betty Lou Gerson Willfred Glenn
Bud Linn Marshall Neal
 Arthur Pine



RADIO DAILY

The National Daily Newspaper of Commercial Radio and Television



DL. 23, NO. 15

NEW YORK, N. Y., WEDNESDAY, APRIL 21, 1943

TEN CENTS

Garey Nixes Smear Move

NAB Names Chairman Pub. Rel. Committee

Washington Bureau, RADIO DAILY
Washington—Edgar Bill, president of WMBD, Peoria, Ill., and co-author of the NAB Code of Ethics, has been named chairman of NAB's public relations committee, President Neville later announced yesterday.

Other members of the newly-appointed committee are: Kern Tipps, manager, KPRC, Houston; Craig Lawrence, vice-president and general manager, Iowa Broadcasting Co., Des Moines; John F. Patt, general man-

(Continued on Page 3)

Support the Second War Loan

Post-War Planning Group Now Operating At WOR

The post-war planning committee whose function it is to maintain the range point of view to increase operating efficiency and keep operations abreast of the times, has been operating at WOR, but its existence has just been announced. Committee consists of the executive officers of the station and departmental heads.

Subjects which are being explored by the committee at present include

(Continued on Page 2)

Support the Second War Loan

TV Press Meet Invites Audience Of Congressmen

Washington Bureau, RADIO DAILY
Washington—Elmer Davis, OWI director, has accepted the invitation of chairman Van Nuys, of the Senate Judiciary Committee, to hold his regular press conference on Capitol with members of Congress as

(Continued on Page 2)

Bond-Match

During rehearsal of the Fred Goetzring's Pennsylvanians 1000th broadcast, which they tagged something-for-the-Boys and dedicated to 26 former "Pennsylvanians" now in military service. Waring offered to buy many war bonds as the other members of the organization could buy between them. Total raised before the show went on was \$16,000.

Life's Ambition

F. W. Fitch, proprietor of the shampoo whose programs are heard on NBC, realized a life-long ambition recently. After welcoming 200 children of servicemen who were his guests at the circus in Madison Square Garden, Fitch disappeared. When the performance started Fitch reappeared—in scarlet coat, with silver trumpet, atop the red band wagon in the opening parade.

Program Building Div. Established By NBC

Creation of a Program Development Division, headed by Wyllis Cooper, author and producer, was announced yesterday by C. L. Menser, NBC vice-president in charge of programs.

"This division," Menser said, "will be concerned with the development and organization of new programs, the consideration of new ideas, and the development of new talent, as

(Continued on Page 6)

Support the Second War Loan

Colgate Sets New Show To Be Headed By Wood

Beginning May 29, Colgate-Palmolive-Peet Co. will use the Saturday 10-10:30 p.m. time on NBC network for a new program headed by Barry Wood and a 34-piece orchestra to be called the "The Million Dollar Band." Also on the show will be the "Double Daters," quartet. Time now holds Bill

(Continued on Page 2)

Counsel For The FCC Probe Committee Still Adding Attorneys; Hearings Possible Within Few Weeks

NRC Members Decide To Maintain Policy

An agreement was reached among the 125 members in attendance of the Newspaper Radio Committee yesterday at the Waldorf-Astoria Hotel to continue the policy the committee decided upon last year and to maintain the N. Y. office. It was decided then that the committee would be active

(Continued on Page 7)

Support the Second War Loan

MBS March War-Effort Totalled 124 Programs

March total of 124 war effort programs brought the three-month total on Mutual to 359. This is part of a report just completed by Adolph Opfinger, Mutual's program director. Last month's record in hours ran to 53.5, so that the three month total

(Continued on Page 2)

Support the Second War Loan

Minute Man Soup Mix Buys 134 On "Sardi's"

Minute Man Soup, has purchased the last half of the Blue Network's "Breakfast At Sardi's" Eastern edition on 134 stations effective May 3, 11:15-11:30 a.m., EWT, making it the

(Continued on Page 7)

Washington Bureau, RADIO DAILY
Washington—As counsel for the Cox Committee to investigate the FCC, Eugene L. Garey, while he proceeded to build up a powerful list of investigators, yesterday indicated that he would avoid a smear campaign and that it was possible his probe would get under way within a few weeks. However no definite date will be made known for awhile.

Garey said it is possible that public hearings might get under way within the next couple of weeks, although it is not likely. There is a question

(Continued on Page 3)

Support the Second War Loan

BBC-WLW Sets Series On Cooperative Basis

WLW and BBC will launch a new cooperative project to foster Anglo-American understanding, in a series of broadcasts wherein BBC will interpolate five-minute productions in the station's already established sustaining programs. A special inaugural broadcast to initiate the series will be

(Continued on Page 6)

Support the Second War Loan

Expect OPA To Abandon Move For Grade Labeling

Washington Bureau, RADIO DAILY
Washington—In the face of intra-industry, industry and Congressional opposition, the OPA is expected to abandon its plans for compulsory

(Continued on Page 2)

Strong Network Delegations To Attend Chicago Meetings

"Too Much Pressure" Kills "World-Telly" Radio Box

Constant pressure from sponsors and ad agencies to have their programs included in the N. Y. "World-Telegram's" "Pick of Tonight's Light Entertainment," a two column box regularly featured as an adjunct to Harriet Van Horne's radio column, is the principal reason the box has been

(Continued on Page 2)

All four networks will send sizeable delegations to Chicago during the NAB Wartime Meeting which gets under way next Monday. Officials and others will leave on both Friday and Saturday. As previously announced, Mutual which is not a NAB member will hold an affiliate meeting of its own as well as that of stockholders and board of directors. Blue Network is also holding a meeting of its affiliates as stated

(Continued on Page 7)

Trophy Winner

J. V. Connolly, president of International News Service, announced at the opening of the ANPA convention being held here at the Waldorf-Astoria that, Richard Treghaskis, INS correspondent in the Southwest Pacific and author of the book "Guadalcanal Diary," has been named as the winner of the 1942 George R. Holmes Memorial Trophy contest.

RADIO DAILY



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

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FINANCIAL

(Tuesday, April 20)

NEW YORK STOCK EXCHANGE

	High	Low	Close	Net Chg.
Am. Tel. & Tel.	143 3/4	143 1/2	143 1/2	- 1/2
CBS A	19 7/8	19 3/8	19 3/8	+ 1/4
CBS B	19 1/4	19 1/4	19 1/4	- 3/8
Crosley Corp.	16	15 3/4	15 3/4	+ 1/8
Gen. Electric	35 3/4	35	35	- 3/4
Philco	21 3/4	21 1/2	21 1/2
RCA Common	10	9 7/8	10
RCA First Pfd.	66 1/2	66 1/2	66 1/2
Stewart-Warner	10 7/8	10 5/8	10 7/8
Westinghouse	92	91 1/4	91 3/8	- 1/8
Zenith Radio	28 1/4	28	28	- 1/8
NEW YORK CURB EXCHANGE				
Nat. Union Radio	4 7/8	3 7/8	4 1/8	+ 1/4

OVER THE COUNTER

	Bid	Asked
Farnsworth Tel. & Rad.	7 5/8	8
Stromberg-Carlson	8 3/8	9 5/8
WCAO (Baltimore)	18	22
WJR (Detroit)	23	25

Expect OPA To Abandon Move For Grade Labeling

(Continued from Page 1)

grade-labeling of canned fruits and vegetables. It is likely that a compromise plan will be worked out, calling perhaps for grade marking on retail invoices and marking of grades on the shelves of grocery stores. In any event, it seems fairly certain that the move to force marking of grades on each label will be given up by the agency.

OPA Administrator Prentiss Brown is believed ready to accept a compromise such as that detailed above, and Dr. J. K. Galbraith, head of the OPA pricing section, is also believed now to be amendable. Dr. Galbraith was for a long time the strongest champion of grade-labeling among the top men in OPA.

Wanted—Announcer

Permanent job at good salary for draft-exempt man able to ad lib and maintain diversified patter on all-night transcribed program. Large midwestern city.

RADIO DAILY, Box 146, 1501 Broadway New York City

"Too Much Pressure" Kills "World-Telly" Radio Box

(Continued from Page 1)

omitted for the past week, RADIO DAILY learned yesterday. A secondary reason advanced was the necessity to save space due to restriction on newsprint. The box, which usually recommended about a half dozen programs of merit, carried also recommendations for listeners interested in serious topics and classical music. It is planned to discontinue the feature box indefinitely.

Lee B. Wood, executive editor of the "World-Telegram," in response to a query from RADIO DAILY, stated that hereafter Miss Van Horne would be the sole judge of any program worth recommending and would do so in her column if, as and when she had a mind to.

OWI Press Meet Invites Audience Of Congressmen

(Continued from Page 1)

onlookers. This invitation came as the result of the resolution for an investigation of the OWI brought up last Friday by Wyoming's Senator Joseph C. O'Mahoney.

The content of OWI overseas propaganda matter seems to be in for thorough study by Republican and anti-Administration forces on Capitol Hill. They are concerned over alleged New Deal propaganda and possible commitments of the United States with regard to post-war policy.

Colgate Sets New Show To Be Headed By Wood

(Continued from Page 1)

Stern doing sports for the first half and Dick Powell had been heard in the last half of the period. Ted Bates agency handles this C-P-P account, for Palmolive soap.

CIAA Spanish Disks For Border Stations

Series of five transcribed weekly programs in Spanish is being distributed to 30 U.S.A. stations in Mexican border territory, it was announced yesterday by the radio division of Coordinator of Inter-American Affairs. Similar transcriptions have been distributed for some time to Latin-American station, but this is the first time U.S. stations are being serviced with them.

The transcriptions, made with the cooperation of AFM, AFRA, Ascap, SESAC and OWI, dramatize in quarter and half-hour shows the activities of U.S. soldiers of Spanish descent, and present Spanish-slanted versions of "Counter Spy" and "This Is Our Enemy."

AP Adds Subscribers

Acquisition of PA, radio news subsidiary of AP, has been announced by George Blumstock, general manager WSKB, McComb, Miss.; W. A. Wilson, president WOPI, Bristol, Tenn.; John A. England, general manager KFPW, Fort Smith, Ark.

Post-War Planning Group Now Operating At WOR

(Continued from Page 1)

post-war plans of advertisers, television, FM and news broadcasts. Eugene Thomas, station's sales manager, is now conducting a survey of the larger advertising agencies to learn of plans and new products being considered by advertisers. This survey should be completed at the end of May.

Engineering group is surveying WOR's post-war participation in television, checking on transmitter and studio location, promptness of availability of materials at the cessation of hostilities, possibility of placing orders now for post-war materials and equipment. Future of W7INY, WOR's FM station is being handled by the committee, also, which is exploring problems of expansion, antenna design, transmitter improvement, and other subjects.

The news and program departments are preparing for the possibility of an eventual reduction in the number of news programs post-war, and are investigating types of shows for replacements. Special and specific studies are being assigned by the executive committee among the station's staff members. Reports are returned to the executive committee for disposition and analyzing.

MBS March War-Effort Totaled 124 Programs

(Continued from Page 1)

reached 162.6 hours. Figures cover only sustaining programs produced in cooperation with U. S. Government agencies, and do not include the commercial and sustaining announcements allocated to the networks by the government. Breakdown shows, also, that the U. S. Navy continues to receive more broadcast time than has been chalked up for any other single service. Navy total thus far this year is 101 programs.

Neville Miller Criticizes Food Confab News Ban

Washington Bureau, RADIO DAILY

Washington—Criticizing the barring of radio newscasters and reporters from the United Nations Food Conference at Hot Springs, May 18, Neville Miller, NAB president, yesterday termed the action "a serious mistake." The executive's statement follows:

"I believe a serious mistake has been made in barring radio newscasters and the press from the United Nations Food Conference at Hot Springs, Virginia, May 18. This conference is of great importance to civilians and is not military in character.

"Working under voluntary censorship, radio and the press have demonstrated that they can be relied upon not to release information giving aid and comfort to the enemy. The right of the people to the remainder of the information coming out of such a conference must not be abridged."

COMING and GOING

F. VAN KOYENBURG has arrived from WTCN, Minneapolis, Minn., for conferences at the headquarters of the Blue Network.

HUGH K. BOICE, JR., national sales manager of WMBD, Columbia affiliate in Peoria, Ill., in New York for a few days on station a network business.

BO ROOS, business manager of Red Skelt is here from Hollywood on a short visit. Call yesterday at NBC.

JOHN E. SURRICK, sales manager of WF in town from Philadelphia for talks with New York representatives of the station.

KEVIN SWEENEY, sales promotion manager of the Blue Network's western division, has arrived from Hollywood. He'll be here on Saturday, when he'll leave for Chicago to attend the NAB "War Meeting."

LOUIS J. LINK, program director and chief engineer of WSUN, St. Petersburg, Fla., left for the home offices this morning following short business trip here.

SAM SEROTA, assistant program director WIP, Philadelphia, is at the U. S. Marine training base, Parris Island, S. C., to supervise the special Easter Sunday program which station plans to broadcast.

ROGER VAN DUZER, general manager WALB, Albany, Ga., in town on general business and for talks with the local reps.

CONRAD THIBAUT, baritone star of "Mhattan Merry-Go-Round" on NBC, will fly Toronto on Friday to give a special concert a group of men who took part in the Die raid.

HAROLD H. MYER, station manager of WS Stamford, Conn., outlet of the Blue Network in New York yesterday on station and network business.

RIKEL KENT, of the Knox-Reeves Agency New York, a visitor to Cincinnati recently where he looked in on his old friends at WLSAI.

DAVID O. ALBER is expected back from Coast today. He made a stopover in Cincinnati for the "Hitler's Birthday" war bond rally.

TOMMY DORSEY and the members of his band are at Camp Lowry, near Denver, from where they will broadcast their program tomorrow on NBC.

ELLA LOGAN, vocalist, is touring the Army Camps and Navy Bases through New England.

WADE ARNOLD, of the Office of Civil Defense, was in town from Washington yesterday for the "Air Raid Precaution" meeting at BBC.

MARTIN AGRONSKY, Blue Network newscaster, has recovered from an illness and is on the job in Washington, D. C., broadcasting his seven-days-weekly program.

CHARLIE BARNET and the members of his band are in Baltimore for an engagement at the Royal Theater.

NOT JUST MONROE COUNTY

but WHAMland

43 counties . . . 18
ing centers . . . 80
radio homes . . . 14
factories . . . 14
farms.

Nat'l Rep. George P. Hollingsworth
50,000 Watts . . . Clear Channel . . .
Time . . . NBC Blue and Red Net

WHAM

ROCHESTER, N. Y. — The STROMBERG-CARLSON STATION

Garey Avoiding Smears In FCC Probe

(Continued from Page 1)

policy involved, he explained. If he wants to call witnesses to discuss a couple of matters by themselves hearings in the near future are likely, but if he decides to treat these matters as part of a general pattern then they will be held off.

A move for quick public hearings could mean that the committee is anxious to show that its intentions are the best and it does not contemplate a smear show. Whatever the reasons are that Garey says might be the subject of hearings in the near future, it is unlikely that those sessions will be marked by much smear-

Name Three New Investigators

Garey refused to reveal what his investigators have been doing in Charleston, W. Va., saying only that he thought the results of their study would make a highly interesting story.

Appointment of three new investigators to the staff of the Cox Committee to investigate the FCC was revealed yesterday by Garey. Two of the lawyers are yet to be brought to the committee's fold, he said, but he thinks that he can announce that they've definitely agreed to come to work before Saturday, when he will return in New York.

Ambrose B. McCall, who was for years head of the fraud bureau in the New York State Attorney General's Office, is one of the new investigators. McCall is credited with the uncovering of the Richard Whitney stock deals which led to Whitney's imprisonment. Another new investigator is Harry S. Barger, who comes to the committee from a post as investigator for the general accounting here. The third is Harvey D. Baker, a lawyer-investigator from Ohio.

"Nighter" Off April 25

"First Nighter" will wind up this season on Mutual with its performance Sunday, April 25. Expected that the sponsor, Campana Sales, will return to the network with the dramatic series in the fall. Originally it was planned to close the season several weeks ago but the sponsor extended the series.

W THE PROOF IS IN THE LISTENING

PEN

Philadelphia

1000 WATTS • 950 ON THE DIAL

Affiliated Station of the Atlantic Coast Network

PROMOTION

Spring-Dress

Putting to good use the mailing list receiving its quarterly program book, CBS girdled its Spring edition out yesterday with a tersely scripted wrapper announcing that 13 additional sponsors with 16 new network programs have been added to the chain since January 1, 1943.

The sponsors are not necessarily new to radio or the network, but they represent new contracts and new shows. The additional three shows, to make the 16 total comprise productions which are sponsored by firms already on the network. They represent, actually, increased advertising on the part of the sponsor.

The list of the 13 firms having signed new contracts since January 1 and their programs is as follows:

"Three Ring Time"—P. Ballantine & Sons; "Renfro Valley Folks"—Ballard & Ballard Co.; "John B. Kennedy"—Chevrolet; "The Man Behind the Gun"—Elgin Watch; "Joseph B. Harsch on the Meaning of the News"—B. F. Goodrich Co.; "Food News Roundup"—Great Atlantic & Pacific Tea Co.; "Ghost Shift"—Liberty Magazine; "Blue Ribbon Town"—Pabst Sales Co.; "Grapevine Rancho"—Roma Wine; "Cresta Blanca Carnival"—Schenley Import Corp.; "Fashions for Rations"—Serval, Inc.; "Singing Sweethearts with Crumit and Sanderson"—Southern Cotton Oil Co., and "Colonel Stoopnagle"—Shutter Candy.

The three sponsors who added

Old Gold Extends Buys In Baseball Coverage

Old Gold has extended its baseball sponsorships this year, and in addition to buys covering the Brooklyn Dodgers on WHN, and the Cubs and White Sox on WGN, Chicago, product will be plugged over WOL, Washington, D. C., at all home games of the Washington Senators. The Chicago and Washington deals were just completed by P. Lorillard Co., though WOL is the add.

Originating from the Capital, the play-by-play broadcasts will be handled by Arch McDonald and Russ Hodges. Jack Brickhouse has been named for the Chicago airings. J. Walter Thompson services the account.

Rupert Hughes Programs Set By NBC For Sundays

Rupert Hughes, noted biographer of George Washington, lecturer and author of books, short stories, plays, motion pictures and songs, will join NBC's roster of commentators on world events April 25 for a weekly series. Originating in Hollywood's Radio City, it will be a coast-to-coast network highspot, and will be heard each Sunday from 1-1:15 p.m., EWT.

KWKH-KTBS New Dept.

A new department has been created by stations KWKH and KTBS, Shreveport, La. to handle exclusively sales promotion, publicity and merchandising, for both stations. Department will be directed by C. W. Doebler, department store advertising executive of more than 14 years experience who recently joined the broadcasting organization. Doebler will prepare display advertising for local dailies and trade magazines, all forms of station promotion, edit the house organ "On The Level," supervise commercial continuity, and serve as consultant to sales department.

B. G. Robertson, who formerly directed promotion, publicity and programs of KTBS, and special events for both stations, is relinquishing sales promotion and publicity duties and assuming other organization chores necessitated by the war program.

WCOU Wins RKO Prize

WCOU, Lewiston, Me., won the \$100 prize offered to the Yankee Network station by RKO pictures showing the best merchandising effort and highest percentages of business increase at local theaters during their recent radio spot campaign for "Hitler's Children." The local theater showed an increase of 195 per cent.

shows are Campbell Soup with "Milton Berle"; Procter & Gamble with "I Love A Mystery," and Quaker Oats with "Aunt Jenny."

WTAL Seeks FCC Okay To Transfer License

Washington Bureau, RADIO DAILY Washington—The FCC has received an application for transfer of the license of WTAL, Tallahassee, Fla., from the Florida Capital Broadcasters to the Capital City Broadcasters Corp. Head of the latter company is Major John H. Phipps, of the Army Air Force, whose grandfather founded the U. S. Steel Corp. with Andrew Carnegie. Sale price is reported at \$22,500.

Woods Heads Committee For Greater N. Y. Fund

Mark Woods, president of the Blue Network, has been named chairman of the professional group of the Manhattan committee for the Greater New York Fund. The goal of the Manhattan committee is \$4,250,000, with \$5,125,000 the total goal for Manhattan, Brooklyn, Queens and the Bronx.

Among the committee members who will serve under Woods are: A. D. Chiquoine, Jr., vice-president, Batten, Barton, Durstine & Osborn, Inc., co-chairman advertising; Whitney Darrow vice-president, Chas. Scribner's Sons, book publishers, and Emerson Foote, president, Foote, Cone & Belding, co-chairman, advertising.

NAB Names Chairman Of Pub. Rel. Committee

(Continued from Page 1)

ager, WGAR, Cleveland; Leslie Joy, general manager, KYW, Philadelphia; Edgar H. Twamley, station director, WBEN, Inc., Buffalo; Frank M. Russell, vice-president of NBC, and Dr. Frank Stanton, vice-president of the CBS network.

First meeting of the committee will be held at the NAB War Conference next Monday afternoon, under direction of Willard D. Egolf, NAB assistant to the President.

The NAB public relations plan will be discussed.

William Winter For Bexel On 7 Coast Stations

San Francisco—William Winter, former North Carolina news commentator, has begun a series of quarter-hour newscasts for McKesson & Robbins (Bexel-Vitamin-B), on KQW, KNX, KARM, KROY, KOIN, KIRO and KFPY. Show will be heard Tuesdays, Thursdays and Saturdays at 12:30, midnight. Originating at KQW, the deal was set by the J. D. Tarcher Co. agency of New York.

Winter also broadcasts news commentaries on the coast CBS web for Planters' Nut & Chocolate Company (peanuts, peanut oil), tri-weekly; and for Van Dyck Cigars on Sundays and Wednesdays. In addition he has a heavy schedule of shortwave broadcasts over KWID and KGEI to Australia, Asia, and Latin-America. His shortwave airings total 18 weekly.

in **BALTIMORE** and the Central Atlantic States

WBAL PROMOTION is building more and more listeners for your programs

Edward Petry & Co., National Representative

Los Angeles

By RALPH WILK

MARION LEE, emcee on KMTR's "Woman's World," and her husband, Bob Atkinson, also of KMTR, both work the swingshift at Lockheed.

Tother day, Ken Murray shot a 76 on the Bel-Air course. He did the first nine holes in 35, and is now gunning for a match with Bob Hope.

Our Passing Show: Vick Knight, Lester Cowan and Ann Ronnell lunching at Columbia; Dave Alber, Andy Kelly and Jean Meredith at San Diego in connection with Kate Smith's appearance at the marine base.

Warner Brothers have bought a one-week participating sponsorship in KNX's Housewives' Protective League and Sunrise Salute programs to promote local showings of their films. The contract is for the week of April 19th.

Raymond R. Morgan, of the advertising agency bearing his name, who is Hollywood chairman of the Second War Loan drive, Treasury department, reports that 40 workers are canvassing 4,000 Hollywood prospects. Hollywood's quota, exclusive of motion picture individuals, is \$4,000,000.

Carlos Ramirez, handsome young South American baritone of "Grapevine Rancho," starring Ransom Sherman, has been chosen to sing the lead in "Gypsy Baron" for the Los Angeles opera season opening on May 24th.

Claude Lapham of the Music Corporation, has arrived in Hollywood, after stopping off in Mexico City for ten days. He has taken an office in the Radio City Building, and plans to remain on the coast until September. He will retain his offices in New York, as well.

Erskine Johnson will interview Kenneth Thomson, chairman of the Hollywood Victory Committee, on KECA Tuesday Evening, May 4th. Broadcast quiz originally set for April 27 was changed, due to Thomson's absence in east.

Harold Ross, former announcer of Indianapolis and Louisville, Kentucky, has been added to the announcer staff at KHJ-Don Lee, Dave Young, Production Manager of KHJ announced. Ross is married and came to the Coast a few weeks ago.

These are busy days for Gracie Fields, the internationally famous British comedienne and singer. Not only does Miss Fields broadcast five times a week, Mondays through Fridays at 7:15 p.m., PWT, over coast-to-coast Blue Network, but she has started work at 20th Century-Fox studios in the picture, "Holy Matrimony," in which she is co-starred with Monty Woolley.

WANTED

Typist-receptionist for radio production agency. Radio experience not necessary. Write qualifications and phone number for immediate interview. Write

RADIO DAILY, Box 148,

1501 Broadway New York City



Notes From a Ringside Seat . . . !

● ● ● Ralph Edwards' "Truth Or Consequences" War Bond tour, which set as its 13-week goal \$20,000,000, has already hit the 24th million mark with seven more weeks to go... that's what we call the American 'Truth' and Hitler, Musso & Co. will just have to take the 'Consequences'... "and a little child shall lead them" could well be used to describe the swell entertainment provided by NBC's "Voice of Olivio" Sunday morning show... the stars are, Olivio, age fourteen, Marian (Betsy Ross) Loveridge, twelve, and Bobby (Rocking Horse Rhythm) Hookey, just turned five.... Elsa Maxwell has signed to appear each week on the Milton Berle-Campbell's CBSouper-duper... ZaSu Pitts will be the Berle ferl (as they say in Flatbush for 'foil') next Wednesday... William Anderson, CBS assistant director in Network Operations, joins the Army Saturday... Henry Blanchard, former opera and concert singer and William Harding, former production manager at WINS will work with Horace Guillotte, head of Network Operations at CBS... Joe Erens, one of Milton Berle's gagsters, will wear a suit of khaki in six weeks... When the Starlight Roof atop the Waldorf-Astoria opens its season May 6th, it will feature Xavier Cugat's Rhum'batoning' and songs by Tito Guizar... incidentally this will be Cugat's thirteenth consecutive season at this hostelry.



● ● ● Paul Muni and Eddie Cantor have been named co-Honorary Chairmen of the "Rally of Hope and Courage" which will take place June 6th at the Madison Square Garden... for the benefit of thousands of suffering European children... Lon Clark, who plays "Nick Carter" on that WOR Sunday at 5:30 p.m. who-dunit, competes with himself for a transcription show, titled "Here Is Tomorrow," in which he does the announcing, occupies the air waves at the same time via WQXR... Lucy Monroe has recovered from her long-lingering throat ailment and is 'back on the job' of entertaining Uncle Sam's fighting men at training centers... The WAAC Recruiting Drive, sponsored by Wrigley's, now touring and heard over CBS from New England, features the danceable rhythms of Enoch Light's orchestra... Nate Caldwell, pioneer, producer, director and actor in the early days of radio, has returned from a lengthy stay in Canada and plans to return to the Radio firmament... If and when Jerry Lester signs to do a comic CBSeries, he hopes to have Frank Sinatra as co-star.



● ● ● Gertrude Berg's program "The Goldbergs," has been cited by Elmer Davis' OWI for 'giving inspiration to the American people through the 1942 Victory Front'... Directress Dodie Yates has selected Gertrude Warren to replace Helen Dumont in the NBCast of "When A Girl Marries"... Helen left the part to enlist in the American Red Cross... Comic Mel Blanc of the CBS Camel Caravan, has signed with Leon Schlesinger, to do the 'voices' of the animal characters in the "Merrie Melodies" and "Looney Tunes" screen cartoons... The Golden Gate Quartette has been chosen for the Newspaper Guild "Page One Award of 1943"... and no wonder... the lads appear six nights weekly at Cafe Society Uptown, are heard six days each week over CBS, make Columbia and Victor Records, open today at the Paramount Theater, and across the street, at the Loew's State, can be seen in the Republic flicker, "Hit Parade"... Doctor I.Q. on his nation-wide tour selling War Bonds, has sold, since the first of the year, \$12,000,000 worth... Take 12 bows, Doctor, one for each million... Under the stage name of Jill Stephens, Lillian Zatt, assistant to Jack Banner, head of WNEW publicity and special events, will produce and emcee a live television show for Dumont beginning May 5... Lanny (Ginger & Lanny) Grey's dad passed away at Miami Friday... Victor



Remember Pearl Harbor

Chicago

By FRANK BURKE

CHICAGO "Sun" has renewed contract for sponsorship of "Joe Kelly" (Joe Kelly) 7:45-8 a.m. WBBM Monday through Saturday and on Sunday from 11:30-noon through the Wade Agency.

Dates for the Second Annual NE Northwestern University Summer Radio Institute will be June 21-July 31, Harry C. Kopf, vice-president and general manager of the NE central division, has announced.

Larry Wayne is the new announcer on the staff of WEDC, Chicago, working the day shift. Previously he worked on Chicago dramatic broadcasts as was at that time known as Larry Wolfberg.

"Wheel of Fortune," new cash award show featuring Johnny Neblett, emcee, will debut on WGN, Friday, April 23, from 7:30-8 p.m. under the sponsorship of Hirsch Clothing Company through the Schwimmer & Scheraga agency. Holland Engle will be the announcer on the program and L. Salvo will be at the organ.

Walter Preston, WBBM, program director, is in New York for a week of CBS conferences concerning plans for the local NAB "War Meeting."

Florence Warner, of the WBBM publicity staff, back from a New York reunion of the Des Moines "Register-Tribune" editorial alumni.

Arnold Carlsen, formerly with the Austin Company and Packard Motor Company, has joined the Mutual Broadcasting network sales staff in Chicago.

"Ahoy, America," half-hour Navy show which originates at the Navy Pier weekly, is now transcribed as heard on WGN Thursday nights.

Myrtle Stahl, WGN educational director, George Jennings, director of Radio Council of Chicago Public Schools, and other radio educators to Columbus, Ohio, May 2, for a meeting of the Advisory Committee of the school broadcast conference.

Manhattan Soap Company, through Franklin Bruck Advertising Agency has renewed its news programs on WGN for another two weeks. Holland Engle is heard Monday, Wednesday and Friday at 8:15 a.m. and Joe Holbrook on the same days from 11:30-11:45 a.m.

★ INDUSTRIAL PAYROLL up 53%

For the year 1942 compared with 1941

A MUST Market in MASSACHUSETTS

WTAG WORCESTER

QUEST-ING

MINIE TOUREL, mezzo-soprano, in program of the Columbia Concert Orchestra, today (WABC-CBS, 3 p.m.).

SECRETARY OF THE NAVY **MARK KNOX**, **GEN. SIR THOMAS BLEY**, **J. EDGAR HOOVER** and **COL. JOHN CHENNAULT**, on "March of Time," tomorrow (WABC-NBC, 10:30 p.m.).

ET. GENE RAYMOND and **ANETTE MacDONALD**, on the "Door Canteen," tomorrow (WABC-CBS, 9:30 p.m.).

TOR MOORE, on Ransom's "Grapevine Rancho," tomorrow (WABC-CBS, 9 p.m.).

T LAHR, on the Rudy Vallee program, tomorrow (WEAF-NBC, 10 p.m.).

ANK MORGAN, on the Camel program, Friday (WABC-CBS, 10 p.m.).

AK POWELL and **MARY MARR** in an adaptation of "Tin Pan" on the "Philip Morris Play" Friday (WABC-CBS, 9 p.m.).

**Shifts, Show Debuts
MBS Sked Next Week**

Springtime reallocation of five shared Mutual network shows and debuts of three new coast-to-coast series goes into effect next week when "Bulldog Drummond," "Carter," "The Cisco Kid," "Is Our Enemy," and "Singin' Sam" are assigned new time periods, "Sherlock Holmes," "Take-A-Step," and "The Better Half" begin weekly broadcasts.

Adventures of Bulldog Drummond shifts to Sundays, 5:30-6 p.m., effective April 25. It was formerly Mondays, 8:30-9 p.m. "The Better Half" shifts to Tuesdays, 9:30-10 p.m., effective April 26. It was formerly heard Sundays, 10 p.m.

"Is Our Enemy" shifts to Tuesdays, 8-8:30 p.m., effective April 26. It was formerly heard Tuesdays, 8-8:30 p.m. "The Cisco Kid" shifts to Wednesdays, 8-8:30 p.m., effective April 27. It was formerly heard Tuesdays, 8-8:30 p.m. "Singin' Sam" shifts to Mondays and Wednesdays, 8-8:30 p.m., effective April 26. It was formerly heard Tuesdays and Wednesdays, 8-8:15 p.m.

Series include: "The Better Half" Monday, April 26, 8:30-9 p.m.; "A-Card," Wednesday, April 28, 8-8:30 p.m., and "Sherlock Holmes," April 30, 8:30-8:55 p.m. "Cherrie's Impact" programs, heard Tuesdays and Thursdays, 8-8:30 p.m., move to a new time, announced.

NEW PROGRAMS—IDEAS

Community Quiz

A quiz program in the interest of "community activities which make our town a better place in which to live," titled "Town and Gown Quiz," is being sponsored on WFCU, Ithaca, N. Y. on Sunday nights by Cayuga Motors Corp. The program, originally a public service show, was found so effective in promoting the recent Red Cross campaign that Robert E. Treman, president of Cayuga Motors, decided to continue it under company sponsorship. War Stamps and Bonds go to persons submitting questions that stump the experts.

School-Forums

To promote better understanding between citizens and the schools, WNYC, N. Y., has inaugurated a ten-week series of forums. Members of the Board of Education will take turns acting as moderator, and a panel of invited guests will discuss the specialized functions of New York City's school system. Listeners are invited to submit questions for answers over the air.

Disk-Voting

WCED, DuBois, Pa., reports that its "Juke Box Saturday Night" program has struck pay dirt. At 7:15 p.m., EWT, station reads list of records it will play from 7:30 to 9:00 p.m. and invites listeners to call in a vote for favorite number. Votes are tallied, but request numbers are not taken. Song with highest vote is used as a theme song by a local photographer on the following Saturday night's program.

The majority of the time on "Juke" is sold to local and national accounts. Phone company, says station, regrets it can handle only between 400 and 600 calls of the 2000 the "voters" try to put through.

Applicant Interviews

When women began registering for war jobs with the U.S. Employment Service at Fort Wayne, Ind., recently, WGL turned up with portable recording equipment and had Bill Stewart interview applicants. That night the transcriptions were broadcast.

**Kent Cooper Pays Tribute
To Memory Of Bell-Cuhel**

Two of radio's news men who lost their lives in this war were honored in a tribute paid by Kent Cooper, general manager of the Associated Press, at the annual luncheon of the AP Monday, at the Waldorf-Astoria. Cooper's tribute listed fourteen newspapermen, and the two radio reporters, in his roll of honor for the occasion.

In part he said: "In honoring our own Associated Press dead or missing since Pearl Harbor, we should, as they would have us do, equally honor all." Then he listed the newsmen and their paper affiliations, adding: "And to that list I want to add the names of two newsmen in the radio field: Frank Cuhel of the Mutual Broadcasting System and Don Bell of the National Broadcasting Company. I pause for a moment of silence in reverent memory of them all. And as I do so, every Associated Press wire throughout our country is simultaneously still."

**Production Authorized
For Mica Replacement**

Washington Bureau, RADIO DAILY
Washington—"General Aniline and Film" yesterday announced that priorities had been granted for the immediate erection of a plant for the production of "poelectron" synthetic, a primary substance used in strategic mica replacement material. It is expected that "poelectron" synthetic will materially reduce the drain on imported mica, most of which is earmarked for war production. Its high temperature resistance and low dielectric loss enable its use in several types of radio equipment now requiring mica.

**CBS Shortwave Staff
Adds Five New Members**

Five new members have been added to the CBS shortwave staff. Louis Matigot, Henry Michaelis, George Brengel, Theodore P. Marvel and Bernie Hanighen are the newcomers. Matigot and Michaelis have joined shortwave's news division as foreign news writers. Matigot, formerly associated with several Paris newspapers in an editorial capacity, writes French news and Michaelis, who replaces Arsen Okun while on extended sick leave, does the German news.

Brengel, Marvel and Hanighen will do shortwave production. Prior to joining CBS, Brengel was casting director for Compton Advertising, Inc. He has been engaged in acting, directing, writing and producing for stage and radio since 1935.

Marvel was formerly with the Radio City Music Hall Glee Club. Prior to that he sang and acted in theatrical and radio groups. He also wrote and produced programs for several stations throughout the country, including KFJH, Wichita and WGN, Chicago.

Hanighen came to CBS from WNYC, where he was a member of the production department. Prior to that he was a song-writer and wrote such tunes as "Bob White," "Dixieland Band," "Weekend of a Private Secretary," and "The Little Man Who Wasn't There."

Gershwin Work To AMP

Exclusive copyright ownership of an early work of George Gershwin entitled "Short Story" has just been announced by AMP in a notice to licensees listing the composition as available in new arrangements for two pianos by Al and Lee Reiser, piano team. Composition, originally published for violin and piano, has no lyric setting.

AGENCIES

RUFUS CHOATE, vice-president of Donahue & Coe, Inc., has been named first vice-president of Industrial Advertising Assn. of New York. Gordon Tuthill, advertising manager of the Crucible Steel Co. of America, was elected president.

P. W. LENNEN, president of Lennon & Mitchell, Inc., has been named chairman of the board of the New York Council, A.A.A.A., which also has elected Sherman K. Ellis, president of Sherman K. Ellis & Co., Inc., vice-chairman, and H. B. LeQuatte, president of H. B. LeQuatte, Inc., secretary-treasurer. Irwin A. Vladimer and Otto Kleppner have been elected to the board of governors.

A. E. NELSON COMPANY has augmented its staff by the addition of R. C. King, George Pfann and Frank B. Farquharson.

ROBERT P. CRANE, who opened the Pacific Coast offices of Lord & Thomas in 1917 to service the Sunkist account, has joined the Los Angeles staff of Foote, Cone & Belding, Inc. Crane, who has been in retirement for several years, is one of the six original writers who served under the now-legendary John E. Kennedy and Claude C. Hopkins.

PETTENGELL & FENTON of New York has been appointed to handle the advertising of the beauty products of Helena Rubinstein, Inc.

Gosch To 20th-Fox

West Coast Bureau, RADIO DAILY
Hollywood—Martin Gosch, producer of the "Camel Comedy Caravan," has joined 20th Century-Fox as an associate producer. He will continue to handle the Camel program for the remainder of the season.

Prescott Renews On WEAF

J. L. Prescott Co., through Monroe F. Dreher, Inc., has renewed a contract with WEAF for 52 weeks participation in the Mary Margaret McBride program, (Mondays through Fridays, 1-1:45 p.m.), to promote Bull Dog Blue and Dazzle. The contract is effective May 3, 1943.

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

BBC-WLW Sets Series On Cooperative Basis

(Continued from Page 1)

aired April 24 at 6:30 p.m., EWT by WLW, and will feature Dr. J. J. Malton, governor of BBC, and Sir Norman Angell, who are in this country now, in an exchange of greetings with Governors Bricker of Ohio and Schriker of Indiana.

This is the first of this kind of operations between BBC and an American outlet, and was proposed as long ago as last year by the station. For one reason or another the project was tabled until recently, when WLW reps called on BBC again. Standard tie-ups between BBC and the American broadcasters consist of the rebroadcast either via live pick-up or transcription of BBC programs. The WLW plan circumvents the job of having to build new audiences for new programs, by using the BBC contribution on an already established program.

Aired On Ziemer Show

As the project moves along, the BBC contributions, recorded, will vary in length from one-minute upwards, depending on the needs of the insertion. The first insert will be a five-minute production featuring MacDonald Hastings, British war correspondent, who will deliver talks on rationing, the London Blitz and London Blackout. While Hastings is scripting, he is basing his production on recommendations of the WLW staffs regarding interests of Americans and what kind of material would get reception here. The BBC insert will be aired on the WLW program, "Background" conducted by Gregor Ziemer three times a week. Both BBC and WLW are now working on other contributions including news on current events, farming and community wartime problems.

Easter Address Scheduled

As part of its Easter Sunday program, WLW will insert an address by Rev. Anthony Otter from Nottinghamshire which has already been transcribed as a quarter hour contribution. For the most part, this arrangement will not go in for the special broadcasts, but rather for the more subtle dovetailing of British contributions to WLW program needs for its mid-western audiences. Project is being handled by James Cassidy, WLW special events director, and Stephen Fry, traffic manager of BBC New York and his assistant Miss Rhoda Magid.

Willkie On CBS

CBS will air an address by Wendell L. Willkie for Freedom House, and the Rt. Hon. Herbert Morrison, speaking from London, at 4:15 p.m. today, on the occasion of the opening of a picture exhibit of blitz photographs at Freedom House. Exhibition is entitled "We Had Fainted Unless We Had Believed." The British Minister of Home Security will be introduced in the relay from London by Willkie. WMCA will rebroadcast the talks via transcription later tonight, 10:15-10:30 p.m.

WORDS AND MUSIC

By HERMAN PINCUS

IMAGINATION must, of necessity, run rampant along Tin Pan Alley, its inhabitants offering to publishers and to posterity (in most cases neither the publisher nor posterity showing any signs of interest) songs written on subjects so numerous, we'll merely cite a few to bring out the point we wish to make... **MOTHER** (M is for the Million Things she gave me)... **SWEETHEART** (Let Me Call You Sweetheart)... **BABY** (Ten Baby Fingers and Ten Baby Toes) and the other kind of **Baby** (I Can't Give You Anything But Love, Baby)... **FATHER** (The Old Red Flannels Father Wore)... **SISTER** (My Sister Eileen)... **BROTHER** (Brother, Can You Spare a Dime)... **PRESIDENT** (Mr. President We're a Hundred Per Cent for You)... **SOLDIER** (There's Something About a Soldier)... **SAILOR** (Just a Sailor's Sweetheart)... **MARINE** (Tell It to the Marines)... and so, finally, to this... Freddie Hildebrand and Adam Carroll have 'glorified' the singing waiter with a tune called "I'm Just a Saw-dust Canary," which so entranced Mine Host, Jimmy Dwyer, that he, immediately adopted the composition as the official theme song of his Saw Dust Trail Bistro... We heard that crack, brother... what if there was a song called "I Want the Waiter With the Water"... is that any reason why you should attempt to crab our act of revealing our knowledge of music lore?

☆☆☆

Fred Waring and members of his aggregation, to date, have composed eight songs, each dedicated to a particular branch of the Service... "Sky Anchors" for Naval Aviators, "Roll, Tanks, Roll," for the Armored Forces, "Look Out Below," for Parachutists, "The Fighting Quartermaster Corps," "Men of the Merchant Marine," "Man To Man," for the Infantry, "In Navy Blue," for the WAVES and "Hail to the Corps" for Marine Aviation... Fred, how about another tune called "Heil Heel" dedicated to (one guess).

☆☆☆

While ogling Jerry Lawrence's swell "WOR Wax Museum" exhibit at the Rockefeller Center Museum of Science and Industry, the thought occurred to us, how much of our lives, long forgotten, can be vividly brought back to us, through hearing a song of the past, dimly connected in our subconscious mind with particular events... to people in show business, though, songs have meant a great deal more... and looking over Jerry's valuable collection of recorded music, we come across certain songs, which brought fame and fortune to performers... we'll list a few, because, not only will the titles bring back memories, but may suggest a future program for some of you, whether you are producer, singer, orchestra leader or program builder (with any thanks, naturally belonging to Lawrence) the record of black-faced Bert Williams singing, "Bring Back Those Good Old Days" during World War I, Jim Barton's "Annabelle" as he used to sing it at the Palace Theater back in 1923... Fanny Brice's 1921 version of "My Man"... Gallagher & Shean's "Follies of 1922" hit, "Oh, Mr. Gallagher-Oh, Mr. Shean"... Marilyn Miller's version of Jerome Kern's "Who" from "Sunny"... Helen (Boop-boop-a-doop) Kane's 1928 hit "I Wanna Be Loved By You"... Al Jolson's 1928 smash "Sonny Boy"... Ethel Merman's unforgettable Gershwin'ner "I Got Rhythm" from "Girl Crazy"... Ruth Etting's "Ten Cents a Dance"... Lyda Roberti who became a star on one song, "Sweet and Hot" from the Musical "You Said It" back in 1930... Irene Bordoni's "Let's Fall in Love" in 1933 and the same year, Ethel Waters' classic rendition of "Stormy Weather," which incidentally Jack Mills intends to plug again... Columbia and Victor has loaned WOR some of its priceless old recording equipment and in closing we remind you that a visit (when you're in town) to this exhibit is a 'must'.

☆☆☆

Left Hand on the Keys: Alec Templeton often has his pet, a huge black cat, sit on the piano while he performs... calls it "Satchmo" after Louis "Satchmo" Armstrong... Carmen Cavallero, leaves the Waldorf May 4 for a six-week tour of theaters.

☆☆☆

—Be A Rational National—

Program Building Division Established By NBC

(Continued from Page 1)

well as with the constant revision of programs already on the air." Cooper will be assisted by Bennett, NBC staff composer, will now be in charge of discov and developing talent, particular musical talent.

Personnel to Be Added

Lester O'Keefe, head of NBC's production department, will continue to handle new dramatic talent, M added, but explained that his line along this line will be somewhat expanded and coordinated with the Program Development Division.

Since the entire idea is a new Menger said that personnel was added and that their names will be announced later.

The new division brings to radio a veteran working team Menger and Cooper. The two have been associated with many marks of radio history. Ten ago, then with NBC in Chicago, Menger, hired Cooper as content editor and the pair, working together, created such notable as "Lights Out," and Monty Ward's "Immortal Dramas" series well as several daytime serials first came to the microphone in Chicago.

"Army Hour" Cooper's

Immediately prior to joining this week, Cooper was author of the official War Department program, "The Army Hour." His experience includes work in advertising agencies, script writing for films and radio, and producing important radio programs.

Tom Bennett is regarded as an accomplished composer whose music creations for countless plays have won his reputation in the radio industry. He also is connected with the development and success of songstress Dinah Shore.

Fur Account On WOVB Expands To Full Hour

Ivel Furs, Inc., has expanded advertising on WOVB to include hour recorded presentations of operas, nightly, six times a week.

For the past two years the concern has been sponsoring Baldi, Italian woman commencing in a daily 15-minute news contribution to the new opera which will run for 52 weeks, she has renewed Miss Baldi's program for 52 weeks. Everett Ball, pianist and a WOVB staff member, conducts the nightly opera program with specially prepared librettos.

Treasury Official On

William Robbins, assistant Henry Morgenthau, Jr., Secretary of the Treasury, and director of the government securities, will give an address on CBS today from 6:30 p.m. His subject will be "Job Isn't Finished Yet."

Members Decide To Maintain Policy

(Continued from Page 1)

likely until the FCC finally settles the newspaper-radio ownership question. Harold Hough, chairman of the committee, stated that the group was organized to meet all eventualities and that they are not following a "wait-and-see" policy. He said, "We must get on the field as fast as the referee blows his whistle."

A motion was passed at the meeting declaring that the steering committee could fill the three vacancies on the committee among themselves. The vacancies are filled such that the cement of the individuals will be made.

Steering Committee Members
The steering committee without the vacancies is made up of the following men: Harold Hough, chairman; Harry M. Ayers, of Anniston; Walter Damm, of the "Milwaukee Journal," vice-chairman; H. Fitzer, of the Kansas "City Star"; A. H. Kirchoff, of Buffalo "Evening News," and J. Person, of the Williamsport

tribune. Kaye continues as counsel to the committee. Judge Thacher's services are no longer available to the committee since he accepted the position of Chief Corporation Counsel for the City of New York. The services of the newspaper publisher-owner which was subject of a FCC order (No. 79) and on which hearings were held before the FCC in Washington, remains in abeyance with the government agency.

Radio Alumnae Aiding School's Show

Alumnae of the Professional Radio School, which includes, Berle, Peter Donald, Betty Mitzi Green, Mary Small, Leon Billy Halop, Tom Brown, Raymond, Beatrice Kay, Lillian Billy Janney, Anita Louise, Price, Ann Thomas, Betty and Charita Bauer, have given a benefit performance to raise money for the School's Scholarship fund and will stage a gala Revue at the Theater in New York City, on April 26 at 8:40 p.m. at the Theater in New York City, ranging from \$1.10 to \$3.30 purchased at the box office from Ann Thomas, Betty or Charita Bauer.

The theater has been donated by Hubert and John Golden and others who promised to be on the program. The performers include Mary Small, Milton Georgie Price, The Berry Sisters, Wilbur Evans, Col. Stoopetty Garde, Valentinoff, Rose Curley, John Reed King, Skulnick and many others. The Club hope to be able to get off the S.R.O. sign and ask radio friends to reserve seats

Strong Network Delegations To Attend Chicago Meetings

(Continued from Page 1)

in these columns earlier in the week. CBS Affiliates Advisory Board will gather for a meeting next Tuesday, April 27. The delegation of 26 CBS officials from New York and other cities follow:

CBS Delegation

From New York includes William S. Paley, president of CBS; Paul W. Kesten, vice-president and general manager; Frank Stanton, vice-president; Joseph Ream, vice-president and secretary; H. V. Akerberg, vice-president in charge of station relations; William C. Gittinger, vice-president in charge of sales; J. G. Gude, station relations manager; Douglas Coulter, director of broadcasts; Jan C. Schimek, commercial editor; James Seward, director of operations; John J. Karol, market research counsel and an assistant sales manager and Edwin K. Cohan, director of engineering.

Also William Schudt, Jr., eastern division field manager of the station relations department; Thomas D. Connolly, director of program promotion; Arthur Hull Hayes, general manager of WABC; Howard Meighan, eastern sales manager of Radio Sales; Charles E. Midgley, Jr., sales service manager, and George Crandall, director of Press Information.

From Washington: Earl H. Gammons, director of WTOP and Carl Burkland, general manager.

Executives from Coast Expected

From Los Angeles: D. W. Thornburgh, vice-president; Edwin Buckalew, station relations manager; St. Louis: Merle Jones, general manager of KMOX; Boston: Harold E. Fellows, general manager of WEEI; Charlotte: A. D. Willard, Jr., general manager of WBT, and from Minneapolis: Austin E. Joscelyn, general manager of WCCO.

In addition to announcing the CBS delegation to the convention it was made known that the second meeting of the Columbia Affiliates Advisory Board will be held in Chicago Tues-

day, April 27. The session will open with dinner and will be attended by the affiliated station managers who are members of the Board. CBS representatives present at the Advisory Board meeting will include Paley, Kesten, Ream, Stanton, Akerberg, Gude, Schudt, Howard Lane, central division field manager of the network's station relations department, and Buckalew.

NBC Attendees

Niles Trammell, president of NBC; Frank Mullen, vice-president and general manager; William S. Hedges, vice-president; A. L. Ashby, vice-president and general counsel; O. B. Hanson, vice-president and chief engineer; Lloyd Egner, of the NBC recording and transcription division; Charles B. Brown, sales promotion manager; also, Sheldon Hickox, Jr., station relations; James Gaines, George Frey, Barry Rumble and Jennings Pierce, from Hollywood.

Mutual's N. Y. Group

From New York, Mutual will have Miller McClintock, president; Alfred J. McCosker, chairman of the board; Theodore C. Streibert, executive v. p.; Fred Weber, general manager; Paula Nicoll, station relations, and Lester Gottlieb, director of publicity. Headquarters will be at the Drake Hotel.

Blue Representatives

Going to Chicago for the Blue Network's affiliate meeting are the following: Mark Woods, president; Edgar Kobak, executive vice-president; Keith Kiggins, vice-president in charge of stations; Fred Thrower, vice-president in charge of sales; Phillips Carlin, vice-president in charge of programs; Robert Swezey, legal counsel; John Norton, manager stations department.

Also Clarke Snyder and O. M. Schloss, station contact representatives; George Milne, chief engineer; Murray Grabhorn, manager National Spot Sales; Kevin Sweeney, sales promotion manager, Hollywood, and Don Gilman, vice-president in charge of the Western Division.

CBS Names 2 Assistants To Operations Department

Two new assistant directors have been named to CBS's Network Operations Department. They are Henry Blanchard and William Harding, both of whom are but recently affiliated with the network. Blanchard joined Columbia early this year as an assistant director apprentice, having sung in concert and opera previously. Harding, former production manager at WINS, joined the chain this week. He had been on the announcing and production staffs of WSYR, Syracuse, before accepting the production position at WINS.

William Anderson, assistant director since October, 1942, resigned from the network this week to go into the Army April 24.

Shortwave Transmitters Also Carry FDR Speech

All 14 short-wave transmitters operated in this country were used last night to cover Latin America on the speeches of President Roosevelt and Manuel Avila Camacho, president of Mexico, from Monterrey, Mexico. The NBC and CBS short-wave facilities are being used for the remainder of the week, also, to dramatize Roosevelt's visit to Mexico City.

All U. S. webs and many independent stations carried the speech in this country.

Wedding Bells

George Finney, night news editor at WINS, has announced his marriage, a week after the event took place.

'Minute Man' Mix Takes 134 On Blue

(Continued from Page 1)

first dehydrated soup mix to buy a national hookup. Same company also sponsors the same Coast edition of the show on 13 Pacific outlets. Agency is Compton Advertising, heretofore usually identified with the daytime serial type of program. As previously announced the first half of the Eastern "Sardi's" 11-11:15 a.m. has been bought by Kellogg's for its "Pep" cereal, also effective May 3. Same sponsor is now on 11 Coast stations with the same program at another time. Kellogg's is taking 130 Blue outlets.

Parent company of the Minute Man account is the Alaska Pacific Salmon Co. which is a subsidiary of the Skinner & Eddy Corp. "Sardi's" is rated as one of the 10 top daytime programs, and is heard Monday through Friday.

Fed. Council Of Churches Charged With 'Monopoly'

Washington Bureau, RADIO DAILY

Washington—Attacking the Federal Council of Churches of Christ in America for "its modernism, its well-known pacifism and its near-Communism advocating a new social order," the American Council of Christian Churches has been trying for several months now to get network time. Charging that the Federal Council holds a "monopoly" on radio time and that the Blue Network will not grant the American Council time without the approval of the Federal Council, "the AC has taken the issue to the people."

A discussion was held here last month between representatives of the American Council and FCC Chairman James Lawrence Fly, with the latter asked for his aid. At that time, said Fly yesterday, he found that "they had not canvassed the situation thoroughly with the networks and, apparently, they had had some dealings with one particular network, and I suggested that they ought to go to the (other) networks... I could not tell them (the nets) what time should be given to what people. I did tell them that later, if they had any complaints with the way they were treated with regard to facilities, I would listen to them further and I haven't heard from them since."

Dr. Harry Emerson Fosdick, "Federal Council's No. 1 Radio Preacher," was branded by the American Council as a "notorious pacifist."

George Allen Recuperating

George Allen of the WOR promotion department is recuperating from pneumonia at the Post Graduate Hospital here. Allen, who is chairman of the listener research group in the American Marketing Association, has been ill for several months. Because of his illness, the radio group meetings have been postponed.

Christopher Cross, aide to Lester Gottlieb, Mutual publicity head, is confined to his home with the mumps.



Coast-to-Coast



BOBBY pins rained on WNYC, N. Y. during April, the result of an appeal by Nora Kaye on a recent "Nights at the Ballet" program from the Met Opera House. Ballerina Kaye, while being interviewed by Ted Cott, let slip difficulty she was having obtaining the pins. Cott asked listeners to do their bit for the ballet and pop up with bobby pins. Mail to date has brought 1,079.

First group of local girls to take their oath of allegiance in the WAAC's were inducted into the service at the luncheon meeting of the New Haven Advertising Club on Monday. Rites were broadcast over WELI, New Haven. Principal speaker was Capt. Charles C. Verstandig, chief medical officer at the New Haven Induction Center, and more recently of Iceland.

A series of Holy Week programs is being conducted over WBYN, N. Y. by the Christian Business Men's Committee, featuring discussion of "Religion in the News."

Carroll D. Alcott, Far Eastern expert on WLW, Cincinnati, has received first copy of his new book, "My War With Japan," published by Henry Holt and due for release June 14. Inez Robb, INS correspondent back from African front, will be interviewed on three broadcasts. She'll tell her "I Seen It" tales.

When Pat Flanagan, sportscaster at WJJD, Chicago, airs the initial pennant game at Chicago today, he will have handled every Chicago "opener" since 1929. The veteran Flanagan celebrated his 50th birthday on April 11 by broadcasting the Cubs-Louisville ball game at Louisville.

A panel discussion on the manpower stabilization plan took place on WKNY, Kingston, N. Y., on Monday night, to clarify and explain how various groups will be affected. The speakers were A. J. McGinty, area director for the WMC; William Burke, member of the Amalgamated Clothing Workers Joint Board of the CIO; and R. Oakley Kennedy, executive vice-president of the Cluett Peabody Co.

Congressman William J. Miller of Wethersfield, Conn., gave the second in a series of 25-minute reports on Congressional activities over WDRC, Hartford, last Sunday.

The story of the largest War Ration Board in the world was told over WEAF, N. Y., on Wednesday when Mary Margaret McBride interviewed on her "Home Front Forum" two of the Manhattan board's members: Asst. Director Louis Mayer, and Lewis Gannett, Herald-Tribune book reviewer.

Series of Sunday night televised programs on victory gardening has been inaugurated by Du Mont station W2XWV, N. Y.

When the basketball teams of WWNY, Watertown, N. Y., and the Bombay Hindus, team representing Shields Slipper Corp., met for championship of northern New York tourney, an enterprising salesman sold Shields the commercial airing, and Shields won, 30 to 28. Seaman First Class Paul F. Hadley, former announcer, dropped in for a visit, and couldn't resist the lure of the air—he went on for a regularly scheduled half hour.

Olive Spinner has resigned from music library at KSTP, Minneapolis, to take job with construction company in Alaska. Doug Melges has been added to speling staff. Blanche Bordeaux, re-write gal from Chicago, has been added to the newsroom staff. Ray C. Jenkins, sales manager, is raising chickens on the shores of Minnetonka and expecting a nest egg or two.

Carl Person has been added to continuity staff of KOMO-KJR, Seattle. He majored in radio and drama at University of Washington and directed several shows for the State Defense Council. Alice Emel is directing and producing "The World Within Reach," half-hour shows dramatizing lives of famous men whose struggles for freedom are analogous to current struggles for freedom. Bond selling commercials precede and follow. Finding itself too susceptible to draft, Bon Marche's musical show has introduced an all-girl orchestra.

WSJS, Winston-Salem, N. C., marked its 14th year of broadcasting by commencing on Sunday last operations with an increased power of 5,000 watts, full time. Harold Essex is managing director of the station.

Recent personnel changes at WOR list Edward M. Brainard as replacing Stella Roth in the continuity department. Miss Roth resigned to become staff assistant for the Red Cross Club Overseas. Al Ross resigned from as the station's commercial program director.

Bruce MacDonald is the new news editor of WIND, Gary, Ind. He succeeds Bob Sabin, who has joined the Blue Network at Chicago. MacDonald airs the "Behind the Headlines" series, heard Monday through Saturday at 5:15 p.m.

"Red" Cross, sales manager WMAZ, Macon, is in need of first aid (undiluted Georgia corn—both ways) after filling in on program traffic for Lew Kent, who is in N. Y. for BMI confab. "Red" runs around with smelling salts digging up extra time for last minute sales. To date he's had to dig up time for 13 extra spots, 1½ hours for Robins Air Depot dedication, and a number of ¼ hour slots for April 26, Confederate Memorial Day.

"Let's Get It Over With" is being aired by Jerry Belcher over WCKY, Cincinnati. Jerry, public events director, also writes the script, for use in connection with Hamilton County War Loan Campaign Committee. Script reprints have been requested by several newspaper editors, and have been mailed to 60 newspapers in Ohio, Indiana and Kentucky. Appeal is based on musings of a soldier.

Leslie C. Stratton, public relations director WKNY, Kingston, N. Y., has made arrangements to cooperate with Boy Scouts of America food-for-victory campaign. Four 5-minute spots have been allocated to fund-raising drive of Benedictine Hospital. Mayor Edelmuth opened series on April 17. Station aired "E" award to Hercules Powder.

David W. Jefferies, until recently connected with the Naval Research Laboratory, Bellevue, D. C., has joined the staff of KINY, Juneau, Alaska, in the capacity of resident engineer-in-charge. A newcomer is Announcer Lloyd Beck, recently of KVOL, Lafayette, La.

WVL, New Orleans, will air Good Friday programs and on Easter Sunday. From noon to 2 p.m. on Good Friday, a "Tre Ore" vice will be presented direct from Church of the Most Holy Naz Jesus, with narration by A. Sharon, who has handled the broadcast for the past 17 years. In the evening, Dr. Alfred J. Bonomo presents a special "University" broadcast, "Where the Cross Made," by Douglas Bronston. Sunday, station will offer the Solemn High Field Mass originally from Camp Livingston, Alexandria, La.

Ray Hunt, announcer WBT, Charlotte, N. C. has given two weeks notice leaves radio, for the duration at first for railroading on the West Coast. First Victory Garden casualty is J. Summers, secretary to W. McParker, sales promotion director, expected back at desk within a week. The weeds she pulled with bare hands were poison ivy.

TODAY-12:30

Luncheon of the

RADIO EXECUTIVES' CLUB

OF NEW YORK

at the Loyale

521 Fifth Ave., New York City

JAMES CORCORAN

WFIL's Outstanding News Analyst
Whose Topic Will Be "TODAY"

AND

MICHAEL MacDOUGALL

Card Detective

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

1	9	4	3			
4	5	2	1			
17	18	19	20	21	22	23
24	25	26	27	28	29	30

April 21

- Lois Collier
- Arthur Hinett
- Max Jordan
- Paula Nicoll
- Ken Schon



RADIO DAILY

The National Daily Newspaper of Commercial Radio and Television



OL. 23, NO. 16

NEW YORK, N. Y., THURSDAY, APRIL 22, 1943

TEN CENTS

Women In Radio Up 12%

Colt. Sherwood Lauds Radio On War-Front

Washington Bureau, RADIO DAILY
Washington—Testimony to the power of radio during wartime was given yesterday by OWI Overseas Director Albert E. Sherwood, just returned from North Africa, who revealed that enough leaflets put out by the Nazis influence our troops generally draw a Bronx cheer," authorities are worried about German radio shows. "You're putting out extremely good shows, directed at our troops," he said, "with plenty of good jazz music." Although he does not believe there is any serious likelihood of defection among American troops, he says the effect of the propaganda
(Continued on Page 6)

W-LW-Britain Series Starts Easter Morning

Wilmington—W-LW will inaugurate "England-to-the-Nation's-Station" broadcast on Easter morning, when listeners will hear the words of the Reverend Anthony Otter, an English minister, on the "Church by the Side of the Road." Following this, British-born from almost every walk of life will have their words brought to
(Continued on Page 2)

E. First Quarter Net Reveals Gain Over 1942

General Electric Company's profit available for dividends for the first three months this year amounted to \$42,576, compared with \$10,329,774 the same period last year, or 36 cents a share of common stock in
(Continued on Page 2)

Clark On CBS

Tom C. Clark, who succeeded Thurman Arnold as director of the anti-trust section in the Department of Justice, will be heard in his first public talk over CBS tonight from 10:30-10:45 p.m. His subject will be "Anti-Trust Goes To War." The address will originate at the meeting of the American Business Congress in the Hotel Pennsylvania.

See Box-Office Record At Toscanini Bond Sale

Washington Bureau, RADIO DAILY
Washington—More than \$9,000,000 in War Bond purchases, an all-time record for box-office receipts for an American musical event, is assured for the Toscanini-Horowitz concert in Carnegie Hall next Sunday afternoon, the Treasury announced yesterday. The event is being conducted by NBC for the Treasury Department. One hour of the two-hour program,
(Continued on Page 3)

WHN and Parent Firms Pledge \$5,275,000 Bonds

Three Second War Loan rallies aimed at raising \$5,275,000 among the office employees of WHN, the Loew Theaters, and home and exchange offices of M-G-M, the parent body, started here yesterday, and will run consecutively today and tomorrow. At yesterday's rally, for the benefit of the WHN and Loew Theater staffs,
(Continued on Page 2)

CBS Net Income Shows Rise; Keppel Elected To The Board

Canada Set Production Dropped 47% In 1942

Montreal—Producers' sales of radio sets in Canada declined 47.8 per cent in 1942 to a total of 209,163 from 399,556 in 1941, the Dominion Bureau of Statistics reported yesterday. All provinces reported reductions. Compared with the previous year's figures
(Continued on Page 2)

Coincidental Decline Of 10.9% In Men Shown In NAB Study; Employees Listed As "Essential" Total 19%

Audience Index Sets New High For April

The available audience index—people at home and awake—during the early part of April is at a figure which marks the highest record for April in the eight-year Hooper trend line. Index stands at 79.7 according to the latest Hooper reports which also shows, that the average audience ratings of commercial network evening programs are higher this April
(Continued on Page 6)

ACA Now Negotiating With 3 Eastern Outlets

ACA is negotiating with three stations in this area for contracts covering technicians. At KYW, Philadelphia, union opened the contract negotiations to attain adjustment in the wage structure. At WIBG, deadlock
(Continued on Page 2)

Many From Out-Of-Town At Radio Exec Luncheon

Over a dozen out-of-town station executives attended yesterday's weekly luncheon meeting of the Radio Executives' Club here. Program featured
(Continued on Page 2)

Manpower status of radio as summed up by the NAB in preparing its annual report indicates stations classified as essential to their operations only 19 per cent of their employees, or four out of 21 were so listed. Some 608 stations showed total employment of 12,821 and listed as "necessary men" 2,464.

In the two-year period passed 26.2 per cent of the men employed by stations went to the armed forces. About two-third of these enlisted or were ordered to report for active duty while on reserve. About 35 per cent of the men were drafted.

According to the NAB's survey on
(Continued on Page 3)

Drs. Watson And Dodd Called 'Unfit' For Jobs

Washington Bureau, RADIO DAILY
Washington—Dr. Goodwin B. Watson and Dr. William E. Dodd, Jr., chief analyst and assistant news editor, respectively, for the FCC's Foreign Broadcast Intelligence Service at salaries of \$6,500 and \$3,200 annually
(Continued on Page 3)

NBC Red Cross Donation Earns "A-R-C" Banner

More than 97 per cent of all NBC executives and employees in the network's New York headquarters, contributed a total of \$3,256.36 to the recent Red Cross drive. In tribute to
(Continued on Page 2)

Nothing Spared

Bill Robson, CBS producer, loves sound effects. For Sunday's installment of "The Man Behind the Gun" he used four sound effects men and 12 turn tables. In fact, the studio was so crowded with sound effects personnel and apparatus collected by the very enthusiastic Robson, that the actors on the show were working in the control booth.

'Serial' Guesting

Time marched on Wednesday and Michael O'Shea marched off the air with Martha Deane, who was interviewing the male lead of "Lady of Burlesque" on his Hollywood experiences. Frustrated listeners, caught with mouths open in climax of one tale was cut off, demanded more. Next day Martha called Michael back to the mike, thereby establishing a precedent.



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

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FINANCIAL

(Wednesday, April 21)

NEW YORK STOCK EXCHANGE

	High	Low	Close	Net Chg.
Am. Tel. & Tel.	144 7/8	144	144 7/8	+ 1 3/8
CBS A	19 3/4	19 1/4	19 3/4	+ 1/4
CBS B	19 1/2	19 1/2	19 1/2	+ 1/4
Crosley Corp.	16	15 7/8	16	+ 3/8
Gen. Electric	35 1/2	35	35 3/4	+ 3/8
Philco	21 3/4	21 1/2	21 1/2	+ 1/4
RCA Common	10 1/4	10	10 1/4	+ 1/4
RCA First Pfd.	66 3/4	66 1/2	66 3/4	+ 1/4
Stewart-Warner	10 7/8	10 3/4	10 7/8	+ 1/4
Westinghouse	93 1/4	91 7/8	93 1/4	+ 1 3/8
Zenith Radio	28 1/2	28 1/4	28 1/2	+ 1/2

NEW YORK CURB EXCHANGE

Nat. Union Radio	4 7/8	4 7/8	4 1/4	+ 7/8
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OVER THE COUNTER

	Bid	Asked
Farnsworth Tel. & Rad.	7 3/4	8
WCAO (Baltimore)	18	22
WJR (Detroit)	23	

WHN and Parent Firms Pledge \$5,275,000 Bonds

(Continued from Page 1)

Edward Arnold made the appeal, and was supplemented by Prof. John T. Madden, former NYU dean, and now Loew personnel director, and Frank Mitchell, chairman of the Speaker's Bureau of the Treasury staff. Company pledged \$5,000,000 and the employees subscribed to \$175,000 additional. Today's rally will be at M-G-M's home office where Red Skelton, radio comedian, will make an appeal. Tomorrow, George Hamilton Coombs, WHN's commentator, will lead the rally at the M-G-M New York exchange. Rallies were planned with the cooperation of the New York War Savings Staff.

Canada Set Production Dropped 47% In 1942

(Continued from Page 1)

by districts, with 1941 figures in brackets, were as follows: Maritimes 17,679 (37,015); Quebec 38,797 (75,895); Ontario, 97,676 (182,505); Manitoba, 7,500 (32,421); Saskatchewan, 7,527 (16,480); Alberta, 11,769 (20,233); British Columbia 18,540 (35,017).

WLW-Britain Series Starts Easter Morning

(Continued from Page 1)

New York by shortwave and relayed to WLW.

Idea for the series was worked out by James D. Shouse, Crosley vice-president in charge of broadcasting for WLW-WSAI and Noel Newsome of the British Broadcasting Company at the suggestion of the British Embassy. Programs at beginning will be integral part of regular WLW broadcasts and will be tuned to carry a message to listeners in the Middle West.

To herald new series, WLW will present a salute to Britain on the "Truly American" broadcast on Saturday.

The program will include personal messages by Sir Norman Angell, famed author and lecturer and winner of the Nobel prize in 1933; Dr. James J. Mallon of the Board of Governors of the BBC; and Governors J. W. Bricker of Ohio and H. F. Schricker of Indiana. Invitations to participate have also been extended to Governors Keen Johnson of Kentucky and H. M. Neely of West Virginia.

James Cassidy, special events director, is handling the details of the BBC series for WLW.

G. E. First Quarter Net Shows Gain Over 1942

(Continued from Page 1)

each period, President Gerard Swope announced at the annual meeting of stockholders in Schenectady this week. These amounts were after provision of \$66,000,000 and \$45,000,000, respectively, for federal taxes on income and for post-war adjustments and contingencies, an increase of 47 per cent over similar provisions for first quarter of 1942.

Three New Pacts-Renewals Among WOR's New Biz

Three new contracts and two renewals make up this week's batch of business at WOR. New are Reader's Digest Association, Inc., one-minute live announcements two evenings a week through BBD&O for 9 weeks; American Dietetics Company, makers of Souplets, through Small & Seiffer, Inc., for participation on Bessie Beatty's program starting May 3 for 52 weeks; and Bulova Watch Company for ten daytime time signals daily, through Biow Company, Inc., for 38 weeks. The renewals cover Planned Foods, Inc., through Blaker Advertising Agency on the "Alfred W. McCann Pure Food Hour" and "Bookhouse for Children" thru Presba, Fellers & Presba, Inc., on "Pegeen Prefers."

Stewart-Warner Dividend

Chicago—Directors of Stewart-Warner Corporation voted a semi-annual cash dividend of 25 cents per share on the five dollar par value common stock, payable June 1 to stock of record at the close of business May 8.

Many From Out-Of-Town At Radio Exec Luncheon

(Continued from Page 1)

John Corcoran, WFIL, Philadelphia, in an analysis of late war news, and Michael MacDougall, "card detective." Next week's program will present Dr. Frank Kingdon, a leader in the underground movements aimed at organizing resistance to Hitler in conquered nations.

Out-of-town guests included the following: Richard E. Green, national sales and program promotion manager, KFPY, Spokane, Wash.; James Alden Barber, assistant manager-program director, KGVO, Missoula, Mont.; Roger W. Clipp, general manager, and John E. Surrick, sales manager, WFIL, Philadelphia; Roger Van Duzer, general manager, WALB, Albany, Ga.; Jack J. Wolener, program director, WSIX, Nashville, Tenn.; Flem J. Evans, station manager, WSAZ, Huntington, W. Va.; Howard L. Chernoff, vice-president and managing director, WCHS, Charleston, W. Va.; Hugh Boice Jr., national sales manager, WMBD, Peoria, Ill.; F. Van Konyneburg, commercial manager, WTCN, Minneapolis, Minn.; William Dowdell, news editor, WLW-WSAI, Cincinnati, Ohio; Ben Baylor Jr., sales and advertising manager, WMAL, Washington, D. C.; Gil Berry sales manager, WENR, Chicago.

In a communication read by Tom Lynch, club's president, Chicago Radio Management Club extended an invitation to REC members who may participate in the NAB conference in Chicago, next week, to attend a special breakfast, Wednesday morning at the Palmer House, as guests of the CRMC.

NBC Red Cross Donation Earns "A-R-C" Banner

(Continued from Page 1)

the success of its fund-raising campaign, NBC has received the "A-R-C" banner which will be hung in the first floor entrance lobby. The three-letter inscription on the banner indicates the substantial support given the campaign by respective groups: "A" for the company; "R" for executives, and "C" for employees. Although union employees were not solicited, because of contributions made through their own organizations, many of them added donations to the general NBC fund.

CRC Appoints Steinweiss As Advertising Manager

Alex Steinweiss, art director of Columbia Recording Corp. has assumed the duties of advertising manager. Patrick Dolan, ad and sales manager for past three years, leaves on a government war assignment. Steinweiss will carry on as art chief.

Stork News

A son, Peter, was born to Mr. and Mrs. Bill Mulholland, April 15, at Kew Gardens General Hospital, Long Island. Bill Mulholland is an assistant to Uncle Don, children's program conductor on WOR.

COMING and GOING

E. C. HORSTMAN, engineering manager of the Blue Network's central division; TOM ROV chief engineer of WLS, Blue outlet in Chicago; and GEORGE COOKE, treasurer of the station, leaving tonight for the Windy City after having been in New York since last Monday.

TED HUSING leaves tomorrow for Philadelphia on Saturday he will broadcast the Pa. Relays, intercollegiate track meet. He will spend next week in Louisville, preparatory to alighting of the Kentucky Derby and has scheduled special 15-minute race programs on Tuesday and Friday.

MARIO BERINI, operatic tenor heard on NBC is on tour with the San Carlo company through Canada, New England and Pennsylvania. He is singing on Sunday in Boston.

DON E. GILMAN, vice-president of the Blue Network in charge of the western division, is east tomorrow to attend the "war meeting" of the NAB in Chicago.

RICHARD E. GREEN, national sales and program promotion manager of KFPY, Columbia affiliate in Spokane, Wash., is on from the Coast. Was in conference here yesterday with the New York representatives of the station.

DR. H. B. SUMMERS, manager of the Blue Network's public service division, is in Washington, D. C., today, to represent the network at the Spring meeting of the Federal Radio Education Committee.

HOWARD CHERNOFF and FLEM J. EVANS, station manager, of WSAZ, Huntington, W. Va., were visitors yesterday at the offices of Blue Network.

HERVEY CARTER, manager of WMUR, Manchester, N. H., was in town earlier this week on station and network business.

MARTIN CAMPBELL, managing director of KGKO, Dallas outlet of the Blue, has arrived from Texas for conferences at Rockefeller Center.

Social Research School Plans Radio Forum Panel

Forum panel which would feature members of the faculty of the National School of Social Research in a series of broadcasts much on the subject of the "Town Hall of the Air" of the Blue, is being projected and discussed with the networks as a possible Fall program. Overtures being made by Tom Fizdale, public relations executive, in behalf of the School.

Fizdale office, meanwhile, has released a promotion brochure for the School in advance of the School fund raising drive. Engagement of the Fizdale organization to handle the School's promotion is the first time in the School's 23 years that has retained outside promotion counsel. Mailing piece, headed "To Living Spirit . . ." traces the growth of the educational institution and notes its contribution to the effort.

ACA Now Negotiating With 3 Eastern Outlets

(Continued from Page 1)

in negotiations for a contract renewal has been submitted to the U. S. Conciliation Service to arbitration of wage question, and at WLIB, Brooklyn, union is drafting a contract in accordance with oral negotiations held with station execs.

Mrs. Watson And Dodd Called 'Unfit' For Jobs

(Continued from Page 1)

ally, were yesterday declared unfit for government service by the special House Appropriations Subcommittee headed by John H. Kerr, North Carolina. At the same time, the Kerr Subcommittee found insufficient evidence to make a like charge against Dr. Frederick H. Schumann, principal political analyst of the FBI's German unit.

Resulted from Dies Study

The studies of these three FCC employees were undertaken after the Dies Committee had branded all three of them as "reds." The Committee and that Dodd had been a member of the American League for Peace and Democracy and the Washington Workshop, both held "front organizations." He also had been host at a cocktail party to Harry Bridges, CIO West Coast leader whose deportation has been ordered on charges that he is a member of the Communist Party. The report issued on Dr. Watson follows:

Dr. Watson admitted association or affiliation with 12 or more organizations as follows, namely:

1. American League for Peace and Democracy.
2. American Committee for Democracy and Intellectual Freedom.
3. American Student Union.
4. American Youth Congress.
5. Conference on Pan-American Democracy.
6. Consumers Union.
7. Co-ordinating Committee to lift the Embargo.
8. Descendants of American Revolution.
9. International Workers Order.
10. League of American Writers.
11. National Emergency Conference for Democratic Rights.
12. Medical Bureau of North American Committee to Aid Spanish Democracy.

A number of these organizations have been designated by the Department of Justice as 'front organizations' and others as 'questionable.' These organizations have not been investigated by the courts or by Congress to determine whether they have operated either without constitutions or by-laws, or when their aims and purposes have been brought into question, the constitutions and by-laws have been withheld or destroyed. No record can be found who will or can produce any record of these organizations, but the 'court of public opinion' in the United States has passed judgment upon them and has found these organizations to be subversive and un-American.

★ PROMOTION ★

Mobile Shows

A joint enterprise between WTAG, Worcester, and organizations in surrounding Central Massachusetts towns is affording entertainment for persons unable to travel to the city because of transportation difficulties. Working in cooperation with War Bond committees, American Legion groups, and civic clubs, WTAG moves its mobile unit to a different town each week and stages a full evening's audience-participation show at the local town hall. Bob Dixon, WTAG special events chief, succeeds with Bob Martin and Lou Chapin of the mike staff assisting. Production is under the direction of David Harris. First half-hour entitled "Party Night," is broadcast to an air audience Saturdays at 9:45 p.m., EWT.

Salvage Slogan Winner

Winning slogan in, and details of a three-week fat salvage contest just concluded by "Meet Frances Scott" on WHN, New York, has been distributed by OWI to its regional offices for optional use. Local campaign, conducted in cooperation with the OWI and the New York Fat Salvage Campaign, netted over a ton of fat salvage, submitted by competing housewives.

Contest required each applicant submitting a slogan to accompany her entry with a butcher's receipt, attesting that she had turned in at least one pound of fat. Winner is being awarded a Gruen wrist watch. Winning slogan received in the contest is: "To Hasten the Peace, Save Waste Kitchen Grease."

See Box-Office Record At Toscanini Bond Sale

(Continued from Page 1)

which will be devoted to Tchaikovsky music, will be broadcast by NBC from 5 to 6 p.m.

Carnegie Hall is completely sold out. Admissions ranged from the \$25 Series E War Bond in the balcony to the \$50,000 denomination for a box. Orchestra seats were priced from \$3,000 to \$5,000 each. The war savings staff originally set a goal for the event of \$6,000,000 in War Bond sales.

Seeks Exemption Of Fathers

Washington—Senator Burton K. Wheeler, Montana Democrat, has declared he will attempt to gain Senate approval for an amendment to the Selective Service Act prohibiting the drafting of fathers before 1944. Wheeler had earlier tried to force through a bill calling for complete exemption from the draft of fathers. His compromise is not thought very likely to gain approval.

ment upon them and has found these organizations to be subversive and un-American.

"In the organization of our armed forces we know that no officer is permitted to lead our boys upon the battle fronts who advocates a philosophy of destruction and overthrow of our institutions and government. If our military leaders on the far-flung battle fronts have deemed it wise and necessary to safeguard and protect our boys against false and distorted doctrines and philosophies, it would seem equally necessary and important that we on the home front should give a similar protection and safeguard to our soldiers and citizens at home, against entrusting official responsibility to those whose acts, philosophies and teachings would destroy us from within.

"Your Committee finds from the evidence that Dr. Watson, for several years past, associated himself on many and frequent occasions with men and associations whose aims and

Sponsor Selects Nolan To Handle WABY Baseball

Albany—Clay and Roy Myers of the Myers Department Store selected Joe Nolan, WABY sportscaster, as the commercial announcer for Albany's Eastern League home and road games this year. Nolan won the nod in a competitive audition among station announcers.

Nolan, whom the Myers Department Store nicknamed "Husky" in a half-page ad in local papers announcing his selection to assist Gren Rand, play-by-play announcer of the games, has been doing an evening sports wrap-up on WABY for the Army and Navy Stores. A former election commissioner in this County, he has a wide background of sport commentary.

Rand, back as play-by-play announcer for the sixth year, is covering the club's activities in training camp each day. Nolan will do an inning each day during the game's broadcast as well as handling the commercials.

purposes were subversive to this government, and has associated himself with men who advocated the overthrow of this government. We further find from the evidence that Dr. Watson has written various articles for several magazines reputedly controlled by subversive interest, and in a number of these articles Dr. Watson made unfavorable comparisons between other governments and our government, and in other articles he criticized our capitalistic and profit system and advocated its overthrow.

"Upon consideration of all of the evidence, your committee finds that the membership and associations of Dr. Goodwin B. Watson with the organizations mentioned, and his views and philosophies as expressed in various statements and writings, constitute subversive activities within the definition adopted by your Committee, and that he is, therefore, unfit for the present to continue in government employment."

Radio Women Up 12% As Men Decline 10%

(Continued from Page 1)

October 19, 1940, the average station employed 22.5 persons. On September 15, 1942 the station average had dropped to 21.1. The employment of men by stations dropped from the average of 18 to 16. Employment of women rose from 4.4 to 5.0. In the two years period all station employment dropped 6.2 per cent with a 10.9 per cent decrease for men and a 12.9 per cent increase for women.

Migration Deplored

Great concern is expressed in the NAB report over the migration that had taken place of employees within the industry to other stations, to other civilian employment, as well as to the armed forces. Survey shows that the number of persons leaving stations between October 19, 1940 and September 15, 1942 represented 69.5 per cent of the total personnel employed on October 19, 1940.

On September 15, 1942 64.4 per cent of all persons employed at stations were in the draft ages, then 20-45 years. The order deferring men from 38-45 years affected 20.5 per cent of the key people.

BBC Makes Proposals Re "Basin St." Exchange

Plan was proposed yesterday by the BBC for the British chapter of "Basin Street" for a further interchange of men and material between the Andrew Jergens' sponsored "Basin Street" and its British counterpart. The proposal suggested that, Paul Lavalle, conductor of the program here change places with the program's British conductor. If the plan goes through the men will be transferred by means of the Bomber Ferry Command. Final decision of transportation rests with the War Department.

Go to Troops via Shortwave

At present musical arrangements that have been micro-filmed and recordings are interchanged between the British and American programs. The British Ministry of Information uses the American arrangements and recordings for short-wave to their troops and the OWI uses the British material to short-wave to troops at the front and for servicemen encamped here.

Program is aired over the Blue Network Sunday nights from 9:15-9:30 p.m.

Renewals Prove Results

WTBO

20 Kc. Cumberland, Md.

THIS LITTLE BUDGET WENT TO



WORL BOSTON MASS.

Los Angeles

By RALPH WILK

OUR Passing Show: Don E. Gilman introducing Don Searle, new manager of KGO, at a luncheon attended by local Blue executives; Sidney Strotz, John Swallow, Joy Storm, Joe Alvin and Russ Clancy at a luncheon given in honor of William F. Brooks, recently placed in charge of news and special events at NBC.

Stu Wilson. "Quiz-Master" at KHJ-Don Lee, has received a citation from an American Legion post for his work in getting radio and phonograph records for army hospitals.

Our selection of the week for the most photogenic non-professional—Jean Meredith of the KNX publicity department.

Calvin J. Smith, who is a director of the NAB, leaves Friday for Chicago to attend the "War Meeting."

George Riley, star of the "Gilmore Furlough Fun" show over KFI and the Pacific Network Friday nights, will be the guest of Mary Astor on her "Hollywood Showcase" program, Friday night over KNX.

Col. Herbert W. Anderson, commandant of Gardner Field, and party including Lieut. Amory Eckley, were recent visitors to the Lum and Abner broadcast. No studio audience—only close friends, are permitted to watch Lum and Abner at the microphone.

Edward G. Robinson and Ona Munson resume their "Big Town" roles of Steve Wilson and Lorelei for the Columbia network's "Ceiling Unlimited" broadcast of Monday, April 26th. Miss Munson and Robinson, in the story written for the aviation broadcast, will be making a tour of the world in the year 1955—and during a stopover at Island X, will greet friends they had known during their days as war correspondents in 1943.

CBS news analyst Nelson Pringle intends to have first-hand information on map-changing of the world when the war is over. He hopes to be among the first travelers to foreign lands to unravel many of the war's untold stories of heroism.

"Trouble nowadays," says Arkansas Traveler Bob Burns, "is, they's too many easy ways to get money and no places to spend it. But the American Red Cross and Mr. Morgenthau will help you do the latter, and to good purposes, too."

If this drafting of musicians continues, predicts Maestro Billy Mills, radio will be set back twenty years with nothing left but the original Dixieland Band.

Ransom Sherman, host of Columbia's "Grapewine Rancho" program, purchased \$600.00 worth of war bonds from a CBS-KNX bond booth last week.

MAURICE HART
Conducts
The MUSIC HALL

Daily 2-4 p.m.
1280 — WNEW — 1280



Radio Is My Beat. . . !

● ● ● How tempus does fugit...but what memories remain... frinstance... Victor Rodman, 'Uncle Jerry' on the CBS Show, "Those We Love," volunteered to act as dish-washer at the Hollywood Canteen a few nights ago...one of the first soldiers he met was a top sergeant under whom, Vic once served in the last World War...the triple-striper took one look and piped, "Still on K.P. I see"...Edward Arnold, while in New York, paid a visit to the MGM home offices Tuesday and Fred Raphael, WHN program director, spotting him in the elevator, sold the movie star an impromptu idea...that's how Edward Arnold came to make that unscheduled but spirited plea on the "Gloom Dodgers" program, asking listeners to purchase 'more stock in the greatest and soundest firm in the world, the United States of America'...On the recent "Duffy's Tavern" Blue Network program, Archie, in trying to impress guestars, Mel Ott and Leo Durocher, with his baseball propensities, wore a tight-fitting baseball uniform, which seemed old enough to have been discarded by Abner Doubleday himself...further to impress Mel and Leo, Archie left his shoes in the control room, with the idea of conveying the thought that he might be another 'Shoeless Joe Jackson' in ability...he didn't get the job and the 'Jints' and 'Dem Bums' will just have to struggle along without him but a pretty girl in the studio audience, felt sorry and after the program offered the baseball-hopeful a number 17 coupon with which to purchase a pair of shoes..."unspiked".



● ● ● The new Goodyear program, "Salute To Youth," which opened on Tuesday evening, is a fast-moving half-hour, chockful of solid entertainment...to offset the possible loss of some of his youthful musicians, both male and female to the armed forces, Maestro Raymond Paige, holds a substitute list of 40 talented young musicians ready and plans to hold auditions from time to time... in short we'd say "listeners to this program can look forward to 'good cheer from Goodyear'"...The musical, "Dancing In the Streets" which folded before reaching Broadway, is being re-written and Hit Parader Jerry Wayne may have the lead opposite Mary Martin...His Royal Hi-de-Hi-ness Cab Calloway will open a six-week engagement at the Strand May 16...Walter Cassel may make a series of morale movie shorts for RKO, based on his CBS Show "Keep Singing—Keep Working"...Bert Wheeler and Hank Ladd are back in town from a tour of Alaskan Camps..."Take It Or Leave It" sponsor, Eversharp, is looking for an additional program idea for a mid-week spot..."This Is Our Enemy" MBS government-sponsored dramatization of war episodes, rates tuning-in... Hal McIntyre tells the story of the little mouse that tried to frighten a group of WAAC's..."Scram, small fry," threatened a pretty recruit, "We're after your big brother, Adolf."



● ● ● Diane Courtney, CBSinging star of the Milton Berle show, recently served on the 'Books for Buddies' committee...an elderly lady appeared with four Manhattan telephone directories which she wished to contribute..."I'm afraid, Madame," explained Diane diplomatically, "that the boys in the service won't find these interesting"... "Oh, I didn't mean for them to read them," answered the 'book-contributor', "I thought perhaps they could merely drop them on some of these Japs"...WOV will inaugurate a new series of programs, Saturday, featuring casts entirely composed of WAVES, SPARS and Female Marines, stationed at the U. S. Naval Training Station in the Bronx...Charlie Basch, producer, is up and about after a ten-day tussle with 'Beau' Bronchitis.



— Remember Pearl Harbor —

Chicago

By FRANK BURKE

"NATIONAL BARN DANCE," originating at WLS will celebrate the 500th network performance of the show during the broadcast from the Civic Opera House, Saturday night, April 24. The show starts as a local sustainer on WLS 19 years ago.

Jack Brickhouse, WGN announced will handle the station's broadcast of White Sox and Cub ball game this year, replacing Lt. Bob Ely now of the Navy Public Relations staff, at Great Lakes, Ill.

Nat D. Rodgers, Texas showman is in Chicago shopping for radio talent for personal appearances on a circuit of Army camp theaters Louisiana.

Renewal of "Chuck Acres" for Quaker Oats on WLS has been announced by Glenn Synder, station manager.

Al Fuller, genial public relations director of the Palmer House, talks excellent care of the press for NAB convention next week.

Ray Ferris, WLS producer, is covering from injuries received Tuesday night, when he was held up and robbed by a thug on Chicago's South Side.

Don O'Neill and the Blue Network "Breakfast Club" have signed contracts for a three-day Canadian personal appearance tour. They will appear at the Arena, Windsor, Ont., May 27; at the Arena, London, Ont., May 28, and in Massey Hall, Toronto on May 29. The "Breakfast Club" show of May 28 will originate either Detroit or London and on the 29th the Canadian Broadcasting Company will handle the program from Toronto.

Mary Paxton's "Wishing Well" heard Monday through Friday from 8:45-9 a.m. on WGN, has been renewed for another 52 weeks by George P. Pirie & Scott, through the W. Advertising Agency of Chicago.

John Harrington, WBBM announcer, will act as master of ceremony at the Navy "E" award to the Chicago Flexible Shaft Co. on Thursday, April 22.

Fran Allison, of the WBBM staff, is vacationing in Philadelphia.

Chico Marx and orchestra been talked about for a fall commercial originating in Chicago.

PROGRAM DIRECTORS
Why WORRY about Music Performing Rights Clearances
TUNE-DEX
Tells you INSTANTLY whether songs past, present and advance are ASCAP, BMI, SESAC, Independent, or P. D.
Gives you COMPLETE publishers' information—everything you want to know—PLUS lead sheet of chorus with lyrics on regular 3"x5" index-cards.
William Krauth, Music Head of NBC Hollywood, Cal., says: "NO STATION CAN AFFORD TO BE WITHOUT TUNE-DEX—IT'S A WONDERFUL SERVICE."
Write for details and samples
TUNE-DEX, Inc., 1619 Broadway, N. Y. C.

GUEST-ING

MINA MASSEY, on the Stella program, tomorrow (WJZ-Blue Network, 2:45 p.m.).

MAXWELL, on "Double of..." tomorrow (WOR-Mutual, 8 p.m.).

GERTRUDE MARY DEN, honorary director of the World Land Army of England and on Columbia's "Country Journal" program, Saturday (WABC-CBS, 8 p.m.).

CARTER, former Metropolitan now in the U. S. Navy, on "Meet Your Navy" program, tomorrow (WJZ-Blue Network, 8:30 p.m.).

LIAM BENDIX, featured in the "Wake Island," on the Groucho "Blue Ribbon Town" show, Saturday (WABC-CBS, 10:15 p.m.).

HART CREIGHTON, chairman of National Poultry Defense Committee; **HOMER I. HUNTINGTON**, member of the Poultry and Egg National Board, and **DR. CLIFF D. BENTER**, scientific poultryman, on "Poultry Conservation for the Hour," on the "National Farm and Home," Saturday (WJZ-Blue Network, 12:30 p.m.).

WALTER SPENCE, **FRANCIS SPENCE**, **WALTER CLEAVER LORBER**, **FISCHER**, **LUCY SPENCE**, **ANN ROSS**, all nationally-known comedians, on the Crumit-Sanderson program, Saturday (WABC-CBS, 8 p.m.).

ABELLA and **MARGARET PERLY**, on the "Saturday Night Gagon," Saturday (WOR-Mutual, 11:15 p.m.).

ERIS ERNST, lawyer; **ALEX KNER**, New York correspondent for the London "Daily Telegraph"; **THACKERY**, executive editor of the New York "Post," and **NED KES**, correspondent for the "Howard Newspaper Alliance," on "Press Censorship and the People's Platform," Saturday (WABC-CBS, 6:15 p.m.).

Philco Realigns Officers

Reassignment of officers of Philco was effected at a meeting of the board of directors on April 20. Presiding officer was James T. Buckley who was made chairman of executive committee, and William J. Hallantyne, who had been vice-president in charge of operations, became president. Other shifts: M. W. Z. general manager of storage division, to vice-president of sales; Charles F. Steinruck, assistant secretary, to secretary; and E. Deming. Other officers were re-elected.

CBS Net Income Shows Rise; Keppel Elected To The Board

(Continued from Page 1)

\$1,031,671.11 or 60 cents per share. New director was elected to the CBS board at the meeting in Frederick P. Keppel, formerly president of the Carnegie Corp. Other directors were re-elected. Keppel is considered one of the leading educators of the country and is one time Dean of the college of Columbia University, New York City. During the last war he was Third

Assistant Secretary of War and later was Director of Foreign Operations of the American Red Cross. He became president of the Carnegie Corporation in 1923 and served in that capacity until his retirement in 1941. He is also a director of the Equitable Life Assurance Society and the Guaranty Trust Company. Columbia's consolidated income statement is shown below.

CBS Consolidated Income Statement

(Includes Subsidiary Companies)

	Three Months Ending	
	April 3, 1943 (13 Weeks)	April 3, 1942 (13 Weeks)
Gross Income from sale of facilities, talent, lines, records, etc.	\$16,833,772.57	\$15,874,362.51
Less: Time discount and agency commissions, record returns, allowances and discounts	5,145,013.00	4,424,717.10
	\$11,688,759.57	\$11,449,645.51
Deduct:		
Operating expenses and cost of goods sold	\$6,999,796.22	\$7,003,324.57
Selling, general and administrative expenses	2,180,576.70	2,160,340.91
Provision of depreciation and amortization	264,361.49	244,451.18
Total	9,444,734.41	9,408,116.66
	\$ 2,244,025.16	\$ 2,041,528.75
Miscellaneous income, less miscellaneous deductions	27,645.95	25,033.61
Income before federal income and excess profits taxes	\$ 2,271,671.11	\$ 2,066,562.36
Provision for federal income and excess profits taxes—		
Note 1:		
Income taxes	\$ 591,600.00	\$ 588,500.00
Excess profits taxes, less post-war refund of \$71,000 in 1943 and \$51,400 in 1942	648,400.00	490,700.00
	1,240,000.00	1,079,200.00
Net Income for Period	\$ 1,031,671.11	\$ 987,362.36
Earnings Per Share	\$.60	\$.58
(Calculated upon the 1,710,277 shares of \$2.50 par value stock outstanding at April 3, 1943.)		

NOTES:

1. The provisions for federal income and excess profits taxes for both quarters shown above have been calculated under the Revenue Act of 1942; the earnings previously reported for the 1942 quarter have been adjusted in this respect.
2. The 1943 results are subject to year end adjustments and to audit at the end of the year by Certified Public Accountants.

Home Problems Series Starts Mon. On WEA F

Mary Hamman, fashion and beauty authority, and widely known for her articles which have appeared regularly in leading magazines for women, starts a new Monday-through-Friday program on WEA F Monday, April 26, at 9:30 a.m. Titled "Frankly Feminine," the broadcasts will cover home problems, with a guest authority appearing on each program to highlight a topic of particular interest to the women whose principal duties are in the home.

Miss Hamman's guest on the opening broadcast will be Kay Hardy, authority on interior decoration, who will discuss "War Brides and Their Problems."

Offer "Take A Card" ET's For OWI Distribution

Recordings of the new Mutual network quiz show, "Take A Card," starring Wally Butterworth, will be offered to the OWI for distribution to the armed forces overseas. Domestically, the show will get under way Wednesday, April 28, 8:30-9 p.m.,

Dr. Kingdon Series On WOR

Dr. Frank Kingdon, educator and clergyman, will begin a new series of Sunday morning news commentaries with emphasis on human interest over WOR from 10:15-10:30 a.m. beginning April 25, Easter Sunday. The series will be sponsored by the Joseph Martinson Company, makers of Martinson's Coffee.

AGENCIES

J. J. CLAREY, JR., of the Bristol-Myers Company, has been nominated for the presidency of Export Advertising Assn. Election will be held at the luncheon meeting in the Belmont Plaza Hotel on April 28.

BERNICE BURNS, formerly connected with the information division of the Food Distribution Administration, has been named publicity director of Kenyon & Eckhardt, Inc., supplanting Dorathea Duncan, now a member of the women's reserve of the U. S. Marine Corps.

McCANN-ERICKSON, INC., has opened a Hollywood office for the handling of radio programs originating at the film capital. Located at 6331 Hollywood Boulevard, it will be under the direction of August J. Bruhn, formerly co-manager of the Los Angeles office, which will continue in cooperation.

GEORGE J. AUER, sales manager of Paul Block and Associates, will deliver the principal address at the luncheon meeting of the Worcester (Mass.) Advertising Club to be held next Wednesday at the Bancroft Hotel, Worcester.

ALICE DOWD, fashion merchandising and publicity counsel, is closing her offices on May 1 and will join the publicity department of the J. Walter Thompson Company.

ASSOCIATION OF NATIONAL ADVERTISERS, INC., after April 23 will be in new and larger quarters on the 25th floor of 285 Madison Avenue, New York, N. Y.

ATLANTIC RAYON CORPORATION, of Providence, R. I., announces the appointment of the J. Walter Thompson Company to handle its national advertising and publicity.

Marconi Bargaining Vote Blocked By Canada Court

Montreal—A vote of employees of the Canadian Marconi Company set for this afternoon to choose a labor union to represent them as their sole bargaining agent, was blocked in the Superior Court, yesterday by a judgment of Chief Justice Bond.

On last-minute representations of a group of Marconi employees, the court granted an interim injunction preventing the holding of the ballot temporarily. The court order will remain in force until April 27, when the question of extending its scope will be heard in the Superior Court.

The petition for the interim injunction was presented on behalf of Laurent Lecavalier and Mrs. Thomas Hill, described as employees of the Marconi Company, and George Pelletier and Jacques Rouleau, former employees, who said that they have laid before an investigation commission named by the Federal Minister of Labor a charge that they were illegally dismissed by the company.

Robt. Sherwood Lauds Radio On War-Front

(Continued from Page 1)

mixed into these programs may have some harmful effect.

Sherwood spoke before the superpress conference at the Senate Office Building, with more than a dozen Senators on hand to see how Elmer Davis, OWI director, runs a press conference. Senator Burton K. Wheeler, Montana Democrat, who said recently the country would be better off without the OWI, was there as well as Senators Ferguson, Chandler, Wiley, Van Nuys, O'Mahoney, Langer, Austin, McCarran, Connolly, Danaher, MacFarland and others on the Senate Judiciary Committee. The new locale for the Davis press conference was occasioned by Senator O'Mahoney's resolution calling for investigation of the OWI by the judiciary committee.

Denies Recent Charges

More than 15 reporters were on hand—at least three times as many as at the usual Davis press conference. The OWI chief defended his agency against the charges by the fifteen who resigned two weeks ago and who said that "ballyhoo" was taking the place of facts. He declared that these charges were made "with sincerity and good faith but are definitely untrue."

Reporters were given a copy of the operating policies of the domestic branch of OWI—an 11-point statement calling first for the presentation of facts—"The facts the people of this country need to win the War."

Sticks to "Open Door"

The fifth point states that the OWI is not "charged with the maintenance of national morale." When the people understand the facts, it says, morale will take care of itself.

Next is a statement that the OWI will not, and "does not want to curtail the open door policy that has always prevailed in the dealings of the government with press and radio."

The final point is that "all bureaus of the domestic branch shall utilize as fully as possible existing channels of public media and their technics, providing them fully with all relevant informational material."

Scripter Joins BBC

Olive Sharman Evans, script writer and producer, has joined BBC as assistant to Stephen Fry, traffic manager of the New York office. Mrs. Evans, previously, had been associated with N. W. Ayer & Son. She had instituted "Mrs. Page's Household Economics" on the latter. Program is now aired over WJR, Detroit.

W75NY Damage Repaired

Repairs and replacements of equipment, made necessary by a fire which broke out at the Hotel Pierre, where W75NY is located, are practically complete. Station was to have resumed broadcasts today, but need for further tests will delay the resumption until Monday.

WORDS AND MUSIC

By HERMAN PINCUS

WHEN the new draft regulations were announced last week, Sid Walton, WHN announcer and news commentator, devoted a complete program to an explanation of the draft status of eligibles... before signing off Sid offered to study and answer any further questions that listeners might send in... about 90 questions arrived next day in the mail and in order to be able to answer these correctly, Walton made a special trip to the Selective Service Headquarters... on his return to the studios, a second letter from one of the questioners, read, "Never mind answering the letter I just sent you... I've just received a card telling me I report to Camp Dix next week."

★ ★ ★

Recognizing the importance of music in the War Effort, the Government is now distributing War Bond Song Rally Books, published and donated by Song Hits Magazine... the songs are "Buy Bonds Now" parodies on the popular hits of the day and dare freely passed around to people attending War Bond Rallies... Government officials feel that a crowd, in a singing mood, is also in the mood to buy bonds... the editors of Song Hits Magazine also rate a bow for sending regular copies of the song mag gratis to men in camps all over the country.

★ ★ ★

Seems to us that the 'hand that rocks the cradle not only rules the world' but also the cradle-occupant's pop, as well... Just to start an argument let's take the case of Les Damon... he played gangster radio roles so long that his wife, Ginger Jones, suggested he played 'robber' long enough and it was time he was a 'cop'... Now he's "The Thin Man" on the CBSleuth series.

★ ★ ★

Radiology: While at the controls at WBOC, Salisbury, Md., chief engineer Peter A. Alfonsi slipped and sustained a profusely bleeding arm cut... he remained at the job for seven minutes, refusing to go to the hospital for treatment until another control man could be found to take over... At the hospital it was found that the wound required 46 stitches, after which Alfonsi returned to his regular tour at the controls... Bob Allen's ace trumpeter, Randy Brooks was turned down by the Army due to high blood pressure... Conrad Nagel, narrator on the CBSunday series "Radio Readers' Digest" also appears as a member of the cast on transcribed shows for the "Treasury Star Parade" series... Penny (Blondie) Singleton and Arthur (Dagwood) Lake, at the "Blondie" rehearsals, have developed a 'Private Baby Clinic', comparing notes on their newborn respective infant daughter and son... Brian J. Byrne, author of the "Joe & Ethel Turp" CBSeries, at the age of nine, was an actor in Ireland... Jack Miller, maestro of the "Kate Smith Hour" is superstitious about anything green... Miller recently forgot his baton and a green one was the only one that could be found... in the middle of the first song, the baton hit the music stand and the music parts went flying all over the stage.

★ ★ ★

Left Hand On The Keys: Arthur Roland, Kennel Editor of the New York Sun, has composed a new song entitled "The K-9 Corps" which has been adopted as the official tune for the War Dogs now being trained by U. S. Armed forces for important War Duties... Clarence Gaskill, soldier-composer of World War I has composed and published a stirring tribute to the Soviet Union, called "The Russians Go Rushin' Along," which the Russian Embassy has sent to Moscow... Jack Kearney, has been given a three-year contract as professional manager for Lincoln Music.

★ ★ ★

—Be A Rational National—

Audience Index Set New High For April

(Continued from Page 1)

than they were for the same period last year. Increase is 12.6 per cent in the jump from 9.5 to 10.7.

Report shows further that there are more evening sponsored net shows and that the total hours occupied by them is up also. Number of shows rated reached a high of 124 which is three up from a year ago. Commercial hours increased ¼ of an hour to reach 78½ in comparison with the corresponding period a year ago.

Another indication of greater popularity of audiences is report shows that only 18.6 per cent of the programs reported on showed signal losses, whereas last year, this stood at 49.6 per cent.

Thomson Says Excess Caused Toronto's S

Montreal—"Excess of zeal" in the sensational but false broadcast from Toronto station CFRB of the landing of Japanese troops in Columbia, Dr. James S. Thomson, general manager of CBC department following his investigation. Prediction of the program was an error in judgment, he said, committed through an excess of zeal for a good cause. It should be a warning to advertising agencies and station operators the use of scare methods to the public interest should be used with the greatest care.

Coast Firm Buys Kaltenbach

Hollywood — MacMillan Peterson Corp., through Logan & Arnold, signed as sponsor for the H. V. tenborn newscasts on Mondays, Tuesdays and Fridays, beginning April 17, over six NBC Pacific Coast stations. The three-times-a-week newscasts, heard at 4:45 p.m. (PST) will also be transcribed and rebroadcast by the individual stations in the evening.

Stations to carry the program are KFI, Los Angeles; KPO, San Francisco; KHQ, Spokane; KGW, Portland; KMJ, Fresno; and KSTP, Seattle.

To the Colors

CURT A. JADASSOHN, vice-president, now serving with the Armed Forces, has been cited as commanding officer as the outstanding soldier in his company.

—vvv—
GOULD CASSAL, for the past three and one-half years associated with WOR's Bessie Beatty and women's program as general assistant has been inducted and is now serving at Camp Dix, New Jersey.

—vvv—
IRMA LOOMIS, WCAE's WAAC recruit, has left for Fort Worth, Georgia.



The 21st Annual Convention
of the
National
Association
of
Broadcasters

April 27-28-29, Palmer House, Chicago, Ill.

will be one of the most
important meetings in
broadcasting history . . .

Represented by a full staff, *Radio Daily* will
carry a complete, daily, on-the-spot record of
all activities.

★ ★ Coast-to-Coast ★ ★

WHEN Inez Robb completed her three talks on WLW, Cincinnati, on her observations as INS correspondent in North Africa, she instructed program director George Biggar to turn over \$50 of her fee to War Prisoners' Relief Fund of the American Red Cross. She is making identical disposition of like amount from each engagement on her current lecture tour... With J. Paul Spaeth as narrator, station will air Easter Pontifical High Mass from St. Monica Cathedral.

Al DeLella, who so many years ago was one of the star performers on the WNBC, Hartford, Kiddie Revue and who recently was a singer with Jack Teagarden's orchestra, under the name of David Allen, has been wounded in action in North Africa, according to word received at the station this week. He is reported to be recuperating from his injuries at a base hospital.

Max Karl, education director WCCO, Minneapolis, was recently presented with a four-volume set of Carl Sandburg's "Abraham Lincoln, The War Years," by the Minnesota Department of the American Legion and Auxiliary, in "grateful appreciation" of assistance given by Karl in planning and arranging radio program.

The females of the specie announciarum have taken over operations at WIXTG, FM outlet of WTAG at Worcester, Mass. With the addition of a third announcerette this week, the staff is completely feminine. They will write, produce and gab.

Bill Guy, announcer on WINS, N. Y., has been promoted to the production department. Station is the 13th with which Bill has been associated as spieler but first on which he will have a hand at production. Former connections include WRR, Dallas; KOMA, Oklahoma City; KCMO, Kansas City.

Martin Agronsky's Daily War "Journal" has been signed across the board over WFCL, Pawtucket, R. I., by Marty's Clothing Mart, one of New England's largest factory retail outlets for men's clothing. Deal followed two recent public appear-

ances by Agronsky in Rhode Island, at Kingston and at Providence, and is effective April 26... Bamby Bread (New England Bakery) has contracted for the "Mystery Chef" program across the board.

Two executives of WLIB, Brooklyn, now hold important positions with New York State protective agencies. Aaron L. Jacoby, vice-president, has just been named director of the Salvage Drive of the Brooklyn CDVO; while Irwin Steingut, chairman of the board, is a member of the State War Council.

A series of dance exercises, "Your Best Foot Forward," will be presented over WTMJ, Milwaukee by Nancy McKnight, exponent of the modern dance, as a 15-minute portion of Nancy Grey's "What's New" program heard each weekday morning. Nancy Grey left this week for a recording tour of wartime activity in the southwest and Pacific coast areas, will return mid-May... Dance talks will be tied in with illustrated articles in Milwaukee "Journal."

"The Early Birds" on WFAA-WBAP, Dallas and Fort Worth, Texas, celebrated their 13th birthday on the air recently, broadcasting their 4060th program. Still with the rouser show are veterans Jimmie Jefferies, emcee; Karl Lambert, director of music; Bob Ernest, saxophonist. Forty-nine listeners wrote they had listened to program since inception. About 1200 other worm seekers finally were rewarded—with slices from a mammoth five-tier birthday cake.

Hal Moon, news editor KGVO, Missoula, Mont., heads publicity committee of Chamber of Commerce "Clean-Up-Week," which station will promote over air... Local theater is sponsoring transcribed Gilbert & Sullivan to promote Boston Light Opera Company's "Mikado" here April 28... Broadcast descriptions of Army deserter who escaped his guards between trains at Missoula resulted in swift apprehension... Hotel Florence will sponsor two half-hour periods Easter Sunday titled "Easter Musicale."

In behalf of the Salvage Division of the CDVO, WOV, New York, collected 2,000 pairs of used nylon and silk stockings which will be turned over to the WPB, during a recent contest to find a "queen" for the salvage drive. Approximately 1,200 applicants entered the contest.

Nationally known guests who have been booked thus far for Kathyn Cravens' program, "News Through A Woman's Eyes" on WNEW daily, include Mary McLeod Bethune, director for Negro Affairs and founder of Bethune-Cookman College, Daytona Beach, Florida, for Friday, April 30; Florence Hamilton, poet and former secretary to Edwin Markham, Monday, April 26; Barbara Robbins, actress, now starring as the mother in "Junior Miss," Wednesday, April 28.

"Saturday Smorgasbord" debuts in the 10-10:30 a.m. Saturday slot on KSTP, Minneapolis, on April 24. Show will feature Randy Merriman in "Dollars for Dillies" spot, which will give cash for audience participation stunt-wise and for odd objects; Del Franklin heading up the "White Elephant Club," a swap-shot spot; and Bee Baxter, mistress-of-ceremonies. Music will be by Leonard Leigh, KSTP, musical director, and a small combination. Announcing chore will be by Jimmy Valentine. Show also will have a "Little Gem" department, with dramatic cast and verse-speaking choir.

William Costello has taken over the CBS Sunday afternoon news show, "World News Today," for Leigh White, who is on an extended leave of absence. Costello has been a member of the WTOF, Washington news staff since February, and has had varied experience in radio and newspaper work, both in the United States and the Far East.

Max Brown, former announcer at KHAS, Neb., has joined the staff of KMYR, Denver... Roberta Varner has joined staff as bookkeeper.

WDLP, Panama City, Fla., informed that the bridge across West Bay had been washed out, and couldn't be repaired for at least two days, asked listeners to suggest an alternate route, something the State Road Department couldn't even do. Old-timer phoned station, revealed wagon trail through sand and cowpaths. Information was aired for two days, served to keep linked Panama City and Pensacola.

KMOX, St. Louis carried a 15-minute program at a street public ceremony of mass induction of WAVES and SPARS in downtown St. Louis. Vice Admiral Russel R. Waesche, Commandant of the U. S. Coast Guard, was the principal speaker. Jerry Hoekstra, director of war programs, was in charge of the broadcast.

Fourteen-year-old Suzanne Burce, vocal star of KOIN, Portland, Ore., now has her own series of weekly programs with assistance of Frances Pozzi, harpist, and Julius Walter, at electric organ. Show is sponsored by Carl Greve, jeweler, who gave Suzanne a diamond ring during her initial broadcast in the series, for her grand work as a War Bond salesman. She is a charter member of KOIN's "Million Dollar Club," which means she has been officially credited with having sold at least a million dollars' worth of war bonds in Oregon.

A talk by Madame Nila Magidoff, wife of Robert Magidoff, NBC correspondent in Moscow, before the student body of Kingston High School yesterday, was aired over WKNY, Kingston, N. Y. Madame described the siege of Moscow, which she witnessed. Program was produced in

cooperation with Russian Relief Society in New York City.

Police chief's campaign warning not to fly kites with string wire ising the ruffled tempers of eng at KSTP, Minneapolis transmitter, other day a kite-flying lad used for string, and the string tangled the power line, and a short circuit the station off the air... Bud Miel former station photog, and Dick son of K. M. Hance, vice-president, Marines who joined up together were separated by different assignments were recently reunited in the Young Hance went through the Guadalcanal.

John K. Chapel, chief of the bureau at KROW, Oakland, has turned to his mike chores after successful International Goodwill tour throughout Southern California Mexico City, Tampico, and Vera Chapel's itinerary included tures before the well-known Angeles Sunday Evening Club Temple Emanuel Forum.

Paul Gribben has joined program of KTAR, Phoenix, Ariz. He was erly with KWFT, Wichita Falls, Tex. "Brick" Miller, sales staffer, recently a week at Guaymas, Mexico, de fishing in the Gulf of California... way Stores in Arizona have sig sponsor NBC Commentator Robert on three ABC stations, KTAR, Tucson, and KGLU, Safford... L Giroux, former musical director, the station recently while enroute West Coast assignment from Ab

New York Newspaper C choice for "Miss Copy Girl of Miss Joan Gesell of Associated, will be interviewed today by Ad Ames over WHN. Copy Girl will be crowned at the Guild annual benefit and dance on 30 at Hotel Astor.

NAB Hits NLRB's Ruling In KPAS-IBEW Dis

Washington Bureau, RADIO D Washington—The NAB has permission of the San Francisco Labor Board Office to appeal file a brief against the award IBEW in its wage dispute with Pasadena. A Labor Department mediator in the case last week two principles which NAB had been fallacious: that the wages of cast technicians and building technicians are comparable all broadcast technicians of same work, no matter what the or condition of the stations, and thus receive equal pay.

Although it is probable that President's "hold the line" or 10 days ago will preclude the raises called for by the conc the NAB intends to fight the because of the principle invo

BIRTHDAYS

1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24	25	26	27	28	29	30	31
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April 22

Eddie Albert Edmund J. Holden
 Jerry Kanner Marie Marks
 Patrick J. Montague Bert Roggen
 G. Richard Shaito Phil Stewart
 Robert Waldrop



RADIO DAILY

The National Daily Newspaper of Commercial Radio and Television



Vol. 23, No. 17

NEW YORK, N. Y., FRIDAY, APRIL 23, 1943

TEN CENTS

Nat. Spot Biz Holds Up

FCC Places 3 Stations on 6-Mo. 'Probation'

Washington Bureau, RADIO DAILY
Washington—Because of "various numerous—and on occasions repeated—violations" of FCC rules, the commission yesterday announced that it proposes to extend for a probationary period of six months the licenses of WDSU, New Orleans, and WLS and WGRM, Natchez and Greenwood, Miss. All three had applied for renewals, with WDSU seeking also reinstatement of its contract.
(Continued on Page 2)

3' Symphony Series Starts 17th Year May 2

Columbia Broadcasting Symphony Series starts its 17th season on the CBS New York May 2, 3:00-4:30 p.m. EWT. The orchestra is to be directed during the season by Howard Barlow, permanent conductor, and Bernard Herrmann, CBS composer and conductor. Soloists to be heard on the Sunday afternoon series include Marjorie Lawrence and Eileen Farrell, sopranos; Rudolph Serkin, Robert Casadesu, and Jesus Maria Sanroma, pianists; Gregor Piatigorsky, cellist, and Alexander Kipnis, basso.
(Continued on Page 2)

London Baking Expands Broadcasting Time On WABC

London Baking Co. announced yesterday that it has signed a renewal which increased its participation from two to six days weekly on WABC, New York City outlet. Effectively immediately, the client will add Silver Cup Bread on the daily.
(Continued on Page 2)

Voice Of Benet

A revival of the Stephen Vincent Benet script titled "They Burned Books," a condemnation of the ceremonial burning of great literature by the Nazis, will be presented over NBC on Saturday, May 8, at 7 p.m. It will be offered in cooperation with the Writers' Guild Board and Council On Books For War-time. It was first aired on May 11, 1942.

A Bust

Fast thinking on the part of executives at WPAT, Paterson, N. J., averted a panic, when the Maiden Form Brassiere Co., neglecting to preface its commercials with the fact that its plant had been converted to war production, started copy soliciting feminine workers as follows: "Here Is A Tip. You can obtain employment on vital equipment for the home front. . ."

BMI Closes Fifth Meet Of Program Managers

Fifth of the BMI conferences of affiliated stations was attended this week by 21 program managers from various parts of the country. Representatives from the East Coast to New Orleans and Canadian border, comprising large and small stations spent two days in the study of BMI and its service to stations.
Merritt E. Tompkins, vice-president
(Continued on Page 6)
Support the Second War Loan

News Of Jap Atrocity Spurs Radio Bond Sales

Alert to the public's anger over the murder of the American fliers participating in the bombing of Japan a year ago, stations have used the reference in heightening interest in the sale of War Bonds. In New York, one example, is being demonstrated
(Continued on Page 2)

Publications Cut, Realignment Seen Near For 2 OWI Groups

Hartley Joining WOV As Program Director

Arnold B. Hartley, program director of WGES, Chicago, for the past 7 years, will become the program director of WOV, here, May 1. He will assume the post vacated by Mario F. Hutton who has been inducted into the Army. Connie Porreca, assistant station manager, has been handling the job in addition to her other work, in the interim.

First Quarter Of 1943 Showed Gains Over Last Year In Active Clients; 9 Major Groups Increased Time

Watson, Dodd Reply To House Accusation

Washington Bureau, RADIO DAILY
Washington—Drs. Goodwin B. Watson and William E. Dodd, Jr., chief analyst and assistant news editor, respectively, for the FCC's Foreign Broadcast Intelligence Service, yesterday
(Continued on Page 6)
Support the Second War Loan

NBC Moves White To N.Y. In General Sales Division

Effective May 1, Robert H. White of NBC's Cleveland office will be transferred to the network's General Sales division, New York. In his new post, White will act as Eastern Sales Representative of NBC's Pacific Coast
(Continued on Page 2)
Support the Second War Loan

Coca-Cola Gives Up Time For Patterson Blue Talk

Undersecretary of War Robert P. Patterson will give a "Report on the War" to Blue Network listeners Monday, 9:30-9:55 p.m., EWT. This spot, in which "Victory Parade of Spotlight Bands," sponsored by the Coca-Cola
(Continued on Page 2)

National spot business, which looked a bit precarious during January, wound up in pretty good shape for the first quarter of 1943, according to the quarterly report of National Radio Records. The overall picture indicates a gain in the number of active advertisers over the last quarter. A total of 263 advertisers were active during this first quarter of the year. There were 159 in the last quarter of 1942. NRR report represents approximately 70 per cent of all national spot accounts.

Analysis of product classifications
(Continued on Page 3)
Support the Second War Loan

All Canadian Outlets To Plug Victory Loan

Montreal—All Canadian radio stations will give their services to the Victory Loan Campaign during the entire opening day next Monday when they will provide a schedule of 48 program interruptions during their 16-hour broadcast period. These
(Continued on Page 3)
Support the Second War Loan

More Industrialists Set For NAM Int'l Series

Nine additional American industrialists have been booked to appear on forthcoming programs in the "Industry Looks to the Future" series
(Continued on Page 2)

Club House

Washington—A Shangri-La for announcers and engineers has been opened at WTOP. General Manager Burkland, on presenting the keys to the retreat, called attention to the red circle on the floor and boxing gloves on the wall and hoped disputes would be settled in manly fashion. For more serious arguments, use the YMCA, he warned.
P.S.—No bar.

Washington Bureau, RADIO DAILY

Washington—Continuation of a good slice of OWI's domestic publications and possible realignments in the Overseas Branch loomed here yesterday following Director Elmer Davis' session Wednesday with the Senate Judiciary Committee. In general, the closed exchange which followed Davis' "super-press conference" before a score of Senators developed several minor conflicts between the former CBS newsmen and the solons.
(Continued on Page 2)

Coming and Going

FCC Places 3 Outlets On 6-Mo. 'Probation'



Vol. 23, No. 17 Fri., April 23, 1943 Price 10 Cts.

JOHN W. ALICOATE : : : Publisher

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

Published daily except Saturdays, Sundays and Holidays at 1501 Broadway, New York, N. Y., by Radio Daily Corp. J. W. Alicoate, President and Publisher; Donald M. 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

(Thursday, April 22)

NEW YORK STOCK EXCHANGE

Table with columns: Am. Tel. & Tel., CBS A, OBS B, Crosley Corp., Gen. Electric, Philco, RCA Common, Stewart-Warner, Westinghouse, Zenith Radio. Includes High, Low, Close, Net Chg. values.

NEW YORK CURB EXCHANGE

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

OVER THE COUNTER

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

NBC Moves White To N.Y. In General Sales Division

(Continued from Page 1)

network, while continuing to cover the Detroit and Cleveland territories. From 1934 to June 1942, White was manager of NBC's Detroit office and was transferred to Cleveland last June when the Detroit office was closed.

Gordon Baking Expands Godfrey Time On WABC

(Continued from Page 1)

except-Sunday "Arthur Godfrey" program on the 7-7:45 a.m., EWT portion of the show. This campaign is the sixth for Gordon Baking on WABC. "Arthur Godfrey" is heard from 6:30-7:45 a.m., EWT.

The agency handling the account is C. L. Miller Co.

La Prade, Reddick Join Alumni

Dr. Ernest La Prade, NBC's musical research director, and William Reddick, of the network's production staff, are members of the recently formed N.Y. Chapter of the Cincinnati College of Music Alumni Association.

FRANK M. HEADLEY, president of Headley-Reed Co., also STERLING B. BEESON and JOHN D. ALLISON, of the agency's staff, leaving over the week-end for Chicago, where they will attend the "War Meeting" of the NAB.

T. F. ALLEN, commercial manager of WFCL, Blue Network outlet in Pawtucket, R. I., was in town yesterday for conferences with the New York representatives of the station.

RALPH EDWARDS is in Denver for the broadcasting of tomorrow's "Truth or Consequences" program over NBC as next-to-the-final stop in his coast-to-coast bond selling tour.

BENEDICT GIMBEL, JR., president of WIP, Philadelphia, leaves on Sunday to attend the Chicago convention of the NAB.

GEORGE LOWTHER has arrived from Florida to assume his new duties as production director for Superman, Inc.

EDWARD E. BISHOP, vice-president and general manager of WGH, Newport News, and EDWARD E. EDGAR, commercial manager of the station, were here yesterday for talks at the offices of the Blue Network.

BOB SHAW, scriptwriter for "Front Page Farrell," leaves Sunday for Chicago, where he will remain 10 days, gathering new material and visiting old friends.

WILLIAM P. MALONEY, executive of BBD&O, is en route to the coast on special assignment for the Serval, Inc., account, and "Fashions in Rations," starring Billie Burke.

EDWARD TOMLINSON, Blue Network commentator, is expected back tomorrow from a coast-to-coast lecture tour.

KATE SMITH and the members of her program company are at Camp Haan, U. S. Army base near Riverside, Cal., for the broadcasting of tonight's program for the entertainment of the servicemen. The repeat will be aired from March Field, a few miles from Haan.

JIMMY DOLAN off for Philadelphia today to engage in his characteristic collaboration with Ted Husing in the broadcasting of the Penn Relays tomorrow, this to be followed by week-long coverage of preparations for the running of the Kentucky Derby as well as the race itself from Churchill Downs.

RICHARD W. DAVIS, general manager of WNBC, Hartford, Conn., a visitor to New York yesterday.

JERRY LESTER, comedian who soon will start his own variety show on CBS, is in Mamaroneck, N. Y., for a personal appearance in connection with the Red Cross War Fund Drive.

JOHN WELLINGTON, producer on the Blue Network, is in St. Joseph, Mo., to handle tonight's "Spotlight Bands" program from the U. S. Army Air Base at Rosecrans Field.

GEORGE M. JACKSON, general manager of WBOW, Terre Haute, Ind., and MRS. JACKSON, visiting in Vincennes as guests of the personnel of WAOV.

ANDRE KOSTELANETZ is in Mexico City, from which point he will conduct his orchestra on the Coca-Cola program which will be broadcast Sunday in conjunction with Office of the Co-Ordinator of Inter-American Affairs.

CHARLIE BARNET and the members of his orchestra have ended their engagement at the Royal Theater in Baltimore and are heading for a series of one-nighters in New England.

GRACIE FIELDS is in Hollywood working with Monty Woolley on the new 20th Century-Fox film, "Holy Matrimony."

BOB MAXWELL, general manager of Hop Harrigan Enterprises, back today from Chicago, where he has been huddling on a new show.

WYCLIFF CRIDER, director of publicity of J. Walter Thompson, to the coast for three weeks. Leaves Saturday.

Coca-Cola Gives Up Time For Patterson Blue Talk

(Continued from Page 1)

Coca Company, is regularly scheduled, has been relinquished by the company at the request of the War Department.

Speaking from the Ansley Hotel, Atlanta, Ga., he will be introduced to the radio audience by Harrison Jones, chairman of the board of the Coca-Cola Company. The "Spotlight Bands" show originally set for this time will not be heard.

Publications Reduction Realignment Faces OWI

(Continued from Page 1)

but appears not to have been too unsuccessful from his point of view.

Davis obviously impressed the Senators personally and by his excellent handling of the press conference which preceded the closed sessions. Rumors that the OWI will be legislated out of existence are believed unfounded, although it is likely the agency will confine itself more to news hereafter than it has in the past.

Stork News

Jack Connor, vibra-harp player on KWK, St. Louis, is the proud father of an eight-pound girl. She has been named Rose Marie.

News Of Jap Atrocity Spurs Radio Bond Sales

(Continued from Page 1)

by WMCA which, in a special broadcast Sunday, during its program, "Labor Arbitration," 9-10 p.m., will make an appeal for the purchase of War Bonds to be earmarked for retaliatory bombing of the Japs as punishment for the executions.

KERN, Bakersfield, Calif., within a half hour after the official release of information on the executions, was on the air asking for War Bonds to strike back at Tojo. Every available station break, Wednesday, was used for this purpose. Climax came with a revenge meeting of local citizenry, and all told, the day's special plugging brought in \$29,250 in Bond sales.

Lewis Unable To Attend NAB's "War Conference"

Washington Bureau, RADIO DAILY

Washington—William B. Lewis, deputy director of the OWI Domestic Branch, will be unable to attend the NAB "War Conference" next week, he told RADIO DAILY yesterday. Lewis was to talk on advertising in the war period.

Elmer Davis, OWI director, revealed yesterday that the address which he will deliver at the Chicago meeting will be off the record.

(Continued from Page 1)

struction permit authorizing an increase from one to five kilowatt installation of a new transmitter changes in transmitter location a day and night directional operati

The Commission said, in part, "It appears that the public interest would best be served by the issuance of temporary licenses for a period of six months for the operation of these stations, and if during that period, no violations of the law the rules and regulations of the Commission are disclosed, that licenses on regular basis should then be issued to them. However, if further violations should be disclosed, the matter should be opened for introduction of evidence on such violations and cases then finally determined upon the enlarged record.

"The application of WDSU to instate its construction permit should be held in abeyance until the expiration of the temporary license period herein proposed and then granted if the application for renewal of license is finally issued for operation of station WDSU."

More Industrialists Set For NAM Int'l Series

(Continued from Page 1)

over NBC short wave station WB The series, presented by NBC in operation with the National Association of Manufacturers, is designed to acquaint American fighting forces overseas with industry's plans for post-war world.

The following executives will be heard in the near future: H. W. Patis, Jr., president, Armstrong Co. Co.; Harry A. Bullis, president General Mills, Inc.; E. R. Breech, president, Bendix Aviation Corp.; J. Cliver Cowdin, chairman of board, Universal Pictures Co.; Thomas J. Egan, president, Eastman Kodak Co.; Harvey S. Firestone, Jr., president, Firestone Tire & Rubber Co.; Glenn L. Martin, president, Glenn L. Martin Co.; Thomas F. Joyce, president, Radio and Television Instrument Department, RCA, and Philip G. Johnson, president, Boeing Aircraft Co. "Industry Looks to the Future" presented Sundays at 1:12 p.m., EWT.

in BUFFALO

and Western New York 300,000 Polish Listeners can be reached through the

POLISH VARIETY PROGRAMS

over Station WHLD 1000 Watts for further details write to:

POLISH BROADCASTING BUREAU 754 Fillmore Ave. Buffalo, N. Y.

Lat. Spot Biz Holds Up s Compared To 1942

(Continued from Page 1)

Among the accounts shows that nine major groups showed increases in the volume of spot advertising. These include beer, where the gain was mild; amusements, particularly motion pictures, where the jump is substantial; and commodities where the increase in the number of salt accounts and agencies reporting is noted; disinfectants and exterminators where the pick-up is noticeable first in the South; vitamins where the increase is most pronounced; laundry soaps and cleaning compounds where the increase is occasioned by recent developments of chemical substitutes for ammonia, a rare scarcity; dehydrated soups where until this week, high ration points were working at cross purposes with advertising; medical proprietaries, especially liniments and rubbing oils, which have been enjoying a renaissance through spot selling; publications wherein local newspaper associations have become lively participants.

Some Declines Noted

During these past three months, there has been a dropping off of spot advertising among confections, coffee, breakfast foods and cereals and tobacco. A status quo has been maintained by gasoline and oils, financial, agriculture, baking products, daily products and cigarettes.

"Johnny Zero" Action Dismissed In Fed. Court

Motion for the dismissal of a copyright infringement action against Melody Joy Inc., publishers, Mack Dand and Vee Lownhurst, composers, "Johnny Zero" was granted yesterday by Federal Judge Vincent L. Bell. Suit had been brought by Hoffman, Jerry Livingston, Mannix and Cy Corbin, composers of "Machine Gun Song." However, dismissing the amended complaint, the Court granted the plaintiffs leave to file a second amended complaint. Plaintiffs charged the defendants with pirating the outstanding character of their song—the sound of a machine gun firing. At the request of publishers, the motion to dismiss was granted on grounds that the plaintiffs were not proper parties involved, the copyright owners, Edwin H. Tris & Co., Inc., should have been party to the action, and that the action fails to state sufficient facts to constitute a legal cause of action.

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

1000 WATTS Directional
OVER METROPOLITAN NEW YORK

★ PROMOTION ★

WEAF's Bands and Bonds

A continuous three-hour musical fete by ten of radio's top-ranking dance bands will feature WEAF's War Bond Rally to be broadcast from the Mall in Central Park, May 1, from 2-5 p.m., EWT. Stars of the entertainment world, government officials and sports representatives will assist the bands and their leaders in the afternoon drive for Bond pledges.

Orchestra leaders who have offered to join the musical parade include Nat Brandwynne, Carmen Cavallaro, Duke Ellington, Ray Heatherton, Harry James, Guy Lombardo, Vaughn Monroe and Tommy Tucker. Others are expected to accept WEAF's invitation to participate in the day's musical festival.

Scheduled also are Jimmy Durante, the Ritz Brothers, Parker Fennelly and Arthur Allen, Marie Green, Brad Reynolds, Jack Kelk, Kate McComb, Jack Rubin, Jay Jostyn, Florence Williams, Florence Freeman, Marion Varney, Lawson Zerbe and Anne Elstner.

Each of the ten orchestras will play for 15 minutes after which the leader will move to one of numerous booths placed around the Mall where he will receive pledges from the park audience. At the same time, WEAF's radio audience will be asked to telephone pledges to other booths where stars of the stage, screen and radio will be waiting to acknowledge offers.

Among the notables who have been invited to participate are Gov. Thomas E. Dewey, Mayor La Guardia, District Attorney Frank Hogan, James J. Walker, Alfred E. Smith, Major "Bobby" Jones, Ford Frick, Lieut. Commander Jack Dempsey and others.

No WCOP Power Boost; Other Activity By FCC

Washington Bureau, RADIO DAILY

Washington—Because of the equipment freeze, the FCC proposes to deny without prejudice the application of WCOP, Boston, for permission to make changes in transmitting equipment and boost its power from 500 watts to one kilowatt.

Denials without prejudice are also proposed on the applications of J. C. Kaynor for a new station at Ellensburg, Wash., and Beauford, H. Jester, W. W. Callan, DeWitt T. Hicks, Hilton, W. Howell, Wilford W. Naiman, Robert E. Levy, Ross W. Sams and Davis Stribling for a new station at Waco, Tex.

WDLP, Panama City, Fla., has applied for a boost in power from 100 watts night and 250 day to 250 day and night, unlimited. The station operates on 1230 kilocycles.

Oral argument has been set for May 12 in the application of KDYL, Salt Lake City, for a frequency shift from 1320 to 880 kilocycles, power jump from five to 10 kilowatts and changes in the directional antenna system for night use.

KGO Newspaper Tieup

Recent cooperative arrangement between Blue web KGO and the San Francisco "Chronicle" bore fruitful results in the case of the desperate break of four criminals from Alcatraz Prison, bleak rock in the center of San Francisco Bay. With three of the desperados shot by guards or rounded up, Bill Baldwin, KGO special events man, and reporter Jay Rosenberg of the "Chronicle" stayed in the bay in a small boat, hoping for capture or news of the fourth. When the fourth was rounded up in a cave at the shoreline, Baldwin and Rosenberg hurried to the studio and broadcast an eye-witness account coast-to-coast.

The broadcast mentioned that this was proper material for a Gangbuster program, and Phillips Lord, producer of the Gangbuster show, heard the program and postponed his scheduled script to use the story of the Alcatraz break two days later.

"Nick Carter" Plugs

Continuous, monthly full page displays plugging the "Nick Carter" detective series which WOR-Mutual has purchased and is airing, temporarily, as sustainer, will run in 17 Street & Smith publications which have a combined monthly circulation of five million. Station's own press department has already placed full page displays in the current "Newsweek" and "Pic" publications which are not Street & Smith owned.

The extensive promotion being accorded the Street & Smith product by S & S publications is unprecedented, and take on added importance in consideration of fact that the show is a sustainer.

CBS Music Festival For National Music Week

CBS's "Festival of the Air" will be presented on the network May 2-8 inclusive in co-operation with National Federation of Music Clubs as a salute to National and Inter-American Music Week. Network has arranged special programs for each day. Noteworthy are world premiere of "Johnny Appleseed" by Columbia Concert Orchestra and Schola Cantorum on May 4 from WABC, 11:30 p.m. to midnight, EWT; and on May 7, 3:30 to 4:00 p.m., a recital by the pianist yet to be selected as winner of the Federation's Young Artist Award.

Spellman Talk Scheduled From Jerusalem Sunday

Archbishop Francis J. Spellman of New York, now on a trip through Europe, North Africa and the Near East, will speak from Jerusalem on Easter Sunday over CBS, atmospheric conditions permitting. The prelate will be introduced by Farnsworth Fowle on the program, "World News Today," heard from 2:30-2:55 p.m.

All Canadian Outlets To Plug Victory Loan

(Continued from Page 1)

will not be used at the ends of programs or at station breaks but will be actual program interruptions whose purpose will be to insure that all listeners through the day will be informed about the task facing them and its magnitude.

Arnold, Speaks Scheduled

Edward Arnold, motion picture star and Margaret Speaks, lyric soprano, will be heard on the Victory Loan Hour Program to be broadcast from the Sun Life Auditorium at 9 p.m. on Wednesday. Also appearing will be Johnny Sebastien well-known harmonica player, tomorrow afternoon during the intermission of the Metropolitan Opera broadcast of "La Traviata." Jack Ralph, prominent in local radio circles and judged the best male actor in the last Dominion Drama Festival for his work in Elmer Rice's "Judgment Day" will speak on behalf of the Victory Loan, his topic will be "The End of A Tyrant."

Montreal—W. M. Neal, vice-president of the Canadian Pacific Railway addressed the company's 73,000 employees yesterday afternoon in a private broadcast from his office here in the Windsor station in the interest of the Fourth Victory Loan for which Canadian Pacific officers and employees have an objective of \$5,000,000 of the Dominion's \$1,100,000,000 goal. A French version of Neal's appeal was read by L. G. Prevost, K.C. of the company's law department, over the same network in the most extensive private broadcast hookup in the history of Canadian communications.

The message was heard by employees from Sydney to Victoria and from Labrador to the Yukon in the drive to surpass company personnel's contribution in the three previous drives when \$10,203,500 was pledged.

NBC Promotes Alvin

Hollywood—Joseph J. Alvin has been promoted to the post of assistant manager of the NBC western division press relations department. He will be aided by Harold J. Bock, manager of the department. Alvin was previously with NBC in Chicago and prior to that was connected with Associated Press.

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

Los Angeles

By RALPH WILK

VAN NEWKIRK, program director of KHJ, and Dexter, son of Carl E. Haymond, owner of KMO, Tacoma, Wash., suffered burns and cuts when the motor boat in which they were set to sail in, exploded at Lake Sherwood. Newkirk was pretty badly injured and will be away from the studio for at least a week, while Haymond received a few minor burns.

Introduced on the radio, Felix Mills' "One Finger Concerto," with Gracie Allen as soloist, will be played this summer in the Hollywood Bowl, with Paul Whiteman conducting.

Dinah Shore made her first song platter with Xavier Cugat's orchestra, but record researchers could never prove it—simply because Dinah hails from the South and has the customary Southern accent. When the printer asked for her name to put on the label, he thought she said "Dinah Shaw" and thus it went on the record!

Lou Brink and his 4½ year old son have returned from New York, where the youngster's 75-year-old grandmother saw him for the first time.

Arthur J. Kemp, Pacific Coast sales manager for CBS, is in Chicago to attend sales meetings and will visit New York before returning to the Coast. He will be away three weeks.

Kay Kyser, Hal Peary, Ginny Simms, Ralph Edwards, Tom Breneman, Sam Hayes, Benay Venuta, Meredith Willson, Carlton E. Morse, W. B. Ryan, Don E. Gilman, Hal Bock, Don McNeil, Don Cope, Cecil Underwood, John Nelson, Milt Samuel, John Masterson, Jack Meakin, Tracy Moore, Lloyd E. Yoder, Tim and Irene, Noel Corbett, Shirley Dinsdale, Vera Vague, Buddy Twiss, Robert McAndrews, John B. Hughes, Jennings Pierce, Gil Paltridge, Arnold Maguire, Nelson Case, Verna Felton, Paul Carson, Rush Hughes, John Nesbitt, Larry Keating, Syd Dorais and Glenhall Taylor are among the graduates of the San Francisco radio colony.

Nehi Beverage Corp. has contracted for a series of five 1-minute announcements per week for KNX for its Part-Pak products. The contract, which takes effect May 2 and continues for 52 weeks, was placed through Batten, Barton, Durstine and Osborn.

The roar of laughter heard on Columbia's "Comedy Caravan," recently, following star Jack Carson's remark to "Mrs." (Alvia Allman) Niles... "if you're beautiful, may this house collapse!"... was not entirely due to the immediately sound effect of falling timbers, etc. What precipitated that prolonged laugh was the sight of sound man Billy Gould energetically "collapsing" the house, falling weakly beneath the debris—and finally emerging to wave a large white flag of surrender!

G. E.'s Bond Buy

General Electric Company and affiliates have subscribed to \$39,500,000 in U. S. Government securities offered under the Second War Loan, according to Gerard Swope, president of the company.

MAIN STREET

OL' SCOOPS DAILY

Reporter At Large. . . !

● ● ● On last Saturday's "Truth Or Consequences" show, aired from Kansas, farmer Maurice Hook, a contestant, missed a question... he then was dressed completely in evening clothes and sent out into the street... to stop the first stranger he meets and tell that person he was the Governor of the State... and then take the stranger back with him to the program's mike... Hook followed all instructions, brought his 'victim' back alive and after expressing his own personal views on how the State's affairs should be run, he almost collapsed... when he learned that the 'stranger' he brought back with him was none other than Governor of Kansas, Andrew Schoepel... A word to Ralph Edwards... If that incident was a 'planned stunt' it was a swell bit of showmanship; if, on the other hand, it really was a coincidence, you sure are one lucky trouper... but it couldn't happen to a nicer guy... Guests who will appear on the Andre Kostelanetz CBSunday musicals through the month of May include, Dorothy Kirsten, Nathan Milstein, Oscar Levant and Frank Parker... Paramount will feature the zany Korn Kobblers in a morale-building movie short entitled, "Rationed Rhythm," to be made in the east, May 4... plans call for the release of 16mm prints to U.S. Army posts all over the world... Colonel Lemuel Q. of the Connecticut Stoopnagles, has 'inked' a CBSeven year contract and may add to his chores a new sustainer for the Madison Ave. ether merchants.

★ ★ ★

● ● ● Arch Oboler, prolific author of screen and radio scripts, has written and given gratis for morale-building purposes, about 70 network plays since Pearl Harbor... Take a low bow, Arch... Lionel Barrymore, Grand Man of the entertainment world, and one of the nation's "best Mayors," celebrates his 65th anniversary and also his half-century as a trouper, April 28... the combined light of the 65 candles pale into insignificance in comparison with the brilliance of his career... John Garfield will do the role of "Johnny Eager," when the Screen Players Guild sets that thriller for a future CBS show... Helen Hedeman, in charge of casting at the Blue, is a bit on the indigo side herself these days... measles... Cyril Armbrister, director, is studying Spanish so that he can undertake a special assignment for OWI... Rose Skulnick, daughter of Menasha (Poppele) Cohen of the "Abie's Irish Rose" NBC comedy, will be married next week to Pvt. Louis Lipkin... after a brief honeymoon, both will be off to the wars... Rose joining the WAAC's... Joyce Farnham of CBS Radio Sales, resigns tomorrow to join the Clubmobile unit of the American Red Cross.

★ ★ ★

● ● ● DeWard Jones, who has been given an award by the Treasury Department for his contribution to the Bond drive, reports the sale of \$31,000 worth of Bonds by Art Green over WMCA last week, and another \$50,000 sold by Martin Block on WNEW. The sum of both sales is enough to buy three light tanks. Jones' idea is the offer of two tickets to "Stars On Ice," Center Theater show, to each Bond purchaser 'phoning in his order... Big names such as Bing Crosby, Jack Benny and others, to insure health preservation, now insert a clause permitting them to take two-week vacations providing the sponsor is given a two-week notice of the vacation intent... Roy Maypole, writer-director at WABC resigns today to become a combat correspondent with the Marines... Hazel Scott, off to Hollywood for a picture assignment... replaced at the Cafe Society Uptown by Mildred Bailey... Don't forget the star-studded Revue, held Monday evening at the Royale Theater for the benefit of the Professional Children's School Alumni Scholarship Fund... Due to the fact that Prexy Dan Studen of the Star Radio Programs, is now a fighting Yank somewhere in Africa, the firm is shutting down for the duration... independent program builders can do themselves a favor by looking over some of Star's 'saleable material'.

—Remember Pearl Harbor—

Chicago

By FRANK BURKE

JOE WILSON, WIND turfcaster, will handle the opening of the hot racing season at Sportsman's Park this week-end.

C. A. Arney, assistant to Nevi Miller, president of the NAB, is town to handle preliminary plans for the "War Meeting."

Atlantic Brewing Company, Chicago, has contracted for six minute "sports review" broadcasts WIND for 24 weeks. Bert Wilk will handle the programs. Contract was placed through Weiss & Gell Inc., Chicago.

Burch MacDonald, news editor WIND, is the father of an eight-and-one-half-pound son, Scott Duna MacDonald.

"Dugout Interviews," a 15-minute broadcast preceding each ball game will be heard on WJJD during baseball season with Atlantic Brewing Company as sponsor. Norm Kraeft will handle the interviews at the baseball parks of the Cubs and White Sox.

Harry Wood, formerly of WDET, a new member of the WJJD announcing staff.

WBBM-CBS will carry an address by Chairman James Lawrence of the FCC from Chicago on Wednesday, April 28, from 2:15-2:30 p.m. Subject will be "Radio Today Tomorrow."

Dorothy Donegan, colored pianist will give a recital in Orchestra Hall on May 1.

Joel Kupperman, six-year-old mathematical marvel of the "Kids" show, failed after 22 appearances on the Blue Network program.

Newest addition to the Blue announcing staff is Bob Sabin, former newscaster and commentator WIND, Gary.

Morris B. Sachs amateur hobbler for the past eight years on WENR, has been renewed effective this week-end. Wade agency handled the renewal.

New personalities at the Blue Network headquarters include Lew J. Green, as an assistant director, Dick Garner and Tom Clark, Jr. members of the sales force. Garner comes from the Chicago office of WLW and Clark was with the The F. Clark Co., publishers' representatives, for 19 years.

Beg Pardon!

Recently WOW claimed to be the first major station in the nation to buy the Chicago Daily News Foreign Service.

This was an error.

Our good friend Gene O'Fallon of KFEL, Denver, purchased the fine service six months ago and has made great use of it in the Denver area.

I'm sorry Gene.

JOHN J. GILLIN, JR.
Pres. & Gen. Mgr.,
Radio Station WOW, I

NEW BUSINESS

W.L., Philadelphia: Manhattan Company, N. Y. C. (Sweetheart six 15-minute programs weekly weeks thru Franklin Bruck Corp., N. Y. C.; Gimbel Bros., Philadelphia (Trimount Clothing) one weekly; Standard Loan Service, Philadelphia (Finance Service) five anns. weekly for 13 weeks; Lower Bros., Philadelphia (Children & Men's Apparel) five anns. weekly for 13 weeks thru Dan Rivkin, Philadelphia; Procter & Gamble Co., (Ivory Flakes) five anns. weekly for four weeks and two days; Compton Advg., Inc., N. Y. C.; Ballroom, Philadelphia (Public) 17 anns. weekly for indefinite period, thru Solis S. Cantor Agency, Philadelphia; Land Bank & Trust Co., Philadelphia (Advertising Service) one 30-minute program weekly for four weeks thru Jordan Co., Philadelphia; Weis Co., Philadelphia (Furs) one weekly for 13 weeks thru Feigenbaum Co., Philadelphia; Miller & Bierly, Inc., Philadelphia (Auto Accessories) six 5-minute programs weekly for 52 weeks; Philip Klein Advg. Agency, Philadelphia; Bell Telephone Co., Philadelphia (Telephone Service) six weekly for 13 weeks thru Gray Rogers, Philadelphia; Adams Bros., Philadelphia (Men's Clothing) three participations in "Counter" weekly for 13 weeks, thru H. M. Advg. Agency, Philadelphia; Baker Baking Company, Philadelphia (Perfect Bread) 10 anns. weekly for four weeks thru Richard Advg. Agency, Philadelphia; Beer Distributors, Philadelphia (Beer) two 15-minute programs weekly; Advertising Agency, Philadelphia.

Investigation Of AFM Ban May Be Resumed Today

Washington Bureau, **RADIO DAILY**
 Washington—Senator D. Worth head of the Senate Interstate Commerce Sub-committee which has been investigating the Petrillo re-ban, was ill yesterday, but he returns to his office—probably today—he is expected to call on his committee to decide future hearings.
 The session was set to resume the session on Monday, holding off only because of last week's meetings. It appears that the hearings will be held, with representatives of the engineering and transcription companies called and Petrillo probably making a reappearance.

Wanted—Announcer

Permanent job at good salary for draft-proof man able to ad lib and main-tain diversified pattern on all-night trans-mission program. Large midwestern city.
RADIO DAILY, Box 146,
 Broadway New York City

☆☆ **GUEST-ING** ☆☆

KATHARINE RAHT and **ELSIE MAE GORDON**, featured on the "Snow Village" program, on "Nellie Revell Presents," tomorrow (WEAF-NBC, 10:30 a.m.).

HAZEL SCOTT, pianist, on the "Chamber Music Society of Lower Basin Street," Sunday (WJZ-Blue Network, 9:15 p.m.).

MAJ. BOBBY JONES, former champion golfer, on the "Commando Mary" program, Sunday (WEAF-NBC, 9:15 a.m.).

JAN STRUTHER, author of "Mrs. Miniver," on the "Hour of Charm" show, Sunday (WEAF-NBC, 10 p.m.).

RALPH MORGAN and his daughter, **CLAUDIA**, on the "Radio Reader's Digest," Sunday (WABC-CBS, 9 p.m.).

NELSON A. ROCKEFELLER, Co-ordinator of Inter-American Affairs; **ERIC A. JOHNSTON**, president of the U. S. Chamber of Commerce; **ROBERT A. WATT**, international representative of the A. F. of L.; **MORRIS S. ROSENTHAL**, assistant director of the Board of Economic Warfare, and **EUGENE P. THOMAS**, president of the National Foreign Trade Council, discussing "How Is South America Taking to War," on Theodore Granik's "American Forum of the Air," Sunday (WOR-Mutual, 8 p.m.).

MRS. FRANKLIN E. PARKER, president of the Greenwich Girl Scouts, and **DR. GEORGE J. GINANDES**, pediatrician of Mt. Sinai Hospital, New York, discussing "What Not to Do When Your Child Is Ill," on "Highways to Health," tomorrow (WABC-CBS, 1:45 p.m.).

RITA HAYWORTH and **WILLIAM POWELL**, in an adaptation of "The Lady Has Plans," on the "Lux Radio Theater," Monday (WABC-CBS, 9 p.m.).

Stewart-Warner Elects Albert R. Benson Sec.

Albert R. Benson was elected secretary of Stewart-Warner Corp. at the first meeting of recently formed board of directors this week in Chicago. Benson, assistant secretary and assistant treasurer since 1934, replaces Lynn A. Williams, Jr., who continues as vice-president. All other officers were re-elected.

Simms Show-Film Tieup On NBC Network May 18

In connection with Western premiere of the Paramount pix "Aerial Gunner" on May 18 at Las Vegas, Nev., Army Gunnery School, the NBC-Philip Morris "Johnny Presents Ginny Simms" program will originate from the post, at 8:00 p.m., EWT.

LAURITZ MELCHIOR, Wagnerian tenor, on Bill Stern's "Colgate Sports Newsreel," tomorrow (WEAF-NBC, 10 p.m.).

WALTER GRAEBNER, reporter for Time, Life and Fortune and author of "Round Trip to Russia," on "Of Men and Books," tomorrow (WABC-CBS, 3 p.m.).

MILDRED WHITLEY JEFFERS, contralto; **ED SPRAGUE**, tenor, and **ALBERT ALBRINGER**, bass, on the "Musical Steelmakers," Sunday (WJZ-Blue Network, 5:30 p.m.).

REV. J. HUGH O'DONNELL, president of the University of Notre Dame, on Columbia's "Church of the Air," Sunday (WABC-CBS, 1 p.m.).

IRENE DUNNE, on the Bergen-McCarthy program, Sunday (WEAF-NBC, 8 p.m.).

ARTHUR GARFIELD HAYS, legal counsel for the American Civil Liberties Union, and **CHANNING POLLOCK**, author and lecturer, discussing "From Cradle to the Grave," on "Wake Up, America," Sunday (WJZ-Blue Network, 3:15 p.m.).

SECRETARY OF THE TREASURY HENRY MORGENTHAU, Jr., as master of ceremonies, on "We, the People," Sunday (WABC-CBS, 7:30 p.m.).

BELA LUGOSI, on Fred Allen's "Texaco Star Theater," Sunday (WABC-CBS, 9:30 p.m.).

CAPT. EARL LONGACRE and **SGT. T. M. WOOD**, American aviators who fought in Java, on the "News of the World" program, Sunday (WABC-CBS, 9 p.m.).

ROBERT J. WATT, International Representative of the American Federation of Labor, and **PHILIP PEARL**, director of publicity for the same organization, discussing the post-war world, on "Labor for Victory," Sunday (WEAF-NBC, 1:15 p.m.).

WPB Offers Mrs. Aid In Securing Components

Washington Bureau, **RADIO DAILY**
 Washington—The WPB announced yesterday that the electronic research agency is ready to receive inquiries from radio laboratories working on Army and Navy contracts who need aid in procuring critical common components not readily available. They are advised to contact Maurice Despres, who has just been appointed agent, at 460 Fourth Ave., New York, N. Y.

KYA Manager Resigns

San Francisco—Because of pressure of other business, Wilfred Davis, president of Palo Alto Radio, Inc., operator of KYA, has resigned as general manager and has been succeeded in the post by Don Feddersen.

AGENCIES

CHARLES A. POOLER has been elected a vice president of Benton & Bowles, Inc. Pooler joined Benton & Bowles in 1941 and became head of the research department in 1942.

JOE M. DAWSON, president of Tracy-Locke-Dawson, the New York and Dallas advertising agency, is the author of "Life on a Rationing Board," appearing in the current Saturday Evening Post. The writer relates his experience with gasoline rationing, as a member of the Manhattan board.

PAUL G. HOFFMAN, president of the Studebaker Corp., will deliver an address at the annual Spring meeting of the American Marketing Assn. which will be held April 29 and 30 at the Hotel Biltmore.

J. WALTER THOMPSON CO. has been named to handle the advertising of the Atlantic Rayon Corp. of Providence.

BROOKE, SMITH, FRENCH & DORRANCE, Inc., next week will move its New York office to 52 Vanderbilt Avenue.

Plan Authentic Flavor For Shakespeare Festival

Authentic Stratford-on-Avon flavor will be added to the annual Shakespearean Festival being held here in Central Park, tomorrow, when BBC will broadcast an account of the assembly and departure of the traditional procession from the home where Shakespeare was born, to Holy Trinity Church where he is buried. WOR-Mutual will air the BBC phase domestically, 3-3:30 p.m. EWT.
 BBC participation will include a conversation between the wife of a former Stratford mayor and an American soldier stationed near the bard's home. In New York Walter Hampden, Shakespearean actor, will deliver a Shakespearean recitation. Mayor La Guardia is scheduled to make a short address. Bessie Beatty, commentator on WOR, is in charge of the festival.

Joins MBS Sales Force

Arnold Carlsen, formerly with the Austin Company and Packard Motor Car Company, has become associated with the Chicago selling staff of the Mutual network.

THIS LITTLE BUDGET WENT TO WORL BOSTON MASS.



★ ★ Coast-to-Coast ★ ★

FRANK BARTOL, former studio supervisor at WHDH, Boston, has joined engineering staff of WEEL, Boston... Paul S. Levin, who recently joined engineering staff, slipped on his way to work recently and broke his ankle... Bresnick & Solomont agency has placed Sudbury's Coil Testing Service on "Farmers' Almanac" program, making it three sponsors for the early morning show.

Edmund Dawes, educational program director of WFIL, Philadelphia, will assume the duties of Felix Meyer, former program director of station's FM W53PH who joined the Navy on April 21... Charles Wrigley, formerly with Jenkintown Electric Co., has joined engineering staff... Newly elected ACA reps are Frank Kern, engineers, Fred Webber, announcers... Howard Brown has joined as FM announcer... Ethel Case, mail-room super, has returned after week's illness.

Ralph Bellamy heads the all-star cast in Arch Obler's drama "I Have No Prayer," highlight of Skouras Theaters War Effort presentation over WINS April 25, 4:30 to 5:00 p.m. Obler wrote play for National Conference of Christians and Jews, under whose auspices broadcast will be presented.

Governor Baldwin's talk at the New Haven Foremen's Club banquet at the Hotel Garde this week was aired by WELL, New Haven, and fed to a network of Connecticut stations.

Jack Sherlock, announcer, has left KLZ, Denver, to spiel for WMBJ, Youngstown, Ohio, following in the footsteps of Austin Williams, program director... Sportscaster Bud Thorpe has joined CBS in St. Louis... Station will feed thirty-minute Easter Sunrise Service to NBC network from Lowry Field.

Easter Sunrise Service at Fort Monmouth, N. J., will be aired by WAAT, Jersey City. Capt. Spencer M. Allen, chief of the post's public relations bureau, will narrate. Choral group of 200, and 37-piece Signal Corps band will participate.

Herman Fields has joined sales staff of WPAT, Paterson, N. J., operating out of N.Y.C. office... Joe Girand, formerly with WJLS, Beckley, West Va., has joined announcing staff... Federal Telephone and Radio Corp. has taken double participation for 13 weeks on the "Victory Is Our Business" program, heard every morning but Sunday.

News comments by George B. Armstead over WDRG, Hartford, Conn., are being sponsored three times a week by Columbia pictures to plug new film "The More the Merrier." Armstead, former managing editor of the Hartford "Courant" for 14 years, recently joined the station for a daily interpretation of the news.

Col. Allen J. Greer salutes the anniversary of the birth of Gen. Ulysses S. Grant, on WBEN, Buffalo, Tuesday, April 27... Clint Buehlman, who opens the station each morning and Ken Powell, who signs off, have never met... Members of station orchestra working in war plants during "off hours" include Danny Brittain, director, Bill Wullen, Bill Jors, Patsy Vastola and the Three Treys... Stan Zureck, ex-staffer, now with the Regimental Band at Jackson, Miss... Announcer Charlie Lewis says his greatest fan is his five-year-old son who listens regularly and offers suggestions constantly.

A transcription of the mass memorial pageant "We Will Never Die" originated by WINX at Constitution Hall in Washington recently, will be heard at the 14th Institute for Education by Radio at Columbus Ohio, at the April 30th session. WINX reports a deluge of requests from stations throughout the country for transcriptions, which, however, are presently not permissible.

WAGA, Atlanta, has created a new promotion department, headed by Ewald Kockritz, former promotion manager of WSAI, Cincinnati. Activities of the new department will include station and sales promotion, merchandising, trade relations and publicity.

Called upon to help increase enlistments in the WAAC's, WTAG swung into action as the "WAAC Caravan" presented a one-night show in Worcester last week. With radio and newspaper publicity, prospective recruits were invited to attend a special entertainment party after which they were guests of the station at a CBS coast-to-coast prevue-broadcast of the Caravan, program originating over WTAG. Promotion build-up resulted in over 100 prospective candidates attending, many signing on the dotted line.

Pvt. Bill Burns, one of WKNY's Kingston, N. Y. sportscasting alumni, in town on furlough from Fort Myer, did special guest program with Thatcher Wood on the latter's regular sports roundup yesterday. Bill reminisced about local sports in general and featured the activities of the Kingston Recreation baseball team.

Uncle Don, WOR's Pied Piper, will appear in person tomorrow morning at the Press Photos exhibit in the Museum of Science and Industry at Radio City and give away his autographed pictures to purchasers of war stamps.

Benedict Gimbel, Jr., president of WIP, Philadelphia, has signed a two-year contract with the musicians union, assuring continuance of house band under direction of Joe Frassetto... While Ted Saunders covered the special Marine broadcast from Parris Island this week, Bill Manns, staff announcer took over Ted's chores on the "Money In The News" program.

Eldon Rauch has been added to engineering staff of KGGF, Coffeyville, Kans... Dick Campbell will voice nation-wide baseball scores evenings, sponsored by Texaco... Station will air the opening house ceremonies at Coffeyville Army Air Field on May 1... Hugh J. Powell, owner of station, will attend NAB confab.

Denise Keller, conductor of "Masterpieces for Victory" over WICC, Bridgeport will interview on Sunday, Lee Wichlens, author of "Masterson," novel just released. Author, former advertising manager for Kolster Radio and radio advertising manager for General Electric, was with WPB in Washington for a year and returned recently to GE as ad chief of home laundry equipment department. Writing novels is his hobby.

Syd Hayden will wind up his 1942-43 series of "Everybody's Books" on WBNX, N. Y. with the Monday broadcast, which will be a comprehensive report on the book marts today, trends and wartime prospects. Series featured authors being interviewed on their new books... Station launches its participation campaign for Greater New York Fund, joint philanthropic effort, on April 29.

"Foiling the Phonies" is title of new rumor squashing program on WFIL, Philadelphia, Sundays. In planning feature, to Washington for conference with OWI went station president Samuel R. Rosenbaum, program director Edward Obrist and production manager Don Martin. WFIL sample scripts are being sent to all stations requesting same.

George J. Gow has joined newsroom staff of WLW, Cincinnati. He comes from WMAL, Washington, where he had been active in editing several Blue Network shows and producing five local news shows daily. He's been in radio for 15 years... "Boone County Jamboree" pro-

gram has lost three of its cast. Fouts left to help his father on 300-farm near Logansport, Ind.; Mr. and John Workman left to operate 150-farm in their home town, Keosauqua.

Eugene Endrey, well-known Hungarian actor, producer and director who currently is appearing on Hungarian Theater of the Air, Sunday afternoon over WJZ WWRL, N. Y. will celebrate 1,000th appearance on this program Sunday afternoon, April 25. A hour show will commemorate occasion from 2:30-4:30 p.m. among those who will appear guests are Bela Lugosi, Mme. Garet Padley and Patti Spears.

The facilities and news service WAOV, Vincennes, Ind., will be used by Arthur Reilly, news commentator, WLW, Cincinnati, for his regular evening newscast on April 27 when he will in town to address the Rotary Club at the Sackville Theater... Two separate Easter Services will be fed from C. Field, one to WGBF, Evansville, the other to WBOW, Terre Haute.

Easter Sunrise will be greeted by an Army bomber high over Valley of the Sun as part of the Mexican Caravan plans of KOY, Phoenix, Ariz. From 5:30-6 a.m. a radio broadcast is planned from River Ballroom, where all-night dancing after the Mexican custom, will celebrate their hilarity by going en masse to the Catholic church service which will be broadcast from 6 a.m. The Easter Service at WJZ Field, with post band and orchestra participating, will be aired over Arizona network from 6:30-7:30. Chief Engineer Bob Thompson handling all technical arrangements.

Fifty men from all parts of Connecticut and western Massachusetts will formally enroll in the U. S. Maritime Service over WELL, New Haven on Monday. Captain Robert Smith, head of Maritime Service recruiting in Connecticut will administer the oath and Mayor W. Murphy will speak.

Two Nat. Spot Accounts Renew WJZ Contract

Larus & Bros. Company, Richmond, Va., has renewed for 52 weeks its campaign for Edgeworth pipe through WJZ. Larus sponsors three minute announcements weekly through Warwick & Legler, New York. Foster-Milburn Company, Buffalo, has renewed for 52 weeks its campaign for Doan's pills. Foster-Milburn is sponsoring three 1-min. announcements weekly through Street & Finney, New York. Capt. Jack's Happy Acres, hotel in Middlefield, Conn., will launch an eight-week drive over WJZ May 3. The hotel will participate eight times weekly in "Edgeworth Breakfast in Bedlam." Account handled direct.

1 9 4 3											
BIRTHDAYS											
1	2	3	4	5	6	7	8	9	10	11	12
13	14	15	16	17	18	19	20	21	22	23	24
25	26	27	28	29	30	31					

April 23

Bob Campbell Elsie French
Herschell Gebbs, Jr.
Edwin C. Hill Gwenn Jones
Bill Maloney Edward G. Murray
Shirley Temple Ollie Treyz

April 24

Ira Ashley Paul Munroe
Botty Rhodes

April 25

Phyllis Altschuler
Joseph Bell Ella Fitzgerald
Mitchell Gertz Polly W. Hart
Florence Warman Jack Schaindlin

300 Attendees At NAB

Miller's Annual Report Urges Revision of FCC

eville Miller, NAB president, led for a revision in the Communications Act in his report to the NAB Conference made public today in Chicago. Reviewing the legislative act during the past year, Miller urged to the extensive hearings spring on the Sanders Bill, to divide the FCC into two sections—for radio and one for common carriers. Your president testified at that hearing and recommended, on be-
(Continued on Page 2)

Anton & Bowles Start Employee Training Plan

Anton & Bowles, Inc. has instituted employee training program, which so far is limited to the development of a secretarial staff. In agreement with Delehanty Institute, the company is subsidizing its clerks and other salaried workers who are interested in advancing to secretarial status. Agency pays a tuition, books and materials. The girls just have to attend classes which are two days
(Continued on Page 2)

"Sales Job" Says NAB Government Programs

Washington Bureau, **RADIO DAILY** Washington—NAB on Friday, in a special bulletin, urged its members to get out and do a sales job on government programs, emphasizing the importance of selling war information to local advertisers as a benefit to those advertisers, the government
(Continued on Page 5)

Classy Corn

Chicago—National Barn Dance originating via WLS and sponsored on NBC for Miles Laboratories Saturday nights, will celebrate its 500th broadcast Sat., May 1, with a "reception and dance" at the ultra Saddle and Angle Club. The affair will be strictly formal, in all contrast to the informal type of entertainment the show dishes out.

Misled!

Louisville—A WAVE is a WAVE is a WAAC is a station. Such was the confusion of Kentucky belles until the WAACS moved their local recruiting offices out of the Radio Center Building, home of station WAVE. Gullible gals, attracted by the station's huge call letters on the face of the building, wandered seeking enlistments in WAVES, only to find themselves being enlisted in the WAACS!

Durr Resents Probe Into Private Affairs

Washington Bureau, **RADIO DAILY** Washington—Boiling up and over finally, after several near eruptions, the ordinarily quiet FCC Commissioner Clifford J. Durr, Friday refused to furnish the Cox Committee now investigating the FCC with information concerning his personal financial affairs. Copies of his letter declining to supply the information went to the
(Continued on Page 7)

"This Is The Army" Set By Chesterfield On CBS

Liggett & Myers Tobacco Co. for Chesterfield cigarettes has bought the Tuesday 9:30-10:30 p.m. period on the CBS network for "This Is The Army" based on the Irving Berlin show with the author possibly in the cast. Program will run for a minimum of four times beginning May 18. Newell-Emmett is the agency.

War-time Conference Finds Manpower And Recording Ban Among Items Up For Full Discussion

War-Navy Depts. Lift Radar Secrecy Veil

Washington Bureau, **RADIO DAILY** Washington—Lifting the rather sieve-like veil of secrecy which has covered the development of Radar, the War and Navy Departments jointly released yesterday a partial story of the development of that extremely valuable military device. The term "Radar" means radio determining and
(Continued on Page 7)

Geo. Lasker Adding WCOP To Managerial Duties

Harold Lafount, president of WCOP and president of the Atlantic Coast Network, announces a new setup for the Boston stations to take effect immediately. George Lasker, manager of WORL, becomes general manager of both WCOP and WORL. A. N. Armstrong, Jr., former manager of
(Continued on Page 3)

Order Parts Turned In As Basis For Set Repairs

Washington Bureau, **RADIO DAILY** Washington—Tube for tube and part for part will hereafter be the basis for home radio repair, WPB
(Continued on Page 4)

Chicago—With 500 registrants arriving over the weekend and indications that about 300 more will be on hand for the opening sessions tomorrow, NAB's Radio War Time conference is under way at Palmer House today with problems of wartime operation, including shortage of manpower, programming and responsibilities
(Continued on Page 7)

CBS' Short-Wave Div. Ups Servicemen Sked

CBS Shortwave Department in cooperation with the Office of War Information and the Army Special Service Division has announced an augmented schedule of broadcasts to be beamed to American forces overseas. The new schedule consists of thirty-three and one-quarter hours
(Continued on Page 2)

Satevepost One-Time Shot On Blue Network Tonight

Using network radio advertising for the first time, Curtis Publishing Co. will sponsor a broadcast on the complete Blue Network tonight, 10:35-11 p.m., EWT, to launch the nation-wide tour of the original paintings of the "Four Freedoms" as depicted by
(Continued on Page 5)

★ THE WEEK IN RADIO ★

... NAB's Manpower Study
By HANK WARNER

NAB's survey of manpower problems experienced by 608 stations over the past two years revealed: Nineteen per cent of employees—2,464 out of 12,821—are listed as "essential"; 26.2 per cent of the men entered the armed forces; average station employment dropped 6.2 per cent, with a 10.9 per cent decrease for men and a 12.9 per cent increase for women; 69.5 per cent of all personnel employed on Oct. 19, 1940 migrated to other stations, left for other civilian

jobs or entered military service by Sept. 15, 1942. ... NAB "War Conference" in Chicago, April 26 through April 29 scheduled discussions on manpower shortage, the AFM recording ban, and the effect of the nation's civilian and military needs on radio broadcasting. Speakers scheduled include: OWI Director Elmer Davis, FCC Chairman James Lawrence Fly, Censorship Director Byron Price, CBS President William
(Continued on Page 3)

Beating Petrillo

Despite the fact that no records have been made in this country since August 1, when the AFM invoked the ban, latest tunes and song hits, released currently, are being broadcast to our overseas troops via Nazi beams. Conjectured that the enemy has been making off the air recordings of our own live network productions, and then rebroadcasting the music.



Vol. 23, No. 18 Mon., April 26, 1943 Price 10 Cts.

JOHN W. ALICOATE : : : **Publisher**
M. H. SHAPIRO : : : : : **Editor**
MARVIN KIRSCH : : : **Business Manager**

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

CBS' Short-Wave Div. Ups Servicemen Sked

(Continued from Page 1)

weekly broadcast to the fighting fronts.

Beamed daily, the schedule includes a wide variety of musical, dramatic and comedy programs as well as sports and news features. Troops in England, Ireland, Europe, North Africa and the Middle East hear the broadcasts.

Commercial Shows Listed

Regular CBS commercial shows included in the lineup are Fred Allen's "Texaco Star Theater," "Kate Smith Hour," "Your Hit Parade," "Major Bowes' Amateurs," Andre Kostelanetz, in "Pause That Refreshes on the Air," "Three Ring Time" with Guy Lombardo, Morton Gould's "Cresta Blanca Carnival" and "Harry James and His Music Makers." CBS sustaining programs heard by the troops overseas are "Invitation to Music" and Raymond Scott. In addition thirty-five programs are produced weekly by Columbia's Short-wave Department.

Programs produced and arranged by the Army's Special Service Division include:

Dramatic Adaptations Included

"Front Line Theater"—a dramatic series featuring stars of Broadway and Hollywood in radio adaptations of stage and screen productions.

"We Who Fight"—a soldier's "We the People" featuring interviews with servicemen just returned from the fighting fronts.

"Yarns for Yanks"—story telling by such figures as Orson Welles, Sinclair Lewis who tell their favorite yarns in monologues.

"Jubilee"—all Negro musical revue

Miller Urges FCC Revision In Making His Annual Report

(Continued from Page 1)

half of the industry," he said, "certain amendments to the communications act."

Miller is believed to be in sympathy with the provisions of that bill and to favor now the split of the commission functions as outlined by former Rep. Jared Y. Sanders, and as proposed this year by Rep. Holmes of Massachusetts and Senators White and Wheeler. Miller did not discuss these bills in specific terms, but it is doubtful that he would subscribe to all sections of the White-Wheeler Bill.

War Effort Uppermost

"It is my belief," he said, "that a revision of the communications act is greatly needed, and that such a revision should be a goal towards which we should work with all diligence."

Miller reported that the prime effort of radio during the past year has been the furtherance of the war effort, and the keeping of the American people better informed than any people in the world. Radio has recruited for the armed services, sold bonds, collected scrap, established schools to train radio technicians, and in many other ways devoted all its effort to service of the nation. Radio has meant more to more people than ever before and programming has been under constant study with the industry working closely with OWI and the advertising council to insure the greatest possible achievements in

with such performers as Duke Ellington, Ethel Waters and the Golden Gate Quartet.

"Mail Call"—musical variety show produced in Hollywood.

"Downbeat"—all-band series with the nation's top orchestras playing tunes requested by servicemen.

"Are You a Genius?"—quiz show emceed by Eddie Mayehoff and designed specifically for troops.

"Sports"—daily resumes of last-minute baseball results and interviews with prominent players.

Two OWI Programs Scheduled

Two OWI shows produced especially for the Navy—"Liberty Party" and "Calling the Navy"—also appear in the new schedule. The former is a musical series with Ramona as mistress of ceremonies, and the latter a variety program of music, interviews with Navy fighting men and communiques of special interest to the naval forces.

Of the thirty-three and one-quarter hour total, eleven and three-quarter hours weekly are devoted to world news reports, news commentaries and news from home.

All these programs are relayed overseas via Columbia's powerful shortwave transmitters WCRC, WCDA and WCBX as well as WGEO, Schenectady and WBOS, Boston, on the following schedule: 8:15-11 a.m.—England, Ireland, Europe and North Africa.

11-12 noon—The Middle East.
 3:15-4:15 p.m.—The British Isles.

war information through broadcasting.

Although business has, in general, been good, said Miller, the industry has been faced with many serious problems. Not in the least of which is the man power pinch. With hundreds of radio men serving the government in one capacity or another, the situation has become increasingly serious. Because the industry is young and staffed with a predominance of young men. Even the essential classification granted broadcasting by WMC has been insufficient to prevent what is daily becoming a more serious manpower problem.

Guards Freedom

NAB has been on constant guard against any threatened abridgement of the freedom of radio, Miller said, and included attacks upon advertising among those threats. Radio must be free to pay its way, he said, and attacks on advertising are attacks on radio.

Miller said NAB is proud of the role it has played in fighting the AFM Petrillo music ban, and claimed the united backing of the industry in the association's effect to halt the ban. He described the Petrillo action as detrimental to the war effort, and declared that the action was taken by Petrillo merely to strengthen his own prestige in his union. The NAB fight, he said, is a real service to radio, and he is confident it will be won.

Five-Min. Baseball Starts Today Over WLW

Cincinnati—Roger Baker, baseball announcer, begins a new five-minute baseball show over WLW today. He will be heard Mondays through Fridays at 6:25 p.m., CWT. on the new series, under the sponsorship of Lever Brothers for their Lifebuoy Shaving Cream and Soap.

Baker, who joins with Dick Bray, to give the play-by-play descriptions of the Cincinnati Redleg games over WSAI, will on the new WLW series highlight the day's game. He will also give major baseball game scores on the broadcast.

5000 WATTS 1330 KILOCYCLES

WEVD

NEW YORK'S STATION OF DISTINCTIVE FEATURES

ENGLISH • JEWISH • ITALIAN

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

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

COMING and GOING

EDGAR KOBAK, executive vice-president of the Blue Network, in Chicago for the affiliate meeting which will be held today at the Palm House.

KEN CHURCH, general manager of WKRC Cincinnati, Ohio, in town Friday for conference with the New York representatives of the station.

JOSEPH H. MCGILLVRA, president of a station rep organization bearing his name, and ADAM J. YOUNG, Jr., vice-president, off Chicago to attend the convention of the NAB.

PARKS JOHNSON and WARREN HULL are Quantico, Va., for the broadcasting of tonight "Vox Pop" program from the U. S. Marine Corps training base.

DOROTHY VANSTON, of General Sound Co left yesterday to attend the NAB convention Chicago.

JAMES TISDALE, engineer, and RAY KA announcer at WIP, Philadelphia, spent yesterday at Parris Island, S. C., handling the station's Easter Sunday broadcast which originated at U. S. Marine Base.

JIMMY DORSEY and the members of his orchestra have returned from New Haven, where they played a one-day engagement at "Arena."

PAUL S. WILSON, manager of William Rameau Co., among the executives leaving New York for the Chicago convention.

ELSIE MAE GORDON, of the NBC "Sun Village" program, plans to leave shortly on lecture tour through New Jersey and Pennsylvania.

HOWARD N. GREENLEE, general manager WAOV, Vincennes, Ind., and VIC LUND, station manager, crossed over into Illinois on Sunday to attend the NAB's "war" convention in Chicago.

Benton & Bowles Start Employee Training Plan

(Continued from Page 1)

a week for three hours in total. It is barely novel among agency Training program has been up throughout country by the large industrial organizations, broadcast and the networks, to make up manpower shortages in more skill posts.

WDRC

CONNECTICUT'S PIONEER BROADCASTER

Coming Soon!*

Some astounding figures on the Effective Buying Income in WDRC's Primary Area... Connecticut's Major Market. More than ever before, Hartford is a "must" for your spot campaign.

* See Sales Management, May 10th, Survey of Buying Power Issue.



BALTIMORE'S BLUE NETWORK OUTLET

WCBM

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

★ THE WEEK IN RADIO ★

... NAB's Manpower Study

(Continued from Page 1)

Paley, Dr. James R. Angell, NBC's public service counselor; Lindsay Wellington and William M. Newton of BBC... Edgar Bill, president of NABD, Peoria, Ill., was named chairman of NAB's public relations committee.

Four-hour conference of AFM and record company execs broke up with both sides pessimistic over prospects pending recording ban; recorders charged AFM wouldn't budge from original demands, AFM said recorders made no counter proposal... Next transcription companies and AFM announced the recording ban problem would be settled one way or another on or before May 10... National Radio Records announced national spot business was pretty good in first quarter of 1943, with advertisers active as against the last quarter of 1942... FCC placed on probation for six months WJZL, New Orleans, WMIS and WJLM, Natchez and Greenwood, for "various, numerous—and on occasions repeated—violations".... Committee probe of FCC will be a smear campaign, it was announced by Committee Counsel Gene L. Garey as he continued to increase his staff of investigators. Accused by Dies Committee charge, House Appropriations Sub-Committee headed by John H. Kerr of North Carolina said it had looked itself and found unfit for government service FCC's Chief Analyst Goodwin B. Watson and Assistant Editor Dr. William E. Dodd. Doctors refuted the charges promptly, daring anyone to show they had engaged in "subversive" activity. Dies' "Red" brand on Fredrick H. Schumann, political analyst FBI's German section, Kerr com-

mittee in its report found unjustified. Early April available audience index stood at 79.7, highest April mark in eight-year Hooper records... CBS net income for first quarter was \$1,031,671.11. Same quarter in 1942 showed \$987,362.36... Frederick P. Keppel, formerly president of Carnegie Corp., was elected to CBS board of directors... Network and station executives and educators here decide to form a metropolitan chapter of the Association for Education by Radio... In London, John L. Baird reported three-dimensional television in color ready for post-war use... Cooperative League of the U.S.A. planned to expand radio sponsorship when it returns to the air next fall... Revised agreement between OWI and Office of Censorship gave latter sole authority over what should not go on the air... Newspaper Radio Committee's 125 members at ANPA convention decided to continue N.Y. office and sit tight pending FCC decisions on newspaper ownership of radio stations... BMI at fifth monthly meeting decided to hold two each month henceforth, with next session on May 10 and 11... NBC created a Program Development Division headed by Wyllys Cooper... BBC will insert 5-minute productions on WLW's sustaining programs: To foster Anglo-America relations... Radio's inspired efforts on behalf of Second War Loan continued at high pitch, many stations piling up impressive sales... In Canada the stations did likewise for Dominion's campaign... OPA Administrator Prentiss Brown and Treasury Dept. praised broadcasters for home front and bond selling programs... NBC stated it had devoted 102 hours' network time in March to the war effort.

Church Elected To CBS Affiliate Group

Arthur B. Church of KMBC, Kansas City, has been elected the ninth member of the CBS Affiliate Advisory Committee and will fill the vacancy made by Don Searle being moved to the Coast. He will represent the 7th District and the stations in Minnesota, Iowa, Kansas, Nebraska, Colorado, and Dakota. There are 12 such representatives. Six affiliate groups are scheduled to meet in Chicago tomorrow.

Scamini Sold \$10,190,045

Total of \$10,190,045 in War Bonds were purchased by ticket-holders to the Easter Sunday Treasury Department concert of Arturo Scamini and the NBC Symphony Orchestra. The event, featuring Vladimir Horowitz as piano soloist, sold out at a total exceeding 100,000 earlier last week. Paid seat-holders added sufficiently to their original purchases to send grand total over \$10,000,000.

Geo. Lasker Adding WCOP To Managerial Duties

(Continued from Page 1)

WCOP, will be retained as assistant manager of WCOP and WORL. Lasker has been in the radio industry for the past twelve years, starting as a salesman at WRNY in 1931, and then going to WFAB on the sales force. From there he became manager of WPEN in Philadelphia, and then took his present job as manager of WORL. He was the originator of the Kilocycle Club (920 Club) idea which has been copied and used by many stations throughout the nation.

Lafont states that with the new arrangements it would allow for both stations to do a better public service job. Also, the new program setup will take in many new features to help the war effort. He further stated that since the war, the Atlantic Coast Network group of stations have been trying to create new innovations in programming for the sale of bonds, Red Cross, OWI, and many other government agencies, and with the aforementioned change, this will be assured.

WOR's "Bessie Beatty" is today the highest rated* woman's service program in Greater-New York



and "Bessie Beatty," we might add, has a limited number of openings available on her show

Advertisers, timebuyers, agency men—the big trend in woman listening is to WOR. Square, root, or divide it by individual shows, or women's attitude about WOR in general; the answer's the same—WOR has what women want. In fact, asked Crossley, Inc. recently, "What New York radio station has programs that you feel give you the most help in your household work?" First choice with the 6,420 women asked was WOR.

—that power-full station

at 1440 Broadway, in New York

WOR

* according to the "WOR Continuing Study of Radio Listening." The rating? 5.0!

MEMBER OF THE MUTUAL BROADCASTING SYSTEM

Los Angeles

By RALPH WILK

HOLLYWOOD'S radio actors are doing their share in the defense plants—as well as continuing their work on the air. At the Vega plant, in Burbank, Calif., the graveyard shift is literally loaded with names familiar to radio listeners. Among the bomber builders are Fred Shields, Franklin and Helen Sawyer Parker, Joe Duvall, Frank Nelson, Charles Surrell, Byron Kane, Paul Taylor and the entire Alvino Rey band. Other radio players are working at Lockheed, Douglas, North American and Vultee—working the late night shifts and doing their radio chores in the daytime.

Columbia's "Kate Smith Show" played a double-header Friday when the songbird and her troupe of entertainers visited two Southern California service camps. The early broadcast was aired from Camp Haan, and the West Coast repeat performance originated from March Field, several miles distant. This marks the first time that a major network show has originated at two different points the same night.

Connie Haines, who warbles for Columbia's "Comedy Caravan" on Friday nights, has just signed another month's contract to provide the singing highlights for the Los Angeles Biltmore Bowl floor show.

Stanley Cowan, songwriter now working as a riveter at the Vega aircraft plant, has sold his composition, "Give It To The Rivet, Florabella," to Walton Goldman, Inc., Hollywood music publishers. Number will be brought out immediately.

John B. Hughes, news commentator at KHJ-Mutual Don Lee, has returned from a 30-day tour of the country. He stopped off at New York, Washington, D. C. and other important cities. Hughes makes the trip twice a year to keep in touch with the general public, and to obtain their trend of thought on matters of vital importance to the nation.

A slightly bewildered but very interested gentleman found seated before a typewriter in the KNX-CBS script department a few evenings ago turned out to be Arch Oboler—seeking inspiration for a future "Lights Out" story which he has titled "Murder in the Script Department." Oboler will have no casting difficulties—every girl in the department volunteered for the leading role, that of a corpse!

Pearl Buck Drama On Blue

An original drama written especially for "Free World Theater" by Pearl Buck, will be presented over the Blue Network Sunday, May 2, from 6:30-7 p.m., EWT. This broadcast will mark the first time any world figure requested for a statement responded, not with a mere sentiment or thought, but with a complete dramatization.

The play, "China to America," will feature an all-star Hollywood cast, and will exemplify the famous writer's deep love of China.

MAIN STREET

OL' SCOOPS DAILY

Memos Of An Innocent Bystander . . . !

● ● ● Plans are underway for Capt. Glenn Miller to form a 100 piece U. S. Army Orchestra to broadcast over a coast-to-coast Blue Network . . . That swell script based on the life of the Immortal Bard of Avon, heard Saturday morning at eleven over NBC, was authored by Peter Martin, eastern story editor for Universal Pictures. . . . Morton Downey, Alec Templeton and Bob Ripley will appear May 1 on the WOR Treasury Show, "Saturday Night Bond Wagon," which also officially opens the WOR-MBS new Radio Theater, formerly the Guild Theater. . . . Three of the Ten "Newspaper Guild Page One" awards go to three Ivan Black clients. . . . Hazel Scott, Golden Gate Quartette and Pvt. Zero Mostel. . . . John (Umbrella Man) Redmond, prexy of the Songwriters Guild of America, joined the Navy. . . . Seventeen year old Marilyn Day, graduate of the NBChildren's Hour and Blue Network's "Coast-to-Coast on a Bus," replaces Helen Young as vocalist with Johnny Long's band. . . . Jo-Ann Brooks, radioriole, has arrived in Bermuda via Clipper. . . . Jack Benny, whose picture, "Meanest Man in the World," recently was seen in Hartford, received a letter from Mayor Thomas J. Spellacy of that city, which read in part: "Your unselfish and unstinting efforts in entertaining millions of American and Canadian boys in the armed forces—many of whom are from Hartford, makes it obvious that the title of your picture should read 'Kindest Man in the World.'"

★ ★ ★

● ● ● Phil Baker brings his Eversharp-shooter back east June 6. . . . after completion of his Fox flicker, "The Girls He Left Behind" . . . Lea Penman, seen in the Broadway stage hit, "The Pirate," joins the NBCast of "Snow Village" today. . . . Blonde and pretty Connie Meade, efficient secretary to Earl (Blue Press Relations Head) Mullin, a bit tired from a week's struggle with Kid Flu. . . . Elizabeth Bemis, CBS newscaster whose broadcasts are heard from the KNX studios, heads east and will be heard from Gotham, starting May 2 . . . Jimmy Durante's clownings on the Camel Caravan didn't hurt the figures stipulated on his new MGM contract. . . . Joe Rines started Batoneering at the Blue Network just a year ago. . . . which brings an odd incident to mind. . . . the musician's union had it figured out for Rines to have a certain day off. . . . so Joe's first day on the payroll was his "day off" . . . Elizabeth Miele, production manager for Eddie Dowling, is building radio shows around short short stories. . . . Bill Murray of Wm. Morris is handling. . . . Guy Bonham of the Jesters, heard on WJZ Thursday evenings, is a member of the U. S. Coast Guard Auxiliary and goes on patrol with his own boat between programs. . . . Beth Zimmerschied, graduate of Columbia School of Journalism, has been appointed editorial assistant on "Report to the Nation," CBS news feature.

★ ★ ★

● ● ● Wini Shaw, at the Greenwich Village Inn, tried to have a medal-bedecked Marine, stand up and take a bow. . . . but the tough Marine, was "too scared" . . . A strong delegation of eight executives, headed by James D. Shouse, Crosley vice-president in charge of broadcasting, will represent WLW-WSAI at the NAB. . . . Mr. Shouse, Chairman of the NBC Stations' Planning and Advisory Committee, will remain to direct that Committee's meeting which will take place in Chicago after the NAB meet . . . Vaughn Monroe was served a piece of beefsteak recently and gazed rather dubiously at the meat. . . . the Waiter, thinking that perhaps the beef lacked seasoning, suggested that the Maestro "put something on it" . . . "A saddle would you say?" horsed Vaughn. . . . The WOR "Nick Carter" series with Lon Clark in the lead, switches from Sundays to Tuesdays, beginning tomorrow.

★ ★ ★

—Remember Pearl Harbor—

Chicago

By FRANK BURKE

MANAGERS of "Lone Ranger" making personal appearances the "Stadium Circus" opening Sunday, mixing some good exploitation tie-ups by Tony Koeker, of the Blue and Jack Burnett, publicity director of the Stadium. "Lone Ranger" will be kept under cover as much as possible to enhance the attraction box-office value.

Jack Fitzpatrick, formerly sports editor of WJJD, is assisting Walter Dennis, press relations for the convention, in handling the working press.

Phil Stewart, veteran local nouncer, will succeed Howey Meyers as radio director of the Office of Civilian Defense on a part-time basis. Meyers has been inducted into the Army.

Ed Borroff, vice-president and central division manager for the Blue Network, has announced that the Blue Network employees are over-subscribed in their Chicago drive to "Buy Tank," and are now on their way to purchase an anti-aircraft gun.

CBS has 26 officials, in addition to CBS personnel attending the Chicago, at the convention of NAB being held here this week, delegation from New York including William S. Paley, president of CBS, Paul W. Kesten, vice-president and general manager; Frank Stanton, vice-president; Joseph Ream, vice-president and secretary; H. V. Aberg, vice-president in charge of public relations; William C. Gittin, vice-president in charge of sales; G. Gude, station relations manager; Douglas Coulter, director of broadcasts; Jan C. Schimek, communications editor; James Seward, director of operations; John J. Karol, manager of research counsel and an assistant sales manager, and Edwin K. C. director of engineering.

Order Parts Turned In As Basis For Set Repair

(Continued from Page 1)

announced over the week-end. L. ation Order L-265, issued Saturday, makes it mandatory for radio owners to turn in old parts when buying new, or having new ones installed by repair men.

Exception is made for rural owners who must buy by mail for those who have lost the parts to be replaced.

The order applies generally to electronic equipment, radios and phonographs, with exceptions to the sale of entire radio sets, phonographs and sound projectors completed before Saturday. It supersedes L-1, which required a minimum A-3 rating for transfers by manufacturer, raising the minimum to A-1-A. The manufacture of electronic equipment except for military orders rated as better or to the extent the manufacturer has received his material under CMP is forbidden.

GUEST-ING

WARD G. ROBINSON and **MUNSON**, in an adaptation of "Town," on "Ceiling Unlimited," (KWBC-CBS, 7:15 p.m.).

GRID BERGMAN and **HUMPHREY BOGART**, in an adaptation of "Blanca," on the "Screen Guild Stars," today (WABC-CBS, 10 p.m.).

SCHA HEIFETZ, on the Great Series of the "Telephone," today (WEAF-NBC, 9:30 p.m.).

ON HENDERSON, on "Information Please," today (WEAF-NBC, 9 p.m.).

N HALL, on "Cavalcade of America," today (WEAF-NBC, 8 p.m.).

ENRY KAISER, ship-building executive, on "Manpower, Ltd.," today (WOR-Mutual, 9:15 p.m.).

ONEL STANDER, on John Ford's "The Mayor of the Town," program, Wednesday (WABC-CBS, 9 p.m.).

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

F GIBSON, cowboy star of the "Breakfast At Sardi's" today (WJZ-Blue Network, 11 p.m.).

RY PICKFORD, on Ginny Simm's "Johnny Presents" program, today (WEAF-NBC, 8 p.m.).

URITZ MELCHIOR, Wagnerian, on the "Cresta Blanca" program, Wednesday (WABC-CBS, 8 p.m.).

LILLE BALL and **RESI ARDRE**, on Eddie Cantor's "Time to Get It," Wednesday (WEAF-NBC, 8 p.m.).

W LEHR, on the "Take a Card" program, Wednesday (WOR-Mutual, 8:30 p.m.).

★ **PROMOTION** ★

WQXR Spanish Contest

A tan fur felt Mexican sombrero was presented as the final prize in the "Let's Learn Spanish" contest over WQXR, N. Y., to Mrs. Hyman Crystal, who emerged victorious over the three other contestants in the final round of the Spanish contest conducted over the air. Each contestant in the competition was awarded a Spanish-English dictionary.

The contest was part of the successful 13-week program presented by Time, Inc. Radio Programs Dept. over station WQXR. The final contestants were chosen on the basis of a 300 word letter written in Spanish to Senator Pepe Obispo, the role played on the radio series by Pedro Domecq.

"Let's Learn Spanish," the unusual program that makes learning a language fun, was written by Joel Sayre, well known author and Hollywood script writer in collaboration with Pedro Domecq.

The program drew 13,000 letters, and is now being presented over six other radio stations throughout the country, in Fresno, California; Dallas, Texas; Denver, Colorado; St. Louis, Missouri; Saranac Lake, N. Y. and Northfield Minnesota. After only 5 broadcasts, 8,000 listeners wrote in to station KMOX in St. Louis requesting the vocabulary lists used with the broadcast.

"Do Sales Job" Says NAB On Government Programs

(Continued from Page 1) and themselves. OWI Domestic Director Gardner Cowles, Jr., is quoted to the effect that the government is largely dependent upon private enterprise for the advertising support needed to implement the war information program.

"In my opinion," said Cowles, "even with the help of all the editorial and news channels open to us in OWI today, we need advertising. Advertising is the only force powerful enough to do the job. It is the only one which can put the government programs before the public in simple exact terms often enough and with enough power and with enough control to get results.

"The war on the home front can be won, in my opinion, and should be won without giving up the traditional free character of our media and our advertising. Provided the media owners, the agencies and the advertisers realize advertising can and should and must be geared to help with war problems on the home front."

NAB then outlined eight government informational campaigns, urging broadcasters to get out and line up local sponsorship for programs featuring one or several of these campaigns. They include victory gardens, recruitment of farm workers and food processing workers, nutrition program, tire recapping, fuel conservation and home heating, fats and grease salvage, homes for war workers and conservation.

WSAZ Activity

Promotion of public relations through personal appearances is occupying a good deal of the time of staff members of WSAZ, West Va. One group of staff members has taken over the luncheon entertainment programs for the Rotary Club, another for the Lion's Club. Among the personal-appearance-makers at a recent Lion's luncheon were F. J. Evans, station manager; James Martin, news editor and announcer; Irene Bruce, announcer; and Chief Engineer John Csensich, who makes a recording of the luncheon proceedings and plays it back as the final item of the day before adjournment. Recordings are filed for future airings of the "good old times."

KSTP's Folder

Following up its recent promotional folder titled "Autumn Comes In April," which stressed the advisability of immediate scheduling of sales spots for the fall, KSTP, Minneapolis, has prepared a piece called "Very Warm for May," showing KSTPete, cartooned sales executive, happy and perspiring because agencies and advertisers are making things "hot" for him with requests for autumn availabilities. The follow-up will appear shortly.

Satevepost One-Time Shot On Blue Network Tonight

(Continued from Page 1) Norman Rockwell in the "Saturday Evening Post."

Entitled "Four Freedoms War Bond Show," the broadcast will originate in Washington, D. C., in the Hecht Department Store, where the first showing of the original Rockwell canvass will be held. In addition, thousands of original canvasses of Post illustrations and cartoons and original manuscripts autographed by their authors will form part of the exhibition, scheduled to appear in department stores in more than 40 cities throughout the country.

Appearing on the broadcast will be Justice William O. Douglas of the U. S. Supreme Court; Norman Rockwell, Leo Reisman and his orchestra, Lansing Hatfield and Anna Kaskas, of the Metropolitan Opera; and Daniel Bell, Under-secretary of the Treasury, who will present a Treasury Department citation to Rockwell.

Lowell Thomas will act as master of ceremonies. More than 500 persons, including many of the diplomatic leaders of official Washington, have been invited to attend the broadcast.

Throughout the tour, the sale of war bonds and stamps will be promoted, with original Post canvasses distributed to purchasers. Four Freedoms covers for bonds and stamps will be issued by the Treasury Department.

MacFarland Aveyard & Co. is the Curtis agency.

AGENCIES

RIESER & CO., manufacturers Venida Liquid Hosiery, will use radio in a new campaign to advertise product. E. T. Howard Compan, the agency handling the account.

ANDRE MAUROIS, French au and soldier, will deliver an address the luncheon meeting of the advertising men's post of the American Legion which will be held today at the Hotel Lexington.

HIRSHON - GARFIELD, Inc., announces the addition to its staff of Herbert Frank, formerly New England manager of the Advertising Bureau, Inc.

SAMUEL G. HIBBEN, Westinghouse executive, will be principal speaker at the meeting of the sales executives club which will be held tomorrow at the Hotel Roosevelt. He will discuss developments in the electrical field since the start of the war.

Report 270 Spot Clients During 1942 Last Quarter

There were 270 spot advertisers reported as active by National Radio Reports during the last quarter of 1942. The figure 159, used in Radio Daily Friday represents those active only in the Middle Atlantic area. NRR's quarterly review referred to, covers 70 per cent of the dollar volume spent on spot radio, rather than of the total number of spot accounts.

Matchabelli On CBS For Another Program

Matchabelli Perfume Company has bought another one-time shot on CBS, this one scheduled on CBS May 2, Sat. 4:15-4:30 p.m. EWT, day before Mother's Day. Once again the program will be the Stradivari orchestra. Full CBS network will be used. Agency is Morse International.

★ **Worcester TOP CITY**

\$396 per family food expenditures '42

A MUST Market in MASSACHUSETTS

WTAG WORCESTER

THE PROOF IS IN THE LISTENING

OPEN

Philadelphia

500 WATTS • 950 ON THE DIAL

Affiliated Station of the Atlantic Coast Network

NEW BUSINESS

WOV, New York: Barney's Clothes, thru Emil Mogul Agency, 15-minute news program, 39 times; Roxy Theater, thru Kayton-Spiro, half-minute studio ann., 23 times; Roman Prince Macaroni Co., thru Van Dolan, 15-minute studio program; Atlantic Macaroni, thru Pettinella, one-minute studio ann., 312 times; Ash's, Inc. (furs), thru Dundes & Frank, 10-minute studio program, 78 times; Pace O Mio Dio Oil, thru DeLuca, 15-minute studio program, 312 times; Manhattan Optical, thru Rubin Lesser, one-minute studio ann., 156 times; Curtis Publishing Co. (Saturday Evening Post), thru MacFarland & Aveyard, Chicago, 5-minute studio program, 1,248 times; True Story Magazine, thru Raymond Spector, 10-minute transcribed program, five times; Charm Kurl, thru Guenther-Bradford (Chicago), 15-minute studio program, 18 times; National Birth Certificate, thru United Adv. (Chicago), 10-minute studio program, 6 times; National Birth Certificate, thru United Adv. (Chicago), 5-minute studio program, 26 times; Ivel Furs, direct, 60-minute studio program, 312 times; Ivel Furs, direct, 15-minute studio program, 312 times; Movie Wave, thru Sterling (Los Angeles), five-minute studio program, 156 times; Miller & Co., thru United Adv. (Chicago), five-minute studio program, 13 times; General Baking (Bond Bread), thru BBD&O, half-minute studio ann. 1,248 times.

Wentworth Joins BMI As Field Representative

M. E. Tompkins, Vice-President and General Manager of BMI yesterday announced the engagement of Ralph C. Wentworth as field man to BMI licensed stations. Wentworth will assist Roy L. Harlow who is Program Director of BMI in the important work incident to the conferences of Program Managers being held regularly in New York.

Wentworth has been closely connected with the industry since 1924. From 1935 to 1941 he was half owner of Langworth Feature Programs, Inc. from which he retired in 1941. Since then he has been connected with the War Production Board, Aircraft Production Division. While with Langworth Feature Programs, Inc. Wentworth visited many of the nation's broadcasting stations.

Lane 17 Years With NBC

Lewis Lane, head of the Musical Research section of NBC's script department, begins his 17th year with NBC on April 29.

Lane came to NBC in the music library, but shortly after conceived the idea of a special musical research file system, which he installed. He has since built the file into a store of musical information where items can be located in a few seconds. There are now more than 90,000 listings in the file.

NETWORK SONG FAVORITES

This weekly survey is based on the copyrighted Audience Coverage Index report of the Office of Research—Radio Division, covering the period of April 15-21 inclusive. The survey provides a scientific index of the relative extent to which these popular songs have been heard by a nation-wide sample of radio audiences.

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

The higher the song's ACI figure for the week, the more it has been heard by radio audiences. Current radio favorites from the American repertoire of popular music are segregated and presented as "Favorite Standards of the Week."

SONG TITLE	PUBLISHER	Audience Coverage Index
As Time Goes By (Harms).....		1354
I've Heard That Song Before (Mayfair).....		1225
Brazil (Southern).....		1218
You'd Be So Nice To Come Home To (Chappell).....		1162
That Old Black Magic (Famous).....		997
Don't Get Around Much Anymore (Robbins).....		933
It Can't Be Wrong (Harms).....		806
Taking A Chance On Love (Feist).....		799
Could It Be You (Chappell).....		673
Let's Get Lost (Paramount).....		612
What's The Good Word, Mr. Bluebird? (Berlin).....		573
Comin' In On A Wing And A Prayer (Robbins).....		571
I Love Coffee I Love Tea (Carmichael).....		570
Wait For Me Mary (Remick).....		556
Don't Cry (National).....		552
It Started All Over Again (Embassy).....		497
Cabin In The Sky (Feist).....		452
You'll Never Know (Bregman-Vocco-Conn).....		448
I Don't Believe In Rumors (Broadcast Music).....		433
Johnny Zero (Santly-Joy).....		419
There's A Harbor Of Dream Boats (Shapiro-Bernstein).....		418
We Mustn't Say Goodbye (Morris).....		387
Do I Know What I'm Doing (Melody Lane).....		376
My Dream Of Tomorrow (Santly-Joy).....		309
I Just Kissed Your Picture Goodnight (Crawford).....		288
Please Think Of Me (Witmark).....		287
Giddap Mule (Advanced).....		282
I've Got Sixpence (Mutual).....		280
Right Kind Of Love (Witmark).....		279
"Murder," He Says (Paramount).....		272
Hey, Good-Lookin' (Chappell).....		262
Moonlight Becomes You (Famous).....		252
That's My Affair (Leeds).....		249
Canteen Bounce (E. B. Marks).....		248
Why Don't You Do Right (Mayfair).....		242
Nevada (Dorsey).....		238
It's Always You (Famous).....		235
In The Blue Of Evening (Shapiro-Bernstein).....		224
I Lost My Sugar In Salt Lake City (Mills).....		223
Hit The Road To Dreamland (Paramount).....		222
This Day (Jewel).....		222
Why Don't You Fall In Love With Me? (Harms).....		209
For Me And My Gal (Mills).....		196
I Never Mention Your Name (Berlin).....		178
I'm Thinking Tonight Of My Blue Eyes (Peer).....		161
Change Of Heart (Southern).....		149
I Heard You Cried Last Night (Campbell-Loft-Porgie).....		148
Hip Hip Hooray (Robbins).....		146
In A Little Church In England (E. B. Marks).....		139
Old Man Romance (Witmark).....		131

(Continued on Page 7)

To the Colors!

HARRY TRAVIS, WKZO K mazoo-Grand Rapids staff announced he has departed for the Army April 26. ARTHUR ZAPLE, WKZO staff nouncer, left for the Army April 26. He was a member of the V-8 Reserve Corps at Western Michigan College.

LENORE ROSS, secretary to promotion manager of KSTP, Minneapolis, is now Private Ross of U. S. Marine Corps Women's Reserve, having been sworn in last week. Enters active service in New York going to New York for basic training.

MAL HANSEN, Farm Director KSO-KRNT, has been given the pointment as Ensign and is now stationed in Florida.

GORDON GREENFIELD, control engineer at WLIB, Brookfield, joined the armed forces April 26.

KITTY LOU WELTER, mail clerk, has become the first KFI KFI feminine employee to join service.

TED WOODARD, WFIL engineer, reported to the Army Signal Corps at Fort Monmouth on April 16. Second Lieutenant's "chips" on his shoulders.

WOR-MBS' New Theatre Opens Next Saturday

Formal opening of the Theatre Guild as a playhouse for WOR-MBS productions will take place Saturday, May 1 at a special concert and expanded "Bond Wagon" program of the Treasury. Audience, by invitation will consist of the press, clients, agency execs.

Between curtain time, 8:40 and the "Bond Wagon" broadcast 10:15 p.m., station will present a concert featuring the WOR Symphony orchestra and conducted by A. Wallenstein and Morton Gould. Portion will not be broadcast. Aired portion will present Rose Blanton, Morton Downey, Claudia Morgan, Ralph Morgan, Bob Ringle, Alec Templeton. Ralph Morgan star in a drama, "We Thought Heard the Angels Sing" which A. Buss adapted from the book by Lt. James C. Whittaker, co-pilot of the Rickenbacker plane downed the Pacific. Harold N. Graves, assistant to the Secretary of the Treasury, will be picked up from Washington.

Theater has been redesigned architecturally, and renovated for greater broadcasting efficiency. Special stadium has been installed to permit expansion or reduction of stage size. Part of the old lobby has been converted into large rehearsal studio and control booth. Credits for engineering jobs go to J. R. Poch, chief engineer of the station, Ed J. Content, assistant, and Ed Miller, Playhouse supervisor.

Expect 800 Attendees NAB Warlike Meet

(Continued from Page 1)
nation at war being para-
nt among those discussed.

The wartime problems of the
asters seemed to hold the spot-
the Petrillo AFM record ban
is the subject of much discus-
Small station operators de-
t to a great degree on record-
and transcriptions are clamoring
ettlement of the record ban.

Social Activities Cut
ations that the convention is
med for action and conscious
fact that we are a nation at
evident from the absence of
cheduled entertainment on the
and the usual convention
us arranged for ladies of the
roadcasters.

only social aspects are private
parties and luncheons being
by the various network or-
ons for their own staffs and
quarters of NAB are in Rooms
at the Palmer House with C.
y, Jr., secretary-treasurer and
nnis chief of the NAB News
on hand. These executives
en in town for a week hand-
preliminary plans for the
g.
ference schedule for today
lows:

egistration.
ales Managers' Committee.
ccounting Committee.

merican Federation of Mu-
cians' Steering Committee.
AB Bureau of Copyrights.
ublic Relations Committee.
esearch Committee.
ngineering Committee.
ode Committee.
etail Promotion Committee.
abor Wage and Hour Com-
mittees.
MI Board.
AB Board of Directors (past
id present) Supper.

in Lewis Jr. Hits 100

Lewis Jr., Mutual's com-
who is sponsored co-op-
was purchased this week
0th sponsor, Cerophyl Lab-
Firm will sponsor the
ator on KSO, Des Moines,
ondays through Fridays, 7
T.

Stork News

as born Friday to Mr. and
nk E. Mullen, at Doctors
Newcomer, whose daddy is
dent and general manager
weighed in at 10 pounds,
nces.

Warner Joins Cast

le Warner is the new Betty
t in "When a Girl Marries,"
ytime drama, succeeding
Dumas, who left radio to
Red Cross canteen for fliers.

Durr Letter To Garey Objects To Probe Of "Private Affairs"

(Continued from Page 1)

Speaker of the House, the Attorney
General and to all members of the
Cox Committee, as well as to the
press.

Durr has been considerably peeved
for some time by the tactics of the
investigating group, and it is believed
that he was ready to bring his anger
into the open on at least two previous
occasions, but was restrained by his
colleagues. He has felt that the in-
vestigators are too much concerned
with the personal affairs of Commis-
sion personnel, rather than with legiti-
mate subjects for inquiry. Durr him-
self, a brother-in-law of Supreme
Court Justice Hugo L. Black, is ex-
pected to be second only to Chairman
James Lawrence Fly as a target for
the investigators.

Seen As Fly Successor

Probably a stronger New Dealer
than the Chairman, Durr has long
been considered the logical man to
succeed Fly should he leave his post
as Chairman, even though several
other commissioners are Durr's seniors
both in years and in point of service.

The text of the Committee's letter
to Durr, dated Tuesday of last week
is printed below, together with his
reply. This Garey request represents
a new line for Congressional investi-
gations, since usually, though there
may be a personal angle involved, the
inquiries on paper are confined to
pertinent matters.

It is interesting to note also that
although Durr came to the Commis-
sion as late as November, 1941, suc-
ceeding Frederick I. Thompson of
Alabama, the Garey letter asks for
data concerning his personal financial
affairs as far back as 1937. The letters
follow:

My Dear Mr. Commissioner:
Will you be good enough to advise me
for the information of the Committee:

(1) The name (s) and address (es) of
all banks, trust companies or other de-
positories, employed by you since January
1, 1937, for the deposit of funds and the
name (s) in which such account (s) was
carried.

(2) The source of all funds received by
you during such period and whether such

funds constituted income or return of
capital.

(3) In the event any portion of such
funds constituted a return of capital please
submit in respect thereof a brief state-
ment of all facts connected therewith.

(4) Whether at any time during the
period stated you carried funds belonging
to you or in which you had or claimed
an interest, direct, beneficial or otherwise,
with any person, firm, association or cor-
poration, banking or otherwise, other than
those institutions named by you in answer
to paragraph 1, and whether carried in
your own name or otherwise.

(5) Whether, during the period stated,
you have had any safety deposit box (es)
and, if so, state the name (s) and ad-
dress (es) of the institution from which
the same was rented.

(6) Whether, during the period stated,
you had acquired by purchase or other-
wise, any real property, and, if so, state
the details thereof.

(7) Whether, during the period stated,
you have any investment (s) of any kind,
and, if so, state the details of such in-
vestment (s).

(8) Whether, during the period stated,
you had acquired or sold any stocks,
bonds or other securities, and, if so, state
the details of each such acquisition or
sale.

Very truly yours, (Signed) E. L. Garey,
General Counsel.

Durr's laconic reply to Garey reads
as follows:

My Dear Mr. Garey:

Receipt is acknowledged of your letter
on April 20, 1943, in which you ask for
the names of all banks in which I may
have carried deposits or had safety de-
posit boxes since January 1, 1937, and
the sources of all funds and the nature
and circumstances of all investments I
may have made during such period.

While I have absolutely nothing to con-
ceal from the committee, it seems to me
that the information you are requesting
is of an entirely personal nature unless it
is for the purpose of ascertaining whether
or not I have been guilty of accepting
bribes or of similar misconduct in the
performance of my official duties. If you
have any information which would lead
you to feel that further inquiry along
this line is warranted it is suggested that
you refer the matter to the Department of
Justice.

Very truly yours, (Signed) C. J. Durr,
Commissioner.

WEVD Renews AFRA Pact

WEVD renewed, for one year, its
contract with AFRA covering an-
nouncers.

War-Navy Depts. Lift Radar Secrecy Veil

(Continued from Page 1)

ranging, and Radars are used by the
United Nations to detect the approach
of enemy aircraft and naval vessels
and to determine the location of
enemy forces.

The information revealed by Radar
is invaluable to ground defenses be-
cause of the data it provides anti-
aircraft batteries for use in shooting
at Axis planes through cloud cover.

The basis of Radar is the electron
tube, which makes possible the focus-
ing of ultra-high frequency waves
traveling at light speed through the
air and the water. When they strike
an object such as a plane or a ship
they bounce back, with signals going
out and returning to the receiver
after striking an enemy craft in less
than one second. Measurement of
the time determines the distance of
the craft from the Radar. Because
weather has no effect upon the waves,
they are superior to both telescopes
and acoustic listening devices.

"Radio Locator" to British

Radar, called radio locator by the
British and credited by them with
a large measure of responsibility for
saving England during the aerial blitz
of 1940-41, was first discovered in this
country 21 years ago, when scientists
discovered that reception from a
standard broadcast station was in-
terfered with by an object moving
in the path of the signals.

An experimental station was then
set up on a river bank and the effect
upon signal reception of boats passing
up and down the river was studied—
similar results were obtained by
studying the effects upon reception
by a receiver in a moving truck.

Thus far it had been necessary
to have the object move between
the radio transmitter and the re-
ceiver, but in 1925 it was found that
the surface of an object, or target
would act as a reflector—that the
signals would strike their target and
then "bounce" back to a receiver.
Five years later research engineers
were able to pick up reflected signals
from planes passing overhead and
by 1934 a satisfactory method of
measuring the distance between the
Radar transmitter and the target had
been developed.

Security Prompted Secrecy

"In order to prevent information
which might facilitate developments
of Radar from reaching the enemy
through publicity originating in the
United States," the statement con-
cludes, "it has been decided that no
further items on the subject will be
released until the Army and Navy
are convinced that the enemy already
has information from other source."

For a long period the armed forces
refused even to admit the existence
of the device and the word "Radar"
itself was not supposed to be used.
While the Army and Navy were
maintaining this secrecy, however,
WPB had a section openly called the
"Radio and Radar Section," with
signs in the building carrying the
same words.

NETWORK SONG FAVORITES

FAVORITE STANDARDS OF THE WEEK

SONG TITLE	PUBLISHER OR COPYRIGHT OWNER	ACI
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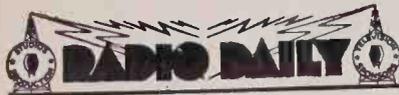
(Continued from Page 6)

Easter Parade (Berlin)		654
Begin The Beguine (Harms)		419
Blue Skies (Berlin)		261
Night And Day (Harms)		259
Star Dust (Mills)		249
Somebody Loves Me (Harms)		157
Smoke Gets In Your Eyes (Harms)		96

PATRIOTIC

Over There (Feist)		418
Army Air Corps (Fischer)		370
Anchors Aweigh (Robbins)		229

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



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MARVIN KIRSCH : : : Business Manager

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FINANCIAL

(Monday, April 26)

NEW YORK STOCK EXCHANGE

	High	Low	Close	Net Chg.
Am. Tel. & Tel.	145 1/2	145	145 1/2	+ 1/2
CBS A	20	20	20	
CBS B	20	19 3/4	19 3/4	
Crosley Corp.	15 3/4	15 3/4	15 3/4	- 1/2
Gen. Electric	35 7/8	35 1/4	35 1/2	- 3/8
Philco	21 1/4	20 3/4	20 3/4	- 1/2
RCA First Pfd.	66 3/4	66 3/4	66 3/4	+ 1/2
Stewart-Warner	11 7/8	11 1/4	11 1/4	- 1/4
Westinghouse	93	92 1/4	92 1/4	- 1/2
Zenith Radio	29 3/4	29	29 1/8	- 5/8

NEW YORK CURB EXCHANGE

Nat. Union Radio	4 3/4	4 1/8	4 1/4	- 1/8
------------------	-------	-------	-------	-------

OVER THE COUNTER

	Bid	Asked
Farnsworth Tel. & Rad.	7 3/4	8
Stromberg-Carlson	9	10
WCAO (Baltimore)	18	22
WJR (Detroit)	23	

**Miller Gets Navy Letter
Lauding Radio Programs**

(Continued from Page 1)

tribute to the industry as a morale-building factor.

The full text of the letter follows:
My dear Mr. Miller:

With the war conference of the National Association of Broadcasters approaching, it seems a fitting time to express the appreciation of the Ninth Naval District to the radio stations of the nation.

Through radio the families of our fighting men have become better acquainted with the work and objectives of the Navy. Likewise, through radio, the men of the Navy have been provided many hours of entertainment.

Thus radio has contributed immeasurably to the vital, though nebulous, factor called "morale." When the war is won I am convinced that radio will be shown to be one of the great forces for Victory. Greetings, to the members of the National Association of Broadcasters, and heartiest wishes for a successful conference.

Sincerely yours,
John Downes, Rear Admiral, U.S. Navy

**Washington "Post" Asks
Probe Of Cox Committee**

(Continued from Page 1)

partment of Justice has failed to act against Rep. Cox, in view of his alleged illegal acceptance of a fee from WALB, Albany, Ga.

**Concert Guest Talent
Freed Of Wage-Freeze**

(Continued from Page 1)

ruling coming through yesterday and representing the first definite commitment on the part of the Treasury in its consideration of the problems of show business.

While the Federal ruling is much to the advantage of the artists, a New York State Tax regulation will tend to mitigate the favorable decision for those artists who work within the State. New York State Tax execs yesterday informed **RADIO DAILY** that as artists move into the category of independent contractor, they become subject to the New York State Unincorporated tax phase of income tax rulings for both resident and non-resident income. Inasmuch as many of the concert artists guest from the Coast, Chicago, etc. however, and tour the country outside the New York State jurisdiction, the deductions may not make great inroads on the majority.

In addition to specifying the status of the concert artists on radio programs, the Treasury also ruled, in accordance with the union's standard contract forms, that artists making concert appearances, or appearing as guests with symphony orchestra, or performing for phonograph recordings will also be held as independent contractors.

Mrs. Witherspoon, elaborating on the Treasury's ruling, pointed out the importance of all these stipulations, reporting that the lack of determinations has caused a chaotic state of affairs within the trade.

**WJZ Appoints John Hade
First Commercial Manager**

(Continued from Page 1)

during the past 10 he was with the Westchester County Publishers, serving the newspaper owned station, WFAS, White Plains, building programs for the past four years.

Clown On Hawley Program

Emmett Kelly, the "Sad Clown" of the Ringling Brothers-Barnum & Bailey Circus, will make a guest appearance tomorrow on Adelaide Hawley's "Women's Page of the Air," broadcast on WABC from 8:45-9 a.m.

Evans Special Patrolman

Wilbur Evans, singing star of "Stars from the Blue," will be sworn in as a special patrolman in the City Patrol Corps by Deputy Police Commissioner Vincent Finn this afternoon at Central Park.

**Dr. Frank Kingdon Set
As Radio Exec Guest**

(Continued from Page 1)

derground. Dr. Kingdon, lecturer, author, radio commentator and formerly president of the University of Newark, organized, when the Nazis occupied France, the International Relief and Rescue Committee, an underground system to snatch marked men and women from the hands of the Gestapo.

Kirsner To CBS Press

Ethel Kirsner, recently resigned as associate editor of "Movie-Radio Guide," has joined the staff of the CBS Press Information Department, George Crandall, department director, announced yesterday. She was formerly employed in the radio department of the New York "Journal-American," and also served as editor of "Top Hits"; prior to that was associated with Young & Rubicam, Inc.

COMING and GOING

RONALD B. WOODYARD, general manager of WING, Dayton, and WIZE, Springfield, returned to his Ohio headquarters late last week from a trip to Palm Beach. He left the day for the NAB convention now in progress in Chicago.

S. R. RINTOUL, of The Katz Agency, is yesterday for Chicago to attend the NAB convention.

SELMA WARLICK, publicity director of Town Hall and "America's Town Meeting of the Air," returned yesterday from a tour of Pittsburgh, Cincinnati and Saginaw, Michigan, connection with the airing of the weekly show over the Blue Network.

A. N. "BUD" ARMSTRONG, JR., recently pointed assistant general manager of WORL WCOP, Boston, is in Chicago on station business and to attend the convention of the NAB.

ARTHUR J. KEMP, sales manager of the Pacific Coast Network of CBS, is in New York for conferences at network headquarters.

...the trend is toward **BETTER** music

AMP

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The Big Green 1943
SESAC MUSIC GUIDE

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

Stringer's Report On Promotion-Circulation

(From a Report by Arthur Stringer, NAB Director of Promotion and Circulation)

THIS department continues to be almost wholly concerned with government departments. It operates in the belief that broadcasting is the medium of mass communication which can do most to inform, instruct, persuade, inspire and bring a moment of relief through entertainment to all those millions who are holding the home front. If the home front is breached, the war front collapses.

By their actions broadcasters signify that they realize this nation is fighting for its very existence and that it needs every help within their power to give.

The industry provides a tremendous amount of support to the nation's war effort. As calculated by the NAB research department it amounted to 5,556,000 announcements and 601,000 programs of local origination in 1942.

Elmer Davis, director of the Office of War Information, officially reported radio's contribution another way. On March 26, 1943, he stated that \$86,900,000, divided, \$71,570,000 for time and \$15,330,000 for talent, was the dollars and cents value of the over-all radio effort of bringing war information to the public.

To continue to do so much in the future will necessitate both courage, aggressiveness and ingenuity on the part of the industry. Ability will depend on three factors—men, materials and money.

Manpower

Stations which have not yet safeguarded their operation by placing women, over-age men and 4-Fs in key spots are faced with sizable difficulties now, larger ones in a few months. Paul McNutt said it all last January 4: "Employers must accustom themselves to the fact that, as the war goes on, the armed services will almost certainly claim every replaceable male employee of military age and fitness in every industry, regardless of essentiality."

By acting promptly stations have one last chance to secure dependable replacements for the duration. It is our feeling that some measure of relief may be afforded by checking lists of nearby students who have been enrolled in the ESMWT-NAB "Fundamentals of Radio" courses. Not all have entered the armed forces because men and women of all ages and physical fitness were and are among the students. Chief engineers and managers report that graduates make excellent technicians. For institutions to contact, consult NAB REPORTS of April 2, 1943 and the Annual Report issue of NAB REPORTS, May, 1942.

For the next fiscal year the ESMWT program has received the blessing of the Bureau of the Budget. Officials believe it will receive Congressional approval. To get a course repeated or started consult the ESMWT Institutional Director at nearest school. Conditions demand that students should be women and men not required by the military. Ignore any prejudice

City of Chicago

EDWARD J. KELLY
Mayor

April 14, 1943.

Greetings to the
National Association of Broadcasters:

On behalf of the City of Chicago, it gives me a great deal of pleasure to welcome you to our city for your annual convention.

Because of radio's ability to reach directly into the homes of a great percentage of our people, it has come to be a powerful influence in the life of the nation. Many of your members have come to be regarded as personal friends by the listening public and your thoughts and opinions have molded the thinking habits and reactions of an unknown number of individuals. Your group has, therefore, a tremendous capacity for building and maintaining morale on the home front, which, as we all realize, is as vital to victory as the morale of our fighting forces.

Radio has met the demands upon it by playing an outstanding part in furnishing entertainment and sustaining the morale of our people during the critical months just past, as well as contributing to the welfare of the men in the Services, through short wave broadcasts to the fighting fronts, through broadcasts originating at the various camps and recreation centers, through its appeals for the Red Cross and on behalf of the Treasury Department's bond sales, and in lesser ways.

I am confident that all of your members realize the added responsibility that lies ahead and that you will derive much inspiration from your meeting and will return to your individual tasks with a renewed purpose to continue to do all in your power toward winning the war and establishing a just and lasting peace.

With kind regards, I am

Sincerely yours,

Edward J. Kelly
MAYOR.

about employing women. They are doing an excellent job for BBC and an ever increasing number of American stations. Signal Corps schools are full of them; they will work on sets more intricate than standard band transmitters.

Materiel

Frank McIntosh, assistant director, Radio & Radar Division, WPB, is coming to the Chicago War Conference to tell the industry about transmitter and receiver tubes and parts, what he expects to happen during the forthcoming 12 months and what he invisions for post war radio.

The March-April tube survey undertaken by NAB for Radio & Radar was reported "excellent and most helpful" by WPB.

After the War Conference another

check will be made as to the supply of radio repairmen. They have been declared essential to the war effort in Selective Service Occupational Bulletin No. 42, December 22, 1942, and again in Activity and Occupation Bulletin No. 31, effective March, 1, 1943.

Over 10,000 copies of a folio dealing with this matter were distributed by NAB with the help of broadcast stations, jobber and service associations and set manufacturers. At this writing it would seem that the radio service operation must be streamlined in areas where a sufficient flow of work would permit a breakdown of the service job. Radio repair will also receive study at the War Conference.

Already "coverage" conscious,

broadcasters apparently must go all the way and become "circulation" conscious. Unless individual sets (circulation) are maintained in repair the war effort will suffer. Specifically, we mean that Mr. Morgenthau's continuous bond sales will flop, the Chester Davis' food program will suffer, that home front morale will deteriorate.

Without Radio, Morale Suffers

What actually happens to the morale of families, deprived of accustomed news and other broadcast services, was demonstrated this spring when many farm families were unable to buy radio batteries. Large numbers became resentful, uncooperative and disgusted. The state legislatures of North Dakota, South Dakota, Nebraska, Minnesota, Iowa and Indiana were "up in arms" and memorialized the Congress of the United States to lift restrictions on the manufacture of radio batteries. The Illinois House unanimously adopted the battery resolution on March 31 and it has been referred to the Senate Executive Committee. There were speeches in Congress.

One investigator summed up the farmer's feeling as follows:

"Inasmuch as farmers depend upon the radio, in many instances solely for news and for current market information and other information pertinent to their work, it would seem extremely important that their radio be kept operating. The increased interest in government regulation affecting farming and the marketing of farm products, at this time particularly, enhances such desirability. One listener puts it, 'radios are an absolute necessity for farm welfare'.

Another said: "We had a similarity of reports regarding farmers' feeling over the situation of shortage of batteries for radio sets. First, farmers consider radios a necessity not a luxury. Some appeared to be tolerant because of the war situation. Others were discouraged and some seemed to be disgusted."

Another reported: "Virtually all replies indicate radio as one of the major factors in keeping up morale."

Direct statements by farmers were more pungent. Said one: "I could get along without sugar or coffee, could even go barefooted, but when we can't get batteries for our radio it is just terrible."

Another stated: "Have a boy service. Are up early to hear news. We would feel like working harder if we had the use of our radio."

And another: "What will us farmers do without a radio? No hog market, no chicken, egg, grain markets of a kind. And no news."

It is unfortunate that farmers with the unwilling guinea pigs whose relations, when deprived of broadcast service, aroused such public indignation. But this experience has clearly demonstrated to all the importance of maintaining a radio in every American home throughout the emergency.



TAKE TO THE AIR

IN AN AIR-MINDED WORLD RADIO IS THE FIRST LINE OF COMMUNICATION

The war has accentuated the clearly charted and rising peace-time preference for radio.

For business chiefs at home as well as the chief of staff at the front, radio is the first line of communication. It is maintaining the well-earned leadership of accepted brands and earning new laurels for war-time products.

Last century's "Go West Young Man" has been supplanted by today's "Take To The Air". And when you follow that course in Hartford, go by the "Rule of 3". Get WDRC's winning combination of coverage, programs, rate.



BASIC CBS HARTFORD

WDRC

CONNECTICUT'S PIONEER BROADCASTER

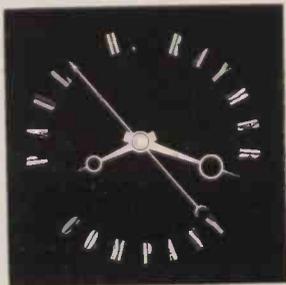
1943

TO OUR FRIENDS

AS WE PASS OUR TENTH ANNIVERSARY...

The record of our growth
is gratifying evidence that
the highly specialized service
we have created has earned
your respect and confidence.

Paul H. Raymer



PAUL H. RAYMER COMPANY • RADIO STATION REPRESENTATIVES
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1942

1941

1940

1939

1938

1937

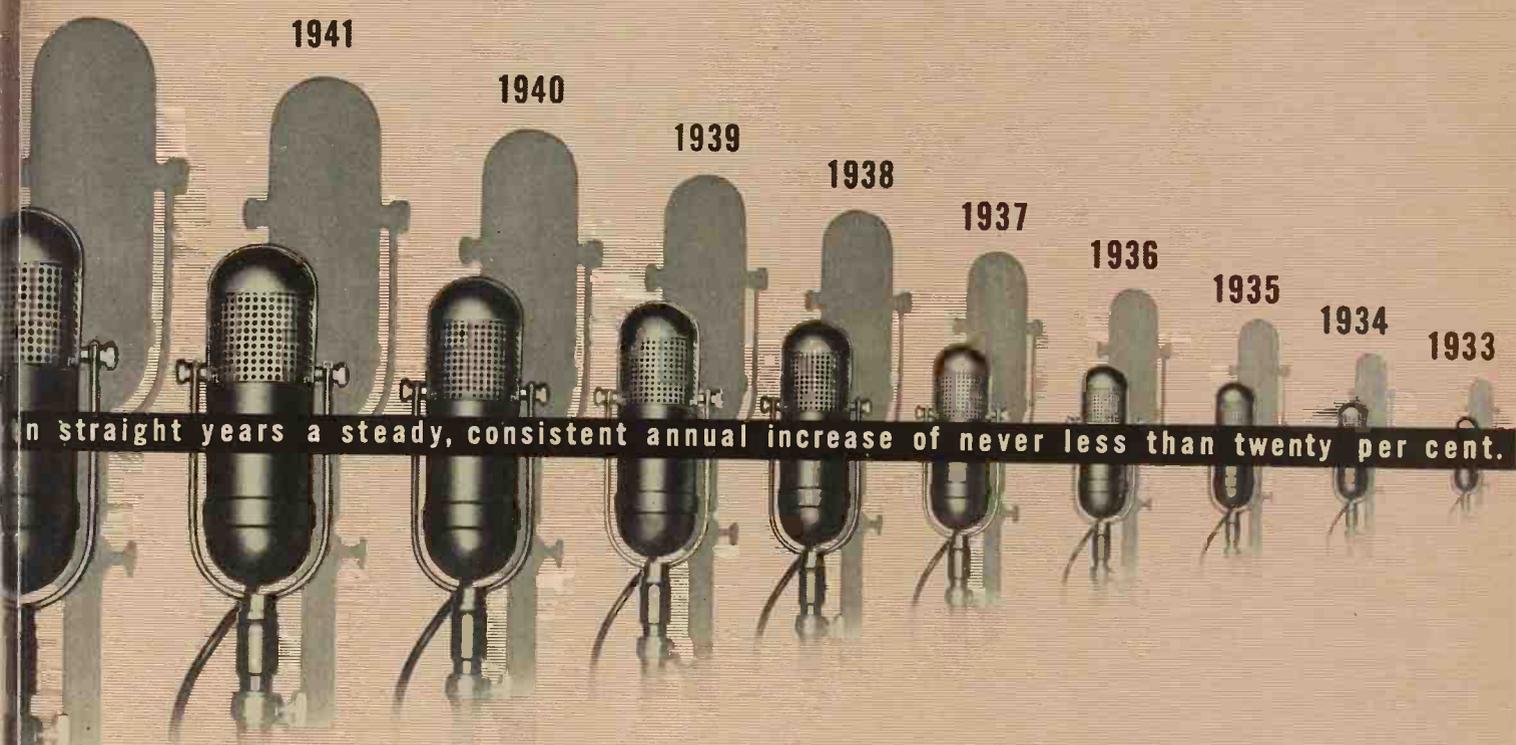
1936

1935

1934

1933

In straight years a steady, consistent annual increase of never less than twenty per cent.



NAB Registrations

(Bismarck Hotel)

HUGH K. BOICE, JR., WMBD; Maurice J. Corken, WHBE; J. Woodrow Magnuson, WHBF; Vernon A. Nolte, WMBD; Robert J. Sinnott, WHBF.

(Drake Hotel)

Walter Evans, Westinghouse Elec., Baltimore; Hugh A. L. Half, WOAI; Jack Keasler, WOAI; Ralph N. Weil, WOV; Miller McClintock, Mutual Broadcasting System; A. J. McCosker, MBS; Fred Weber, MBS; Lester Gottlieb, MBS; Theodore Streibert, WOR-MBS; Louis Allen Weiss, Don Lee Network.

(Morrison Hotel)

J. L. Gallagher, WHBY; Ben A. Laird, WOSH; Ben Ludy, WIBW; Waldeman C. Porsow, WOSH.

(Palmer House)

I. G. Abeloff, WRVA; Mort Adams, Keystone B. C. System; Wm. J. Adams, WCHS; E. A. Alburty, WHBQ; Philip P. Allen, Lynchburg B. C. Co.; Edwin C. Allen, Badger B. C. Co., Madison, Wisc.; Campbell Arnoux, WTAR; Mr. & Mrs. G. F. Ashbacker, WKBZ; Ellis Atteberry, KCKN; Emilio Azcarraga, Mexico Radio Assn.; Mildred Bailey, WTAG; J. M. Baldwin, KDYL; A. C. Baltimore, WBRE; James A. Barber, KGUO; David Baylor, WGAR; A. S. Becker, WTBO; J. C. Bell, WMBR; Sam Bennett, KMBC; Mr. & Mrs. S. Bernard Berk, WAKR; Edgar L. Bill, WMBD; J. W. Birdwell, WBIR; Frank Bishop, KFEL; Geo. F. Bissell, WMFF; Sydney H. Bliss, WCLO; E. H. Bondurant, WHO; E. R. Borroff, WENR; Douglass M. Bradham, WTMC; Edw. Breen, KVFD; Quincy C. Brackett, WSPR; Gertrude G. Broderick, Fed. Radio Edu. Com.; Kenyon Brown, KOMA; Ralph R.

(Palmer House)

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(Continued on Page 12)

Personal: TO STATION MANAGERS AND PROGRAM DIRECTORS

REMEMBER WITH THE



THE LITTLE MAN BIG BACKLOG?

He's at the convention ready to provide for the transcription - starved. He can do it, too. He can provide now—new releases every three weeks for months to come. For the record, ARPSY has a May scoop for subscribers to the ARPS library. It's a new release featuring pop tunes headed for the Hit Parade—"Let's Get Lost," "It Started All Over Again," and "Comin' In On The Wings Of A Prayer"—and tunes from the musical "Oklahoma."

Associated's key men are at the conference with ARPSY, to help solve your program problems—prove how the ARPS transcription library can help win clients, influence listeners, sell merchandise.

Make it a date with John Mayo and Ben Selvin at the Palmer House.

ASSOCIATED RECORDED PROGRAM SERVICE



25 WEST 45th STREET
NEW YORK

WBNN
NEWS EVERY MINUTE
ON THE MINUTE
12 NOON TO 6 P.M.
NEWS AS IT HAPPENS
• 1430 ON YOUR DIAL •

★ ALABAMA

WMSL WMOB WJHO
WAGF WCOV WHBB
WJBY WSFA WJRD
WALA WLAY

★ ARIZONA

KTAR KGLU KVOA
KYCA KTUC KYUM

★ ARKANSAS

KFFA KGH I KOTN
KTHS KLRA KUOA
KARK

★ CALIFORNIA

KFI KPRO KQW
KFVD KFBK KVEC
KGFJ KFRO KVOE
KHJ KFXM KDB
KMTR KFMB KTMS
KNX KFSD KCGM
KMYC KGB KWG
KYOS KFRC KTKC
KTRB KGO KHUB
KDON KJBS K45LA
KLS KFO W6XYZ
KROW KSN W6XLA
KPAS KSFO KGEI
KWKW KYA KWID
KVCV

★ COLORADO

KMYR KIUP KFKA
KOA KFXJ KGHF
KVOD

★ CONNECTICUT

WTIC WNLC WBRY
WNBC WSRR W53H
WELI WATR W65H

★ DELAWARE

WILM

★ DISTRICT OF COLUMBIA

WMAL WRC WWDC
WOL

★ FLORIDA

WPDQ WTMC WSUN
WLAK WDBO WTSP
WWPG WLOF WTAL
WIOD WDLF WDAE
WQAM WCOA WFLA
WKAT WFOY WJNO

★ GEORGIA

WGAC WGG A WTCO
WRDW WKEU WPAX
WMOG WLAG WRLC
WGAA WBML WGOV
WRBL WMAZ WAYX
WMJM W MGA WDAK
WBLJ WRGA

★ IDAHO

KFXD KSEI KTFI

★ ILLINOIS

WGN WGIL WHBF
WJJD WEBQ WCBS
WLS WJPF WTAX
WMAQ W LDS W DZ
WSBC WCLS W59C
WHFC WMBD W67C
WDAN WTAD W9X BK
WSOY WROK W9XBT

★ INDIANA

WOWO WIRE WBOV
WIND WKMO WAOV
WFBM WLBC W45V
WIBC WSB T W49FW
WISH

★ IOWA

KSO KFJB KSCJ
WHO KGLG KTRI
K DTH KBIZ KICD
WKBB KMA KXEL
KVFD

★ KANSAS

KVGB KOAM KANS
KWBW KSAL KFH
KCKN WIBW KFB I
WREN

★ KENTUCKY

WCM I WSON WAVE WINN
WLB J WHOP WGRC WOMI
WHLN WLAP WHAS WPAD

★ LOUISIANA

KALB KPLC WNOE KRMD
WJBO KMLB WSMB KTBS
KVOL WDSU WWL KWKH

★ MAINE

WRDO WCOU WCSH WGAN
WLBZ

★ MARYLAND

WBAL WCBM WITH WJEJ
WCAO WFB R WTBO WBOC



★ MASSACHUSETTS

WBZ- WORL WLLH WAAB
WBZA WSAR WNBH WORC
WCOP WEIM WBRK WTAG
WEEI WHAI WMAS WBOS
WHDH WHY N WSPR W43B
WMEX WLAW WOCB W67B
WNAC

★ MICHIGAN

WELL WXYZ WJMS WCAR
WBCM WDBC WIBM WHLS
WHD F WDFD WKZO WSAM
WJ B W L A V WJIM W500
WJR WOOD- WDMJ WTCM
W W J WASH WKBZ W45D

★ MINNESOTA

KATE WCCO KVOX WMIN
KDAL W D G Y KROC WHLB
W E B C W L O L K F A M K W N O
W M F C W T C N K S T P K W L M
K Y S M

★ MISSISSIPPI

WCBI WJDX WAML WCOC
WJPR WSLI WSKB WQBC
WFOR

★ MISSOURI

KFVS KMBC KMOX WIL
KFRU WDAF KSD KGBX
KHMO WHB KXOK KTTS
KWOS KWOC WEW W49KC
KCMO KFEQ KWTO

★ MONTANA

KGHL KGIR KPFA KRJF
KRBM KFBB KGEZ KGVO

★ NEBRASKA

KORN KFAB KGNF KOWH
KMMJ KFOR KBON WOW
KHAS WJAG KOIL KGKY
KGFW

★ NEVADA

KOH KENO

★ NEW HAMPSHIRE

WKNE WFEA WHEB W39B
WLNH WMUR

★ NEW JERSEY

WBAB WHOM WPAT WTNJ
WAAT

★ NEW MEXICO

KGGM KICA KFUN KVSF
KOB KWEW KGFL KTNM
KAVE

★ NEW YORK

WABY WBNX WHEC WNB I
WOKO WEAF WHAM WNB T
WMB O WHN WNB Z WRCA
WNB F WINS WGY W71NY
WBEN WJZ WSNY W75NY
WEBR WLIB WFBL W10XKT
WGR WMCA WOLF W2XWG
WKBW WNEW WSYR W2XWV
WENY WOR WACE W3XWT
WGBB WOV WTRY W2XVT

★ RHODE ISLAND

WF CI WEAN WJAR WPRO

★ SOUTH CAROLINA

WAIM WCOS WFBC WORD
WCS C WIS WMRC WSPA
WTMA WOLS WCRS WFIG

★ SOUTH DAKOTA

KABR KELO KSOO WNAX
KOBH

★ TENNESSEE

WOPI WHUB WNOX WREC
WAPO WTJS WROL WLAC
WDEF WJHL WHBQ WSIX
WDOD WKPT WMC WSM
WJZM WBIR WMP S

★ TEXAS

KRBC KSKY KOCA KMAC
KFDA WFAA KPAB KONO
KGCN WRR KFRO KTSA
KNOW KROD KFYO WOAI
KTBC K T S M K R B A K R R V
K F D M K F J Z K R L H K T E M
K R I C K G K O K N E T K C M C
K B S T W B A P K P D N K C K B
K B W D K L U F K P L T K V W C
K E Y S K G B S K I U N W A C O
K R I S K P R C K P A C K R G V
K A N D K T R H K K C L K W F T
K R L D K X Y Z K A B C

★ UTAH

KVNU KEUB KDYL KUTA
KLO KOVO KSL

★ VERMONT

WCAX WSYB

★ VIRGINIA

WCHV WSVA WTAR WDBJ
WJMA WLVA WMBG WLSL
WBTM WMVA WRNL WLPM
WFVA WGH WRVA WINC

★ WASHINGTON

KXRO KOL KFIO KVAN
KVOS KOMO KFPY KUJ
KIRO KR5C KGA KPQ
KJR KXA KHQ

★ WEST VIRGINIA

WJLS WBLK WLOG WBRW
WHIS WMMN WAJR WKWK
WCHS WSAZ WPAR WWVA
WCKV

★ WISCONSIN

WHBY WCLO WISN WHBL
WATW WKBH WTMJ WDSM
WEAU WIBA WOSH WSAU
KFIZ WEMP WRJN W55M
WTAQ

★ WYOMING

KDFN KPOW KVR S KWYO

TERRITORIES AND POSSESSIONS

★ HAWAII

KH8C KGMB KGU KTOH

★ ALASKA

KINY KTKN

★ PUERTO RICO

WPAB WKAQ WNEL WIAC

NETWORKS

Arizona Broadcasting Co.
Arizona Network
Atlantic Coast Network
Blue Network Co., Inc.
Columbia Broadcasting System
Don Lee Broadcasting System
Golden West Network
Intermountain Network
Koin Network
Lone Star Chain
Michigan Radio Network
Mutual Broadcasting System
National Broadcasting Company
Texas Quality Network
Texas State Network
Yankee Network

NBC and the War

CONSUMER TIME

THE ARMY HOUR

BRITAIN TO AMERICA

THE size and character of the job that has been done by radio for the nation since the United States entered the war is at once a tribute to the enterprise of free American radio and the patriotism of the advertisers who support it. For, from the day the first bomb fell on Pearl Harbor, this great instrument of mass communication has been used intelligently and efficiently in the prosecution of the fight against the Axis.

NBC war programs, for instance, have carried the civilian to the actual fighting fronts—into the army camps—to foreign countries for a better understanding of our allies and our neighbors—and to every corner of the nation, into factories and homes, wherever production wheels were humming and civilian activities were focused on the war.

NBC's worldwide news gathering facilities have been augmented, and thousands of broadcasts have kept the American people fully informed of the daily progress of the war at home and abroad.

From NBC's studios, hundreds of specially prepared war programs, designed to serve the government and its war activities, the production and home fronts, and "good neighbor" and inter-allied relations, have been broadcast to the nation.

Listen for the

NBC chimes





LABOR FOR VICTORY

MUSIC OF THE NEW WORLD

IT HAPPENED IN THE SERVICE

And, with equal enthusiasm, NBC advertisers have been giving valuable time to the government for important messages to the huge and responsive audiences their programs have built up over the years.

In all, since Pearl Harbor, NBC has broadcast more than 6000 vital war messages, and government officials and bureaus have been given complete cooperation in taking these messages into the homes, factories and army camps of the nation.

The following programs are outstanding examples of NBC's share in backing and furthering the nation's war effort—

THE WAR

- The Army Hour
- It Happened in the Service
- "The Murder of Lidice"
- "Dear Adolph"
- Day of Reckoning

THE HOME FRONT

- Doctors at War
- Listen America
- Consumer Time
- Air Youth for Victory
- Commando Mary
- Neighborhood Call
- Engineers at War
- Labor for Victory
- We Believe
- Call to Youth
- Plays for Americans

INTER-ALLIED RELATIONS

- Lands of the Free
- Music of the New World
- Pan-American Holiday
- Britain to America

This is the NATIONAL BROADCASTING COMPANY

NAB Registrations

(Palmer House)

(Continued from Page 8)

F. Jordan, WDBJ; Geo. E. Joy, WRAK; Walter Johnson, WTIC; L. Joy, KYW; Paul H. Karnes, WCLO; Sydney M. Kaye, Broadcast Music, Inc.; O. J. Kelchner, WIBC; Robert S. Keller, Associated Recorded Program Service.

Support The Second War Loan

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gay, Commonwealth of Australia (Washington, D. C.); Mark H. Knight, WGLO; Mr. Koerper, KMCC; Frank Korak, KMA; Mrs. A. Frank Katzentine, WKAT; C. A. Lacy; WJDX; Owen Laddler, KMA; Melvin Lahr, WKOK; C. O. Langlois, Lang-Worth Feature Programs; John J. Laux, WSTV; Bill Levin, WDAY; Jack Lee, Stromberg-Carlson; Joseph W. Lee, KGFF; James LeGate, WHIO; Dalton LeMaurier, KDAL; C. C. Leonard, WAVE; H. Y. Levinson, WCAR; Wm. B. Lewis OWI; R. F. Lindsley, KFBI; H. W. Linder, Lakeland B. C. Co.;

(Continued on Page 16)



There's not another like it!

Probably the most novel and representative insignia in all the armed forces is this design of the Twenty-seventh Division, formerly the National Guard of New York. Worked into the pattern are the seven stars of the constellation Orion . . . a unique method of honoring Major General John F. O'Ryan, who was the only National Guard Officer of his rank to go to France. In the six months that the division was under fire, it achieved an enviable record during combat in Northern France and Belgium. But Victory in 1918, as it must today, required a price, and two thousand of the Twenty-seventh's courageous men now "sleep where poppies bloom." The love of Liberty, for which two thousand men laid down their lives a generation ago, is no less strong in the hearts of the young Americans who, today, fight under the proud emblem of the Twenty-seventh. Let us hope that their courage and devotion will this time bring a just and lasting peace for all mankind.



The respect and friendliness with which the people of Southern New England turn to WTIC, and the unusually high radio ownership which exists here are your guarantee of an audience for your sales message. The per family income figures for this area are your guarantee that, having heard your message, they possess the means to do something about it. That's why we say

There's not another like it!



DIRECT ROUTE TO AMERICA'S NO. 1 MARKET

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

WHAT THE RADIO TIME BUYER WANTS TO KNOW ABOUT

WTAM



AUDIENCE

● Audience in the palm of your hand! WTAM carries 11 out of the first 11 top ranking shows on the air . . . with an average rating of 27.6. Of the first 50 top ranking shows WTAM carries 32. First in AUDIENCE by every Poll and Survey. Yet the COST is only \$.000073 per family.

*Hooper Survey December 1942

WTAM

C L E V E L A N D

NBC Network 50,000 Watts ● Owned and Operated by NBC
REPRESENTED NATIONALLY BY NBC SPOT SALES OFFICES



Each member of your sales staff gets a set of these program sheets in THE SAURUS' Portfolio of Programs — a piece of potent sales ammunition!



THE SAURUS... it's built to SELL

...and it DOES!

Complete NBC program service with big names, fine music, great programs . . . PLUS the sales ammunition that gets you those contracts!

THE SAURUS not only pays its own way—but it builds up your station, supplements your production staff, helps you sign up your sponsors!

You get big names like Sammy Kaye, Horace Heidt, Xavier Cugat, Dr. Edwin Franko Goldman, Vincent Lopez, Harry Horlick, and dozens of others!

You get great programs like Norman Cloutier's "Memorable Music"—Allen Roth's "Symphony of Melody"—"Novatime" with Ted Steele—"I Hear the Southland Singing" with the Golden Gate Quartet—and the list goes on and on and on!

And you get every help in selling—a Sales Man-

ual, a Portfolio of Programs for each member of your sales staff, weekly continuity for 28-program series, special Holiday Shows, Production Aids, Special Bulletins about hot ideas, a Complete Publicity Kit—with photographs, mats, and publicity releases for all THE SAURUS artists.

Yes, THE SAURUS is made to SELL—and you get everything it takes to sell it!

Let's talk about saleable THE SAURUS Programs and other NBC Recorded Features at

NAB WAR CONFERENCE
PALMER HOUSE, Suite 740-41, CHICAGO
April 26th-29th

THE SAURUS Programs

Work For Every Type of Sponsor

Music Companies, Department Stores, Home Supply Companies, Fuel Companies, Clothing Stores, Furniture Stores, Utilities . . . are among the sponsors of *Allen Roth and the Symphony of Melody* . . . 3 times a week.

Radio Dealers, Insurance Brokers, Steel Mills, Utilities, Banks, Newspapers, Jewelers . . . are among the sponsors of *Concert Hall of the Air* . . . 3 times weekly.

Women's Shops, Bottlers, Clothing Stores, Jewelers, Restaurants, Food Markets, Furniture and Department Stores . . . are among the sponsors of popular *Thesaurus Dance Orchestras* such as *Sammy Kaye, Xavier Cugat, Lawrence Welk, Dick Jurgens, Tony Pastor and Vincent Lopez* . . . 1 to 5 times a week.

Laundries, Meat Packers, Coal Companies, Funeral Homes, Paint Stores, Optometrists, Grocery Chains . . . are among the sponsors of *Church in the Wildwood* . . . 5 times a week.

NBC THE SAURUS A Treasure House of Recorded Programs

Radio-Recording Division • National Broadcasting Company
New York • Washington, D. C. • Chicago • Hollywood, Cal.

Amnesia



Has Her Points

...BUT MEMORY ISN'T ONE OF THEM!

Amnesia (that consummate consumer) always was a gifted forgetter. And now the complexities of point rationing threaten to wipe out what little memory she had.

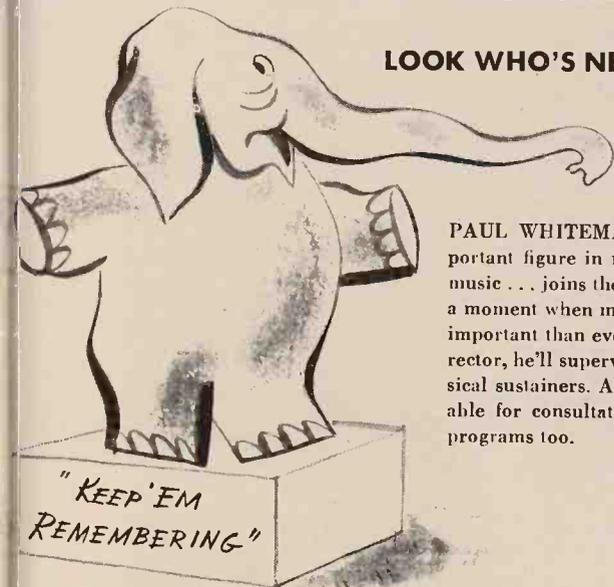
When war removes somebody's baked beans from the store shelf . . . well, it's natural enough if those beans become "the forgotten brand."

Amnesia has no monopoly on disremembering. There are 130,000,000 men, women and children who are similarly gifted. Why,

even the storekeepers are apt to forget an absentee product . . . unless the manufacturer finds some way to "keep 'em remembering" until peace and his product return.

That's a job for wartime advertising. And especially for broadcasting. And most especially for the Blue Network. Because . . . whether you're reminding people to buy now or after the war . . . *The Blue can carry your message into more homes per dollar than any other national medium.*

LOOK WHO'S NEWS ON THE BLUE!



PAUL WHITEMAN . . . most important figure in modern American music . . . joins the Blue Network at a moment when music itself is more important than ever. As Musical Director, he'll supervise all BLUE musical sustainers. AND he'll be available for consultation on sponsored programs too.



The Blue Network

A RADIO CORPORATION OF AMERICA SERVICE



NAB Registrations



Lee Little, KTUC; Howard Loeb, WPDF; Nathan Lord, WAVE.

Support The Second War Loan

Buryl Lottridge, WOC; P. A. Loyet, WHO; C. T. Lucy, WRVA; Victor Lund, WAOV; Clark A. Luther, KFH; Robert L. Mackin, WHLS; Arch Madsen, KOVO; Harry Maizlish, KFWB; J. O. Maland, WHO; M. J. Mara, Allied Record Mfg. Co.; K. G. Marshall, WMBR; K. C. Marshall, WBRC; Bill Martin, KMMJ; R. T. Mason, WMRN; Richard H. Mason, WPTF; Cecil D. Mastin, WBNF; John J. Matheson, WHDH; R. C. Matheson, WHDH; D. A. Matison, WAML; Earl E. May, KMA; P. J. Mayer, Miami Beach; John Mayo, Associated Recorded Programs Service; C. Bruce McConnell, WISH; Mr. & Mrs. C. B. McDermott, KBUR; Mr. & Mrs. J. R. McKinley, WPDF, John McNeil, Blue Network, N.Y.C.; Bob McRaney, WCBI; J. F. Meagher, KYSM; Carl H. Menzer, WSUI; L. Waters Milbourne, Clear Channel B. Co.

Allen B. Miller, Clear Channel B. C.

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Support The Second War Loan

Wm. G. Rambeau, Rambeau Co.;

(Palmer House)

(Continued from Page 12)

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B. E. Shackelford, RCA; Roger A. Shaffer, WSPA-WORD; G. Richard Shafto, WIS; Arch Shawd, WTOL; Ivor Sharp, KSL; Jack Shelley, WHO;

Alex Sherwood, Standard Radio; Frank E. Shopen, KOWH; Mich. M. Sillerman, Keystone B. C. Syst.; Arthur Simon, WPEN; Alvin Smith, KSCJ; G. W. Smith, Detroit; George S. Smith, Washington, D. C.; Hugh M. Smith, WAML; J. Pos. Smith, KGRC; Neal A. Smith, WCM; C. H. Sondage, Harvard Univ.; R. Soule, WFBL; H. W. Slavick, WJ; Chas. A. Smithgall, Detroit; F. Sowell, WLAC; Alfred E. Spel, WJTN; Marjorie L. Spriggs, U. S. Treasury; Burt Squire, SESAC; W. don Stamps, KADA; Jack Sta. WSM; Miss Evelyn Stark, NBC;

(Continued on Page 22)

WB
BY
YN

NEWS EVERY MINUTE
ON THE MINUTE
12 NOON
TO 6 P.M.

NEWS AS IT HAPPENS
• 1430 ON YOUR DIAL •



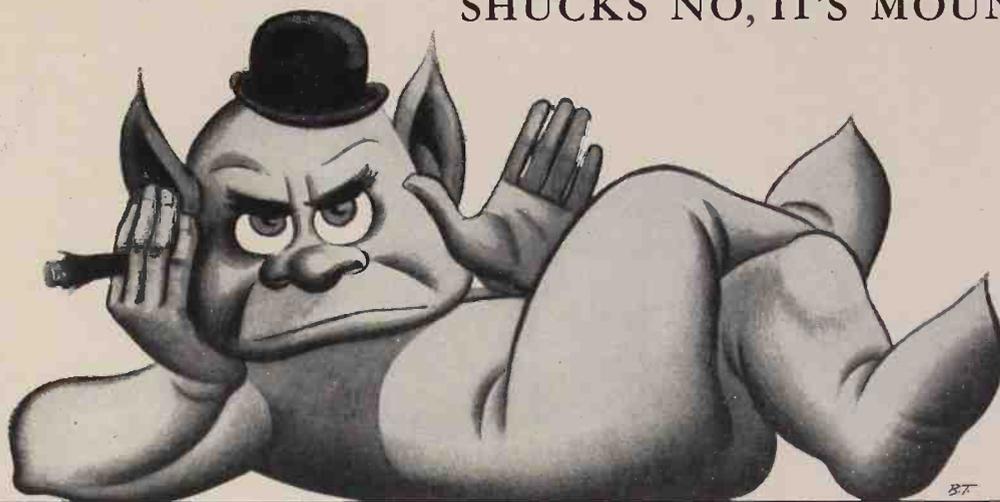
- **Victory thru Knowledge! The forces against us are too great for victory to come through a fluke.**



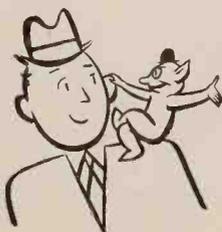
Jimmy Mattern, Upton Close and Upton Close's Eldest Soldier Son Up Close to Lockheed's P-38—Good One, Either One or Two Motors
Greetings to the Executives who "do the dirty work" while the commentators broadcast—some fans say—the dirt!
—UPTON CLOSE

ME!

SHUCKS NO, IT'S MOUNTAINS



WE GREMLINS get blamed for a lot of things. But this . . . taking the rap for a bunch of mountains is too much . . . it's humiliating. All over the Pacific Coast we get the same thing. Radio owners accuse us gremlins of tampering with their sets. They get one network perfectly (Don Lee) and they think there must be other networks (actually there are 3) but they can't hear them.



Gremlins . . . in a pig's eye!

Now, we're law-abiding union gremlins, we belong to the R.A.F. air corps and we don't fool with radio . . . not even just for fun. What's keeping so many radio owners on the Pacific Coast from hear-

ing any other network, is mountains. Many of the markets on the Coast are fenced in by mountains from 5,000 to 15,000 feet high . . . it's awe inspiring. In order to reach *all* the markets, you have to broadcast from *within* the markets, because watts bounce off mountains like hail off a tin roof. Long range broadcasting is unreliable. Don Lee has a radio station in every market (33 stations in all), that's why more than nine out of *every* ten radio homes can hear them.



Blame these instead.

Note to Advertisers: If you have a message important enough for all the radio families on the Pacific Coast to hear, use the only network with enough stations to do the job . . . Don Lee.

THOMAS S. LEE, *President*
LEWIS ALLEN WEISS, *Vice-Pres., General Mgr.*
5515 MELROSE AVE., HOLLYWOOD, CALIF.
REPRESENTED NATIONALLY BY JOHN BLAIR & CO.

Mutual
DON LEE

THE NATION'S GREATEST REGIONAL NETWORK

PA *THE*

CEMAKER

with

AP NEWS FOR RADIO

Press Association, Inc.

Radio subsidiary of The Associated Press

50 Rockefeller Plaza, New York, N. Y.

SINCE we last met, we have seen the most drastic changes in labor relations since the right to strike was established a hundred years ago.

The whole field of relations between men and management is now under the control of the federal government.

Collective bargaining is only a sham. Either side in labor negotiations can end them at will, knowing that compulsory arbitration must follow. And even if a bona fide collective agreement is arrived at, it must be submitted to the federal government for approval.

Wages and salaries have been "stabilized." That means "frozen," with some little leeway.

Labor is forbidden to strike.

Not only does the government now fix maximum hours of employment (without penalty) but also tells management just how long its men shall work.

Some headway has been made toward "freezing" men in their jobs if essential to the war effort, and labor conscription within the coming year is the probable development which will complete the governmental grip on this field.

All this is for the best. To fight a regimented economy effectively, we must regiment ours. If we want to be free men in the world of the future, however, we must be ready to rid ourselves of this regimentation once the war is won.

In so doing, if management is wise, it will seek the support and cooperation of organized labor. Most labor unions, like management, are chafing under virtual bureaucratic dictatorship. They will be ready and willing to help management restore economic freedom—if management does not try to define economic freedom as unbridled freedom for management and serfdom for labor.

II

The past year, likewise, has been of unprecedented importance in radio's own labor relations. A start was made toward determining whether radio was responsible for the permanent maintenance of those members of the American Federation of Musicians who could not make a living with their instruments.

James C. Petrillo, president of the musicians union, started the ball rolling when, in June, 1942, he announced to his convention that A. F. of M. members would make no recordings after August 1. In calling this strike, Mr. Petrillo defied the President of the United States and broke labor's

Labor Situation

(From the Report of Joseph L. Miller, NAB Director of Labor Relations)

pledge of no strikes for the war's duration. That apparently troubled Mr. Petrillo not at all. Nor did it bother him to turn down the pleas of Army, Navy and Marines for records for our soldiers abroad. Until forced to do so by a Senate committee in February, Mr. Petrillo would not even say what he wanted the recording companies to do, to permit the resumption of recording. Under the committee's pressure, he finally stated that he wanted the recording companies to contribute cash to a union-managed "unemployment fund." This they refused to do.

Sooner or later, the issue will be decided, and recording will be resumed.

Whatever the decision, it likely will determine in the long run whether the private WPA for musicians which is now maintained in many radio stations must be continued. The sooner this question is decided, the better for all concerned.

III

I have done my usual chores during the past year to the apparent satisfaction of most of the members. These have included:

(1) Keeping the entire membership advised of pertinent developments in the field of labor relations.

(2) Assisting the industry and individual stations in applying the multiplicity of labor laws, rules and regulations to their operations.

(3) Helping individual stations in their dealings with labor unions.

(4) Keeping both labor union officials and governmental officials dealing with labor advised of radio's labor problems and obtaining their help in solving them.

(5) Dealing with the still troublesome problems which arise from labor's desire to reach the American people by radio.

Along with this routine work (called routine), I have spent much of my time on the A. F. of M. problem. The balance has been devoted to war effort. Last August Robert Peterson, Assistant Secretary of Labor, asked me to handle the labor relations in a Boston munitions plant for several weeks. This assignment was successfully completed. I have also been working with the employers' representatives at the National War Labor Board. I thought that, in so doing, I would be of assistance to radio both directly and indirectly in helping to effect the national wage stabilization program. I wish to thank the Association for permitting me to undertake governmental assignments.

IV

The Labor and Wage and Compensation Committees of the Association have been extremely helpful during the past year. I could not close this report without a special note of appreciation for the advice and guidance I have received from their good Chairman, Ralph Brunton and C. T. Lucas.

**ARGENTINA'S
RED ARGENTINA DE
EMISORAS SPLENDID
NETWORK OF 10 STATIONS**

**HJCS
BOGOTA
50,000 WATTS**

**MEXICO'S
RADIO PROGRAMAS
DE MEXICO
NETWORK**

**CUBA'S
R. H. C. and
CIRCUITO CMQ
NETWORKS**

**TGW
GUATEMALA CITY
GUATEMALA**

**HP5G-HOA
PANAMA CITY
5,000 WATTS**

**TIPG
SAN JOSE
COSTA RICA**

**HCIBF-HCIBD
QUITO
ECUADOR**

**PERU'S
CIA. PERUANA
DE RADIODIFUSION
NETWORK OF 9 STATIONS**

**HHW-HH3W
PORT-AU-PRINCE
HAITI**

**ZFY
GEORGETOWN
BRITISH GUIANA**

**CHILE'S
LA COOPERATIVA
VITALICIA
NETWORK OF 8 STATIONS**

**RADIO CARCAS
VENEZUELA
10,000 WATTS**

**HIN-HIIN
CIUDAD TRUJILLO
D. R.**

**PROUDLY
Introducing
SOME OF THE
GREAT
PAN AMERICAN
RADIO STATIONS**

PAN AMERICAN BROADCASTING COMPANY

330 MADISON AVENUE, NEW YORK, N. Y.

IN CHICAGO — FRED JONES — 228 NO. LA SALLE STREET

IN HOLLYWOOD — HOMER GRIFFITH — 6362 HOLLYWOOD

WBYN
**NEWS EVERY MINUTE
ON THE MINUTE
12 NOON
TO 6 P.M.**
NEWS AS IT HAPPENS
• 1430 ON YOUR DIAL •





There is a New City
IN WMAQ'S PRIMARY AREA

149,000 people—more than the population of the entire state of Nevada or Albany, New York—have moved into Cook and five adjoining counties since the last census was taken.

The attention of the 149,000 people—who inhabit this great invisible city—is presented as a bonus to the advertisers who place their campaigns on

WMAQ

The Chicago Station Most People Listen to Most!

50,000 WATTS • 670 KILOCYCLES

Represented Nationally by the NBC Spot Offices

NEW YORK BOSTON CHICAGO WASHINGTON CLEVELAND
DENVER SAN FRANCISCO HOLLYWOOD

Board of Education

CITY OF CHICAGO
228 North La Salle Street
Telephone Dearborn 7801

DEPARTMENT OF EDUCATION
WILLIAM H. JOHNSON
Superintendent of Schools

RADIO COUNCIL—STATION WBEZ
GEORGE JENNINGS
Acting Director
April 16, 1943.

To the National Association of Broadcasters
Greetings:

As operators and executives of commercial radio stations the members of NAB have assumed the biggest wartime educational program in history. Likewise, the educators have realized the importance of radio as a powerful educative medium for both in-school use and adult education.

To the end that Chicago's schools may use to the fullest advantage the medium of radio, the Chicago Board of Education has installed an F M station, WBEZ, to supplement its educational programs now carried by local standard stations.

The staff of the Radio Council of the Chicago Public Schools cordially invites you to visit its offices and studios at 228 N. La Salle Street, Room 701, and its studio and transmitter located in suite 4123 of the Morrison Hotel.

With all best wishes for a most successful meeting,

Very truly yours,
GEORGE JENNINGS,
Acting Director,
Radio Council—WBEZ.

NAB Registrations

(Palmer House)

(Continued from Page 16)

car F. Stauffer, KGFF; Horson L. Stevens, WHLS; Elliott A. Stewart, WISX; Earl Stone, WELL.

Support The Second War Loan

Harry Stone, WSM; Milton W. Stoughton, WSPR; H. N. Stovin, Toronto, Can.; T. F. Stubbs, KFNF; Howard Summerville, WWL; Jess Swicegood, WKPT; Louis Tappe, Lang-Worth Feature Programs; Dale L. Taylor, WENY; C. L. Thomas, KXOX; N. W. Thomas, KOMA; C. Robert Thompson, WBEN; Harold H. Thomas, WISE; Howard W. Thornley, WFCI; Mac Henry Tichenor, Harbinete B. C. Co.; Kern Tips, KPRC; Jack Todd, KANS; Merritt E. Tompkins, BMI; W. Walter Tyson, WFLA; E. H. Twamley, WBEN; Owen F. Uridge, WGAR; H. C. Vance, RCA; F. Van Koynenburg, WTCN; W. Van Person, WRAK; Len C. Vasman, WFMJ; H. Waddell, Akron, Ohio; Rev. James A. Wagner, WHBY; Paul Wag-

ner, WPAY; W. E. Wagstaff, KDY; L. S. Wailes, Westinghouse Radio Stations-KYW.

Emerson Waldman, U. S. Treasury; Wallace A. Walker, WJHP; Loren Watson, Spot Sales, Inc.; Pierre W. Lang-Worth Feature Programs; & Mrs. W. C. Wester, WKBZ; Art Westlund, KRE; H. Wheelah, WSMB; Henry Whitehead, WT; H. C. Wilde, WSYR; Dayton S. Wilkins, WJTN; J. P. Wilkins, KF; H. N. Willets, Western Elec. Co.; W. Williamson, Jr., WKBN; L. B. Wilk, WCKY; W. A. Wilson, WOBG; Mrs. Gerald Wing, KROC; L. Wingard, WGAR; Earl W. Win, WDDO; Sylvia Wolff, KSOO; M. Helen Wood, WISX; James W. Wood, Jr., WRBL; Woody Woods, Central B. C. Co.; Ronald Woodyard, Trails B. C. Co.; Mr. & Mrs. Wright, WFOR; William W. KWBW; Ed. Yocum, KGHL; C. You, KYW; Frederic W. Ziv, Cincinnati, Ohio.

The successor to soap operas

NEWS-N-MUSIC

now available on

WFIL

PHILADELPHIA

560 KC-Philadelphia's Best Frequency

GOING

UP!

As goes the mighty
DETROIT AREA, so
goes CKLW! They're
both hitting a



NEW HIGH in sales

This area's March retail sales topped \$118,000,000 . . . and CKLW's time-sales lead in many major retail classifications! Go where business is booming and you find CKLW leading the way . . . going UP with a great market!

IN THE
DETROIT
AREA

CKLW

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

"WAR

CORRESPONDENT"

**Starring JOHN B. KENNEDY
JIMMY WALLINGTON
AND AN ALL-STAR CAST**

In far off places the history of America is being written. And in each of these far off places War Correspondents are facing enemy guns and shells so that we at home may have first hand news of America's Fight for Freedom. The stories of our at-the-front War Correspondents are brilliantly dramatized in this unique series of quarter-hour transcribed programs.

A NEW TRANSCRIBED FEATURE FOR
LOCAL AND REGIONAL SPONSORS!

THE STORY OF
WORLD WAR II
AUTHENTIC!
FACTUAL!



PRODUCERS OF QUALITY TRANSCRIBED SHOWS

- **THE KORN KOBBLERS** . . . 260
fifteen-minute transcriptions featuring the music and comedy of **THE KORN KOBBLERS**. Master of ceremonies: Alan Courtney. Vocalists: Charlie Wayne, Stan Fritts. Guest stars: Kay Lorraine, Redd Evans.
- **ONE FOR THE BOOK** . . . 190
five-minute sports stories transcribed by America's No. 1 coast-to-coast sports commentator, **SAM BALTER**. 4 years coast-to-coast network.
- **SPARKY AND DUD** . . . 66
fifteen-minute musical-variety programs transcribed by those scamps of the army camps. "Private" **SPARKY** and "Strictly Private" **DUD**. Featuring Happy Jim Parsons, Fred Hall and Lazy Dan.

- **FORBIDDEN DIARY** . . . 130
fifteen-minute episodes in this unusually dramatic continued story. Star-studded array of network talent. Scripted by one of radio's foremost writers of continued stories.
- **THE CAREER OF ALICE BLAIR**,
a "white-collar-girl" story, starring Martha Scott, Joe Cotten, an all-star cast. Remarkable record of success. 130 fifteen-minute programs transcribed.
- **THE OLD CORRAL** . . .
starring Pappy Cheshire, Sally Foster, the Ranch Boys and a large musical group in an outstanding show of Western music and stories.



FREDERIC W.

ZIV

INCORPORATED

2436 Reading Rd., Cincinnati, O.
485 Madison Ave., New York

Station Membership

ON April 15, 1943, the membership of the National Association of Broadcasters stands at 524, composed of 505 active members and 19 associate members. The following tables show detailed analyses of the membership:

NAB Membership by Dues Classification

NAB Members		
Class	May 1, 1942	April 15, 1943
A	94	76
B	67	69
C	84	93
D	47	51
E	58	55
F	28	33
G	28	30
H	30	24
I	22	19
J	9	16
K	11	7
L	5	8
M	6	4
N	3	3
O	7	7
P	6	7
Q	1	1
R	0	0
S	0	0
T	0	0
U	0	0
V	0	2
W	0	0
X	0	0
Associate	19	19
Total	525	524

Station Analysis

	Stations as of April 1, 1943	NAB Membership as of April 15, 1943
Clear Channel:		
Unlimited (50kw)	45	38
Part-time (50kw)	4	4
Unlimited (5 to 25kw)	25	18
Part-time (5 to 25kw)	5	2
Regional Channel:		
Unlimited	266	185
Limited and Day	44	20
Part-time	19	9
Local Channel:		
Unlimited	425	204
Day and Part-time	30	8
Total Commercial, Operating in Continental U. S.		
Non-commercial	863	488
Territorial	34	4
Construction Permits	14	7
	2	0
Total Standard Broadcast Stations ... 913		
High Frequency Education		1
Frequency Modulation		3
Total NAB Stations ... 503		
Networks		2
Associate Members		19
Total Membership in NAB ... 524		

RAYMOND R. MORGAN

RAYMOND R. MORGAN COMPANY
 HEMPSTEAD 4194
 6362 HOLLYWOOD BOULEVARD
 HOLLYWOOD, CALIFORNIA

33 Contracts in 7 months

INTERNATIONAL NEWS SERVICE
is growing at this amazing rate

Because

INS is expanding its wire facilities at an unprecedented pace.

INS is dispatching many additional correspondents to the far-flung war fronts.

INS is furnishing more news than ever and condensing it for practical use to meet the space-saving trend.

INS in spite of restrictions and censorship, leads in scoops, beats and exclusives.

**Word for Word, I.N.S. Excels in
Compactness, Vividness and Accuracy**

INTERNATIONAL NEWS SERVICE

★ Today's Convention Agenda

Tuesday, April 27

a.m.

- 7:30—Staff Breakfast.
 8:30—Registration.
 8:30—C. E. Hooper, Inc., Breakfast.
 10:30—General Session; War Manpower Commission and Materials. Speakers: Lawrence A. Appley, WMC Executive Director; Almon Roth, Wage Stabilization and Manpower Director, War Labor Board; Lindsay Wellington, North American Manager, BBC, and Lieutenant-Commander Patrick H. Winston, Assistant Executive, Selective Service System.

President's Report.

Secretary-Treasurer's Report.

Committee Appointments.

Announcement.

Manpower.

1. Needs of the Army.
2. Needs of Industry.
3. Selective Service.
4. How to Meet the Need.

p.m.

- 12:45—Luncheon. Elmer Davis, Director, Office of War Information, Speaker.

Memorial to Radio War Dead

p.m.

- 2:30—General Session; War and Materials.

Speakers—Frank McIntosh, assistant director, WPB radio division; Army, Col. R. Ernest Dupuy, chief, news division, Public Relations; Col. E. J. F. Glavin, 1st Army Command, 1st Corps Area, New York; Lt. Col. Edward M. Kirby, radio division, Army Public Relations; Capt. Frank E. Pellegrin, radio division, Army Public Relations; Lt. Com. Morgan Reichner, Navy Public Relations, Washington, and Lieut. Holman Faust, Navy Public Relations Chicago; Morris Weisz, WPB special consultant, Labor Production.

Operations of Stations.

Operations Under Fighter Command

p.m.

- 4:30—Clear Channel Stations Meeting.
 6:30—Program Managers' Executive Committee Dinner
 6:30—Small Stations Problems Committee.
 7:00—CBS Advisory Committee.
 8:30—Program Managers' Round Table.



Your proof to the advertiser that no "blue sky" is included in your coverage maps and brochures.

See Larry Swars, Sales Director,
TODAY at the Palmer House.

WALTER P. BURN & ASSOCIATES, INC.

7 WEST 44th STREET

NEW YORK CITY



• *Ballad*
**IN A LITTLE
 CHURCH IN ENGLAND**

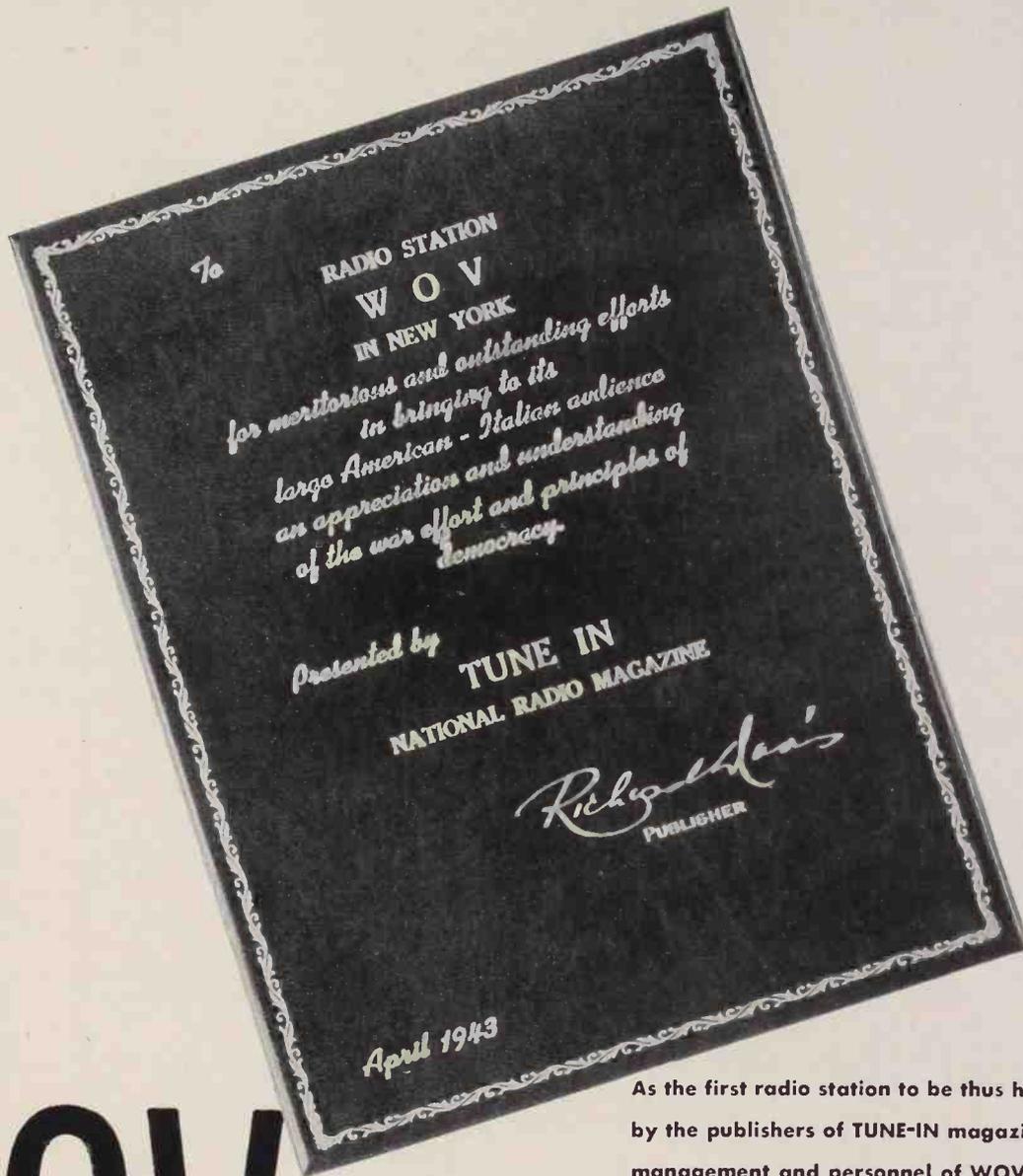
• *Bounce*
**THE
 CANTEN BOUNCE**

• *Novelty*
PAPER DOLL

THE MILLS BROTHERS DECCA RECORD #183M
 IS BIGGER THAN EVER

EDWARD B. MARKS MUSIC CORPORATION
 RCA BUILDING • RADIO CITY • NEW YORK
 FRANK HENNIGS, Gen. Prof.

"for meritorious and outstanding effort"



WOV

NEW YORK

... — FOR VICTORY

As the first radio station to be thus honored by the publishers of TUNE-IN magazine, the management and personnel of WOV accept this award "for meritorious and outstanding efforts" in bringing to its audience an appreciation and understanding of the war effort with a deep sense of pride and humility and with the assurance that WOV will remain ever vigilant in the fight for Freedom and Democracy.

Representatives: Joseph Hershey McGillivra

Ralph N. Weil, Gen. Mgr.

E OF AMERICA'S IMPORTANT RADIO STATIONS

RADIO DAILY

Listener Activity

(From NAB Annual Report)

THE work of Mrs. Dorothy Lewis, Coordinator of Listener Activity for NAB, falls into several categories, as follows:

1. Contact is consistently maintained with national organizations, particularly women's groups, to provide service and suggestions in the use of radio time and to educate in proper listening habits and program evaluation.
2. Supervision of the Association of Women Directors of NAB, organized at the Cleveland NAB convention in 1942. This group is proceeding toward complete national organization with only four districts yet unorganized. A quarterly bulletin is published, first issue of which was released in April, 1943.
3. The development of radio councils throughout the country continues. Mrs. Lewis has traveled extensively within the past year, strengthening existing units and organizing new councils.
4. Children's programs and audience reactions to same are now thoroughly documented by the NAB, which has built up complete files and information on the subject through the Listener Activity division. This work continues unabated through contacts with educators, agencies handling the program, listener groups, surveys in schools, networks and other radio organizations and qualified individuals.
5. An important phase of the Listener Activity program is the personal contact with civic club and organization leaders as well as radio station personnel throughout the United States and Canada.
6. Several publications are under preparation by the Listener Activity department, including a radio handbook for radio chairmen of lay groups and civic organizations. Also proposed are pamphlets offering source material for radio talks and procedures for radio councils.
7. This department has compiled a list of approximately 150 speakers on radio subjects in the 17 NAB districts. These speakers are available for any talks before civic groups, schools, etc.

Principal objective of this department for 1943 is to continue the program of education of the listening audience with principal emphasis on program evaluation, to report on audience reactions and service to all those groups or individuals wishing aid in using radio, when such use is in the public interest.

JUST A
REMINDER
THAT YOU WANT
TO SEE

RAMBEAU

360 NORTH MICHIGAN AVENUE
OR AT
THE PALMER HOUSE

THIS LITTLE BUDGET
WENT TO



**WORL
BOSTON
MASS.**

UNCONVENTIONAL
REGARDS

to the
NAB Conventioneers

FROM

DICK MACK

Directing
"BLUE RIBBON TOWN" . . . CBS
RUDY VALLEE-SEALTEST . . . NBC

Greetings to the

NAB CONVENTION

GEORGE RILEY

"Gilmore Furlough Fun"
NBC

Thanks to Nate Tufts

**BUY
WAR
BONDS**

WBYN
NEWS EVERY MINUTE
ON THE MINUTE
12 NOON TO 6 P.M.
NEWS AS IT HAPPENS
• 1430 ON YOUR DIAL •

"DOCTORS COURAGEOUS"

(52 transcribed — quarter hours — self-contained)

HERE'S A PROGRAM DESIGNED AND CREATED FOR THE DRUG TRADE . . . CURRENTLY BEING SPONSORED OVER 40 STATIONS BY A DRUG STORE OR CHAIN OF DRUG STORES.

Offered by:

GRACE GIBSON RADIO PRODUCTIONS

HOLLYWOOD BLVD. AND COSMO, HOLLYWOOD, CALIF.

Best Wishes to the
NAB CONVENTION

DON BERNARD

Director

"BLONDIE" - CBS

3

*Successful
Participation
Shows*

Mondays through Fridays

"POLLY AND PAT"

(Household Hints)
(9 a.m.-9:30 a.m.)

"THE COMMUNITY PROGRAM"

(Nothing But Bargains)
(9:30 a.m. to 10 a.m.)

"PRISCILLA ALDEN"

(Woman's Problems)
(10:30 a.m.-11 a.m.)

KPAS

LOS ANGELES
1110 On The Dial

RADIO STATIONS



everywhere have known Universal microphones for 15 years. Many models of these precision instruments are available on priorities, as well as repair service.

Series 1700, shown above, is a single button carbon type microphone, lightweight, molded plastic case. It was designed in conjunction with the U. S. Army Signal Corps for use in mobile equipment. Includes cord, plug and hanger hook. The response characteristics are especially efficient at voice frequency to the exclusion of motor noises.

Heavy duty double pole single throw press-to-talk switch gives easy control of transmitter by relay. Switch contacts are easily accessible for cleaning and adjustments. Excellent characteristics over wide range of temperatures. Withstands extreme climatic changes.

Universal skill and workmanship that goes into the creation of series 1700 is the same that is used in all types of the new Universal microphones for broadcasting stations.

UNIVERSAL MICROPHONE CO. LTD.
INGLEWOOD, CALIF., U. S. A.

Financial Report

AS in past years, the books and records of NAB have been audited by independent certified public accountants and a copy of their report has been sent each NAB Director. There follows a statement of income and expense for the year ending March 31, 1943.

*National Association of Broadcasters
Statement of Income and Expenses*

For the Period, April 1, 1942, to March 31, 1943

Cash on Hand, April 1, 1942 (As reported at 1942 Convention) \$59,929.87
Less: Accounts Payable, March 31, 1942 5,118.90 \$ 54,810.97

INCOME

Receipts from All Sources \$315,628.55

EXPENSES

Advertising Council	\$ 2,500.00
Annual Convention	4,014.76
Board of Directors Meetings	11,542.91
Building Expense	1,041.29
Committee Expense	20,691.74
Dues and Publications	1,462.05
Furniture and Fixtures	1,974.71
Legal and Accounting Fees	6,225.00
Land and Building	33,554.15
Listener Activities	6,037.43
Miscellaneous	16,121.89
Musicians Controversy	54,224.01
NAB Reports	12,300.92
Office Supplies	2,595.92
Postage	3,231.73
President's Expenses	1,763.36
Printing	9,168.23
Rent	6,846.66
Salaries	122,548.84
Taxes	3,432.50
Tax Fees	7,221.33
Telephone and Telegraph	3,629.93
Travel	10,946.36

343,075.72

Add: Accounts Payable, March 31, 1943 27,363.80
9,634.69

Cash on Hand, March 31, 1943 \$ 36,998.49

Respectfully submitted,
C. E. Arney, Jr.,
Secretary Treasurer.

Greetings
to the
NAB CONVENTION
•
DICK FORAN
"10-2-4 Ranch"
Blue Network

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

WBYN
NEWS EVERY MINUTE
ON THE MINUTE
12 NOON
TO 6 P.M.
NEWS AS IT HAPPENS
1430 ON YOUR DIAL

For GOOD MUSIC AND NEWS
WLIB
7 a.m. to 8 p.m.
THE VOICE OF LIBERTY
1190 ON YOUR DIAL

FOR JOE & CO.
National Radio Reps.
New York Chicago

RADIO ARTIST?
Call
LExington 2-1100
FIRST AND FOREMOST

"HOT"
SUMMER
REPLACEMENTS

- ★ "LET'S PLAY REPORTER" (N.B.C. NETWORK)
- ★ "WHAT BURNS YOU UP" (YANKEE NETWORK)
- ★ "LAWYER 'Q'" (LOCAL SUCCESSES)

FOR DETAILS CALL

BASCH
RADIO
PRODUCTIONS
17 EAST 45th STREET
NEW YORK CITY • MUrray Hill 2-8877

NEWS EVERY MINUTE
ON THE MINUTE
12 NOON
TO 6 P.M.
NEWS AS IT HAPPENS
1430 ON YOUR DIAL

NATION'S
MARKET . . . at
TOP OF THE DIAL

* **86%** *

area coverage of Southern California's

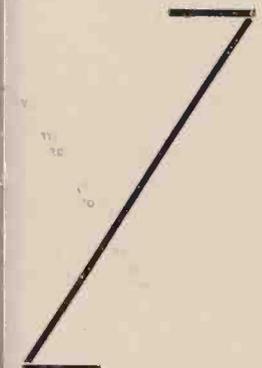
RICH MARKET

at a cost that allows you to cover this market with a **REASONABLE BUDGET. 1000** Cahuenga Blvd., Hollywood, Cal. Nat'l Rep. BURN-SMITH.

KMTR
570 KC
"TOP OF THE DIAL"

The Best Buy
In The World

Today—



United States
Second Loan
War Bonds

★ Where to Go and What to Do In Chicago

SUPPER CLUBS

Brown Derby, Wabash and Monroe. Revue is geared to laughs, mainly by Comedian Ted Smith, and considerable feminine talent appreciation. (Loop)

Chez Paree, 610 Fairbanks Court. Most pretentious of expensive productions, with Romo Vincent current headliner. (Gold Coast)

885 Club, 885 Rush. Smaller but smart, with a notable revue featuring Jerry Bergen, mime of merriment; cuisine of enviable reputation. (Gold Coast)

Latin Quarter, 23 W. Randolph. Broadway in character with solid revues like the one current starring the intrepid Frances Faye, swing singing pianist. (Loop)

LATE SPOTS

Club Alabam, 747 Rush. Flaming crater dinners and similarly sizzling shows share attention. (Gold Coast)

Backstage, 935 Wilson. Show is not for the prim-minded or the easily shocked. (North)

Flamingo Club, 1359 W. Madison. A sizeable moderne setting for sizeable sophistication. (West)

L & L Cafe, 1316 W. Madison. Flo Whitman's revue tells the adult story. (West)

Liberty Inn, 70 W. Erie. Show and disposition of this late spot are dedicated to the daring. (Gold Coast)

Paddock Club, 2827 Broadway. Harriet Norris' interlude of innuendo tops this ticket. (North)

Playhouse, 550 N. Clark. Oldest of Chicago's risqué centers with a long line of feminine performers. (Gold Coast)

606 Club, 606 S. Wabash. A national institution for bon vivants with an eye for beauty. (Loop)

So-Ho Club, 1124 W. Madison. Intimate revues of the girls—emcee pattern. (West)

Vine Gardens, 614 W. North. Billy Carr and Jessie Rosella, creditable favorites of cafedom, divide star capacity. (North)

MUSICAL BARS

Airliner Show-Lounge, State and Division. Theatrical meeting place with informal musical entertainment. (Gold Coast)

Barney Ross Lounge, 5 N. Clark. The hero's professional home promotes cheering cocktail fun. (Loop)

Garrick Stagebar, 56 W. Randolph. Swing center of the Rialto, spotlighting Dorothy Donegan at the piano. (Loop)

Green Mill, 11 N. Clark. A new locale for dining, cocktailing, dancing and variety of music. (Loop)

Town Casino, 6 N. Clark. Deluxe decor and recommended music diversion. (Loop)

Tropics, Hotel Chicagoan, 67 W. Madison. Equatorial background and continuous entertainment; alternate, Tiff Room on lobby level. (Loop)

RESTAURANTS

Adolph's, 1045 Rush St. The Spaghetti King's restaurant, jolly place with a well-stocked bar.

Agostino's Restaurant, 1121 N. State St. An attractive restaurant and bar with novel marine decorations. Wonderful steaks.

A Bit of Sweden, 1015 Rush St. A typical old 18th Century serving hot and cold delicacies from their famous Smorgasbord. Delightful atmosphere.

Cafe de Paris, 1260 N. Dearborn. The original Henri Charrier, world's greatest food artist, presides at this colorful rendezvous of gourmets.

Don the Beachcomber, 101 E. Walton Place. The original of Hollywood, famous authority on rum and rum drinks, sides over this South Seas beauty spot.

Eitel's, in the Field Building, 130 S. Clark St. A distinguished restaurant, serving fine food in delightful surroundings.

Eitel's, Randolph St. near State St. Enjoy real food, music and entertainment in the Main Dining Room and Rathskeller.

Guey Sam, 2205 S. Wentworth Ave. Modern surroundings, air conditioning and tasty Oriental food in Chicago's Chinatown section.

Hoe Sai Gai, 85 W. Randolph St., 106 E. Walton Place. Chinese and American food in a quiet Oriental atmosphere.

Ireland's Oyster House, 632 N. Clark St. For over a generation famous for its excellent sea foods. A favorite restaurant before and after theater.

Jacques French Restaurant, 900 N. Michigan Ave. The rendezvous for dinner parties when the continental fashion of dress is desired.

Kungsholm, Rush at Ontario. A smart restaurant specializing in Scandinavian food.

Le Petit Gourmet, 619 N. Michigan Ave. One of Chicago's distinguished restaurants. Delicious food, thoughtfully served. Closed Sundays.

Martin's Restaurants and Cocktail Lounges, 120 S. La Salle St., 33 S. La Salle St., 71st and Jeffrey, and Silver Palm Room, Board of Trade Bldg. These addresses are the talk of the town for excellent food and beverages in uncommonly distinguished settings.

GREETINGS

to the

NAB CONVENTION

WALTON GOLDMAN, INC.

NEW YORK

HOLLYWOOD

CHICAGO

WBYN
NEWS EVERY MINUTE
 ON THE MINUTE
12 NOON TO 6 P.M.
 NEWS AS IT HAPPENS
 1430 ON YOUR DIAL

BUY
 WAR
 BONDS

Where to Go and What to Do In Chicago ★

Nankin Restaurant, 66 W. Randolph St. Extraordinary Chinese and American food served nicely.

Prow, 901 Rush St. The best in seafoods moderately priced, served in seaboard atmosphere. Their Specials: Davy Jones—“a bit of everything from the briny deep,” Fried Chicken Basket—and choice aged top Sirloin Steaks.

Ranch, 123 East Oak St. Western atmosphere and reasonably priced good food make this a popular dining address.

Diny Room, Hotel Chicagoan, 67 W. Madison. This is a cheerful dining room for enjoying good food at popular prices.

(For Dancing)

Clark Hotel, Randolph and LaSalle. Jimmy Joy's orchestra in the Walnut Room with revue; Armand Buisseret's ensemble in the Tavern with featured acts.

Chawhawk Restaurant, Randolph and Wabash. Chuck Foster and his “Music in the Foster Fashion,” plus other entertainers. (Loop)

Salle Hotel, LaSalle and Madison. Pan-American Cafe for Latin-American atmosphere and dancing to Jose Manzanara's Ambassadors. (Loop)

Man Hotel, Randolph and Clark. Cab Calloway and his orchestra in the Panther Room. (Loop)

(For Color)

Danube Cafe, 500 W. North. European mood and music by Bela Babai's Hungarian gypsies. (North)

Moore, 3000 N. Clark. England in the 12th century, catacombs, wine cellars, etc., but modern musical fare. (North)

Alon, 22 E. Ontario. French-Victorian mansion, fine French Creole cooking and the orchestra of Spirose Stamois. (Gold Coast)

Shka Club, 16 E. Huron. Russian temper to decor, wining, dining and orchestral music. (Gold Coast)

THEATERS

(Legitimate)

lyn—“The Doughgirls.” Mit comedy of the year about three glamour girls messed up in war-time Washington. Taylor Holmes, Peggy French and Lenore Ulric head the cast.

atstone—“Good Night Ladies.” Buddy Ebsen and Skeets Gallagher co-star in this wicked farce that's packed with feminine pulchritude and laughs—laughs—laughs!

igo Stadium—“11th Annual Olympia Circus” starring the Ranger of radio with his famous white stallion.

Northern—“Maid in the Ozarks.” Eight months of this hill-billy farce that makes “Tobacco Road” blush.

Current Motion Pictures

Chicago Theater—“East Week Revue” on stage with King Sisters; Screen: “Happy Go Lucky” starring Rudy Vallee, Mary Martin and Dick Powell.

RKO-Palace—“It Ain't Hay” with Abbott and Costello; “Sherlock Holmes in Washington.”

Roosevelt—“The Moon Is Down” with Sir Cedric Hardwicke. **United Artists**—“Andy Hardy's Double Life” with Mickey Rooney.

State Lake—“Air Force.”

Burlesque

Rialto Theater—Chicago's only burlesque theater with sensational revues plus screen attraction.

PLACES OF INTEREST

Adler Planetarium, off Grant Park.

John G. Shedd Aquarium, off Grant Park.

Chinatown, 22nd and Wentworth.

Chicago Public Library, Michigan and Randolph.

Chicago Historical Society, Lincoln Park.

Field Museum, Roosevelt Road and Field Drive.

Ghetto, Maxwell between Halsted and Jefferson.

Lincoln Park, lake shore from North Ave. to Dirversey.

Museum of Science and Industry, Jackson Park.

Union Stock Yards, between Pershing Road and 47th St. and Halsted St. and South Marshfield.

Gallery of Art Interpretation—Exhibit. “Emotional Design in Modern Painting.”

“CLASS SPOTS”

Camellia House, Drake Hotel, Michigan and Walton. An ornate mounting for society to enjoy music by Charlie Wright and his orchestra and songs by Beverly Whitney. (Gold Coast)

Empire Room, Palmer House, State and Monroe. Spacious and traditional—Griff Williams' record-breaking orchestra and Merriel Abbott revue. (Loop)

Marine Dining Room, Edgewater Beach Hotel, 5300 Sheridan Road. Russ Morgan's music—Dorothy Dorben's production and interior glamour. Nightly at 8, Sundays at 7, Mondays “Band of the Week.” (North)

Mayfair Room, Blackstone Hotel, Michigan at 7th. Ultra-chic magnificence with Neil Bondshu's orchestra and both Georgie Tapps and Mary Howard co-starred. (South Loop)

Yar Restaurant, Lake Shore Drive Hotel, 181 E. Lake Shore Drive. Colonel Yaschenko's Russian jewel, with gypsy music by George Scherban's ensemble. (Gold Coast)

Greetings From

ANDY and VIRGINIA

BLUE NETWORK

10:30-10:45 A.M.

Monday through Friday

WBYN
NEWS EVERY MINUTE
 ON THE MINUTE
12 NOON TO 6 P.M.
 NEWS AS IT HAPPENS
 • 1430 ON YOUR DIAL •

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

Los Angeles

By RALPH WILK

BACK in 1922, Chet Mittendorf organized the "Packard Six" band at KFI and also played the drums. He is still "drumming," but now he is "drumming" for KFWB as a salesman.

Speaking of drummers, Jack Hardy, long-time drummer and business manager for Ray Noble, took his first outside assignment this week when he consented to work with Gordon Jenkins' orchestra on the Al Jolson-Monty Woolley show. He will continue his Noble stint also.

The seventh consecutive program which has been transformed on KMTR from transcriptions and phonograph records to "live" talent is "Remember With Floretta," aired Monday through Friday, 9:15-9:30 a.m. Julius K. Johnston is at the pipe organ for this memory program, which includes songs of Victor Herbert, Sigmund Romberg, Rudolph Friml and others who have made history on Broadway. Floretta McDonald plays the role of "Floretta."

On May 24th, Deanna Durbin and Joseph Cotten will do a radio dramatization of Universal's Alfred Hitchcock production, "Shadow of a Doubt," on the Lady Esther-Screen Guild program over CBS.

Dinah Shore's new film contract with Warner Brothers calls for one picture a year for three years, but Prexy Jack Warner is already talking about stretching it to five years. Dinah, however, will not give up her radio singing.

Next-door neighbor to Groucho Marx's "33 Blue Ribbon Lane" is that rollicking guy from the fillums, William Bendix. Marx brings him over on the "Blue Ribbon Town" program of April 24 to get acquainted with Groucho's pals, Virginia O'Brien, Don Dickson and Bobby Armbruster.

Edna Fischer, composer and pianist, has joined Walton Goldman, Inc., as aide to Goldman, president of the new music company headquartered in the Warner Bros. Theatre Building, Hollywood. Miss Fischer, who recently wrote "My Great, Great, Great, Grandfather," was formerly with NBC in San Francisco as a producer and pianist. Her husband is Milton Hayes, manager of the San Francisco Press Club.

War bond Minute Men chieftains dined last week with the entire Lum and Abner staff to outline a tremendous stunt L & A will unleash May 3.

Dick Joy, the tall, dark and handsome young CBS mikeman, spends about 10 hours a day announcing but still finds 10 hours weekly to give to the Army in making the transcribed shows, "Songsheet," "Downbeat," "Personal Album" and "Yarns for Yanks."



Your Reporter NABs A Gander At NABoosters. . . !

• • • Delegates to the "War Meeting" of the National Association of Broadcasters have taken Chicago just as surely as Gen. "Ike" Eisenhower will take Tunis. . . State & Monroe business men (vicinity of the Palmer House, site of the meet), by flags, pennants, posters, etc., sure have gone to great lengths to bid the Air Moguls "welcome" . . . Humans sure are funny animals . . . we know the difficulties encountered getting reservations at the Palmer House, yet those fortunates, who successfully gained accommodations, on arrival, don't hurry to the hard-won suites, but rather, jam the lobby with greetings, back-slappings, gab-fests and impromptu "sales-talks" . . . but it's all in enthusiastic comraderie and fun . . . that is, fun for all but the loaded down bell hops . . . "hey, fellers, look who's here" . . . SIDNEY KAYE, of BMI, in his usual "hurried gait," making a beautiful imitation of Red Grange's "broken field running," to get to the other side of the lobby (isn't it always thus . . . the one you wish to speak to, invariably, is at the far side of the room) to greet -er-oh-shucks, he went so fast we lost him . . . HARRY MAIZLICH of KFWB, full of ideas and ready to spill them to a "certain party."

• • • PAUL W. MORENCY of WTIC, telling a group incidents about Wendell Willkie's appearance on "Information Please" . . . JOHN MAYO and BEN SELVIN of AMP, greeting each other as though "no see long time" when Ben merely arrived at the Palmer House three days before John . . . LEE COULSON of WHAS, Louisville, "ganged up on" by followers of the "Sport of Kings," wanting a little inside info on the Kentucky "Darby" . . . we didn't get the tip so youse guys will have to figure out the "winner" yourself . . . MR. and MRS. GEORGE G. BURBACH of KSD, St. Louis, are stopped and greeted at least twenty times before reaching the elevator on their way to their suite at the Palmer House . . . HAROLD C. BURKE of WBAL, Baltimore, in town but a few hours and already in a huddle with his boss, MAJOR STORER.

• • • Two CALLAHAN'S . . . LEONARD D. of SESAC and VINCENT F. of the United States Treasury Dept. arriving in the lobby almost simultaneously, each unaware that we noticed and thought of the coincidence . . . ARTHUR CROGAN of WJBK, the original "Thin Man" of Detroit . . . EUGENE CARR, WGAR, Cleveland and Washington, greets MRS. ARTHUR B. CHURCH of KMBC, Kansas City . . . S. S. FOX, of KDYL, strides into the Palmer House lobby minus a ten-gallon hat . . . JOHN ESAU from the oil country, KTUL, Tulsa, getting the unusual "feel" of gas-rationed easterners . . . MRS. A. FRANK KATZENTINE, of WKAT, Miami, undoubtedly one of the most beautiful of female delegates to the meeting . . . WALTER EVANS of the Westinghouse Stations, stopping at the Drake, breezing into the Palmer House lobby with a hand that was outstretched the moment he got past the outer door . . . MORT ADAMS of Keystone Broadcasting, the Beau Brummel of the lobby . . . HAROLD HOUGH of WBAP, in a huddle with fellow Texans . . . a not-so-lone Ranger . . . GENE O'FALLON of KFEL, with pocketsful of pictures of the O'Fallon Offsprings (are there six or seven?).

• • • MR. and MRS. ARTHUR SIMON of WPEN, entering the Palmer House lobby arm in arm like the "sweethearts" they are . . . FRED PALMER of WCKY, NATURALLY patronizing his namesake's hostelry . . . WILLIAM G. RAMBEAU and PAUL WILSON, greeting a far west contingent . . . GEORGE TRENDLE with the ever-present Gardenia . . . OLIVER GRAMBLING of A.P. modestly refrains from telling the boys (and girls) about the two books he's written . . . Pretty Regina Schuebel of Duane Jones, and PEGGY STONE of Spot Sales, adding Beauty to the lobby Picture . . . FREDERIC W. ZIV, looking for a trade paper exec so that he can repay a luncheon date, made last Christmas . . . More tomorrow.

—Remember Pearl Harbor—

FOR SALE

"Make Believe
Ball-Room"

FEATURING

EDDIE
CHASE

Fastest Growing
Daytime Show

(SEE HOOPER)

in Nation's
Fastest Growing
Major City

WXYZ

PAUL H. RAYMER COMPANY
National Sales Representative

★ Engineering Report ★

By the Report of Howard S. Frazier
NAB Director of Engineering

The NAB Engineering Department is now devoted almost exclusively to industry problems of a technical nature created by the war. These activities include the conservation of spare parts and other materials for operation; the recruiting of competent technical personnel from outside the industry, the maintenance of home receivers and direct connections to stations with material problems. The normal work of the Department has been carried along with the wartime changes.

End of War Communications

Neville Miller is chairman of the War Broadcasting, Committee IV; a member of the International Broadcasting, Committee VI and Communications Liaison Committee for War Defense, Committee XII. The Director of Engineering serves as alternate technical advisor for the president on these three committees. The work of all Board of War Communications' committees is confidential; therefore, this phase of the Engineering Department's activities will not be reported. However, it can be stated that much work has been done to the benefit of the nation and broadcast industry.

Technical Manpower

It is anticipated that losses of the technical manpower will be one of the most serious problems faced by the industry in the future. For many months this Department has been preaching the wisdom of having women and men, whose age or physical fitness are not subject to military service, as competent technicians and operators. The Executive Engineering Committee has not considered it advisable to make an industry operator training program as the operating of individual stations vary. Assistance and advice concerning the training problems of individual stations are always available.

The British Broadcasting Corporation has been extremely co-operative in giving NAB of their experience with technical personnel problems in wartime conditions. Recently the NAB Engineering Department, in co-operation of the American Relay League, inaugurated a program to recruit men and women holding radio operator licenses or qualifying experience for technicians in broadcast stations.

Applicants have already been registered from 37 states and the District of Columbia. Upon request, the names of registered persons are forwarded to stations. NAB makes no investigation of the registrants nor does it act as an employment agency. This function is merely that of an intermediary to bring the employer and the volunteer replacement technician together.

Priorities and Materials

Conservation measures instituted by cooperative action of WPB, FCC and BWC together with the exchange of surplus materials, as implemented by the FCC catalog of surplus equipment and the NAB Swap Bulletin, have made possible the continued operation of the industry with a minimum drain upon the nation's stock pile of vital materials. So far as is known by NAB, no station has been off the air for longer than a brief period due to a lack of replacement tubes or parts.

The NAB Swap Bulletin is mailed to all standard broadcast stations regardless of NAB membership. Likewise, the columns of the Swap Bulletin are available to all broadcasters. Thirty-three issues of the Swap Bulletin have been published and some of the statistics are interesting. A total of 449 items wanted by 279 stations were listed. The "For Sale" columns offered 1,560 items from 272 sellers. Through the joint NAB-ARRL appeal to amateurs for the sale of their transmitting tubes to broadcasters, 1,111 transmitting tubes were made available to the industry.

The delivery of necessary replacement materials to broadcasters has been expedited by the granting of the preference rating AA-2X which is comparable with the priorities accorded military requirements.

Maintenance of Home Receivers

There is a growing realization that the effectiveness of broadcast station operation is dependent upon the continued maintenance of home receiving sets. Although not serious at the present time, this problem has been aggravated by the loss of substantial numbers of radio service mechanics to the armed services and other industries, as well as the temporary shortage of some replacement parts and tubes. The Engineering Department has devoted much of its efforts during recent months to this phase of the industry's wartime technical problems. This work is being carried on in close cooperation with governmental agencies involved and other NAB departments.

Recording Standards

The work of the Recording and Reproducing Standards Committee has been suspended for the duration of the war. However, sixteen of the most important items of standardization have been approved by the NAB Board of Directors in accordance with the Committee's recommendations. The Engineering Department is constantly encouraging the wide-spread use of the standards which have already been adopted by many recording organizations, gov-

ernmental agencies and broadcasters.

Among the varied activities of the Engineering Department, the following are worthy of special mention. Publication of a directory of tube repairing facilities, priority instructions to broadcasters, the purchase by broadcasters of transmitting tubes from amateurs, relaxation of FCC operator requirements, a continuous review of technical publications with reading recommendations for broadcast engineers and executives, selective service problems and the investigation of new broadcast equipment developments.

Executive Engineering Committee

John V. L. Hogan, Chairman, WQXR; Franklin M. Doolittle, WDRC; G. Porter Houston, WCBM; E. K. Cohan, CBS; O. B. Hanson, NBC; Howard S. Frazier, NAB, ex-officio.

NAB Personnel List Numbers 21 On Staff

Complete roster of NAB employees including the executive staff but not the New York office numbers 21, according to C. E. Arney, Jr., secretary and treasurer and is as follows:

Executive Staff

Neville Miller, President; C. E. Arney, Jr., Secretary-Treasurer.

Administrative Staff

Lewis H. Avery, Director, Broadcast Advertising; Walt Dennis, Chief, News Bureau; Willard Egolf, Assistant to the President; Howard S. Frazier, Director of Engineering; Joseph L. Miller, Labor Relations; Paul F. Peter, Director of Research; Russell P. Place, Counsel; Everett E. Revercomb, Auditor; Helen H. Schaefer, Research Assistant and Arthur Stringer, Director, Promotion and Circulation.

Secretarial, Clerical and Part Time

Ella P. Nelson, Secretary; Mildred M. Ramsey, Secretary; Geraldine Finnegan, Stenographer; Jane A. Fry, Stenographer; Loretta J. Kealy, Stenographer; Hester M. Love, Stenographer; Helen J. Morris, Stenographer; Grace H. Walsh, Stenographer and Cordelia O. Paquet, Typist.

Egolf Tells Activity Of Public Relations

In his report as assistant to the president, Willard D. Egolf, in reference to the public relations activity the subsidiary duties included:

Act as an information center; edit publications issued by NAB; write original articles on phases of the radio industry and NAB activities.

Since assuming the duties of this office March 1, 1943, he has organizational contacts through key personnel, mostly by personal calls.

Progress

In the thirty-day period since March 1, other Public Relations activities have included the following:

Survey of radio personnel now in the Armed Forces.

A thorough study of the Radio Council Plan. Cooperation with the Association of Women Directors in the furtherance of their organization, including the preparation and printing of their first bulletin, "The Beam." Collaboration with Mrs. Dorothy Lewis on "A Handbook for Radio Chairmen" and cooperation in the handling of her tour of South and Southwestern cities. Issuance of the Luther Weaver speech, "How to Listen to the Radio."

Conferences with Dr. Frank C. Goodman, Executive Secretary of the Federal Council of Churches of Christ in America, and representatives of other religious and educational organizations in Washington and New York.

Preparation of material for NAB Reports. Analysis of NAB publications.

Meetings with Officers and Directors of the Advertising Federation of America, in New York.

Meeting with the Peabody Awards Committee in New York and handling of all news releases, followed by conference on plans for coming year.

Participation in the formation of the Program Managers' Executive Committee and assumption of duties as temporary Secretary for this Committee.

Ready For Network Sponsorship!

EDDIE CANTOR'S "LET'S PLAY POST OFFICE"

Starring

HARRY VON ZELL
JUNE CLYDE
LEON LEONARDI

and

WARNER BROS. ORCHESTRA
A NEW HALF HOUR SHOW

Now On
WARNER BROS.

KFWB
IN LOS ANGELES

HARRY MAIZLISH, Gen. Mgr.

NEWS EVERY MINUTE ON THE MINUTE
12 NOON TO 6 P.M.
WBYN
NEWS AS IT HAPPENS ON YOUR DIAL



THE **2ND** WAR LOAN DRIVE IS ON!

Come on, Let's WIN this war!



IF we should lose the war, life would not be worth living.

"But we won't lose it," you may say.

Listen, brother—in this world nothing's sure, unless you make it so.

This month it's up to us here at home to do our part, and then some, to make Victory surer—and quicker! To do it, we've got to lend Uncle Sam 13 billion *extra* dollars.

It isn't easy—but war isn't easy and Victory isn't cheap. It takes money—and more money—to buy planes, ships, tanks, guns and a million other things our boys must have to deliver that final, paralyzing knockout punch.

And it's a whale of a lot easier for us at home to lend our money than for our boys to fight through the hardships and dangers of deserts, swamps, jungles, ice-fields and sub-infested seas!

Just think! Every extra bond you buy will

help provide the weapons to save the lives of many American boys! Isn't that alone worth every effort, every economy you can make? You bet it is!

There are 7 types of U. S. Government securities to meet the needs of every purse. They offer the finest investment in the world—liberal interest, plus security guaranteed by Uncle Sam himself.

A volunteer worker for the 2nd War Loan Drive may visit you soon. Welcome this unselfish patriot—and buy all the bonds you can. But don't wait for that call. Go—today—to your bank, investment dealer, broker, post office or bond booth and invest to your uttermost limit. Even if it hurts, it's nothing compared to the agonizing impact of a bayonet thrust, a flesh-tearing torpedo fragment or a bone-crushing bullet.

So dig deep, brother, and do it NOW!

There are 7 different types of U. S. Government securities—choose the ones best suited for you!

THEY GIVE THEIR LIVES... YOU LEND YOUR MONEY!

UNITED STATES TREASURY WAR FINANCE COMMITTEE—WAR SAVINGS STAFF—VICTORY FUND COMMITTEE

This advertisement is a contribution to America's all-out War effort by
RADIO DAILY



Weathering Disk Ban Miller Tells NAB Meet

(Continued from Page 1)

... in the ranks of the small... which depend upon new re... to great extent.

... in the forenoon yesterday... Managers' Committee which... saluted the incoming... a plan was presented for a... that would not only take care... needs but post-war as well.

... other pre-conference meet... were held including, that of the... committee, Bureau of... public relations, research, ... code, retail promotion... labor wage and hours, com... BMI board also met and at... NAB board of directors past... attended the annual

AFM Action Tomorrow

... Miller, indicated in so... AFM ban was concerned, ... action would be taken... but declined to reveal just... would materialize.

... interest centers on the man... situation, and the government... who are here to address the... executives, and the first gov... officials to arrive here yes... Paul Jordan regional di... the Office of War Informa... members of his staff. Jordan... the government is mindful... desire to cooperate in the... and paid tribute to the sta... for their cooperation ad... received.

Jamaica Will Aid Jamaica Building Radio System

(Continued from Page 1)

... will spend several weeks on... giving expert advice to... there.

... expenses will be taken care of... Jamaica Government and... BC nor the Canadian people... financially obligated.

... Jamaica Government has been... for some time creation... broadcasting system... sought the advice of a Cana... because it considers that... combines the best features of... United States broadcast... possibility is hinted that Dr... report may be the basis for... more extensive radio system... the entire British West In... if this is so, CBC will be... aid in its establishment.

... was a member of the... commission which inquired... Canadian radio in 1929 and his... abilities in the present in... are expected to be similar to... commission for which he... the United Kingdom, Eire, ... Belgium, Holland, Switzer... Germany, studying radio... in these countries.

... commission recommended... control of radio in Canada by... and Provincial Govern... with special preference given... additional programs, public in... and entertainment."

WNRC Names Award Winners; Several Web Programs Named

(Continued from Page 1)

... as the music winner); "Cavalcade of America," on NBC; "Let's Pretend" on CBS; Raymond Gram Swing, Blue Network commentator; and "Town Meeting of the Air," forum program on the Blue.

Representatives of these programs have been slated for participation in the luncheon program in the Wedgewood Room, Waldorf-Astoria, as a substitute for speech making which is being kept to the minimum. Highlight of the talks will be one on the contribution of radio to the effectiveness of the war program to be delivered by Mrs. Ruth Bryan Rohde, former United States Minister to Denmark.

Announcement Made Last Saturday

In keeping with the war effort planning of the whole industry, the Committee this year judged its winning programs on how effectively they served the war effort. Announcement of the winner of the music award was made Saturday, April 24, during the last broadcast of the Metropolitan Opera series sponsored by Texas Company. Committee explained that inasmuch as the show is going off the air, committee agreed to the broadcast announcement in advance of the luncheon to give the

program the benefit of listener distribution. The other winners are still being broadcast, so that they will have that chance anyway. Jan Peerce and Bidu Sayao of the Opera broadcasts, will offer arias and duets with Frank St. Leger, pianist, at the luncheon. Edwin Jerome, permanent member of the "Cavalcade of America" program will represent the drama classification, appearing as Abraham Lincoln in excerpts from "The Perfect Tribute" which was one of the most successful Cavalcade programs. Nila Mack will present some of the troupers from her "Let's Pretend" program in a condensed version of a dramatic sketch. Offer is a young people's feature. Raymond Gram Swing will come in from Washington, to give a talk on current affairs as a representative new analyst. George V. Denny, Jr., moderator of the "Town Meeting of the Air" will have the dual role of emceeing the program and also representing the Forum classification.

Awards will consist of Victory pins with the date and numerals of the committee engraved upon them. Program will also offer Jean Tennyson, star of "Great Moments in Music" singing "The Star Spangled Banner."

Standard AFRA Pacts For Lower Brackets

(Continued from Page 1)

... union deems inimical to the interests of its members, though the network has pointed out that the form is not a violation of AFRA regulations.

National committee of AFRA execs will start work on the form almost immediately, and will probably confer with broadcasters, agencies, etc., before releasing final forms.

Question of a standard contract has often been discussed by the union execs in the past, but because of the complications and variety of employment arrangements, union had felt that the task was almost too great to tackle, particularly in view of the fact that there seemed to have been no particular rush for such stabilization. Revelation of the CBS contract, however, changed that, and union is contemplating the standard form to cover the major types of employment.

Pending the drafting of such a document, however, the union has set up a set of rules by which all members will be governed. Union will examine all employment contracts pending the completion of its standard forms. Union's detailed ruling to members will be issued some time this week.

Quaker Renews "Terry" For 52 Weeks On Blue

Quaker Oats Company has renewed "Terry and the Pirates" on the Blue Network for 52 weeks, effective August 2. Launched on the Blue Feb. 1, 1943, the popular children's show will go off the air for a summer hiatus following the broadcast of April 30.

"Terry" is heard in behalf of Quaker Puffed Rice and Wheat Sparkies Monday through Friday from 6 to 6:15 p.m., EWT, with recorded repeats at 7 and 8 p.m., EWT, on 144 stations. Sherman & Marquette, Chicago, handles the account.

Bob Wilson Quits BBC

Bob Wilson, who recently joined the BBC New York offices in the press relations department and who organized a setup to handle trade and other press matters, has resigned. Stanley Stevens will take over.

Standard employment contract forms are used by Actors' Equity Association and Screen Actors' Guild, which, as AFRA, are members of the Associated Actors and Artists of America.

Radio Daily Headquarters

Radio Daily's NAB War Conference Headquarters are in Suite 1561-2-3 at the Palmer House.

Telephone—Randolph 7500.

Cereal Ad Budgets Readying Big Rise

(Continued from Page 1)

... and the spot campaigns will keep the product plugged. Radio is being used for most of this particular outlay, it was explained by execs, because of its greater flexibility at this time when the food factor is so uncertain and operations cannot be planned too far in advance.

General Foods Lined Up

Two of the largest cereal manufacturers have their drives pretty well lined up, though additions will be made within the next few weeks. Starting about May 3, General Foods, for its Post Toasties, Bran Flakes and Raisin Bran will use one minute novelty electrical transcriptions in 213 markets. These are being serviced by Benton & Bowles Inc. The campaign for Grape Nuts Flakes, which products are handled by Young & Rubicam, has not yet been worked out, though it is expected the campaign will be as extensive but not in competing markets.

Kellogg Opens Spot Drive

Kellogg Co., which recently extended its sponsorship of "Superman" to the entire Mutual network, and which just announced purchase on "Breakfast at Sardi's" on the Blue, has started its spot campaign also on behalf of corn flakes. J. Walter Thompson, Chicago, is servicing the account. Official details of the markets in which the Kellogg campaign was heading were unavailable. Reported, though, that the deal takes in over 80 stations, across the boards plugs, and fairly long term contracts.

Rationing a Factor

Noted by agency and food company execs that the uncertainty of the supply of sugar, coffee, etc., made it difficult for them to make any plans for advertising many of their wares. However, the cereal groups, they pointed out, were naturals, because their supply is plentiful and the purchase ready in that ration coupons were not necessary. Also, packaging offers no problem.

Chicago—Mary Ann Mercer gets her own show over a 38 station CBS network on May 2 under the sponsorship of Quaker Oats (Muffets) through the Sherman K. Ellis agency. Miss Mercer will be heard each Sunday in five minutes of songs from 2:55 to 3 p.m. EWT. Singer previously was featured on NBC "Uncle Walters Dog House" show and more recently as a sustaining artist on WBBM-CBS.



WBYN

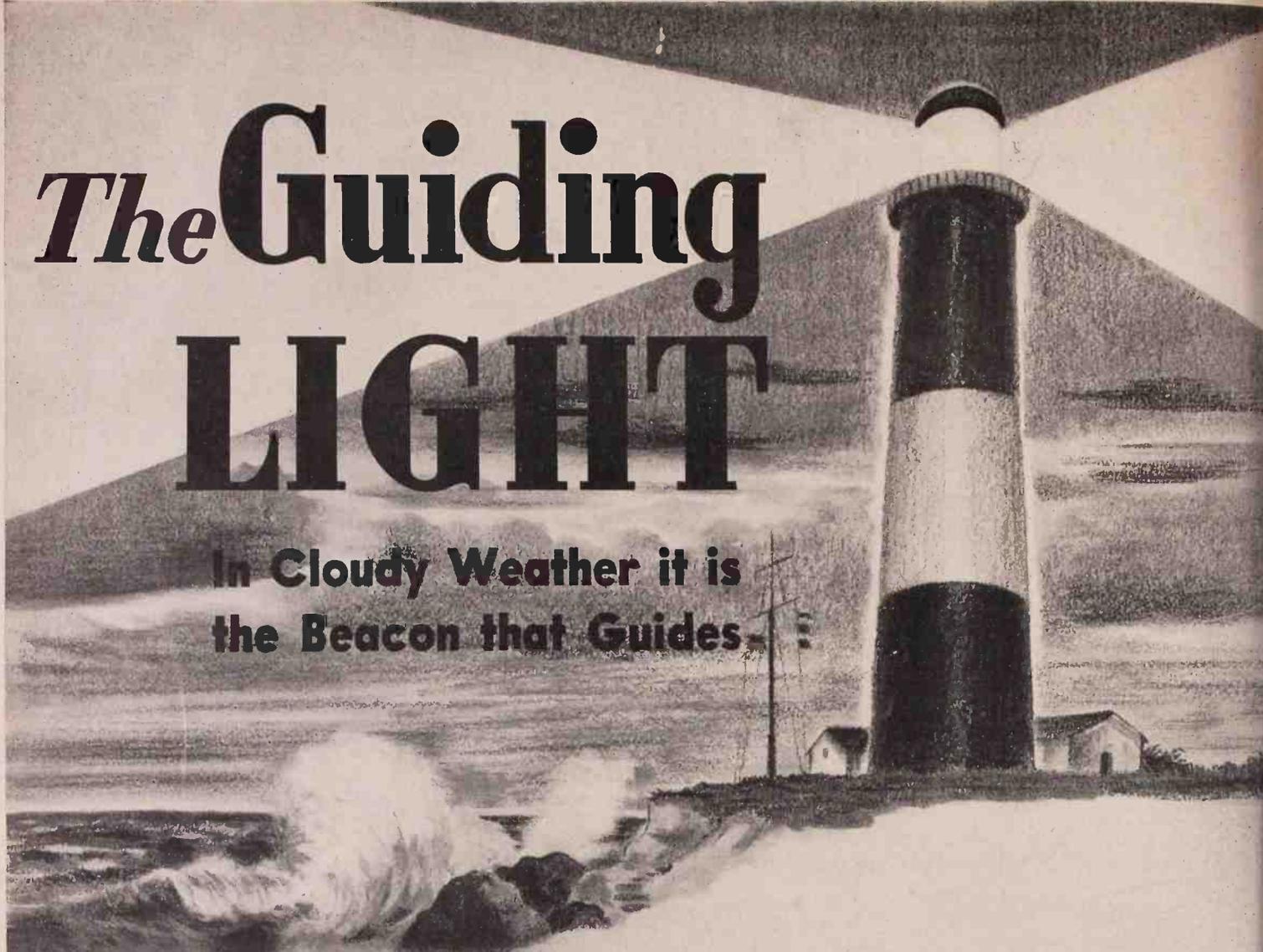
NEWS EVERY MINUTE

ON THE MINUTE

12 NOON TO 6 P.M.

NEWS AS IT HAPPENS

1430 ON YOUR DIAL



The Guiding LIGHT

In Cloudy Weather it is
the Beacon that Guides

In business it is intelligence that guides
safely through clouded situations

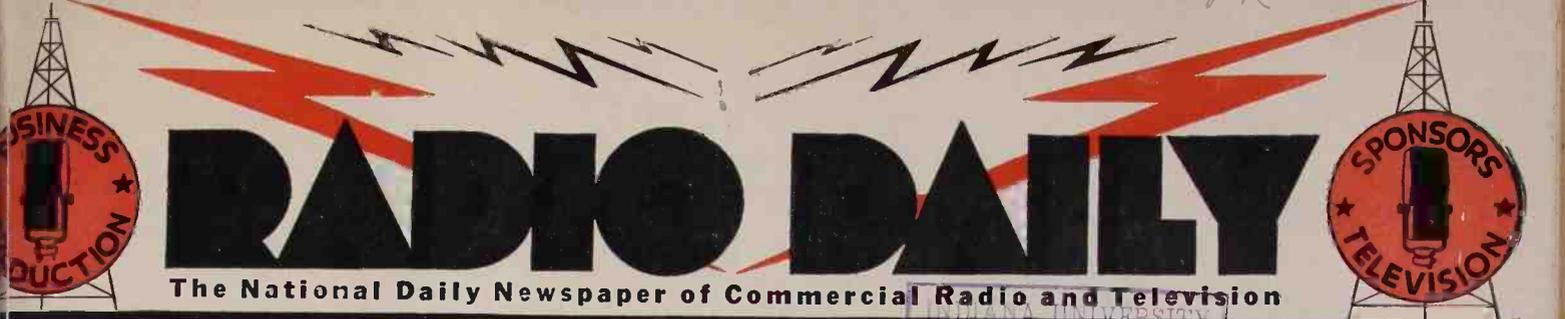
WEED AND COMPANY

RADIO STATION REPRESENTATIVES

NEW YORK • BOSTON • CHICAGO • DETROIT
SAN FRANCISCO • HOLLYWOOD

intelligent





RADIO DAILY

The National Daily Newspaper of Commercial Radio and Television

23, NO. 20

NEW YORK, N. Y., WEDNESDAY, APRIL 28, 1943

TEN CENTS

Davis Lauds Industry

Giving Buildups To All O & O Stations

Looking forward to the possibilities of an adverse decision for the net in the pending monopoly suit before the Supreme Court, CBS has been expending considerable money for the purpose of advertising and promoting its O & O stations. First stations to receive the parental treatment were WTOP, Washington, D. C., which is now active on the Pacific coast on KQW, San Francisco, enjoyed a big week, and now KNX, Los Angeles, is engaged in the month-long advertising campaign. The Los Angeles drive has been in progress since April 18, and will continue.

Stations To Have More Say Re MBS Operations

Increased participation in the operation of the Mutual Broadcasting System by the network's affiliated stations was approved by the Board of Directors and stockholders, following their meeting Monday, at the Waldorf Hotel, Chicago. The board approved President Milburn McClintock's appointment of a representative of an affiliated station functional.

Washington Inside Out Ready For AP News Wire

Beginning Sunday, May 9, a new 15-minute Washington commentary, "Washington Inside Out," will be added to the AP Radio News program, as announced by Oliver Berg, assistant general manager.

White-Haired Boy

Frank Sinatra, who used to be a newspaperman himself one time—happy boy and a sports editor of the "Jersey Observer"—will be honored by the gentlemen of the city at their ball Friday night at the Astor. The singing star of the night will receive the Newspaper Guild's Page One Award for being the lads term it, "The Singing Discovery Award of the Year."

Skyscraper

Yankton, S. D.—What is claimed will be the tallest tower in North and South America—927 feet—is under construction by WNAX, here; and with accurate bombing by the RAF and the AAF over Hungary, the WNAX tower may emerge as the largest in the world—as Budapest, has or had a 1,020-foot tower.

FCC Not To Discharge Watson And Dodd

Washington Bureau, RADIO DAILY
Washington—The FCC, which has tangled in the past with a rather large portion of Congress, has added a new group of congressmen to the list. This time it was the Kerr subcommittee of the House Appropriations Committee, which last week found Drs. Goodwin B. Watson and William E. Dodd, Jr., chief analyst and assistant news editor respectively for the FCC's Foreign Broadcast Intelligence Service.

Fitzgerald Made V.P. Of Donahue & Coe Agency

Edward J. Fitzgerald who has been vice-president and director of radio at Erwin, Wasey & Company for the past four years, will join Donahue & Coe, Inc., June 1, in the same capacities. Fitzgerald had been in charge of programs and assistant general manager of WLW, Cincinnati; had been director of the Bureau of Copy-

Must Obtain Required Info Garey Tells FCC Comm. Durr

Action Against E. C. Mills Dropped In Ascap Suit

A suit for a declaration of rights and an accounting against E. Claude Mills, chairman of Ascap administering committee from 1938 to 1942, was ordered dismissed yesterday by Supreme Court Justice Benedict D. Dineen. Action was brought by Gem

OWI Director Praises Radio's Role In War Effort Prior To Address Before NAB War Conference

BMI Reveals Savings Under Present Setup

Chicago—BMI has saved its more than 800 member broadcasters in 1941 and 1942 an estimated \$14,237,000, according to a list of comparative licensing costs issued by the organization today. The estimated savings is arrived at by comparing the cost of Ascap li-

N. Y. Labor Dept. Holds Producer Is Employer

Appeals Board of the New York State Unemployment Insurance section of the Department of Labor has just upheld the State referee which ruled that Ted Collins Corporation is the employer in the production of a package show, "My Son and I," and that the AFRA actor hired, is an employee of the package producer,

"Town Meeting" Going On With 'Fourth Term' Show

Though two members of the local Pittsburgh committee sponsoring the "Town Meeting of the Air" protested via withdrawal over the choice of

By FRANK BURKE
RADIO DAILY Staff Correspondent
Chicago—Paying flattering tribute to the radio industry for the service rendered the government in the wartime effort, Elmer Davis, director of OWI, yesterday addressed the NAB, said "radio's contribution has been enormous and immeasurably helpful in the wartime effort."

New Manpower Drain Indicated By Winston

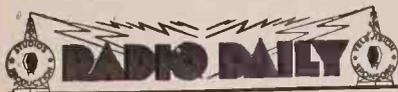
Chicago—Lieutenant Commander Winston of the Selective Service Board, made significant statements on the manpower shortage theme, as it applies to radio personnel, in his talk yesterday before the NAB War Conference. He declared that the

FTC Cites "Feen-A-Mint" Re Advertising Claims

Misrepresentation in the sale of "Feen-a-mint" is charged in a Federal Trade Commission complaint against White Laboratories, Inc., Newark, N. J. and its advertising agency, Wil-

Modest

Gallant Announcer Lew Brock of WCCO, Minneapolis, emcee of "Calling All Women," stepped to the mike just after the chorus had finished singing "I Just Kissed Your Picture Good Night" and made a proposition: For a dime, to any lady he'd send his photo; for 15 cents he'd sit on her dresser in person. One lady phoned, said: "Send Lew, money waiting."



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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.

N. Y. Labor Dept. Holds Producer Is Employer

(Continued from Page 1)

and not an independent contractor. Myron Engelman, of Engelman & Rosenberg, attorney for the Ted Collins office, sought to establish that the actor, if an employee, was an employee of the sponsor, General Foods Corp.

Case has been running since 1941 when Jay Velie, member of the cast, filed application for unemployment insurance benefits and discovered that he received no credit for employment on this show.

Decision of the Appeal Board was signed by Albert D. Schanzer whose ruling repeated the data handed down by the referee last December. Mortimer Becker of Jaffe & Jaffe, AFRA's attorney, represented the AFRA member throughout the case.

Should Ted Collins seek to appeal the ruling, attorneys would have to move next to the Appellate Division and then the Court of Appeals, which move is being considered.

FTC Cites "Feen-A-Mint" Re Advertising Claims

(Continued from Page 1)

Liam Esty & Co., N. Y. FTC objects to "Feen-a-mint" being promoted as both nerve soother and laxative; holds it is nothing but a laxative and that nervous tension ordinarily experienced by persons is not caused by or associated with the need for a laxative, as ads allegedly imply.

"Town Meeting" Going On With 'Fourth Term' Show

(Continued from Page 1)

subject for discussion on the program tomorrow evening, on the Blue Network, there will be no change in topic which is "Should the President of the United States Have a Fourth Term?" The original \$1,600 which the committee raised was turned over to the USO. However, revised committee is carrying on to raise the money necessary for covering local expenses averaging about \$800, covering the hall, line charges and nominal incidental expenses. Town Hall and the Blue Network pay all other expenses in connection with the event.

Protest charges that the discussion was a trial balloon by advocates for a fourth term for Roosevelt. George V. Denny, Jr., president of Town Hall and moderator of the program, issued denials from Pittsburgh, yesterday, stating that the "Town Meeting of the Air" program reserves the right to make final choice of subjects, but will not force acceptance on local committees. He said: "We were unsuccessful in our attempts to arrange a program on the subject which was the first choice of the Pittsburgh Committee, so after extended conferences with this committee the topic agreed upon was 'Should the President of the United States Have a Fourth Term?'"

CBS Giving Buildups To All O & O Stations

(Continued from Page 1)

run until May 15. Part of the advertising program consists of full page length display advertisements daily and Sunday in the Los Angeles and Hollywood papers; full showing car cards in every Los Angeles Railway Company car and bus; more than four thousand display posters in grocery stores, and some seven-hundred and fifty in drug stores, and a full schedule of announcements to be heard over KNX.

Should the monopoly decision break unfavorably for the chain, CBS execs feel that this campaign will have established national bulwarks in strategic corners. If the Court's decision runs the other way, the network feels that no harm will have been done anyway, for the network coordinated promotion will have primed the stations systematically. Business returns on the experiment so far, have confirmed execs' opinions that the move was a wise gesture.

Fitzgerald Made V.-P. Of Donahue & Coe Agency

(Continued from Page 1)

rights, NAB, for three years, before going to the Erwin, Wasey & Company agency. Bert Prager who has been radio director of Donahue & Coe, resigned several weeks ago, but has remained with the agency pending the appointment of his successor. Last week Prager was classified 1-A by his draft board.

"Washington Inside Out" Ready For AP News Wire

(Continued from Page 1)

of Press Association, Inc., radio subsidiary of the Associated Press.

The new commentary, written by Joe Torbett, Washington representative of the Associated Press Radio, will move on the AP Radio News Wire every Sunday morning for use on Sunday or thereafter. The script features the wartime Washington scene and is slanted to personalize commentators of stations using the program. Listener interest is stimulated by requesting program's audience to write their stations questions about Washington events, the questions to be answered in subsequent programs.

Stork News

Herb Flaig, assistant to Harry M. Smith, sales manager of WLW, Cincinnati, is celebrating the birth of his first child, a son.

New Manpower Drain Indicated By Winst

(Continued from Page 1)

original Selective Service Act called for a maximum armed force of 800 men but that immediately after Pearl Harbor not only was the one-year training rule been modified and extended to duration, but that it was found that the armed forces must be increased to more than ten times the figures. He also stated that at present it can be expected, though radio an essential industry, every physical man in the 18 to 38 bracket must be what his dependent may be, will be drafted and only a few whose "occupations approach indispensability to an essential industry will be allowed to remain on the

Wedding Bells

It will be wedding bells in the air for Sidney A. Schechtman, news director of WINS, and Pearl Lieber, Worcester, Mass.

...the trend is toward BETTER music

A.M.P.

LICENSE IS ESSENTIAL TO FINE PROGRAM BUILDING

Representatives:

ARTHUR H. BECKWITH • ROBERT S. KELLER

PALMER HOUSE—ROOMS 1177-1177W

ASSOCIATED MUSIC PUBLISHERS, INC.
25 WEST 45TH STREET · NEW YORK CITY

SESAC

*The Most Widely
Used Catalogs of*

★ ★ **AMERICAN MUSIC** ★ ★
in the
BROADCASTING INDUSTRY

At the N A B War Conference
for SESAC

Claude C. J. Culmer
Burt Squire

Emile J. Gough

Graham Harris

Leonard D. Callahan

Gus Hagenah

THE BIG GREEN
1943 SESAC MUSIC GUIDE
IS READY — GET YOURS



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

MBS Executive Group Set New-Season Plans

Chicago—An Executive Committee, Board of Directors and stockholders and affiliate meeting highlighted the visit of Miller McClintock, new president, Mutual Broadcasting System. The network executive is in this city until Friday on the first stop of a coast-to-coast speaking tour that will bring him to the speakers platform of seven advertising clubs in Los Angeles, San Francisco, Denver, Kansas City, St. Louis, Cleveland, Cincinnati, and Columbus.

The Affiliates meeting, held Monday, at 8:30 p.m. at the Drake, and attended by station representatives of more than one hundred Mutual outlets featured a preview of the networks kodachrome-filmed sales promotion presentation, prepared by Robert A. Schmid, network sales promotion manager. McClintock told the station men about the networks plans and policies for summer and fall, and ED. Wood, Jr., network sales manager, reported on sales accomplishments.

Officials' Attend

Attending the board of directors and stockholders meeting, were: Alfred J. McCosker, Chairman of the Board, (WOR, New York), who presided; W. E. Macfarlane, head of the Network Executive Committee, (WGN); Theodore C. Streibert, vice-president, (WOR); Lewis Allen Weiss, vice-president (Don Lee Network); T. C. Campeau, vice-president, (CKLW, Windsor-Detroit); John Shepard 3rd, (Yankee Network); H. E. Carpenter, (WHK, Cleveland); Harold Batchelder, (WFBR, Baltimore); Leonard Kapner, (WCAE, Pittsburgh); Benedict Gimbel, Jr., (WIP, Philadelphia); Kenneth Church, (WKRC, Cincinnati); Ed. Wood, Jr., Fred Weber, general manager and Louis Caldwell, attorney.

Attending the executive sessions, also held on Monday, at the Drake, were McClintock, Macfarlane, who presided, McCosker, Shepard, Weiss, Streibert and Carpenter.

A press reception for McClintock was tendered him by WGN at the Drake on Monday.

Accompanying McClintock to the West Coast on April 30, will be Weiss, and Lester Gottlieb, publicity director for Mutual.

Wedding Bells

Mr. and Mrs. Russell V. Bleeker, of Cleveland, announce the engagement of their daughter, Jane, to Lt. Eugene A. Pulliam, son of Eugene C. Pulliam, president of WIRE, Indianapolis, Ind.

Grayce Bonsell, secretary to Jesse Thompson of the WJZ sales promotion department, will be married June 6 to Sgt. Mimi LaRocca of the Station Complement Band, Fort Dix, N. J.

Today's Convention Agenda

Wednesday, April 28

a.m.

7:30—Staff Breakfast.

8:30—Breakfast Round-Tables.

1. Manpower and Selective Service—Lt.-Col. Ernest M. Cullegan, WMC, and Lt.-Com. Patrick H. Winston, Speakers.

2. Foreign Language—Arthur Simon, WPEN, Philadelphia, Chairman of the Foreign-Language War Time Control Committee, and Robert Richards, Assistant, Radio Division, Office of Censorship.

3. Tubes, Equipment, Batteries, Receiving Sets—Frank McIntosh.

4. Music.

5. Radio Management Club of Chicago—Sales and Program Managers.

10:30—General Session—Radio Problems and the War.

Speakers: Byron Price, Director, Office of Censorship; Don Stauffer, Chief, OWI radio branch; Andrew Dudley, chief, OWI campaigns section; William S. Paley, CBS president, and Dr. James R. Angell, Public Service Councillor of NBC.

1. Censorship.

2. Government and Programs.

p.m.

12:45—Luncheon.

James Lawrence Fly.

2:30—General Session—Sales Problems During War Time.

Speakers: Lewis H. Avery, director, broadcast advertising, NAB; Sheldon R. Coons, advertising consultant, and Paul Morency, WTIC, Hartford, Conn., chairman, Retail Promotion Plan Committee.

1. Retail Promotion Committee Plan.

2. Petrillo Recording Ban.

NAB Annual Meeting

1. Election of Directors-at-Large.

2. Vote of By-Laws Changes.

7:30—"Desert Victory," motion picture.

8:30—"Sales, A Wartime Necessity," Lewis H. Avery, Helen Kennedy, Kroger Grocery and Baking Company, Cincinnati, and John A. Garber, Strawbridge and Clothier, Philadelphia, Speakers.

8:30—NAB Association of Women Directors, Mrs. Dorothy Lewis, NAB Co-ordinator of Listener Activity; Willard D. Egolf, NAB Assistant to the President, and Ruth Chilton, WSYR, Syracuse, President, AWD.

Reisenberg-Schuster Series

Joseph Schuster, first cellist of the New York Philharmonic-Symphony, and Nadia Reisenberg, noted pianist, present the first in a series of sonata recitals Tuesday, May 4. (WABC-CBS, 3:30 to 4:00 PM, EWT.)

Kersta To Talk At Stuyvesant

Noran E. Kersta, manager, NBC television, will address the Physics Society of Stuyvesant High School, New York City, April 30, on the subject of "Television."

WSJS On 5,000 Watts

WSJS, NBC southwest group outlet in Winston-Salem, N. C., on April 16 began operation with 5,000 watts power, day and night, using a directional antenna. WSJS operated formerly with 250 watts power. Its 600 k.c. frequency remains unchanged.

Penman To "Snow Village"

Lea Penman, currently appearing in "The Pirate," starring Lunt and Fontanne, has been added to the cast of NBC's "Snow Village." She plays the role of Evangeline Finch.

200 Blue Affiliates Hold Chicago Meeting

Chicago—About two hundred executives and affiliates of the Blue Network attended a luncheon followed by a meeting Monday at the Palmer House. Niles Trammell, president of NBC was the first speaker and left immediately after a brief good-will message.

Mark Woods, president of the Blue, was the next speaker and he confined his message to an outline of the network picture as of today.

Keith Kiggins then gave a report on network and station relations progress, followed by a talk by Harold Hough, chairman of Blue Affiliates' Advisory Committee. Fred Thrower, vice-president of the Blue in Charge of Sales then revealed plans on future selling, stressing the "Drive on Day-time" programs.

Phillips Carlin spoke next on the development of new programs and stated that on the arrival in New York of Paul Whiteman, newly appointed director of music, new ideas embracing music and comedy would be worked out.

The highlight of the meeting was the unexpected super-comedy talk by the last speaker on the program, Edgar Kobak, who regaled the assemblage with a "relaxing note." However, Kobak was serious for the finale with the statement that the "war effort transcends everything and while radio and the Blue Network has been doing a great job, it must do still a better job of selling the war effort to the American public."

Radio Post-War Planning Discussed By NAB Board

Chicago—First discussions on the subject of post-war planning were held at the pre-convention meeting of the board of directors at Monday night's dinner. NAB board members were in agreement that some definite plan should be worked out and hope to have ready a concrete proposal to present to incoming board tomorrow.

In referring to the manpower problem, Miller said that women are playing an important part in the war radio picture. He particularly paid tribute to women technicians, producers and writers who have already demonstrated their work in replacing men at the stations.

An international aspect was evident when Emilio Azcarraga of Mexico, David Manson of Canadian Broadcasting Corp. and Miller held an informal conference. These ranking executives declared that the present problems of radio are substantially the same in Canada, Mexico and the United States.

Stork News

Grace Byrnes, actress featured on several programs over KOY, Phoenix, Ariz., is the mother of a baby girl. Both are doing nicely.



here is a
THEATRE

HERE IS A THEATRE with aisles that cross a continent ... a stage the size of a World's Series ball park or a world war battleground ... an orchestra pit which can shift in 30 seconds from symphony to swing ... and seats for 25,000,000 families, to be filled at the twist of a dial.

This is the Mutual theatre, opened in October, 1934. Scene of some of the greatest successes in radio,

it is being continuously enlarged and improved by those who know the American audience firsthand—the individual members of the Mutual Network.

No wonder more and more advertisers are stepping to the Mutual footlights these days. Some have a message for the full house; for others Mutual assembles audiences from specially selected markets. In either case, this theatre can now be leased at the lowest rates in radio—and the box-office response is terrific.

★ ★ ★

Current milestone in Mutual progress is the opening, May 1, of the newest and finest radio playhouse in New York, as outstanding as the network's studios in Chicago and Hollywood.

T H E M U T U A L B R O A D C A S T I N G S Y S T E M

When it's hard to build shows
...It's wise to buy them!

NBC PACKAGE SHOWS Easy to SELL

Short on talent? Producers scarce? Artists hard to find?... Well, just as NBC THE-SAURUS is your answer for musical programs, so NBC complete package shows give you the comedy, drama and comment that sponsors will buy—expertly written, produced, and recorded! Ready to broadcast! Ready to SELL!



LET'S TAKE A LOOK IN YOUR MIRROR WITH STELLA UNGER

A vital, spontaneous, timely series aimed at the busy, wide-awake woman of today. Helpful hints on charm, poise, wardrobes, shopping, etc. Excellent for advertisers reaching women in today's market. 156 five-minute programs—3-a-week for 52 weeks.

THE NAME YOU WILL REMEMBER

William Lang's hard-hitting, intensely interesting personality sketches about people in the news. Perfect title for tie-in with sponsor's name and business. Arranged for 3-a-week broadcast in five-minute periods. 117 programs.



BETTY AND BOB

Ace serial drama of "ordinary folk who lead extra-ordinary lives," with Arlene Francis, Carl Frank, and Milton Cross announcing. Allen Roth's music. 390 quarter-hour episodes for 5-a-week broadcasts.

FLYING FOR FREEDOM

Thrilling saga of United Nation's fighting men. Authentic, inspiring, and timely. Especially suited for use by wartime advertisers and firms engaged in war production. 26 half-hour dramas.



LET'S TALK IT OVER AT NAB WAR CONFERENCE

Palmer House, Chicago, Room 740-41

OTHER NBC RECORDED FEATURES

Time Out for Fun and Music— with Allen Prescott, Felix Knight, and Ted Steele's Novatones.

Hollywood Headliners— with Stella Unger.

Getting the Most Out of Life Today— with Wm. L. Stidger, Carson Robison and his Buckaroos.

5-Minute Mysteries— clues and solution in each episode.



Radio-Recording Division
NATIONAL BROADCASTING COMPANY

A Radio Corporation of America Service

RCA Bldg., Radio City, New York • Merchandise Mart, Chicago
Trans-Lux Bldg., Washington, D. C. • Sunset & Vine, Hollywood, Cal.

★ PROMOTION ★

KMYR's Basketball

The remote broadcasts by KMYR, Denver, of the basketball games of the stellar Wyoming Cowboys, which necessitated traveling some 7,500 miles with the windup at Madison Square Garden recently, is featured in a promotion piece being mailed to 5,000 coast to coast agencies and advertisers.

The four-page folder, done in blue and white offset, contains testimonials to Mark Schreiber, sports director, by Bill Stern, Mel Allen and Don Dunphy; facsimiles of sample congratulatory letters that poured into the station "by the thousands," and reproduced clippings of trade and newspaper articles attesting to the "press recognition for KMYR."

WLW's "Point O' Sale"

WSAI, Cincinnati, this week issued Vol. No. 1 of its new "Point O' Sale" paper, successor to the WSAI-Opener, point of sale mailing piece for merchandising men.

The new paper is bigger and newer than its predecessors; has eight 10x13 slick pages featuring plenty of photographs on personnel, local and network performers, and station participation in home-front promotions. A clean, good-looking job.

KXOK Baseball

KXOK, St. Louis, in collaboration with the Hyde Park Breweries, Inc., sponsors of play-by-play baseball on KXOK and a regional network of stations, opened the baseball season with a widespread promotional and publicity campaign.

One hundred twenty 24-sheet billboards were used in the St. Louis area, in addition to display cards on street cars and busses. Display ads were run in 68 rural newspapers along with daily display ads, pictures and news stories in metropolitan and rural papers. The Delmar Delivery Co. fleet and the Hyde Park trucks carried bumper cards. Counter cards and window streamers were used for ten days prior to the opening of the season and a feature story on France Laux, the play-by-play announcer, was run in the St. Louis "Star-Times."

WGKV's Trailer

Each evening, after sundown, a movie projector in the display window of the S. Spencer Moore Co., office outfitters, in Charleston, W. Va., flashes on a specially-constructed screen the latest news plus a WGKV trailer featuring station advertised products.

Charleston Transit Co. busses start their regular runs directly in front of the store. Hundreds of persons board the busses at this point, one of the busiest in Charleston. Forty to fifty people gather around the window at one time to see the 15-minute newsreel and four-minute trailer, shown continuous throughout the night. Trailer is changed weekly.

WTAG "Teaser Campaign"

Radio, newspaper, movie, and poster promotion was used to notify the public of a "change in the air" when WTAG, Worcester, Mass., switched its network affiliation recently to CBS. Teaser campaign using the slogan "Next week more than ever, you'll want to listen to WTAG" was played up in front page ads in local papers, with movie trailers, store posters, and spots throughout the day continuing the preliminary drive. Week following the switch, slogan became "Now more than ever."

Full page ad day preceding the change-over pictured CBS stars to be heard on WTAG with the "Sunday Telegram" devoting its entire radio section to it. Full two-column ads in the "Worcester Telegram and Gazette" were used during the first week of WTAG's new CBS programs in addition to two-minute announcements following all newscasts publicizing Columbia shows and stars. Network air celebrities also sent transcribed greetings which were broadcast.

Jane Dillon Folder

A promotional folder on Jane Dillon, whose three-octave voice range and dramatic artistry often combine to give listeners the illusion of hearing a stageful of characters—she being quite able to impersonate men, women and children holding running conversations—is being distributed to the trade.

The piece, prepared by Kasper-Gordon, offers 78 five-minute transcribed programs in a series titled "Famous Mothers," featuring dramatic impersonations of the mothers of famous people dead and living.

KRNT's Live Talent

As a special promotion for KRNT's, Des Moines "Saturday Shindig," live talent show being readied for sponsorship, listeners are being mailed, on request, a picture of the entire group and their instruments before the mike, with names and program facts. Dan Hosmer emcees the show.

Monks Wins College Poll

James Monks, who plays Luther Warren in NBC's "Front Page Farrell," has been voted "favorite actor of the year" by the Little Theater Players, Lafayette College. Monks was cited particularly for his performance in the current Broadway hit, "Eve of St. Mark."

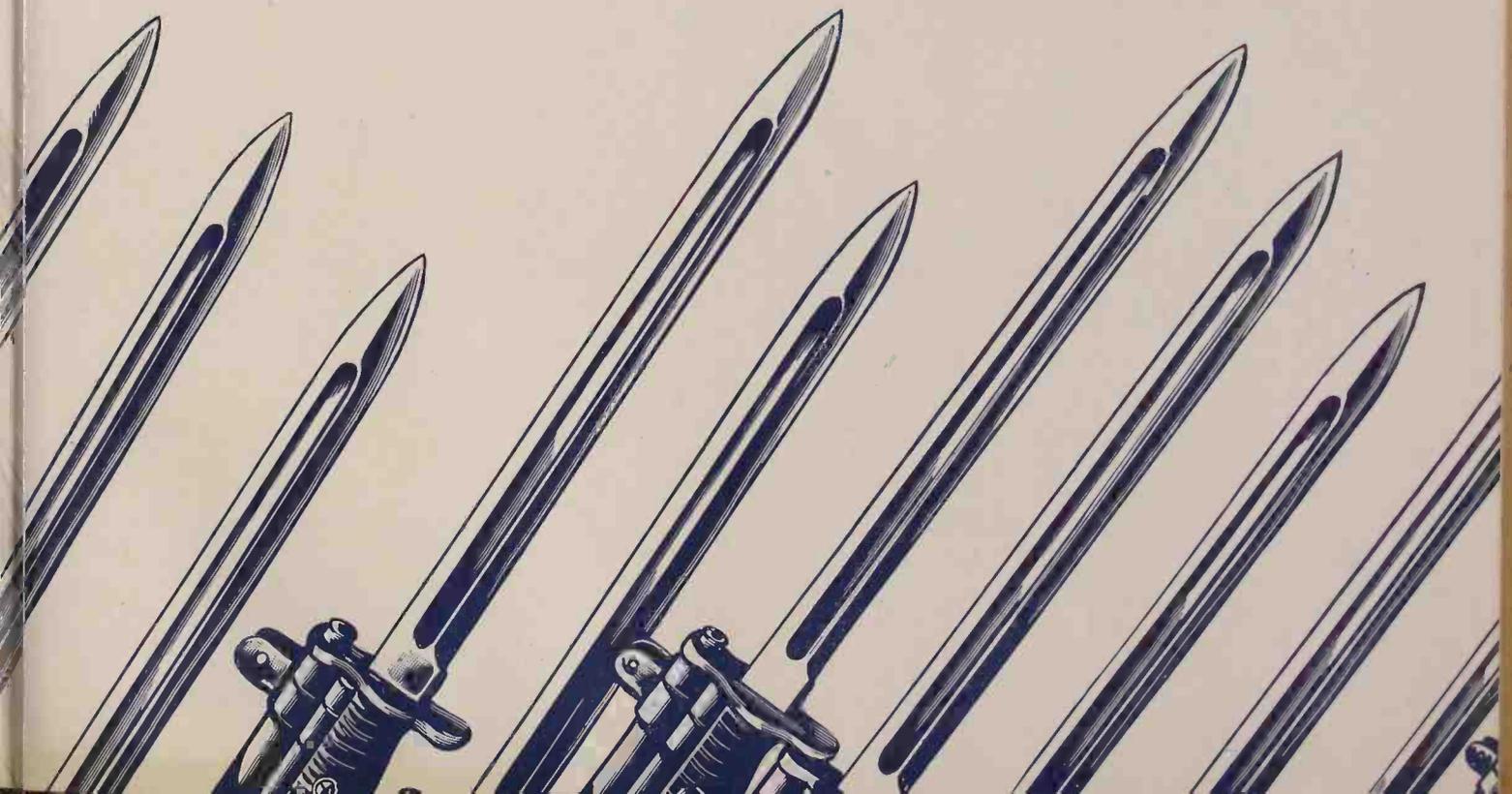
WB
BY
N

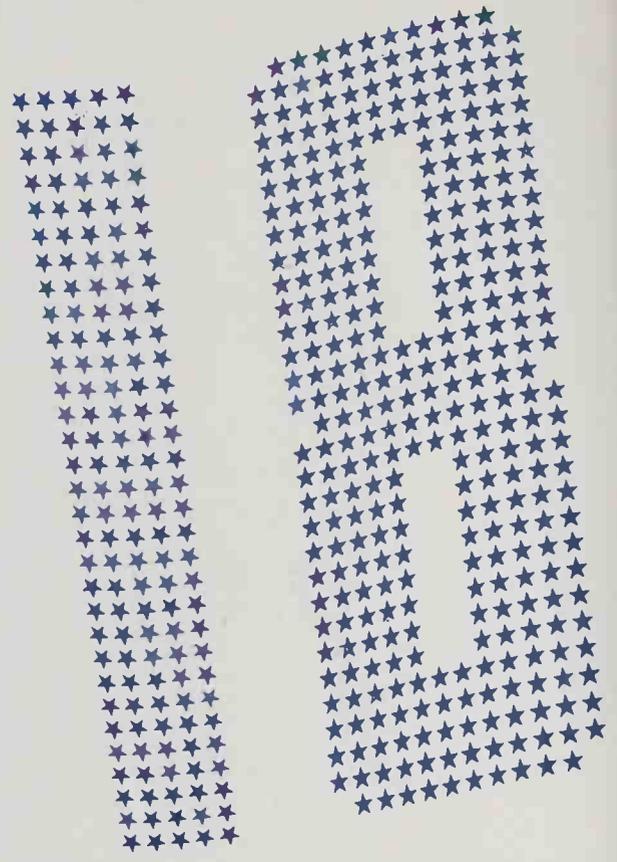
NEWS
EVERY MINUTE
ON THE MINUTE
12 NOON
TO 6 P.M.

NEWS AS IT HAPPENS

• 1430 ON YOUR DIAL •

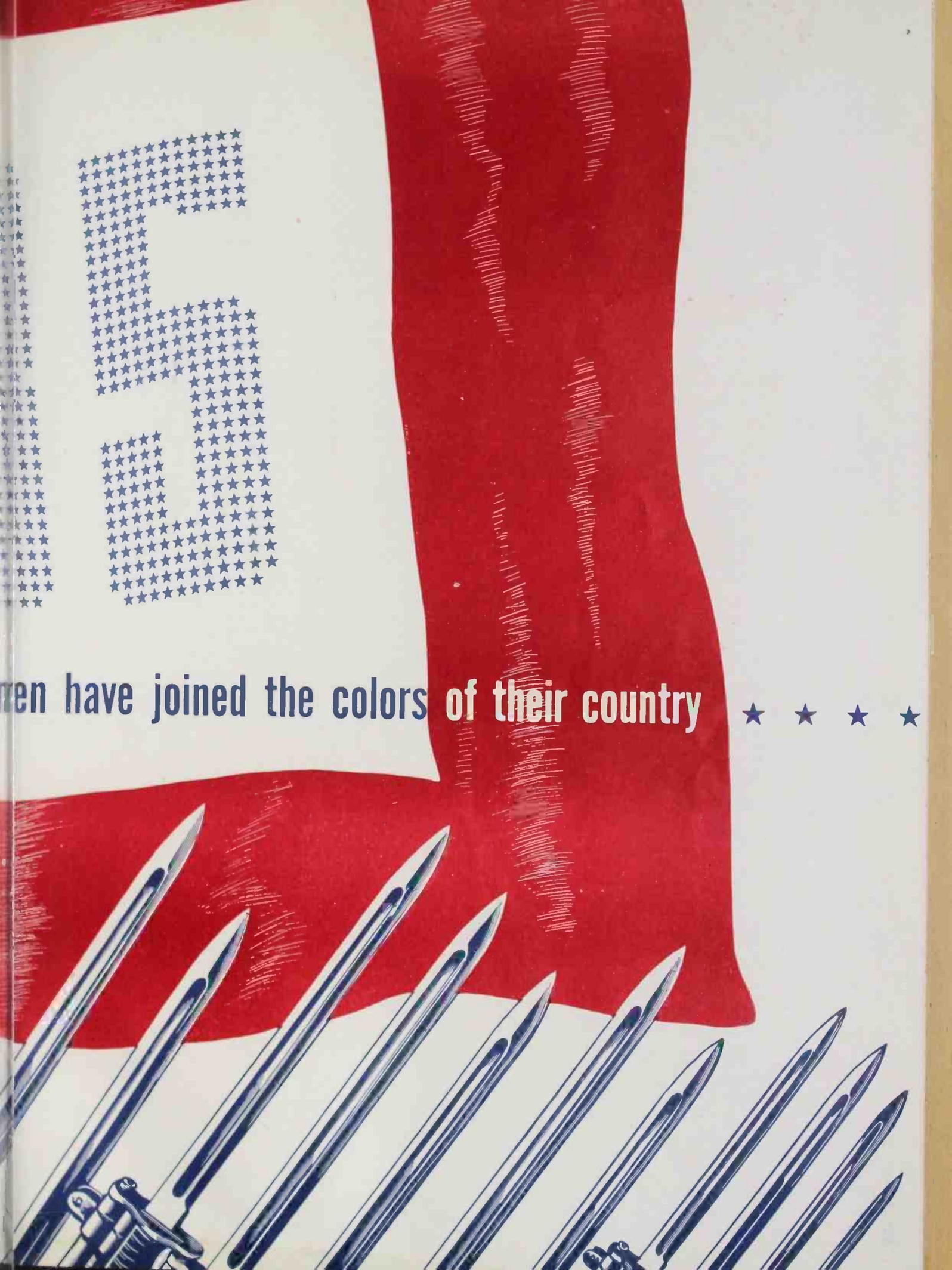
from
the 124 stations
of the Columbia
Broadcasting System ★ ★ ★ ★ ★





men are





men have joined the colors of their country



★★★ in the following detachments:

CFRB	Toronto	★ 10	WAPI	Birmingham	★ 13	WISN	Milwaukee	★ 7
CKAC	Montreal	★ 6	WBAB	Atlantic City	★ 8	WJAS	Pittsburgh	★ 11
KARM	Fresno	★ 9	WBBM	Chicago	★ 47	WJNO	West Palm Beach	★ 4
KDAL	Duluth	★ 8	WBIG	Greensboro	★ 15	WJR	Detroit	★ 27
KFAB	Lincoln	★ 21	WBNS	Columbus, Ohio	★ 17	WKBN	Youngstown	★ 11
KFBB	Great Falls	★ 2	WBRY	Waterbury	★ 5	WKBW	Buffalo	★ 33
KFH	Wichita	★ 20	WBT	Charlotte	★ 9	WKNE	Keene	★ 9
KFPY	Spokane	★ 9	WCAO	Baltimore	★ 8	WKWK	Wheeling	★ 5
KGDM	Stockton	★ 4	WCAU	Philadelphia	★ 30	WKZO	Kalamazoo-Grand Rapids	★ 8
KGGM	Albuquerque	★ 12	WCAX	Burlington	★ 5	WLAC	Nashville	★ 8
KGLO	Mason City	★ 11	WCCO	Minneapolis-St. Paul	★ 19	WLAW	Lawrence	★ 10
KGMB	Honolulu	★ 7	WCHS	Charleston, W. Va.	★ 13	WLBC	Muncie, Ind.	★ 3
KGVO	Missoula	★ 9	WCKY	Cincinnati	★ 15	WMAS	Springfield, Mass.	★ 11
KIRO	Seattle	★ 12	WCOC	Meridian	★ 2	WMAZ	Macon	★ 11
KLRA	Little Rock	★ 12	WCOV	Montgomery	★ 6	WMBD	Peoria	★ 19
KLZ	Denver	★ 8	WCSC	Charleston, S. C.	★ 6	WMBR	Jacksonville	★ 7
KMBC	Kansas City	★ 20	WDAE	Tampa	★ 6	WMBS	Uniontown	★ 12
KMOX	St. Louis	★ 36	WDBJ	Roanoke	★ 8	WMMN	Fairmont	★ 3
KNX	Los Angeles	★ 19	WDBO	Orlando	★ 10	WMT	Cedar Rapids	★ 8
KOIL	Omaha	★ 13	WDNC	Durham	★ 6	WNAX	Sioux City-Yankton	★ 15
KOIN	Portland, Oregon	★ 19	WDOD	Chattanooga	★ 15	WNBK	Binghamton	★ 15
KOMA	Oklahoma City	★ 25	WDRC	Hartford	★ 11	WNOX	Knoxville	★ 16
KOY	Phoenix	★ 13	WEEI	Boston	★ 23	WOKO	Albany, N. Y.	★ 16
KQW	San Francisco	★ 18	WEOA	Evansville	★ 6	WPAR	Parkersburg	★ 7
KRLD	Dallas	★ 14	WERC	Erie	★ 2	WPRO	Providence	★ 4
KRNT	Des Moines	★ 21	WFBL	Syracuse	★ 18	WQAM	Miami	★ 10
KROD	El Paso	★ 7	WFBM	Indianapolis	★ 14	WRBL	Columbus, Ga.	★ 10
KROY	Sacramento	★ 16	WFMD	Frederick, Md.	★ 5	WRDW	Augusta, Ga.	★ 7
KSL	Salt Lake City	★ 30	WFOY	St. Augustine	★ 3	WREC	Memphis	★ 4
KTRH	Houston	★ 16	WGAN	Portland, Me.	★ 4	WRVA	Richmond	★ 22
KTSA	San Antonio	★ 17	WGAR	Cleveland	★ 18	WSBT	South Bend	★ 9
KTUC	Tucson	★ 3	WGBI	Scranton	★ 5	WSPA	Spartanburg	★ 8
KTUL	Tulsa	★ 15	WGPC	Albany, Ga.	★ 12	WTAD	Quincy	★ 10
KVOR	Colorado Springs	★ 8	WGST	Atlanta	★ 16	WTAG	Worcester	★ 4
KVSF	Santa Fe	★ 3	WHAS	Louisville	★ 23	WTAQ	Green Bay	★ 19
KWFT	Wichita Falls	★ 5	WHCU	Ithaca	★ 7	WTOC	Savannah	★ 7
KWKH	Shreveport	★ 21	WHEC	Rochester	★ 8	WTOP	Washington	★ 25
WABC	New York	★ 327	WHIO	Dayton	★ 10	WWL	New Orleans	★ 28
WABI	Bangor	★ 9	WHP	Harrisburg	★ 6	WWNC	Asheville	★ 9
WADC	Akron	★ 7	WIBW	Topeka	★ 10	WWNY	Watertown, N. Y.	★ 11
WAIM	Anderson	★ 7	WIBX	Utica	★ 9			

KHBC, Hilo; and WKAQ, San Juan are actively represented with the colors to an extent which affords no aid or comfort to the enemy.

this is ★★★ THE COLUMBIA BROADCASTING SYSTEM

THE FACTS ARE..

NO. 2 IN A SERIES:

MEMORANDUM

DUNN SHOE STORES
OFFICE OF THE PRESIDENT

TO: Advertising Dept.: FROM: Max J. Schwartz,

As you know our "Lucky Shoe Box" Program over WPEN comes up for renewal next week.

I have decided to renew our contract for another year to continue our quarter-hour 6-times weekly program.

I am happy to report that in spite of Shoe Rationing, which went into effect early last month, our sales have a 22 per cent increase over the preceding 30 days.

Attributing our continued sales upswing directly to our WPEN Radio Advertising, I have decided to double our air-time budget and decrease our newspaper expenditure accordingly.

5000 WATTS • 950 ON THE DIAL

WPEN

Watch this space each month
for another....

Philadelphia SELLING Story

AFFILIATED STATION OF THE ATLANTIC COAST NETWORK

NEW BUSINESS

WOKO, Albany, N. Y.: John G. Myers Company, daily periods, one hour, 8-9 a.m., 52 weeks; Spaulding Bakeries, Inc., six daily anns., four days weekly; Boulevard Upholstering Company, daily anns., 13 weeks thru July 9; Carter Products, Inc., thru Small & Seiffer, Inc., three anns. weekly; Albany Garage, daily anns., 13 weeks.

WABY, Albany, N. Y.: City Safe Deposit Company, 18 weekly anns. thru Hevenor Advertising Agency; Caplan Brothers, 10-minute periods, daily, four weeks; Shapiro Jewelers, 13 half-hour periods from Grand Theater, Wednesday nights; Perkins Silk Shop, daily anns., 13 weeks.

Fred E. Guthery

Fred E. Guthery, owner of WMRN, Marion, Ohio, succumbed to a heart attack early last week. He was 75. He was president of the National City Bank of Marion, director in several financial, insurance and industrial firms, and was a law partner of the late D. R. Crissinger, comptroller of the currency under President Harding.

Three Topical Talks Set On NBC This Week

Both current and post-war problems will be discussed by speakers on NBC broadcasts during this week. Tomorrow, at 6:00 p.m., Neal Dow Becker, president of the Commerce and Industry Association of New York; Willis H. Booth, chairman of the board, Sierra Talc Co., and former president of the International Chamber of Commerce, and Eric A. Johnston, president of the U. S. Chamber of Commerce, will discuss war-time responsibility at the meeting of the U. S. Chamber of Commerce.

Senator Joseph O'Mahoney of Wyoming will discuss postwar problems in a special NBC broadcast Friday, April 30, at 1:00 p.m. His subject will be "Economic Reorganization Following the War."

On the same day, at 10:30 p.m., NBC will present Rep. Michael J. Mansfield of Montana, who will talk on the situation in the South Pacific. In making his first radio appearance since his election to Congress, Rep. Mansfield has selected the title "What Are We Going to Do About the Pacific?"

Stork News

Ben Muros, head of continuity at WCAE, Pittsburgh, is celebrating the birth of a daughter, Barbara Jean.

Neb. Broadcasters Elect Anson Thomas President

Lincoln, Neb.—E. Anson Thomas of KGFV, Kearney, was elected president of the Nebraska Broadcasters Association at the annual meeting in Lincoln.

Others elected were: Vice-President, Jud Woods, KFAB, Lincoln; Secretary-Treasurer, Art Thomas, WJAG, Norfolk; Directors, Harry Burke, WOW, Omaha and Bill Martin, KMMJ, Grand Island; NAB representative, John J. Gillin, Jr. WOW, Omaha.

Resolutions passed called for the turning down of all requests for free government publicity except those closed by OWI; expressions of appreciation to former State Radio Coordinator Don Searle, and to legislators helping to overcome the shortage of farm batteries.

Dorrell Joins Hooper In Station Report Dept.

W. Ward Dorrell, radio director and account executive at Henri, Hurst & McDonald, Inc., Chicago, has joined C. E. Hooper, Inc., as manager of the Station Reports Department which covers 48 cities. Previously, Dorrell had been with Paul Raymer, and was manager of the Westinghouse stations, WOWO and WGL, Fort Wayne, Ind.

Reed Joins Rambeau

William G. Rambeau Company announces the addition of Frank M. Reed to its Chicago sales staff. Reed comes to the Rambeau organization from the sales staff of Station WIND, Chicago, prior to which he bought radio time for Stack Goble Agency for many years.

Capt. O'Brien Invalided Home

Capt. Dan O'Brien, who was a member of NBC's press department before enlisting last year in the Marines, is reported recovering from malaria in a Navy hospital after being invalided from Guadalcanal. Promoted to his present rank recently, Capt. O'Brien has been recommended for the Navy Cross for his one-man battle against a party of Japanese.

Christian Science Talk Set

Elroy C. Robertson, Christian Science practitioner, will discuss "World Completeness" when he speaks over station WEAJ on Sunday, May 2 at 8:30 a.m. Music for this Christian Science program will be provided by the Symphonic Four Quartet.

Los Angeles

By RALPH WILK

THE Hollywood Radio Club a social organization consisting solely of AFRA members, now includes in its roster Bing Crosby, Bob Burns, Gin Simms, Spike Jones, Arch Oboler, Orson Welles, Rudy Vallee, John Phillip Morris, Jr., and other well known names. It will stage an entertainment and ball at the Los Angeles Breakfast Club May 18.

Paul Pierce, Columbia Pacific Network production supervisor, has signed to enter independent production. He will continue on the show "Stars Over Hollywood," sponsored by Dari-Rich.

Our Passing Show: Hedda Hopp, Don Belding, Don E. Gilman, D. Thornburgh, Lewis Allen Weiss, L. Frost, William Pringle, Dema Harbarger, Hal Bock, George White, Andy Kelly, Milt Samuel, Dave Taylor, Eugene D. Harrington, Thomas Freebairn-Smith, Gene Duckwa, Bernie Milligan, Robert Freeman Ford Sibley and Ted Wick at cocktail party in honor of Emerson Fox, president of Foote, Cone and Belding. Fred Haney, formerly manager of the St. Louis Browns, is announcing the Pacific Coast League games KMPC.

George Riley, star of "The Gilmour Furlough Fun" show heard over KFRD Friday nights, will m.c. the show planned by the Hollywood American Legion Post Saturday night at the Legion Stadium for servicemen.

Elliott Lewis, who is now in special service branch of the Army and Cathy Lewis, a film actress, will be married April 30th.

Thelma Kirchner, who has been with Radio Station KGFJ for the past 16 years working in various capacities, was elevated to general manager of the station when its owner, Major Ben S. McClashin, joined the Coast Air Patrol.

Leaves FCC Info Office To Join Division Of O

Washington Bureau, RADIO DAILY
Washington—Edgar M. Jones, who has served in the FCC Office of Information as assistant to the director during the last year, this week transferred to the office of Defense Transportation as information specialist in the motor transport section. The transfer, at the request of OIA in exercise of its war priorities Government personnel, culminated a month or more of delay.

Jones was in charge of FCC information for over six months after Commission granted war leave. Information Director George O. Klingham, now a major in the Chemical Warfare Service, Washington. During the interim of six months ending this March, Russell Cleveland, formerly of Albert Frank-Gunther Law Agency, New York, served as FCC information director until his resignation last month to go with W. Ayer & Son, Inc., in that agency's New York office.

*burning desire
to know . . .*

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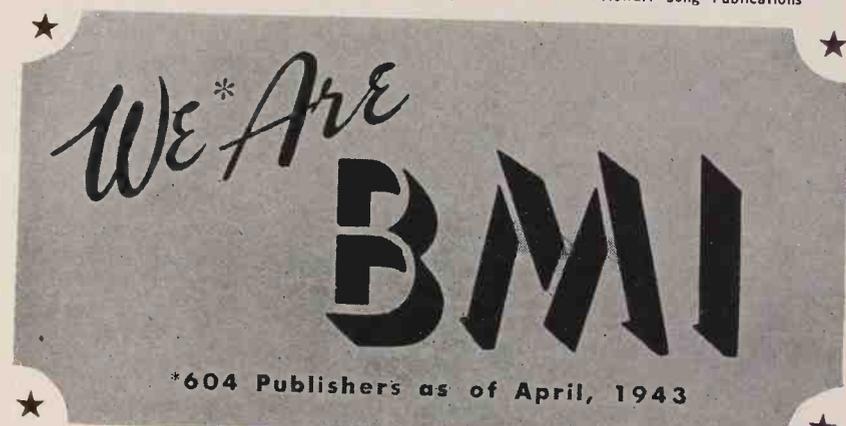
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8 Something New From Washington

"WASHINGTON INSIDE OUT"

A hundred offices...a thousand perplexities...a multitude of "spokesmen"... That's Washington in wartime—a confusing mixture of news, interpretation, opinion and handout.

Now a new weekly program, PA's "WASHINGTON INSIDE OUT," clarifies it all.

"WASHINGTON INSIDE OUT" goes beyond the news. It grasps the throbbing, racing pulse of the National Capital. It jumps into the whirlpool of information and

misinformation, of claims and counter-claims, and emerges with a clear, concise radio picture... a rare, down-to-earth program that will give listeners the inside out on Washington.

The author is Joe Torbett, former editor and news executive for 22 years with some of the nation's outstanding newspapers. He will be the Special Washington Observer for all PA-affiliated stations.

A 15-MINUTE PROGRAM, ONCE A WEEK, BEGINNING MAY 9, ON THE SPECIAL AP RADIO WIRE WITHOUT ADDITIONAL COST • PRESENTATIONS FOR USE WITH SPONSORS IN MAIL TO ALL AFFILIATED STATIONS

AP News for radio is available exclusively through

PRESS ASSOCIATION, INC.

50 Rockefeller Plaza

New York, N. Y.

☆ ☆ GUEST-ING ☆ ☆

DEAN MURPHY, who specializes in impersonations of President Roosevelt, on the Sammy Kaye program, today (WABC-CBS, 8 p.m.).

GOV. MATTHEW M. NEELY of West Virginia and SEN. STYLE BRIDGES of New Hampshire, discussing "Should A President of the United States Have a Fourth Term," on "America's Town Meeting of the Air," tomorrow (WJZ-Blue Network, 8:30 p.m.).

EDDIE CANTOR, INA CLAIRE, ALLAN JONES and MAYOR ROSSI of San Francisco, on the "Stage Door Canteen" program, tomorrow (WABC-CBS, 9:30 p.m.).

ARTHUR TREACHER, on Stella Unger's "your Hollywood News Girl," Friday (WJZ-Blue Network, 2:45 p.m.).

NANETTE FABRAY and AL DRAKE, on "Armstrong's Theater of Today," Saturday (WABC-CBS, 12 noon).

JIMMY JEMAIL, "Inquiring Photographer" of the New York "Daily News," and GLORIA GILBERT, ballerina of "Star and Garter," on the Ellery Queen program, Saturday (WEAF-NBC, 7:30 p.m.).

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

Personal: TO STATION MANAGERS AND PROGRAM DIRECTORS

REMEMBER WITH THE



THE LITTLE MAN BIG BACKLOG?

He's at the convention ready to provide for the transcription - starved. He can do it, too. He can provide now—new releases every three weeks for months to come. For the record, ARPSY has a May scoop for subscribers to the ARPS library. It's a new release featuring pop tunes headed for the Hit Parade—"Let's Get Lost," "It Started All Over Again," and "Comin' In On The Wings Of A Prayer"—and tunes from the musical "Oklahoma."

Associated's key men are at the conference with ARPSY, to help solve your program problems—prove how the ARPS transcription library can help win clients, influence listeners, sell merchandise.

Make it a date with John Mayo and Ben Selvin at the Palmer House, Rooms 1161W-1162W.

ASSOCIATED RECORDED PROGRAM SERVICE



25 WEST 45th STREET NEW YORK

Select Theatres, Esquire Sign For Time On WJZ

A trend toward the increased use of radio promotion by the entertainment field is indicated in the 52-week contract signed by Select Theatres Corporation with Station WJZ. Five one-minute live announcements will be used weekly in behalf of Select productions, starting with "Ziegfeld Follies" and "Sons O' Fun," starting yesterday. Select Theaters has previously sponsored spot announcements on WJZ for shorter intervals. Blaine-Thompson Company, New York, is the agency.

Esquire, Inc., will sponsor 19 live and recorded announcements and participations on Station WJZ in behalf of Coronet Magazine over a six-day period beginning April 23. Schwimmer & Scott, Chicago, handles the account.

Wedding Bells

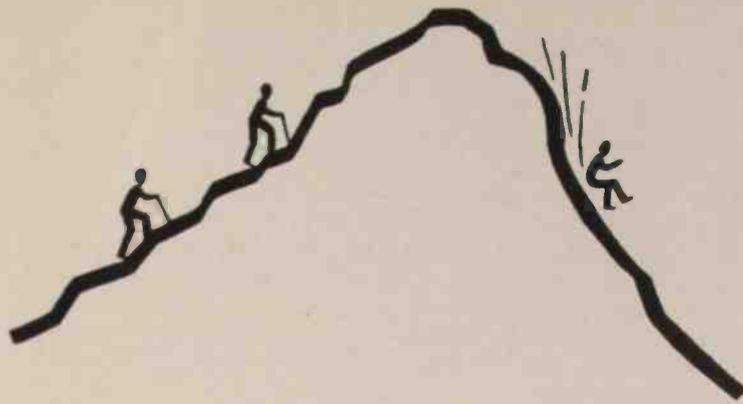
Mrs. G. C. Johnson, Jr., the former Anice Wismer, continuity director of WRBL, Columbus, Ga., returned April 15 from her wedding in Washington, D. C. Her husband, Lt. G. C. Johnson, Jr., now in the Parachute Infantry, Fort Benning, Georgia, was formerly Washington representative for Enamel Products Company, Cleveland.

AGENCIES

ARTHUR E. TATHAM, head of Chicago office of Young & Rubicam will be transferred to New York May 15 as vice-president in the office of the agency. He will be succeeded in his Chicago post by J. F. Whedon, formerly in charge of Chicago office of Lord & Thomas.

VICTOR J. ANDREW COMPANY, Chicago, manufacturers of Radio Transmission equipment have placed their advertising with Burton Brown Advertising.

EDWIN P. CURTIN, formerly with BBD&O, and ex-radio publicity head for the New York World's Fair, has been advanced to the rank of lieutenant colonel at Camp Wheeler, Ga.



Nothing recedes like success!

"To be here tomorrow, advertise today"

Now, more than ever, this ancient advertising maxim is true — true for firms with products to sell — true for those whose products have gone to war.

The first quarter of this year has been *the best in the history of WNEW* . . . 42 more advertisers for '43! Ten are new national advertisers . . . 11 are new local accounts . . . and 21 are former WNEW advertisers, welcomed back with open arms.

All advertising pays on WNEW — New York's first station in low cost of reaching customers. And dozens of regular WNEW advertisers — some of 10 years standing — will tell you, "Constant WNEW advertising makes sales GO UP — and STAY UP!"

WNEW

501 MADISON AVENUE • NEW YORK, N. Y.

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

N A T I O N A L L Y R E P R E S E N T E D B Y J O H N B L A I R & C O M P A N Y

NBC BASIC STATION IN THE "LAND OF PLENTY"

5000 WATTS DAY & NIGHT

W D E L

WILMINGTON DELAWARE 1150 KC

Sales Representative PAUL H. RAYMER

MAIN STREET OL' SCOOPS DAILY

Notes From a 'NAB'side Seat in Chicago . . . !

The longest road in the world is the Lincoln Highway but "Main Street, U. S. A." is likewise a coast to coast thoroughfare, narrow, unpaved and unpopulated in most part, yet the more important of the two transcontinental roads because where the former skirts cities and towns, the street that captions this daily pillar, is the backbone and main artery to and thru the heart of the nation. . . . and so, following the trend of important events, Ol' Scoops finds himself in Chicago for a personal looksee at the NABoosters. . . . (we've often suggested quite subtly the fact that since "Main Street" extends clear out to the corner of Sunset and Vine, in Hollywood, a junket to the coast might—but the editor feels that for the time being, the Windy City should suffice as the boundary limits to ye scribe's beat and as he so aptly puts it, ("wottihell, we have a staff out there") He had us there, so here we are to lend a hand, not that he needs it, to Radio Daily's Chicago-getter, Frank Burke. . . . the pageantry and carnival spirit, which usually accompanies these annual conventions, is conspicuously absent, for Radio realizes its immense obligations and responsibilities to the War Effort with numerous government agency heads and even more radio representatives in uniform present.



In keeping, therefore, with the serious aspect of the business to be discussed and problems solved, the program of entertainment for the delegates has been dropped this year. . . . however a few cocktail parties for friends, have been planned by individuals which is okay. . . . Monday evening, a cocktail party for the press, was held at the Drake Hotel, in honor of Miller McClintock, genial Prexy of Mutual. . . . Lewis Allen Weiss, vice-president of the Don Lee-MBS Network, in town for the convention, will accompany the former to Hollywood on Friday, where McClintock will make the first of a series of talks to Advertising Clubs. . . . Lester Gottlieb, of New York, head of the press relations staff will also make the coast trip (lucky guy). . . . Incidentally, Bob Schmid rates a bow for the swell narration job he did during the pre-view of the MBS new Kodachrome Sales Presentation Slides for the press and guests at the Drake party. . . . Bill Lavin of WDAY was a bit disappointed. . . . wasn't a ping-pong table around. . . . Arthur Simon, WPEN exec, carries a solid gold fountain pen with him, but for the past six years has signed every important contract with a green 20-cent fountain pen. Paging Mr. F. W. Woolworth.



Jack Ryan NBC Chicago press chief back from Gotham in time for the meet. . . . it pays to be a kind gentleman. . . . Howard Chernoff, W. Va., network executive en route to Chicago was required to change trains at Cincinnati. . . . train was jammed and Howard had resigned himself to stand with other standees all the way to Chi when he noticed a lady with a child aboard. He offered to carry her suitcases while looking for a seat and two men, thinking Howard and the lady were "man and wife" rose and gave them their seats. . . . "Hands Across the Border Scene" . . . CBC head David Manson, Emilio Azcarraga, Mexico City, and Prexy Neville Miller, sharing a breakfast table at the Victorian room. . . . had to go a thousand miles to meet Ned Midgley CBS sales service chief. . . . We learn he not only graduated from Yonkers High with us but lives but a few blocks away and belongs to the same club Draft Board Local 731. . . . Charles Garland, assistant commercial manager of WBBM and Mayor of the suburb of Des Plaines naturally on the convention reception committee. . . . on receiving Monday's copy of Radio Daily, Monday morning, Mark Woods could only say "amazing, how did you do it?" (Ask Shap).



Remember Pearl Harbor

FOR SALE

"Make Believe Ball-Room"

FEATURING EDDIE CHASE

Fastest Growing Daytime Show (SEE HOOPER)

in Nation's Fastest Growing Major City

WXYZ DETROIT MICHIGAN

PAUL H. RAYMER COMPANY National Sales Representative



The American Theatre Wing and the Sponsors of STAGE DOOR CANTEEN

"On the Air"

(Broadcast Over CBS Thursdays, 9:30 to 10.00 P.M., EWT)

Gratefully acknowledge the generous cooperation of all those who have participated in making this program so popular—both with men in service and their folks at home.

LIST STARS

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ewlisters
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Bankhead
Blamy
Blinchley
Brendix
Bennett
Ble
Booth
Bge
Bswell
Bree
Bruce
Buce
Bee
Allen
Cator
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Majorie Lawrence
Jerry Lester
Meade Lux Lewis
Ella Logan
Peter Lorre
Anita Louise
Paul Lukas
Jeannette MacDonald
Chico Marx
Herbert Marshall
Mary Martin
Iona Massey
Elsa Maxwell
Lauritz Melchior
James Melton
Adolphe Menjou
Helen Menken
Yehudi Menuhin
Una Merkel
Ethel Merman
Merry Macs
Glenn Miller Singers
Lucy Monroe
Grace Moore
Zero Mostel
Allan Mowbray
Anne Nagel
Anna Neagle
Gertrude Niesen
Merle Oberon
Walter O'Keefe
Parkyarkarkus
Louella Parsons
Jack Pearl
Jan Peerce
ZaSu Pitts
Captain Gene Raymond
Irene Rich
Bill Robinson
Lanny Ross
Bidu Sayao
Martha Scott
Herb Shriner
Cornelia O. Skinner
Smith and Dale
Rise Stevens
Colonel Stoopnagle
Stroud Twins
Gladys Swarthout
Alec Templeton
Lawrence Tibbett
Arthur Treacher
Sophie Tucker
Cheryl Walker
Ethel Waters
Orson Welles
Bert Wheeler
Barry Wood

Alexander Woolcott
Monty Woolley
Ed Wynn
Roland Young
Yvette

★ REPRESENTATIVES

Arthur Ashley
Walter Batchelor
Herman Bernie, Inc.
Ted Collins
Columbia Concerts, Inc.
Frank Cooper
Consolidated RadioArtists, Inc.
Mack Davis
Dolan and Doane
Bernie Foyer
Henry Frankel
Frederick Brothers
Gale, Inc.
General Amusement Corp.
William Gerannant Co.
Hal Hackett
Mark Hanna
Leland Hayward, Inc.
Nelson Hesse
Constance Hope Associates
Edith Hophan
Judson Concerts Bureau
Paul Lewis
A. and S. Lyons, Inc.
William McCaffrey
Bart McHugh
A. T. Michaud
William Morris Agency
Bill Murray
Music Corp. of America
National Concert and Artists Corp.
National Radio Artists
Leon Newman
Del Peters
Popular Concerts Guild
Bruce Powell
Herb Rosenthal
James Saphier
Bernard Schubert
Screen Actors Guild
Myron Selznick, Ltd., of N. Y.
Louis Shurr
Henry Souvaine, Inc.
Thomas L. Stix
Philip Weltman
Larry White
Wolf Associates, Inc.
Nat Wolf
Jules Ziegler

★ "ANGELS"

Maxwell Anderson
Joan Blondell
Governor J. Bricker
Frank Crowninshield
Irene Dunne
James Farley
Vinton Freedley
Rube Goldberg
Oscar J. Hammerstein
Herbert Hoover
Fannie Hurst
George S. Kaufman
Mayor F. H. LaGuardia
Governor Herbert Lehman
Sol Lesser
Lieut. John B. Lodge
Paul V. McNutt
Lieut. Robert Montgomery
Pat O'Brien
Brock Pemberton
General Phillipson
Grantland Rice
Richard Rodgers
Mrs. Franklin D. Roosevelt
Mayor Angelo Rossi
Alfred E. Smith
Lieut. I. J. Stickney
Wendell Willkie

★ ORGANIZATIONS

AFRA
Emily Holt
George Heller
Actors Equity
Screen Actors Guild
AGMA
AGVA
A. F. of M.
Tom Malone and staff

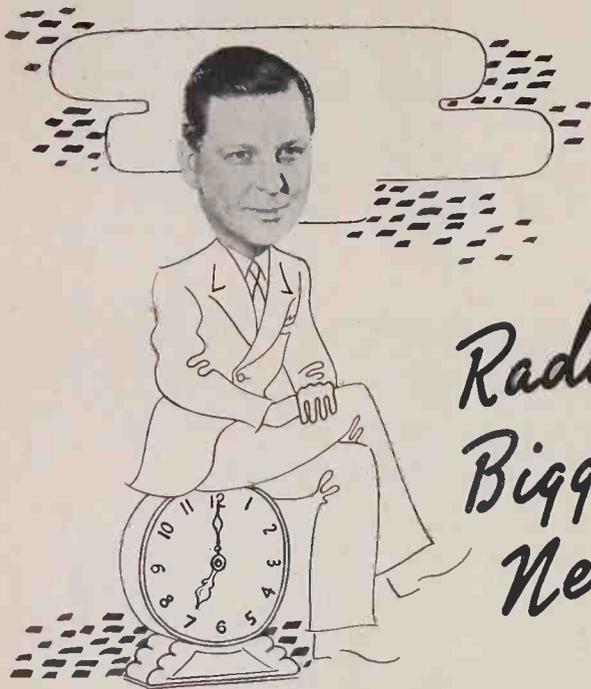
★ PROGRAM STAFF

Roger White, Producer
Frank Wilson } Writers
Eddie Forman }
Ira Ashley, Director
Bert Lytell, Officer of the Day
Raymond Paige and his Orchestra
Alan Ward, Production
Frank Protzman, Engineer
Jack Amrhein, Sound Man
Dwight Weist, Announcer
★ Helen Menken, Chairman
Radio Committee
American Theatre Wing

Produced By
C. L. MILLER CO.

for

CORN PRODUCTS REFINING COMPANY



*Radio's
Biggest
News*

FULTON LEWIS JR.

sits on top of 7 o'clock

**SINCE AMOS 'N ANDY AND EASY
ACES HAVE LEFT THE 7 O'CLOCK
SPOT**

Watch Lewis' Hooper rating soar now that he owns the seven o'clock spot on the dial. Mutual's top newscaster is headed for new glories . . . and greater sales for sponsors.

Wire, phone or write . . . WILLIAM B. DOLPH, WOL, WASHINGTON, D. C. for sponsorship of Fulton Lewis, jr. in your city. He has more sponsors than any other radio personality. Sell him at YOUR one time quarter hour rate per week.



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

NEW PROGRAMS—IDEAS

Theater-Ticket Prizes

Free theater tickets for correct answers to questions asked over the air are being offered Monday nights by WJW, Akron, Ohio in a feature titled "So You Think You're Smart." Studio announces it is spinning a wheel marked off with the letters of the alphabet.

When marker stops at a letter, listeners are informed that all persons whose names begin with that letter are eligible to phone the correct answers. Steven Richards handles the program, which is sponsored by Reiter Dairy.

Air Raid Wardens On Own

An Air Raid Warden program that is publicized by wardens touring the streets with P-A equipment is featured on WFIL, Philadelphia on Sunday afternoons. The show, titled "C. D. Blockbusters," dramatizes experiences of wardens on duty, and is currently dedicated to the war loan drive. For about a week before each show goes on wardens ballyhoo the neighborhood scheduled to be featured on the show, utilizing huge placards and making personal visits, in addition to shouting the advance notice over the mobile P-A.

"Blind Date"

Novel servicemen's show is "Blind Date," currently being produced by KTUC, Tucson, Ariz. Soldier with Marana Air Training Base near Tucson is selected to appear each week on the program. Girl likewise is selected by Young's Women's Defense League of Tucson YWCA, and they meet for first time on "Blind Date" program. After broadcast, couple attend a dinner and dancing party, and are given additional gifts through arrangements worked out by KTUC.

"John's Dough"

Striking a note of novelty current Second War Loan campaign KIRO, Seattle, is presenting a series of five-minute transcriptions of the title, "John's Dough," written by Evelyn Marble of the continuity department and produced by Bill Moshier, director of public relations. Through the use of various sound effects and filter mikes, the show cleverly personify the "American dollar" now being squandered in the name of Victory.

In cooperation with the Washington State Defense Council, a series of five-minute transcriptions is being produced on V-Home, employing the Gremlin idea by Dorothy Shaftner of KIRO continuity department and produced by Bill Moshier, the scripts expose evil little Gremlins as the sly guggle, who hinders the soldier's drives, and the Yap Yap, who spreads rumors. Episodes is presented on an average twice daily and is expected to last for the duration of the campaign.

Army Maneuvers

A thrilling broadcast was aired on KSAL, Salina, Kans., recently. Lt. Jack Ramsburger and Lt. J. Gourley, with a group of men from the 94th Infantry Division, through the infiltration course at Camp Phillips, near Salina. Carrying a mike on a cord, the officers broadcast their reactions and those of other soldiers as they crawled through shell holes, barbed wire entanglements and all the other hazards to be met in actual combat zones. Real live bullets from machine guns whizzing over their heads at a distance of thirty inches from the men. Lieutenant Ramsburger is connected with the Public Relations office of the 94th Division; and Lieutenant J. Maloney's staff.

Bond-Feeds

At the suggestion of and in cooperation with WBYN, Brooklyn Village Barn, Greenwich Village and-dance spot, will feed every chaser of a \$100 War Bond on the night of April 27. Station staff will be on hand to handle sales and entertainers in conducting auction.

A graphic advertisement for WBYN. It features the call letters "WBYN" in large, bold, vertical letters on the left. To the right, a microphone is shown with the call letters "WBYN" on its top. The text reads: "NEWS EVERY MINUTE ON THE MINUTE 12 NOON TO 6 P.M. NEWS AS IT HAPPENS • 1430 ON YOUR DIAL •".

Yours for an utterly ruthless peace
John S. Hughes

"NEWS AND VIEWS" • 5515 MELROSE AVENUE • HOLLYWOOD, CALIFORNIA

Coast-to-Coast

A 70-foot tower formerly used by WSO and KRNT, Des Moines, has gone the way of all scrap metal, providing over 25 tons of steel in the effort. In cooperation with the tower, held as auxiliary for emergency, was torn down, 600 feet of copper wire was removed and placed into service elsewhere. The scrapped tower was dismantled in 1935.

Additions to the WOWO-WGL, W. Ind., staff include Mary Jane, secretary to Bill Malone, merchandise director; Bill Freiburger, in charge of transcriptions; Jim Tonkin, an egg Whitley, assistant to Jane, and Roxy Burley, engineer.

A game show of analysis and statistics of Cincinnati Reds games, "Play Ball" has been sold by Dayton, to Hearststone Serling distributors in Day-

New announcers at KSAL, Salina, Kan., Kirk Hammer of Wichita, and Prousch of Topeka. Hammer has taken the position following his discharge from the Marine Corps.

Prousch, a former student at Kansas State College, has been engaged in radio survey.

Ash-blond Kay Turner, is emceeing "Hi There, Sailor!" new NBC international shortwave program featuring recorded jive and boogie-woogie over WBOS three afternoons a week for the ears of American sailors. Kay, former NBC mailer, and Pasadena Playhouse student, is a former East Tennessee State diving champ.

John T. MacKnight, staff announcer of WDGY, Minneapolis, takes over his duties of production chief on May 1. His promotion was announced by Dr. George W. Young, general manager. MacKnight has been staff announcer at the station for the last five and one-half years. He is a graduate of the Macalaster Conservatory of Music and was active in dramatics.

Mort Silverman has been appointed assistant manager in charge of sales for WEIM, Mutual-Yankee outlet in Fitchburg, Mass. He succeeds W. Warren Teskey who recently resigned. Before joining the sales staff

last June, Silverman was identified in sales work with WDAS, Philadelphia, WINS, New York and WCOP, Boston.

Carter Wayne, recent addition to the announcing staff of WHK, Cleveland, is handling a new series of news programs across the board evenings, sponsored by Leisy Brewing Co. Program summarizes all happenings of the day up to 7:00 p.m. and adds late reports.

New dramatic series on WSB, Atlanta, is "For Distinguishing Service," a sustaining program consisting of 30-minute plays telling the story of a present-day American hero in or out of combat. The plays are written and directed each week by Beth Barnes, director of production. New member of the "Barn Dance" is Eddie Wallace, singer and pianist, who replaces "Pat" Patterson as a member of the Sunshine Boys quartet.

Two Army-Navy "E" awards broadcast over WTAG, Worcester, last week brings to 20 the number of "E" programs carried by the station since inception of the double honor for industrial excellence. Ceremonies attending the award

to the American Cyanamid and Chemical Corp. of Maynard were covered by Chief Announcer Phil Brook, with Special Events Chief Bob Dixon handling Lowell Wrench Company's presentation.

WRBL, Columbus, Ga., is presenting twice a month from nearby Fort Benning a program titled "Fort Benning Theater of the Air," dramatic productions with the players selected from the military personnel and their wives. First of the series recently, presented phases of the career of Lieut. Gen. George S. Patton. Pvt. Barry Sturmer is producer, casting and directing are handled by Robert Shackleton and Lieut. Robert H. Bumpus.

WBYN
NEWS EVERY MINUTE ON THE MINUTE 12 NOON TO 6 P.M.
NEWS AS IT HAPPENS
 • 1430 ON YOUR DIAL •

6:45 P.M. - SATURDAYS

OPEN ON KDKA-

with

Thomas Talking



Five nights a week, America's favorite reporter, Lowell Thomas, fills the 6:45 P.M. slot on KDKA.

On the sixth, Saturday, the reporting is done by Bill Thomas, KDKA's "Main Street Editor". He got into radio by writing the headline reprinted 'round the nation... World in an Awful Mess."

Bill slants his Saturday résumé to Mr. and Mrs. America... in community editor position (at which he has had twenty years' experience).

And when it comes to ratings, Bill has a good one... an audience big enough to send 1,723 replies to a one-time announcement. NBC SPOT SALES HAS THE WORD. Get it.



WESTINGHOUSE RADIO STATIONS INC
 WOWO • WGL • WBZ • WBZA • KYW • KDKA
 REPRESENTED NATIONALLY BY NBC SPOT SALES

NOT JUST MONROE COUNTY
but **WHAMland**
900,000 radio homes
make it a better buy.

WHAM
Rochester, N. Y. "The Stromberg-Carlson Station"

Net 1 Rep. George P. Hollingbery Co.
50,000 Watts... Clear Channel... Full
Time... NBC Blue and Red Networks

JUST A
REMINDER
THAT YOU WANT
TO SEE
RAMBEAU
360 NORTH MICHIGAN AVENUE
OR AT
THE PALMER HOUSE

RADIO STATIONS



everywhere have known Universal microphones for 15 years. Many models of these precision instruments are available on priorities, as well as repair service.

Series 1700, shown above, is a single button carbon type microphone, light-weight, molded plastic case. It was designed in conjunction with the U. S. Army Signal Corps for use in mobile equipment. Includes cord, plug and hanger hook. The response characteristics are especially efficient at voice frequency to the exclusion of motor noises.

Heavy duty double pole single throw press-to-talk switch gives easy control of transmitter by relay. Switch contacts are easily accessible for cleaning and adjustments. Excellent characteristics over wide range of temperatures. Withstands extreme climatic changes.

Universal skill and workmanship that goes into the creation of series 1700 is the same that is used in all types of the new Universal microphones for broadcasting stations.

UNIVERSAL MICROPHONE CO. LTD.
INGLEWOOD, CALIF., U. S. A.

Coast-to-Coast

THE 10-year-old towers of KSO-KRNT, Des Moines, Ia., have been scrapped and 55 tons of steel have been turned over for salvage. About 60,000 feet of copper wire was given to OWI for war activities. Stations are now operating on their four new towers three miles southeast of Des Moines. KSO and KRNT were the first stations in the nation to operate successfully using the same tower facilities. Paul Huntsinger, chief engineer, devised the plan which is now used by several other radio combination stations throughout the country.

KWFC, Hot Springs, Ark., staged "Hitler's Unhappy Birthday Party," written and produced by Jon Hackett, new head of the sports and program departments. It was a birthday greeting session in reverse, with Hitler being sent bouquets of bombs, in the form of Bonds. In a simulated pickup from Berlin, Hitler, played by Herb Abramson, was permitted to comment on his "Unhappy" greetings.

Appointment of Gordon F. Hayes as salesman for WTOP, Washington, has been announced by Station Manager Carl J. Burkland. Hayes, a graduate of Indiana University School of Journalism and former editor of the Benton, Ind., "Review," has been advertising manager at the Washington "Daily News" for the past six years and with the Scripps-Howard

advertising department for the past 10.

Tuskegee Army Flying School is on the air every Thursday evening at 7:30 over WJHO, Opelika, Ala. The program features the colored boys at the Army Flying School, some being from the name bands and concert orchestras of the country. The program is produced with the cooperation of Capt. Minnis of the Special Services Dept. by Hugh Webb and Marion Hyatt.

Stories of eight American boys, wounded in action in all quarters of the globe, were aired Saturday night over WLW, Cincinnati, in the interest of the Second War Loan Bond Drive. It was titled "They Risk Their Lives." The stories of the wounded soldiers were written and transcribed this week at the Billings General Hospital at Ft. Benjamin Harrison, Indiana, by James Cassidy, special events director, and his assistant, Gordon Graham.

The appointment of Harriett Miller, script writer at WTOP, Washington, to fill the station's new position as continuity editor has been announced by Program Director Martin D. Wickett. Miss Miller will have charge of continuity operations and continuity acceptance... Probably the only man to come to Washington and not be faced with the housing shortage problem is Program Director Martin D. Wickett, who solved the whole problem by moving in with the in-laws.

Uncle Sam has moved in again to deprive the "Strictly Swing Club" on WDRG, Hartford, of its president. First, Announcer Elliott Miller, who presided over the one hour Saturday afternoon program, was taken into the Navy, and now Announcer Russell Naughton, who succeeded Miller, is in the Army. The club has about 15,000 members, each of whom has a signed membership card. A new president soon will be appointed.

AMERICA AT WAR

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

SALES FEATURES CO.
1023 NO. 17TH ST. OMAHA, NEBRASKA

WBYN NEWS EVERY MINUTE ON THE MINUTE 12 NOON TO 6 P.M. NEWS AS IT HAPPENS • 1430 ON YOUR DIAL •

FOR JOE & CO.
National Radio Reps.
New York Chicago

WDRG
CONNECTICUT'S PIONEER BROADCASTER

Coming Soon!*

Some astounding figures on the Effective Buying Income in WDRG's Primary Area... Connecticut's Major Market. More than ever before, Hartford is a "must" for your spot campaign.

* See Sales Management, May 10th, Survey of Buying Power Issue.

Cagney To Salute Barry
James Cagney, on "The M... the Town" program over the... bia network Wednesday, A... "speaks for Hollywood and... nation to tell Lionel Barrymo... a great person he is" dur... 65th birthday celebration.

WARD'S TIP TOP
thru J. Walter Thompson adds... WLIB for 52 weeks. There... MUST be a reason... we... reach a market that NONE of... our contemporaries consistently... serve.

NEW YORK'S
WLIB
THE VOICE OF LIBE...
1190 ON YOUR

THE **Philadelph...**
Story
IN RAD...
5000 WA...
950 on the...
Affiliated Sta...
of the Atlan...
Coast Netw...



in **BALTIMO**
and the Central Atlantic



WBAL PROMOTION
is building more...
and more listeners...
for your programs

Edward Petry & Co., National Represent...

Davis Praises Radio in Aiding War Effort

(Continued from Page 1)

deared the networks, independent stations and radio advertisers right now are doing a whole of a job in making America victory Garden, War Aid and Manpower conscious. Referring to radio's manpower he characterized radio engineers, technicians and others in radio as "essential and of invaluable aid to OWI and other governmental agencies. When asked regarding developments on the AFM record ban Davis declared, "there's been no new development on the record ban as far as I am sorry to say" he chuckled when one press man declared that his paper had received reports that certain radio stations were taking American tunes banned from local consumption of the air and then re-broadcasting them to our armed forces in propaganda broadcasts. He was referring particularly to songs that have not been recorded since the war went into effect.

Getting serious Davis pulled a clipping from his pocket which proved to be a recent editorial from the Chicago "Tribune." This editorial allegedly characterizes OWI employees as "draft dodgers" and was lined for line. He said that of some thirty-five hundred employees OWI had endeavored to oblige selective service deferments for 60 or 70 of the staff. These 60 or 70, he added, were largely radio engineers and technicians or language men skilled in handling foreign languages on the radio. He continued to clarify the charge that OWI was harboring draft dodgers by stating that about 50 per cent of the employees were either women or over draft age.

Speaking of our propaganda broadcasts to Axis nations, Davis declared that more transmitters of medium length will be available in the near future for various language broadcasts to southern European countries. He said that there were a number of experienced French and Italian broadcasters available but an shortage of newscasters skilled in the Serbian or Croatian languages.

Coming back to OWI selective service deferments, Davis declared that 300 men now in overseas OWI positions left the country with the permission of their draft boards. Most of these are radio announcers, writers, engineers and technicians.

"I would like the public to know that I am proud yesterday Elmer Davis gave an off the record speech to the AB crowd and later in the day participated in language station broadcast conferences, OWI conferences and other governmental gatherings."

Re Language Stations

When questioned about the attitude of language station broadcasts Davis declared that except for some isolated cases the cooperation had been splendid and very helpful.

Must Obtain Required Info Garey Tells FCC Comm. Durr

(Continued from Page 1)

tion unless good reason was put forth by Garey for demanding it.

Garey yesterday asked that Durr furnish the information desired; if Durr refuses, Garey told the RADIO DAILY he will definitely subpoena Durr.

Excerpts from Garey's letter are printed below.

Garey announced also the appointment of Hugh Reilly, former assistant Attorney-General of New York State, to the committee legal staff. He refused to discuss in detail the various cases on which the committee has full commission records, even though FCC Chairman James Lawrence Fly intimated yesterday that commission action in the case of WBAX, Wilkes Barre, Pa., was not likely because all the records of the hearings and other pertinent matters were held by the Cox Committee. Fly supposed the same was true in more than one case.

Garey's Letter

Garey said in part that: "This is not the first instance where you have seen fit to advise this committee as to how it shall proceed with its work. In this attitude you occupy the unique position of being the only commissioner who has chosen so to do. You are also the only commissioner who has 'defied' the committee. Every other commissioner has thus far fully cooperated with the committee and supplied all data and other information sought by it.

"I reiterate what I have heretofore advised you: that I have adopted the procedure of seeking certain information from the commissioners by

letter instead of by examination before the committee in order to conserve their time and minimize the burden upon them which this investigation might otherwise entail.

"This committee has no desire to unduly hamper the commissioners in the performance of their duties.

"The sole intent of this committee is to fairly and impartially perform the work assigned to it; that not only is but will continue to be its purpose notwithstanding consistent studied efforts to make the contrary publicly appear.

"Section 4(B) of the Communications Act provides, among other things, as follows:

"... No member of the commission or person in its employ shall be financially interested in the manufacture or sale of radio apparatus or of apparatus for wire or radio communication; in communication by wire or radio or in radio transmission of energy; in any company furnishing services or such apparatus to any company engaged in communication by wire or radio or to any company manufacturing or selling apparatus used for communication by wire or radio; or in any company owning stocks, bonds, or other securities of any such company; nor be in the employ of or hold any official relation to any person subject to any of the provisions of this act, nor own stocks, bonds, or other securities of any corporation subject to any of the provisions of this act. Such commissioners shall not engage in any other business, vocation, or employment."

Affiliates To Have More Say Re MBS Operations

(Continued from Page 1)

committees to deal with the subjects of: 1. station service; 2. programming; and 3. sales and merchandising. McClintock stated that station representation of these three committees would be by geographical allocation and by balance of station power. The organizations and appointments will be made early in May.

The board also elected McClintock, the network's new president, to the Board of Directors and Executive Committee.

Yesterday McClintock spoke before the Chicago Comptrollers Institute and tomorrow addresses a luncheon meeting of Chicago advertisers and advertising agencies.

Action Against E. C. Mills Dropped In Ascop Suit

(Continued from Page 1)

Music Corp., Denton & Hawkins Corp., as well as George Whiting against Ascop and its officers.

Mills for some time has been general manager of the Song Writers' Protective Assn.

BMI Reveals Savings Under Present Setup

(Continued from Page 1)

censing alone on the 3-4-5-7½ per cent basis—\$20,630,000—with the actual cost in these two years of both Ascop and BMI—\$6,393,000.

Under the old Ascop licensing fee of straight 5 per cent, the broadcasters would have paid in the two year period \$12,375,000, or actually \$5,982,000 more than the total cost of Ascop and BMI on the 5 per cent basis.

Support from its members, together with operating efficiencies, has enabled BMI to reduce its average license rate by more than 75 per cent since its first licenses were issued three years ago, the BMI report points out. All licensees received voluntary 30 per cent reductions in January and February payments, and a 45 per cent reduction in March payments.

In 1942 BMI analyzed 733,000 station programs and 315,000 network programs and found that the average station made over 1,000 uses per month of BMI licensed compositions, the report states, and maintained a fair representation of popular numbers on the "most frequently performed" list.

FCC Not To Discharge Watson And Dodd

(Continued from Page 1)

unfit for government employment. The commission, by a 4-3 vote, rejected the recommendation of the Kerr Committee and refused to discharge Watson and Dodd.

Commissioners Case, Craven and Payne dissented.

The action was at the same time a slap at the special committee on un-American Activities headed by Martin Dies, which had earlier recommended discharge of Watson and Dodd as well as a third FBIS employe—Dr. Frederick L. Schuman. The Kerr committee had found insufficient evidence against Schuman to substantiate the Dies charges.

"The records of Watson, Schuman and Dodd were carefully examined before they were employed," said the commission. "They have been even more carefully examined since their employment. The report of the committee contains no information or charges which the Commission has not previously considered, and there is nothing in the report which would warrant the Commission in changing the conclusion it has reached that these men are qualified for the work assigned them."

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NEWS EVERY MINUTE
ON THE MINUTE
12 NOON TO 6 P.M.
NEWS AS IT HAPPENS
 • 1430 ON YOUR DIAL •

WANT REAL RESULTS? AVAILABLE NOW

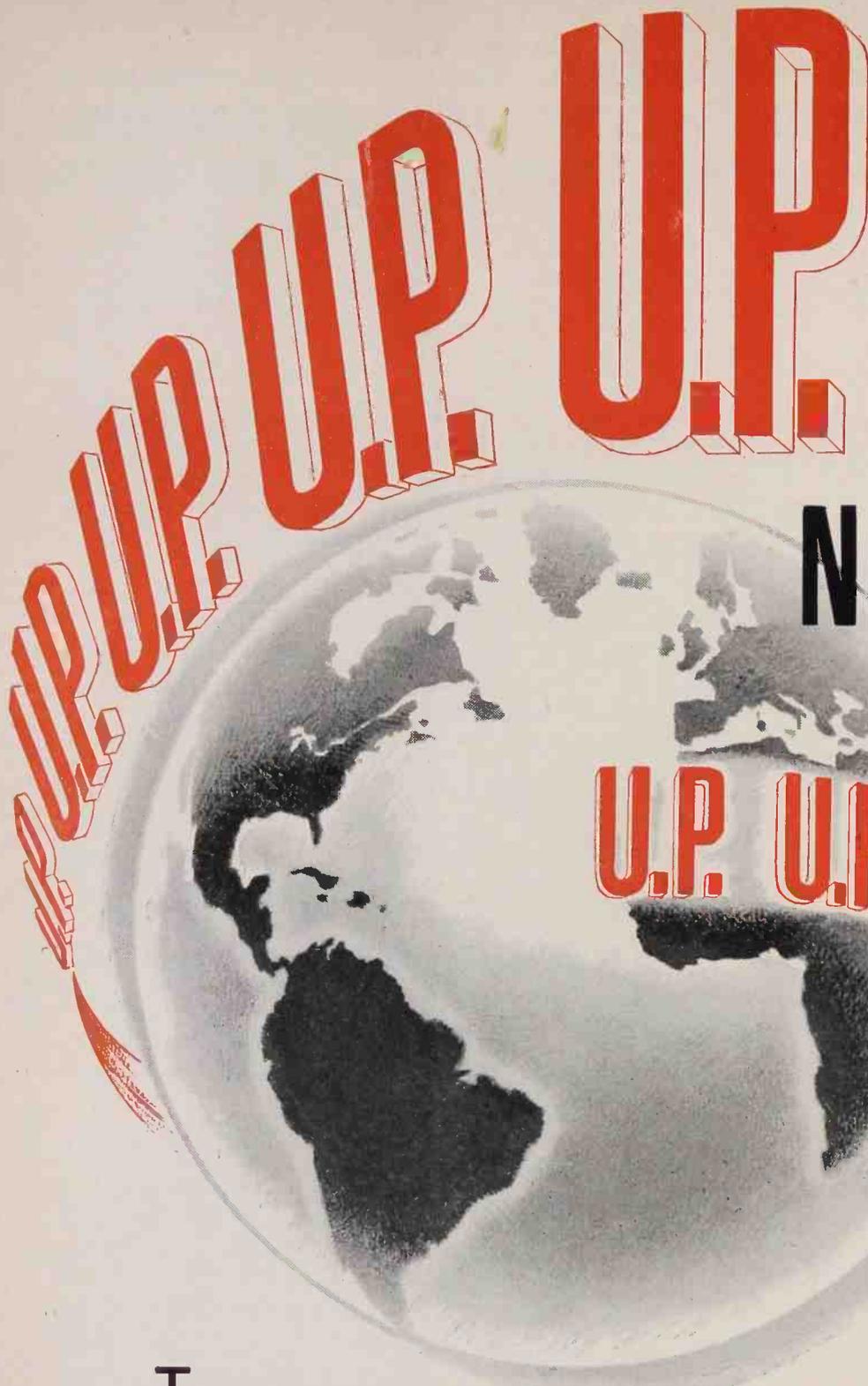
3 Minutes NEWS "Every Hour on the Hour" Week-days from Eight to Eight—78 Programs Weekly.

News has been broadcast over 6 years, without interruption;

Feature known to everyone in this area;

One sponsor 5 years; Present sponsor 1 year; Special Package Price;

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No. 1

Worldwide
News Service

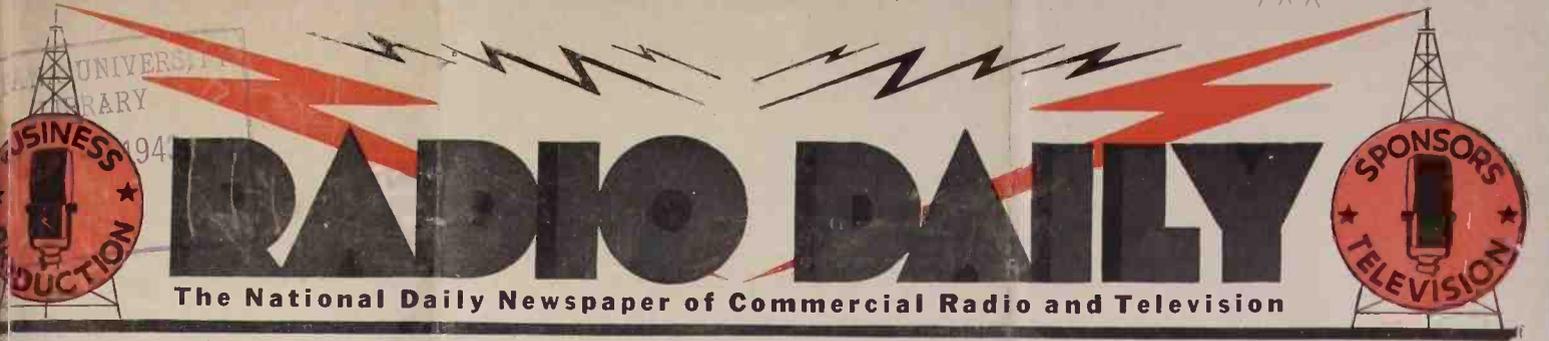
The United Press is the largest and most far-reaching news service in the world. Clients receiving news direct from United Press number 2014—hundreds more than those of any other service.

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The United Press was founded in 1907 to provide an independent source of world news. Its steadfast loyalty to this purpose has been a fundamental factor in achieving first place among the world's news services.

FOREMOST BECAUSE IT OFFERS MOST

UNITED PRESS



Fly's Small-Station Plea

Maintain Code Vigil Byron Price Warns

Chicago—Byron Price, Director of Censorship yesterday informed the War Time Conference that in the past year the broadcasting industry has made history . . . that the military censorship, while a success, is to be regarded in the light of the "worst is over." Price also called for a "renewal of the faith" in the Code, but with a more virile examination. His talk follows:
The year since we were last together at Cleveland you have been making history.
At the time of that meeting, no one knew what would happen to

(Continued on Page 4)
Support the Second War Loan
Lining Up 316 Stations
For Willkie Book Spots

On May 3, approximately 316 stations will be lined up for a spot announcement campaign advertising Wendell Willkie's "One World." Publishers, Simon & Schuster, Inc., through the Northwest Radio Advertising Company, Seattle, is using one minute announcements and

(Continued on Page 11)
Support the Second War Loan
Outlets Renew AP;
Ten Others Sign Pacts

Chicago—Oliver Gramling, assistant general manager of Press Association, a subsidiary of AP, revealed yesterday that 26 station subscribers to news service have renewed their contracts. Also, 10 new additional stations signed contracts for the service AP news wire.

Savoir-Faire

Chicago—Considering in retrospect the many press interviews given at the NAB convention which closes today, consensus of opinion agrees that Elmer Davis' session with the Fourth Estate boys took its place. The OWI director was amiable and straightforward in his answers to all questions put to him and frequently got a good chuckle out of himself out of the proceedings.

NBC's Quota

NBC employees have set their Second War Loan bond quota at \$1,575,000. It is estimated this will be enough money to buy eight pursuit planes, one fighter plane and one heavy bomber. Gathering will be held this afternoon in studio 8-H at 4:30 p.m. with Clay Morgan, Gary Moore and Ralph Bellamy handling the reins.

'Language' Men Okay Tighter Supervision

Chicago—A new plan to establish closer and tighter supervision over foreign language programs in 28 different tongues over 128 domestic radio stations in the continental United States was proposed by members of the Foreign Language Radio War Time Council yesterday.
Byron Price, director of Office of Censorship, Harold Ryan, assistant director of Censorship in charge of

(Continued on Page 2)
Support the Second War Loan
Daytime Sets In Use
Shows Gain In April

Average daytime sets-in-use, which in 1943 has consistently run behind 1942, shows an increase for April as compared with last year. In the current release of daytime Hooper ratings, the average rating of daytime sponsored network shows is also up to 5.6, an increase of 0.7 or 14

Kaye Reports To NAB Meet Findings Re AFM Disk Ban

Radio To Be Silenced Only In Emergencies

Chicago—Radio silence will be imposed in this country only when absolutely necessary, Col. E. J. F. Glavin, first army command of New York, told the Tuesday session of the NAB convention here.
Col. Glavin amplified his statement to say that radio silence will

Requests Networks And Advertisers Both To Help Them Carry On; War Crisis Successfully Met, He Says

WPB Radio Official Views Post-War Field

Chicago—Post-war developments of radio receivers in the FM and television fields offer a challenge in education and merchandising with unlimited possibilities, Frank McIntosh of the War Production Board on radio and Radar division told the NAB War Conference yesterday. He said

(Continued on Page 11)
Support the Second War Loan
Admit Twenty-Two Outlets
To Membership In NAB

Chicago—Twenty-two stations were admitted to membership in the NAB yesterday.

They are: KCMO, Kansas City, Mo.; KCRC, Enid, Okla.; KEEW, Brownsville, Texas; KFFA, Helena, Ark.; KGDM, Stockton, Calif.; KGFL, Ros-

(Continued on Page 2)
Support the Second War Loan
Durr Reiterates Refusal
To Supply Personal Data

Washington Bureau, RADIO DAILY
Washington—FCC Commissioner Durr yesterday indicated that he will refuse to supply the desired information concerning his personal financial

By FRANK BURKE
RADIO DAILY Staff Correspondent
Chicago—Appealing to the Networks, national advertisers and other interests in radio to aid the smaller stations who are trying to carry on in the face of wartime conditions, James Lawrence Fly, chairman of FCC told the NAB War Conference yesterday that "the American broadcasting system has met the first great crisis and is meeting it successfully." Chairman Fly, roundly applauded by 1,000 attendees who filled the grand ballroom of the Palmer House, further declared that "private broadcasting

War-Time Challenge Outlined By Paley

The challenge to radio in the wartime and post-war world was outlined yesterday before the National Association of Broadcasting—meeting in Chicago—by William S. Paley, president of the Columbia Broadcasting System. Stressing the importance of radio programming, Paley said "our

Need More Public Service Later On Says Dr. Angell

Post-war radio will have to give more attention to its public service functions and more and finer programming without regard to com-

New NAB Group

Chicago—To implement post-war planning for the radio industry, Neville Miller, president of the NAB, has announced the formation of a Post-War Planning Committee consisting of industry leaders and chairmen of the NAB standing committees, who will be assisted in their work by representatives of allied trade groups and educational organizations.



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Admit Twenty-Two Outlets To Membership In NAB

(Continued from Page 1)

well, N. M.; KHUB, Watsonville, Calif.; KLZ, Denver, Colo.; KSAN, San Francisco; KSCJ, Sioux City, Iowa; KTBS, Shreveport, La.; KWFC, Hot Springs, Ark.; WDAK, West Point, Ga.; WEBR, Buffalo, N. Y.; WGCM, Gulfport, Miss.; WGRC, New Albany, Ind.; WHBQ, Memphis, Tenn.; WKBO, Harrisburg, Pa.; WTOL, Toledo, Ohio and WWPG, Lake Worth, Fla.

The Columbia Recording Corporation of New York City was admitted as an associate member.

Colonel William C. Bentley, Executive Officer Army Air Intelligence, will address the closing luncheon of NAB today on the North African invasion. He was selected to speak by General H. H. Arnold.

Radio To Be Silenced Only in Emergencies

(Continued from Page 1)

be imposed only when absolutely necessary for military defense against enemy air attack. He added that radio silence will be lifted immediately when it has been determined that the resumption of broadcasting involves no tactical risk.

Limited radio during a radio silence will be provided under Army control for the broadcast of official news bulletins. The Colonel also stated that the Army does not control or run radio. The censorship code and the voluntary and uniformity patriotic observance of the code are the only official guides for radio before and after a radio silence, he declared.

Durr Reiterates Refusal To Supply Personal Data

(Continued from Page 1)

affairs to the Cox Committee without being subpoenaed. In a reply to Cox Committee counsel Eugene L. Garey he denied that he has shown "defiance" toward the Committee but said that he feels the tactics of the Committee have been unnecessarily hampering the FCC in the performance of its duties.

He indicated also that the members of the FCC have not had satisfactory assurance that all information supplied the Committee will reach members of Congress. He added that he does not think the Congressmen who compose the Committee are interested in information regarding personal affairs of FCC members.

He said he has nothing to conceal and no desire to withhold from Congress any information he may have regarding FCC activities or his activities as a member. (This seems to be a reference to Garey's request for information regarding Durr's activities from 1937 on; Durr came to the Commission in 1941.)

He revealed also that his reference to "hampering the FCC" was inspired by the fact that Garey has requisitioned from the Commission the minutes of every Commission meeting since the FCC was formed, as well as all personnel folders. As a result, the Commission has been unable satisfactorily to supply information desired by members of Congress for other purposes.

Daytime Sets In Use Shows Gain In April

(Continued from Page 1)

per cent over a year ago. The number of sponsored shows reported on is 76, an increase of 11 over April 1942. Thirteen per cent of the programs show significant gains over the preceding month as compared with 9 per cent in 1942. Significant losses, which stood at 32.4 per cent last year, are reduced to 15.8 per cent. The "top 10" includes The Goldbergs for the first time in a couple of years.

The complete list of "top 10" follows.

Romance of Helen Trent, Kate Smith Speaks, Big Sister, Ma Perkins, Life Can Be Beautiful, When A Girl Marries, Portia Faces Life, Our Gal, Sunday, Stella Dallas and The Goldbergs.

The top ranking week-end daytime shows not included in the week-day list are: First—Those We Love. Second—Family Hour.

'Language' Men Okay Tighter Supervision

(Continued from Page 1)

radio and Robert Richards, foreign language radio director under Ryan, endorsed the plan of localized voluntary censorship which the foreign language radio industry itself will parallel Price's newspaper setup in which sectional key publishers act as semi official capacity for the Office of Censorship.

With approval of Price a corps of foreign language broadcasters will be appointed by Arthur Simon, chairman of the Foreign Language Radio Wartime Control and his executive committee to serve as sectional or state supervisors.

Officers, Directors Continued

Members of the Foreign Language Radio Wartime Control voted to continue Simon and the other control officers and directors in office for the duration and six months after the war. Besides Arthur Simon who is general manager of WPEN, Philadelphia, James F. Hopkins, WJBK, Detroit, and Joseph Lang, WHOM, New York will continue as vice-chairman and treasurer. Gene Dyer of WSBC and WGES, Chicago was appointed secretary. New directors appointed by Simon include Howard W. Davis of KMAZ, San Antonio and KPAB, Laredo, Texas, S. H. Patterson, KSAN, San Francisco and Marie Clifford, WPFC, Cicero, Ill. New sectional supervisors will be announced by the organization's council soon in Washington.

Need More Public Service Later On Says Dr. Ange

(Continued from Page 1)

mercial returns if the industry is avoid government intervention. Post was made by Dr. James R. Ange, NBC Public Service Counselor in an address yesterday at the NAB convention.

The war, he said, has done something to correct the general disposition that broadcasters cater to the commercial master at the sacrifice of public interest. "I do not think that any informed person can question the value of the service it (radio) has rendered on the fighting front as well as home. . . . Whether the inclination to serve unselfishly a compelling public interest will carry over into peace time. . . . I do not know but I am fully persuaded that if the American system is to continue to be regulated by government requirements in its programming, it must measure up to the responsibility of a broad, generous, imaginative idea of its duty to all parts of our people," Angell stated.

He elaborated, explaining that to achieve these ends, broadcasters will have to finance such programs without thought of recompense. "I call for an honest, skillful, well informed job with the costs accepted like other permanent overhead costs of an industry. If the competitive character of the business makes it impossible, to do this, then I predict trouble, outside interference and coercion."

The successor to soap operas

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Renewals Prove Results

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12 NOON TO 6 P.M.

NEWS AS IT HAPPENS

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over

100,000 MUSICAL COMPOSITIONS

over

200 TYPES OF MUSIC

over

100 OUTSTANDING AMERICAN CATALOGS

Where?

IN THE BIG GREEN

1943 SESAC MUSIC

GUIDE

SERVICES OF THE
SESAC PROGRAM DEPARTMENT
AVAILABLE TO ALL LICENSEES



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

Maintain Code Vigil Byron Price Warns

(Continued from Page 1)

broadcasting. Many of you were apprehensive about your properties and your future independence. Nor was the Government, on its side, free of worry. The potential dangers from radio impulses leaping out over our national boundaries in wartime were plain to see, and terrible to contemplate.

Voluntary Censorship New

We were undertaking an experiment which many felt sure would fail. Voluntary Censorship of broadcasting had never been tried before. In other countries, even other democratic countries, we had seen radio become the wartime chattel of Government. We were all aware, I believe, that some of your own listeners wanted to see the same thing happen here. It was a fateful moment for the future of American broadcasting.

In the past year we have come to understand each other better. I think I speak our mutual thought when I say that we stand on soldier ground with one another, and that much of the strangeness and tension has gone out of our relationships. Although it is far from being the whole battle, the clearer atmosphere in this field is an important contribution toward victory.

"Asked Much . . . Received Much"

I am glad to make acknowledgment of the splendid cooperation of so many of you in the experiment of voluntary Censorship. We have asked much, and we have received much. For reasons of security, we have not always been able to explain fully why we were asking. Still you have been willing to respond. Hundreds of stations are helping to write a bright page in the story of broadcasting—a page which in times to come will utterly confound those totalitarian philosophers who put so low an estimate on the strength of free institutions under the strain of total emergency.

On its part, the Office of Censorship has sought to deal fairly and understandingly with your wartime problems. We have clung always to the concept that unity of effort can better be attained in this enlightened industry by plain and direct appeals to reason than by threats of fines and imprisonment. Often the application of that principle has required the ultimate in skill and patience; and I pay tribute gratefully, as all of you should do, to the tireless and intelligent service which is being rendered day and night by Harold Ryan and his associates on the staff of Censorship. Your industry owes them a debt far greater than many of you realize.

Calls Task Unfinished

Now I have spoken frankly about the past. I will be equally frank about the present and the unfinished task ahead.

The truth is that you have found voluntary Censorship easier than you had feared it would be. You have

Today's Convention Agenda

Thursday, April 29

a.m.

7:30—Staff Breakfast.

8:30—Breakfast Round-Tables.

1. Censorship—J. Harold Ryan, assistant director, Office of Censorship, and Gene Carr, assistant, radio division, Office of Censorship, Speakers.

2. Manpower—Women—48-hour week, Wage Stabilization, William M. Newton, BBC middle-western representative, Speaker.

3. Office of War Information—Don Stauffer, Philip H. Cohen, and Richard Conner OWI.

4. Sales Managers Audience Measurement—Carlos Franco, vice-president, Young & Rubicam, Inc.

5. The Recording Ban.

6. Legislation and Taxation—Alger B. Chapman, Lawyer, Alvord & Alvord, Washington, D. C., Speaker.

10:30—General Session—Role of Advertising in wartime.

1. Recommended Standards for Coverage Map—Roger Clipp, WFIL, Philadelphia, chairman, NAB Research Committee; John M. Outler, Jr., WSB, Atlanta, chairman, NAB sales managers' executive committee, and John Hymes, Foote, Cone & Belding, Speakers.

2. The Small Stations Problems—Marshall Pengra, KRNR, Roseburg, Ore, Speaker. Panel: Chester La Roche, chairman, Advertising Council, and James Woodruff, WATL, Atlanta, chairman of Small Stations Problems Steering Committee.

10:30—Luncheon.

Military Speaker—Name withheld for military security. Resolutions and Adjournment of Conference.

p.m.

2:30—Meeting of New NAB Board of Directors.

been able to present the news from many fronts, in much detail. Entertainment programs continue without great change. You have seen no invasion by Censorship of your right to free expression and opinion. By and large, you have not suffered the financial losses you expected. You naturally and commendably resent Censorship, and always will, but you have learned to live with it, and have not found it unendurable.

Warns Against Smugness

You are getting along all right. But my studied advice to you is not to be too smug about it. Radio—and the same is true of the press—could make no greater mistake than to suppose that voluntary Censorship has become a definite and final success, and that the worst is over. The worst will never be over until the war is over. Every danger to the industry which you sensed a year ago is still inherent in the delicate complexities of this uncompleted experiment. It is no time for over-confidence.

It would be quite possible under present conditions to become blasé about the Censorship Code—to say "Oh well, it didn't amount to so much after all, we really don't have to think much about it." I remind you that the Code does amount to a great deal. Its religious observance

means much to the security of your country, and much to the future of broadcasting. There is nothing more dangerous than being lulled into a false sense of security.

So I come to you today asking not only for a renewal of the faith, but for an even more virile determination on your part to make the Code a living, vibrant part of your daily life. The broadcasting industry itself, as an entity, must take full cognizance of its collective interest. If there are any moldy corners, or cobwebs on any stairway, it is time for you as an industry to clean them up. What a tragedy it would be if a few irresponsible broadcasters among many should accomplish the collapse of a patriotic endeavor which means so much to all of you!

Discusses "Language" Broadcasts

Your interest and your country's interest are injured whenever a single commentator anywhere, toying with the Code as if it were all a part of a friendly game, tries to see how near he can come to a dangerous disclosure and still have a technical alibi if he's caught. That is not cleverness in the face of the enemy, no matter what the egotist may think of his brainchild.

Yesterday I had occasion to speak some plain words to a conference of

Army Radio Material Totals 4 Billion In Year

Chicago—An insight into the tremendous contribution the manufacturing division of radio has made toward the war effort was given by Frank McIntosh, assistant director of Radio and Radar for the WPB, at the convention of the NAB which he disclosed that four billion dollars worth of radio equipment was built for military services during the past year. Going further, he explained that this amount equalled 150 years of normal production.

Replacement parts and tubes for the nation's radio sets were assured by McIntosh, who said there would be plenty of tubes available for a sets in the country.

Other speakers at the afternoon manpower session included Lieut. Comm. Morgan Reichner, chief of the Navy Public Relations in Washington, who told of the training given in radio communication work to the WAVES, SPARS and Marine feminine contingent, but also indicated that these women members of these services could not be used for overseas duty. Hence a further demand on the industry for engineers.

Stork News

Sam Lawder, program director of WINX, Washington, D. C., is passing out good cigars in honor of the arrival of a nine-pound girl.

foreign language broadcasters. I think you know it has never been the desire of the Office of Censorship to see foreign language broadcasting abolished. But you know also that many of these stations are near our borders. You know that their programs can be heard on foreign soil and on the sea, so that in a true sense the broadcasts are international communications. And none of you can be in any doubt that in wartime we not only need, but we must have censorship of international communications.

Carelessness and irresponsibility in foreign language broadcasting cannot be tolerated by a responsible government. I hope it will not be tolerated in the first instance by the industry itself. The Code provisions regarding this type of operation must be observed. I earnestly solicit your organized attention to this problem for your own good and for the good of the country.

I don't think any broadcaster can plead, after sixteen months, either ignorance or misunderstanding of the Code. In a letter he sent the other day to one of you, Harold Ryan said:

"The Code was written by broadcasters for broadcasters, and its language is not complicated by legal terminology. We intended that it should be as understandable as possible. In making it so, we sacrificed many wordy furbelows which might have made the document more binding. We felt such tactics were unnecessary in a voluntary system. Nothing could be fairer than that. The rest is still up to you."



**This little budget went
to WORL, Boston**

WBVN
NEWS EVERY MINUTE
ON THE MINUTE
12 NOON
TO 6 P.M.
NEWS AS IT HAPPENS
 • 1430 ON YOUR DIAL •



THIS LITTLE BUDGET

WENT TO

WORL
BOSTON
MASS.



RADIO STATIONS



everywhere have known Universal microphones for 15 years. Many models of these precision instruments are available on priorities, as well as repair service.

Series 1700, shown above, is a single button carbon type microphone, lightweight, molded plastic case. It was designed in conjunction with the U. S. Army Signal Corps for use in mobile equipment. Includes cord, plug and hanger hook. The response characteristics are especially efficient at voice frequency to the exclusion of motor noises.

Heavy duty double pole single throw press-to-talk switch gives easy control of transmitter by relay. Switch contacts are easily accessible for cleaning and adjustments. Excellent characteristics over wide range of temperatures. Withstands extreme climatic changes.

Universal skill and workmanship that goes into the creation of series 1700 is the same that is used in all types of the new Universal microphones for broadcasting stations.

UNIVERSAL MICROPHONE CO. LTD.
 INGLEWOOD, CALIF., U. S. A.

MAIN STREET

OL' SCOOPS DAILY

Radio Is My NABeat . . . !

• • • Earlier this week, when Executives and Affiliates of the Blue Network held a pre-NAB meeting, they felt gratified and highly honored because that particular wing of the Palmer House was furnished with blue carpeting. . . we're sorry to dis-illusion them but the indigo floor-covering has graced the Palmer House Club Building long before the birth of the Blue. . . and incidentally, since the meeting brought out the fact that the Blue network was planning on adding more comedy shows to its repertoire, there's a fellow named Edgar Kobak, who hangs his hat daily at the home office in New York and who, the last "act" on the program, literally wowed the boys with his comedy. . . and we understand he wrote his own material. . . are you reading, Phil Carlin? . . . While back east, this pillar pounder couldn't find the time to see the stirring picture "Desert Victory" so the NAB entertainment committee thoughtfully booked the film for a special screening at the Palmer House Grand Ballroom, last night. . . maybe we ought to mention also, that the flicker would have been shown even if Ol' Scoops weren't in town.

★ ★ ★

• • • George Trendle, Michigan Network Prexy, sort of "doubled in brass," arriving in the windy city for the Meeting and to attend the premiere of the Lone Ranger's P.A. with his horse "Silver" at the Chicago Stadium Circus. . . observed Trendle, "Brides may be plentiful in Chicago but grooms sure are scarce. . . especially a groom for the Lone Ranger's horse" . . . Incidentally the "Hy-Yo Silver" sponsor got a swell sales break when 14,000 Kix box tops which, with fifteen cents each, entitled Chicago children to admission, were taken in at the box office.

★ ★ ★

• • • Lieutenant Tom Gootee, formerly engineer at WENR, now "somewhere in England," has been decorated several times, the most recent award being the Purple Heart. . . Jack Fitzpatrick, former sportscaster at WJJD, and NAB-meet assistant to Press Chief Walt Dennis, may take a sportscast job at KCKM, Kansas City. . . Lieutenant Bruce Dennis, former WGN publicity head and now Navy Radio Public Relations Chief of the 9th Naval District, one of the most popular lads at the meet. . . Bill Norrins WBVN Exec, reserved a suite at the Palmer House a month in advance but due to an oversight "almost had to sleep in Grant park."

★ ★ ★

• • • Joan Howard of the CBS show "Crime Doctor" was screen-tested and may trek to Hollywood this summer. . . Arthur Treacher won't return to the coast when his "Follies" contract is up in June, if he can find a good supporting comedy role on a radio program. . . Diane Courtney, singing star of the Campbell CBSouper-duper, may get a screen test when David O. Selznick arrives from the coast. . . Last week, we "sent a postcard via 'Main Street' to William Paley" mentioning the fact that two Jessica Dragonette "fans" feared that in moving from Yonkers, N. Y. to Richmond, Va., they might not be able to hear La Dragonette on the air. . . a note from Irvin G. Abeloff, program service manager of WRVA, arrived at this desk, assuring the Yonkersites that Jessica can be heard on that "down where the South begins" station.

★ ★ ★

• • • In saying "farewell to Chicago," Ol' Scoops also takes these few agate lines to include a personal "so long" to our old friends, Frank Burke, Shep Chartoc, Al Friedman, Jack Perry, Marvin Lee, Jack Fulton and the new friends, Caesar Petrillo, Music Head of WBBM; Jack Ryan, NBC Chicago Publicity Head; A. J. (Tony) Koelker, Blue Network Press Chief in Chicago; John Ravencroft and George Howard of the King's Jesters; Frank Schreiber, WGN Chicago Chief; Mike Huber, Blue Network Sales Promotion Mgr. Central Div., and Hal Makelin et al.

— Remember Pearl Harbor —

FOR SALE

"Make Believe
 Ball-Room"

FEATURING

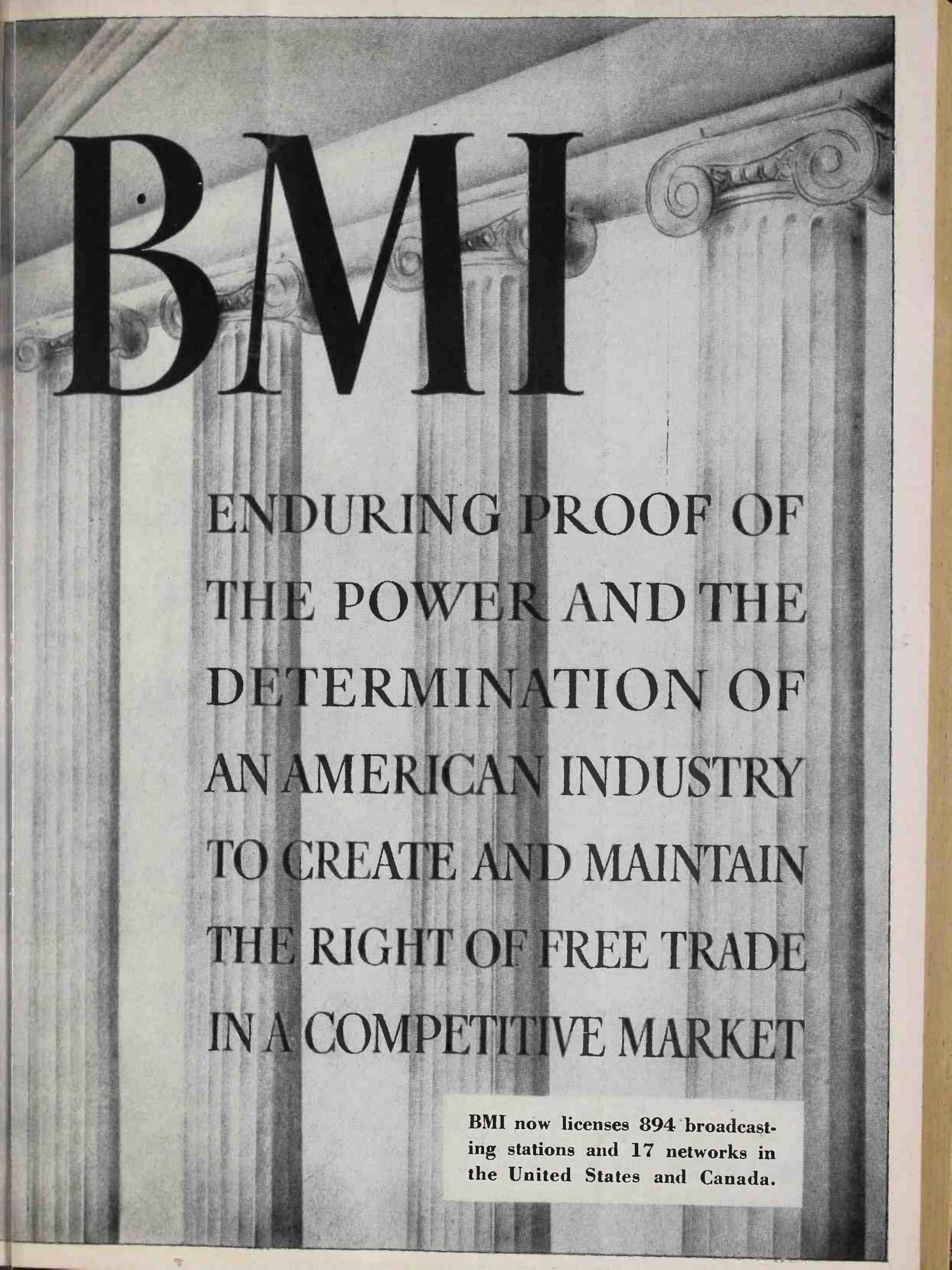
EDDIE
 CHASE

**Fastest Growing
 Daytime Show**
 (SEE HOOPER)

**in Nation's
 Fastest Growing
 Major City**

WXYZ

PAUL H. RAYMER COMPANY
 National Sales Representative



BMI

ENDURING PROOF OF
THE POWER AND THE
DETERMINATION OF
AN AMERICAN INDUSTRY
TO CREATE AND MAINTAIN
THE RIGHT OF FREE TRADE
IN A COMPETITIVE MARKET

BMI now licenses 894 broadcast-
ing stations and 17 networks in
the United States and Canada.

GUEST-ING

WILLIAM BENDIX, film star, on Ransom Sherman's "Grapevine Rancho," today (WABC-CBS, 9 p.m.).

ANNABELLA, in an adaptation of "The Rage of Paris," on the "Philip Morris Playhouse," tomorrow (WABC-CBS, 9 p.m.).

H. C. RAMSOWER, director of the Ohio Agricultural Extension Service; NELLIE WATTS, Assistant State Home Demonstration Leader in Ohio, and WALTER L. BLUCK, agricultural agent for Clinton County, discussing the labor shortage on Ohio farms, on Columbia's "Country Journal" program, Saturday (WABC-CBS, 1 p.m.).

MAJ. HARTZELL SPENCE, editor of "Yank," and SGT. RALPH STEIN, co-author of "It's a Cinch, Private Finch," on "Of Men and Books," Saturday (WABC-CBS, 3 p.m.).

MIRIAM HOPKINS, on the Red Cross program, "That They Might Live," Sunday (WEAF-NBC, 12:30 p.m.).

TALLULAH BANKHEAD, on "Radio Reader's Digest," Sunday (WABC-CBS, 9 p.m.).

AKIM TAMIROFF, on Fred Allen's "Texaco Star Theater," Sunday (WABC-CBS, 9:30 p.m.).

DUKE ELLINGTON, on the "Chamber Music Society of Lower Basin Street," Sunday (WJZ-Blue Network, 9:15 p.m.).

ARCHIBALD MacLEISH and PROF. GEORGE BOAS, discussing Walt Whitman's "Leaves of Grass," on "Invitation to Learning."

DR. BART J. BOK, discussing "meteorology and the Navigation of Ships," on "Adventures in Science," Saturday (WABC-CBS, 1:30 p.m.).

McClintock at Affiliate Meeting Outlines MBS Program Plans

Chicago—Miller McClintock, new president of the Mutual Broadcasting System, told an enthusiastic audience of over 150 network station affiliates meeting in the Drake Hotel here this week that "Mutual is going to build a character of programming second to none, the kind of operation it is our duty to give the American listener."

The network executive pointed out that "Radio is the greatest single factor to preserve the unity of the people" and promised that Mutual would consistently build for the future post-war world in the technical, programming, and operational phases of broadcasting. "We of Mutual are not fighting anyone," he said. "We are against no one. We are pledged only to serve you, the advertiser, and the listener. The worst thing that could happen would be the destruction of the broadcasting industry, the newspapers, and magazines, each a symbol of the fundamental right to speak freely under the competitive system of democracy. We must not tear down the fabric of which we are a part."

McClintock reminded the network affiliates that "Mutual is a free association of free men, pledged to preserve free enterprise."

McClintock was introduced to the affiliates—his first formal meeting

with the network station members—by W. E. MacFarlane, WGN, Chicago, head of the Network Executive Committee.

MacFarlane told first how Mutual was formed more than eight years ago in the Drake Hotel by four independent and powerful radio stations.

Another speaker was Alfred J. McCosker, chairman of the Board of Mutual and president of WOR, New York. "The best is yet to come and the toughest experiences are behind us," McCosker told the affiliates.

Sales Manager Ed Wood, Jr. then reported on the network sales picture and traced the volume rise of Mutual. He predicted a 30 per cent gain in gross time billings in 1943 over the 1942 total figure. Wood pointed out that in 1940 Mutual's average gross billings a month were \$300,000; in 1941, \$600,000 and in 1942, \$800,000. He said that the April billings will be the largest of any April in Mutual history and the May billings for 1943 will be the greatest month of the network's business history.

The meeting was climaxed by a preview of the new Koda-Chrome sales promotion presentation, prepared and narrated by Robert A. Schmid, Mutual sales promotion director. The film, an examination of Mutual sales advantages, will soon be shown to advertisers and advertising agencies all over the country.

NBC Coast Disk Division Gets Contract From Army

West Coast Bureau, RADIO DAILY Hollywood—A contract has been signed by the Special Services division of the War Department and NBC's recording division in Hollywood for the latter office to record all of the numerous programs produced by the former for overseas consumption by the armed forces.

Radio shows produced by the staff of Lt. Col. Tom Lewis in Hollywood include Command Performance, Mail Call and Jubilee.

The NBC recording division, headed by Jack Richardson, has constructed a new dubbing studio, installed lines, amplifiers, air-conditioning and other equipment to handle the large volume of business.

Silvio Caranchinni has transferred from NBC New York, to head the new dubbing unit, and Robert Jensen shifts from the Chicago engineering staff on May 1 to complete the unit.

Retiring Sales Committee Asks Automotive Survey

Chicago—One of the highlights of Monday NAB session was action of the retiring sales committee, which recommended to the incoming group a possible increased use of radio advertising in the nation-wide automotive survey.

The plan, envisioned by John M. Outler, Jr., of WSB, Atlanta, Ga., would set up a study by broadcasting, of present and post-war automotive advertising to be presented to the industry as a whole.

The plan would be presented at some future date in Detroit.

Broadcast advertisers under Outler's plan would delve into the problem of how radio could best serve the automotive industry as a whole, from the manufacturing to the ultimate distribution of the car. The sales managers group also drafted a new clause for the NAB-AAAA standard radio contract to permit the advertisers who use fifty-two weeks of advertising are an outlet to continue to earn the accepted discount after the expiration of the original contract.

To the Colors!

WALTER LANNAN from the engineering staff, SHERMAN FELDER from the announcing staff, and DAVID HAGMAN, who has signed up the WAVES.

First woman to leave the WAVES, Lawrence, Mass., staff is MARY BATTIS, who has left the receiving desk to join the WAVES.

Fort Monmouth got plenty soldier in the person of 2nd Lt. CLYDE L. GORSUCH, former engineer for KDKA, Pittsburgh. Gorsuch stands six feet five weighs 240 pounds.

SONNY SAUNDERS, featured calist with Harry James and orchestra, and originally from WIP, Philadelphia, now answers to his real name of Pvt. Vincent Le Spata.

FRANK RIDGEWAY, chief engineer, and man who set up the WT Toledo, transmitter and studios where the station first went on the air, entered the Army as a First Lieutenant in the Air Force.

ENSIGN JACK W. CLINTON, of the first CBS-KNX employee to join the armed forces, was awarded the U. S. Navy's Air Medal for his meritorious achievement. Clinton, enlisted almost a year before war declared, has been reported missing and the award was sent to his mother until such time as other information is obtainable.

WALLACE DUNLAP, program director-production manager of WMMO Mobile, Ala., recently entered the ranks of Uncle Sam's armed forces.

PROGRAM DIRECTORS

Why WORRY about Music Performing Rights Clearances

TUNE-DEX

tells you INSTANTLY whether songs past, present and advance are ASCAP, BMI, SESAC, Independent, or P. D. Gives you COMPLETE publishers information—everything you want to know—PLUS lead sheet of chorus with lyrics on regular 3"x5" index cards. William Krauth, Music Head of NBC Hollywood, Cal., says "NO STATION CAN AFFORD TO BE WITHOUT TUNE-DEX—IT'S A WONDERFUL SERVICE!"

Write for details and samples TUNE-DEX, Inc., 1619 Broadway, N. Y. C.

KLZ

DENVER CBS DENVER'S FRIENDLY STATION Denver's Best-Manned Best-Equipped Most Listened-to NEWS SERVICE

Representative: The Katz Agency, Inc.

WDRRC

CONNECTICUT'S PIONEER BROADCASTER

Coming Soon!*

Some astounding figures on the Effective Buying Income in WDRRC's Primary Area... Connecticut's Major Market. More than ever before, Hartford is a "must" for your spot campaign.

* See Sales Management, May 10th, Survey of Buying Power Issue.

WBYN NEWS EVERY MINUTE ON THE MINUTE 12 NOON TO 6 P.M. NEWS AS IT HAPPENS 1430 ON YOUR DIAL

FOR JOE & CO. National Radio Reps. New York Chicago

Coast-to-Coast



M. MOSHIER has conceived and...
 Vivrette is writing and...
 a new 15-minute program,
 "Cookin'" over KIRO, Seattle,
 through Thursday afternoons.
 features are the use of Grem-
 stress Do's and Don'ts of food
 and a "Question Box" based
 eries from listeners. Mrs.
 is an honor grad in Home
 ics of the University of Wash-

adding announcer-control man at
 Utica, has something to remem-
 ched by Chief Engineer Jack
 and production man Michael
 he novitiate took over the con-
 ly one morning. One of the com-
 called "The Yawn Patrol," a
 scription made the day before by
 lth as he went off to the Army.
 alm clock ringing, series of yawns
 he a shout "Turn that thing off!"
 eason the control man, thinking
 as shouting instructions to him,
 of the transcription. Fortunately, An-
 nes Jack Hamilton rushed to the
 and the theme continued.

Helen Baumhauer, wife of
 Mor, in charge of the Mobile
 Corps, was interviewed on
 Whitelaw's program "I
 er" over WMOB, Mobile, Ala.
 Adan Roberts is conducting his
 "show," "Dating the USO," on
 nights, connecting link be-
 mobile's "Victory Belles" and
 enen. One recent show was
 red and sent to Pensacola
 r Station.

Marlowe, formerly of WKBN an-
 staff in Youngstown, Ohio and
 ntly of WIZE, Springfield, has
 staff of WMC in Memphis, as
 He has been in radio for a
 years, having been employed
 Richmond, Ind., as program
 nouncer; WLOK, Lima, Ohio,
 T. New Castle, Pa., as music
 ad by WCSC, Charleston, S. C.,
 cer. Marlowe's home is Dayton,
 re he was associated with the
 honey & Company, producers
 for radio and the theater, and
 Producing Company, promo-
 of hillbilly talent.

aw, KSO-KRNT, Des Moines,
 ctor, spent several days in
 covering the Missouri River
 used airplane, motor boat,
 oe and hip boots. He broad-
 times daily giving over part
 ular newscasts to eye-wit-
 erts. Many of the broadcasts

WOL
AMBUS
WEED & CO.
 in Central Ohio's
 Richest Market

were made from the KOIL mobile
 unit... Station's Bond Drive has pro-
 moted the sale of six fighter planes.
 The seventh plane will be called "The
 Waterloo" in tribute to the five Sulliv-
 an brothers who went down with
 their boat off the Solomon Islands.
 Waterloo, Iowa, was the Sullivans'
 home town.

Interviews with two charming ladies of
 the theater marked Miriam Lane's return
 to the air on WJLB, Detroit, following an
 appendectomy. First interview was with
 Pax Walker of the cast of "Cry Havoc";
 second with Susan Miller, appearing in
 "The Merry-Go-Rounders."

With Chief Engineer Paul Braden
 of WING, Dayton, teaching classes in
 radio engineering at the University
 of Dayton, four other members of the
 staff, representing continuity, traffic
 sales and promotion, have already ob-
 tained their third class licenses, and
 the latter two are now working under
 Paul for their second class.

John Fenney, Irish tenor, currently ap-
 pearing on "Schaeffer's Revue" over
 WEAJ, and Charles Magnante, accordi-
 onist, have been added to WHN's four-
 hour morning variety show, "Gloom
 Dodgers."

Just before leaving for the Army,
 Announcer Russell Naughton of
 WDRC, Hartford, popped the question
 to Control Room Operator Jean Kir-
 wan. She said yes, and now they're
 engaged. Miss Kirwan, 20, is the first
 woman control operator at the sta-
 tion and has been at the switches for
 eight months. Naughton, also 20, has
 been with WDRC for nine months.

WINX's Washington, D. C., program,
 "Victory Starts At Home" which has run
 over 300 performances already, and
 which is conducted by Silvia Milrod, has
 been working closely with the Food Dis-
 tribution Administration of the Depart-
 ment of Agriculture. Every Tuesday, the
 FDA furnishes a guest speaker for the
 program. Program's scripts are then used
 as guide posts for FDA personnel through-
 out the country. They are radio work
 sheets for local adaptation, and cleared
 by the OWI.

F. J. Evans, manager, WSAZ, Hunt-
 ington, West Va., spoke on "Radio
 Advertising" before the students at
 Marshall College last week... When
 the "Wake Up America" program
 saluted Huntington, station salesmen

WBYN
NEWS EVERY MINUTE
ON THE MINUTE
12 NOON
TO 6 P.M.
NEWS AS IT HAPPENS
 • 1430 ON YOUR DIAL •

John Henry, Clint Prescott and
 Charles Fuller submitted a question
 from "Henry Prescott Fuller" and it
 stumped the experts... Announcer
 Jimmy Martin sure did spiel for Bonds
 —he kept repeating "Do this for me—
 your purchases will help me person-
 ally—I am entering the Army to-
 morrow!"

Kathryn Cravens, WNEW N. Y., news
 commentator, spoke at the Memorial Din-
 ner of the Greenwich Village Historical
 Society on Tuesday, commemorating the
 91st anniversary of the Society's late dis-
 tinguished member, the poet, Edwin
 Markham.

The first outdoor meeting of the
 St. Paul Fly and Bait Casting Club
 in Como Park was the occasion for a
 special broadcast on WCCO's "Con-
 servation Program." The station's
 mobile unit, with Max Karl as emcee,
 made a quarter hour transcription at
 the spot for later airing. Vern Jos-
 lin, director of the Division of Game
 and Fish, was interviewed.

George Chance, formerly salesman and
 announcer at KILO, Grand Forks, N. D.,
 recently joined the staff of KFBB, Great
 Falls, Montana as salesman.

The combined Camp Edison Band
 and Glee Club made their initial ra-
 dio debut Sunday at 1:30 p.m. over
 WAAT, Jersey City, and WCAP, As-
 bury Park. They will be heard on
 the weekly "Music From Monmouth,"
 all-soldier musical broadcast direct
 from Fort Monmouth. The band is
 under the direction of Warrant Officer
 Thor Johnson.

Erno Balogh, well-known pianist who
 has performed for President and Mrs.
 Roosevelt at the White House, will start
 an unusual new keyboard series over
 WQXR, N. Y., on Sunday, May 2, at
 10 a.m. The program, called "Con-
 temporary Sketches," will present out-
 standing works by modern composers.

Harold Johnson, owner of WWNY,
 the Columbia 1000-watter in Water-
 town, N. Y., announces the appoint-
 ment of Weed & Co. as national adver-
 tising representatives.

Esther Adin, of the local rationing
 board, is broadcasting a weekly talk on
 developments over WENY, Kingston, N. Y.
 ... Epworth League of St. James Metho-
 dist Church presented a half-hour con-
 densation of "The Terrible Meek." Tom
 Reynolds handled the sound effects...
 Rotary Club president discussed the forth-
 coming conference of Rotarians in an
 interview by Ray Howe on Sunday.

CKLW
NEW HIGH!
DETROIT AREA RETAIL SALES — ON THE UP!
CKLW RETAIL TIME-SALES KEEP PACE!

● As goes the Detroit Area, so goes CKLW. March retail sales top \$118,000,000... and CKLW retail time-sales have hit a new high... meaning better coverage for less!

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

CKLW

**WHAT THE RADIO
TIME BUYER WANTS
TO KNOW ABOUT**

WTAM



COVERAGE

**1,253,600 families in WTAM'S Primary Area
listen MOST to WTAM. For example:**

**% of Radio Families Who Listen MOST at Night time to:*

	WTAM	STATION B	STATION C
CLEVELAND	69%	19%	10%
AKRON	61%	30%	4%
CANTON	86%	5%	
LORAIN	75%	18%	7%
MASSILLON	84%	8%	
WARREN	89%	3%	
YOUNGSTOWN	71%	9%	18%

Yet WTAM costs only \$0.00073 per Family

*NBC 1942 Nationwide Survey

WTAM
C L E V E L A N D

NBC Network 50,000 Watts • Owned and Operated by NBC
REPRESENTED NATIONALLY BY NBC SPOT SALES OFFICES

NEW BUSINESS

WOL, Washington, D. C.: American Oil Company, thru Joseph Kayz Co., Baltimore, anns.; Bernie's Credit Clothing Company, thru Kal Advertising Agency, Washington, D. C., anns.; Call Magazine, thru Adrian Bauer Advertising Agency, Philadelphia, 15 minutes on Sundays of "Norman Thomas and the News"; Capital Wall Paper Company, thru Azrael Advertising Agency, Baltimore, anns.; Colgate-Palmolive-Peet Company, thru William Esty & Co., Inc., N.Y.C., anns.; Columbia Pictures, thru Weiss & Geller, Inc., New York, 10-min. news programs on Tuesdays, Thursdays and Saturdays; Curtiss Wright Corp., thru Landsheft, Inc., Buffalo, N. Y., one-time, one-hour program celebrating award of Navy "E"; District Building & Loan League, thru George Lewis Agency, Washington, D. C., anns.; Ewell's Barber and Valet Shop, thru Lewis Agency, Washington, D. C., anns.; Fort Lincoln Cemetery, thru H. J. Kaufman Agency, anns.; Gary Triplett Men's Wear Shop, thru George Lewis Agency, Washington, D. C., anns.

Also Glen Echo Amusement Park, thru George Lewis Agency, Washington, D. C., anns.; Keith's Theater, thru George Lewis Agency, Washington, D. C., anns.; Kellogg Co., thru Kenyon & Eckhardt, Inc., N.Y.C., 15-minute program, Mondays thru Fridays; P. Duff & Sons, Inc., thru W. Earl Bothwell Advertising Agency, Pittsburgh, anns.; Plastic Kitchen Gadget Co., thru United Advertising Company, Inc., Chicago, 5-minute program, Mondays thru Fridays; Rector's Flower Shop, thru George Lewis Agency, Washington, D. C., anns.; Strates Shows, Inc., thru Ed M. Jackson, Washington, D. C., anns.; Unity School of Kansas City, thru Potts-Turnbull Co., Inc., Kansas City,

WHN, New York: Adam Stores, thru Glickman Advertising, renewal for the eighth year of a week contract for Sam Taub's "H of Champions," half-hour Surf program; Knomark Manufacturing Company, thru Consolidated Advertising Corp., 24-week sponsorship of "Sports Extra," roundup of sports after baseball game, Mondays Sundays; Buitoni Products, Inc., Carlo Vinti Advertising, 52 weeks of participation in the Dick Gill program, Tuesdays, Thursdays Saturdays; William H. Wise & Co., thru Huber Hoge & Sons, 26 weeks of participations in Dick Gilbe "Gloom Dodgers," and various newscasts; Tastyeast Company, thru C. Miller Company, anns. for 52 weeks

KFI, Los Angeles: Elizabeth Arden (Velva Leg Film), thru Duane Johnson Co., N.Y.C., 78 50-syl. anns. to be used six weekly; National Biscuit (Shredded Wheat), thru Botsford Constantine & Gardner, San Francisco, 45 one-min. ETs to be used thrice weekly; Maurice Ball, (Furs), thru Velma Cloward Advertising Agency, Los Angeles, 250 50-syl. anns. to be used five a week; Warner Brothers Theaters, thru Herman-Shane-Breyer, Inc., Los Angeles, 52 or more (blanket contract) 50-100-word or one-min. anns. live transcribed, to be used between May 6, 1943 and May 5, 1944; De La Sales Corp. (Calco Dog and Food), through Warren Fehlmann, Huntington Park, Cal., nine 150-word participations, three a week, "Mirandy's Garden Patch."

15-min. program, Mondays thru Saturdays; Wakefield Dairy, thru H. Kaufman Agency, news program Monday thru Saturday.

Return Engagement

At the request of U. S. Coast Guardsmen stationed at Fort Hancock, N. J., the entire cast of WHN's "Gloom Dodgers" program will play a return engagement there May 5, at 6:30 p.m.

A coast guard cutter will pick up the cast and producers and take them to the fort. Included in the group will be Don Bestor and his orchestra, emcees Tiny Ruffner, Mort Lawrence and Irving Kaufman; Adrienne Ames, Don Saxon, Karole Singer, Barry Sisters, John Feeney and producers Fred Raphael and Bob Masson.

Toscanini's Manuscript

Toscanini's autographed arrangement of "The Star Spangled Banner" which is now being auctioned off in bonds, has been placed in the window of Cartiers on Fifth Avenue. The manuscript will remain there until Sunday, when the highest bidder will be announced over the air on the NBC Summer Symphony program.

WARD'S TIP TOP BREAD

thru J. Walter Thompson adds WLIB for 52 weeks. There MUST be a reason we reach a market that NONE of our contemporaries consistently serve.

NEW YORK'S

WLIB
THE VOICE OF LIBERTY
1190 ON YOUR DIAL

WBVN
NEWS EVERY MINUTE
ON THE MINUTE
12 NOON TO 6 P.M.
NEWS AS IT HAPPENS
• 1430 ON YOUR DIAL •

Mill-Station Plea By Chairman Fly

(Continued from Page 1)

as in peace is the main bulwark of democracy." In repeating his and the Commission's interest in solving the problems of the smaller broadcaster, he cited a study which showed that 168 stations lost money in 1942, and that they were faced with decline of local advertising, they were in need of help. He recommended that national advertisers, using two or three percent of their budgets, might divert part of their time buying to these smaller stations covering areas of local marketing.

Referring to the increase in the number of stations affiliated with the networks, he declared that these changes in a degree helped the stations in their present economic plight.

The radio industry, Fly said, is establishing a radio technical planning commission which will draw upon the services of the scientists and technicians qualified in the various radio and television fields.

Radio Official Views Post-War Field

(Continued from Page 1)

The wartime developments in television and high and lower frequency sets would have a tremendous influence in shaping the radio of tomorrow.

Concerned about the acute situation among dealers in tube supplies, the receiver forecast that 2,000,000 tubes produced a month ago for sets and the distribution problem now being worked out that the problem will be solved in the next few months. He explained that the present shortage was due to the fact that tubes originally produced for receiver sets have been diverted either by priorities or military requirements for wartime use. This situation, he said, is being remedied and the production of receiver tubes to home sets will start soon.

Turning to the subject of post-war receivers and developments of the industry, McIntosh forecast that FM would be a popular sale and that the greatly improved television would find a ready market for receivers. He added that in America there are now 52,000,000 sets and a percentage of these are ten years or more old.

Referring to the subject of Radar, he characterized it as "a godsend to us and we in the electronic field will be a tremendous factor in the winning of the war." Predicting commercial use of Radar in the war he said it would be applied to vehicles, ships and airplanes. Referring to airplane use he said that detecting and ranging equipment would eliminate the hazards of crashes in the mountain areas which have been responsible for some of the most serious aviation accidents in the

Kaye Reports To NAB Meet Findings Re AFM Disk Ban

(Continued from Page 1)

bers of James C. Petrillo's union today is virtually non-existent.

Three musician unions receive approximately twenty million dollars annually for their work in radio, a sum nearly equivalent to the total net earnings, after taxes, of the entire broadcasting industry.

That less than one-third of the AFM membership consist of professional musicians was established through two surveys.

In the four cities studied, Petrillo had claimed, when he testified before the Senate Sub-committee investigating his ban, that 1,352 union members were unemployed. An actual door-to-door survey disclosed only 23 persons unemployed.

Kaye said Petrillo figures were fantastic, for they were based solely on Petrillo's definition of unemployment.

Kaye pointed out that by unemployment Petrillo meant "unemployed as musicians" irrespective of whether these members were otherwise gainfully employed.

In 29 cities claimed, Kaye reported, there are 143 commercial broadcast-

ing stations, all but eight of which employ musicians. Of the eight which do not, three are 100-watt stations. Two are 250-watt stations. Three are 1,000-watt stations and only one is affiliated with a network.

Petrillo's charge that 201 network stations do not employ musicians was also disproved by NAB studies. Of the 201 stations named by Petrillo, 28 were found to be duplicates or not affiliated with the networks. Kaye said, of the remaining 173, fifty-eight employed musicians during the very period concerning which Petrillo reported. Thirty-two had employed them periodically during the past year and only thirty-two did not employ musicians, of the latter sixty-four are stations with 250 watts or less power.

Further Discussion Today

Kaye further reported that there are 184 stations located in communities having no AFM local nor does any local claim jurisdiction of any of these cities.

The report of Kaye and recommendations of the steering committee on the AFM matter will become an important part of today's discussions with some definite action being taken by NAB to assist in settlement of the record ban.

Lining Up 316 Stations For Willkie Book Spots

(Continued from Page 1)

15-minute programs, from one to five times daily. Already 116 stations have been set for the business.

Wedding Bells

Charita Bauer, of "Stella Dallas" and other NBC shows, has announced her engagement to Ensign Robert Crawford, of Akron, Ohio.

WANT REAL RESULTS?

AVAILABLE NOW

3 Minutes NEWS "Every Hour on the Hour" Week-days from Eight to Eight—78 Programs Weekly.

News has been broadcast over 6 years, without interruption;

Feature known to everyone this area;

One sponsor 5 years; Present sponsor 1 year; Special Package Price;

Best Buy in Philadelphia

WDAS Philadelphia, Penna.

War-Time Challenge Outlined By Paley

(Continued from Page 1)

programs are today the symbol of our participation in the war." And he added: "And it will be through our programs that we must build the post-war prestige and justification of privately licensed broadcasting."

He briefly reviewed the wartime accomplishments of American broadcasting during the past war year and said that "thousands of individual broadcasts and scores of networks and local stations alike have been of incalculable assistance to better understanding and prosecution of war."

Said Paley: "Elevating standards and striving for new fields to conquer must be the spirit of radio, if we are to take advantage of our great opportunities and discharge our great obligation to the American people."

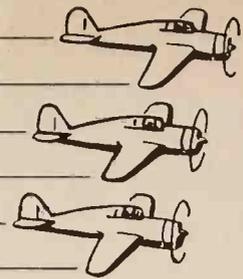
"The lifeblood of American radio is an awareness on the part of the radio broadcaster that his first duty is to serve the best interests of the people and the nation. That awareness is a springboard for action and the action consists of programs designed to inform, to entertain and to educate the people of this country. It is up to us now to concentrate on and to develop to its fullest possibilities the art of broadcasting. Our future freedom, our future rewards, our future satisfaction will depend on how well we do this."

Hello, Best Wishes

Edgar Bergen,

Charlie McCarthy

Mortimer Snerd



TOP FLIGHT PROGRAMS

THIS IS OUR CAUSE
FLY WITH THE NAVY
VICTORY QUIZ
CURTAIN AT 7:45

WELCOME TO WHEELER
MYTHICAL MUSIC HALL
SWING TIME CLUB
THIS IS FOR ME

conducted by

TOP FLIGHT PERSONALITIES

WAVERLEY ROOT
STAN SHAW
TEDD LAWRENCE
DON DUNPHY

JAMES G. GERARD
MAJOR PAUL C. RABORG
HENRY SYLVERN
PHIL COOK

mean

TOP FLIGHT SALES

AT LOWEST COST

THE NEW

WINS

*Now
operating on
full time !!*

1000 ON NEW YORK'S DIAL

New York's Fastest Growing Station
28 West 44th Street, New York City • Bryant 9-6000

NAB Endorses ET Stand

Radio Education Inst. Opens Confab Today

Columbus, O.—With high ranking network, station and governmental executives of America, Canada and Great Britain scheduled to participate, the Fourteenth Institute for Education by Radio today will open its two-day conference at the Deshler-Wick Hotel here in conjunction with the Citations of Educational Programs.

Today's session (the full four-day program was printed in RADIO DAILY, of April 13) will start at 10 a.m. with pre-conference meetings. Informal tea for newcomers will

(Continued on Page 6)

Mutual Appoints Connor to Station Relation Staff

Chicago—Richard F. Connor, chief station relations of OWI's Domestic Bureau, has been appointed to station relations staff of Mutual Broadcasting System. He will join network actively about the middle of May.

Appointment of Connor is a logical step-up to the recent announcement made here by Miller McClintock, president, that there would be

(Continued on Page 2)

BBC Raid ET Presented by Local Office Of BBC

Broadcast from the active scene of innovation credited to BBC, demonstrated here Wednesday by New York office of BBC. Organized presented a playback of a BBC have broadcast recorded in a participating in the recent

(Continued on Page 2)

They're Off!

Cincinnati—Shoppers in downtown Cincinnati on Saturday will have good reason not to forget it is the day for the running of the Kentucky Derby. Two good-looking blonde fillies, dressed in colorful jockey uniforms will carry WCKY's bets to tip off the fans to the broadcast of the race over the Cincinnati station at 6:15 that even-

Break For CDVO

Entire day of broadcasting at WINS will be devoted to the New York CDVO by WINS, Thursday, May 6. Station, in joint statement with Grover Whalen, chairman-director of the Greater New York Civilian Defense Volunteer Office, announced that practically every program, from 7 a.m. sign on to 11:45 p.m. sign-off, will be dedicated to the civilian defense effort.

Stations To Intensify 2nd War Loan Appeals

In a special communique sent yesterday to radio stations throughout the country, Vincent F. Callahan, Director of Radio, Press and Advertising for the Treasury Department, requested that all stations intensify their closing appeals to insure the success of the \$13,000,000,000 Second War Bond Loan Drive.

Callahan asked the stations to drop the transcribed OWI announcements and to substitute "Live" appeals during the last days of the campaign which officially ends tomorrow.

CIAA-Mutual Tie-Up For Brazilian Series

New weekly series of programs presented in cooperation with the CIAA, and designed to publicize domestically the war efforts of Brazil, will start on Mutual Saturday, May 8, 4:30-5 p.m. under the head, "Brazilian"

(Continued on Page 2)

Bentley Tells Newscasters Of Their Duty Re Accuracy

New Palmolive Program To Offer Diamond Rings

A gift give-away format will be used on the Colgate-Palmolive-Peet Co., for its forthcoming program "The Million Dollar Band," which is scheduled for a Saturday, May 29, debut over a full NBC network from 10-10:30 p.m., EWT. Five Tiffany

(Continued on Page 2)

Resolution States Sentiments Agree With That Of Transcription Firms; Govt. Explains Suit Withdrawal

Phila. Training Plan Described To The FCC

Washington Bureau, RADIO DAILY

Washington—Results comparable to those obtained in one to two years by many war training courses have been produced in a period of from 22 to 24 weeks by the joint union-management Broadcast Technician Training Plan now being conducted in Philadelphia, FCC Chairman James Lawrence Fly has been advised by

(Continued on Page 6)

Taylor, Other Officials Re-elected By Ascap Board

Deems Taylor was unanimously re-elected president of the American Society of Composers, Authors and Publishers at the annual meeting of the board yesterday. All other officers of the society were also re-elected.

Taylor was also notified yesterday

(Continued on Page 6)

Washington 'Post' Again Attacks Probe Of FCC

Washington Bureau, RADIO DAILY

Washington—Slapping sharply at the Congressional committee to investigate the FCC, headed by Chairman E. E. Cox of Georgia, the Wash-

(Continued on Page 5)

By FRANK BURKE
RADIO DAILY Staff Correspondent

Chicago—While the NAB board of directors met yesterday to discuss ways and means of alleviating the Petrillo record ban, word reached the convention, that on motion of the government, the second anti-trust suit against Petrillo and AFM had been dismissed by Judge John F. Barnes in federal district court here. This action, like the first, was started to break the Petrillo AFM ban

(Continued on Page 3)

Fly Claims Ad Council Neglects Small Outlets

Chicago—Rendering a verbal spanking to the Advertising Council for its alleged lack of interest in the revenue problems of small stations, Chairman James Lawrence Fly of the FCC told a press conference yesterday that the "Advertising Council is composed of big shots whose interests are the big shows and network broadcasts and

(Continued on Page 3)

Five Music Week Shows Scheduled On Blue Web

The Blue Network will lend its coast-to-coast facilities to the broadcasting of five outstanding events which will highlight National Music Week, from May 2 to May 8. On Tuesday, May 4, at 3:45 p.m.,

(Continued on Page 2)

Observation!

Chicago—Youth, it is said, will be served. But in wartime, it is youth which serves—where danger is greatest. It was Earl Gammons, of the CBS Washington office, who during the NAB convention here, called attention to the noticeable absence of the young men who thronged the Cleveland meet of the year before, but who now are serving in the armed forces.

RADIO DAILY



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

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FINANCIAL

(Thursday, April 29)

NEW YORK STOCK EXCHANGE

	High	Low	Close	Net Chg.
Am. Tel. & Tel.	147 3/8	145 3/4	147 3/8	+ 1/2
CBS A	20 3/8	20 1/8	20 1/4	+ 1/8
CBS B	20 1/8	20	20 1/8	+ 1/8
Crosley Corp.	16 1/2	16 1/2	16 1/2	+ 3/4
Gen. Electric	35 3/8	35 5/8	36 1/2	+ 7/8
RCA Common	10 1/2	9 7/8	10 1/2	+ 1/2
RCA First Pfd.	66	66	66	+ 3/4
Stewart-Warner	11 1/2	11 1/4	11 1/2	+ 3/8
Westinghouse	93 1/2	92 3/4	93 1/2	+ 3/4
Zenith Radio	28 7/8	28 1/4	28 7/8	+ 3/8
NEW YORK CURB EXCHANGE				
Hazeltine Corp.	29 3/4	29 3/4	29 3/4	+ 3/8
Nat. Union Radio	3 3/4	3 1/4	3 1/4	- 5/8

OVER THE COUNTER

	Bid	Asked
Farnsworth Tel. & Rad.	7 1/8	8 1/2
Stromberg-Carlson	9 1/4	10 1/4

WCAP Plant Destroyed By Brush-Fire Sparks

The estimated \$75,000 fire damage to transmitter building and equipment of WCAP, Asbury Park, N. J. will keep the station off the air indefinitely, according to station manager Thomas F. Burely. He expressed doubt that the equipment could be replaced soon. Sparks from a brush fire Wednesday started the blaze at the transmitter, three miles out of Asbury Park.

20th-CENTURY FOX

thru Kayton-Spiro adds WLIB to its 1943 schedule in New York. There MUST be a reason we reach a market that NONE of our contemporaries consistently serve.

NEW YORK'S



Bomb Raid ET Presented By Local Office Of BBC

(Continued from Page 1)

raid over Essen, Germany. Original BBC broadcast was made the same evening of the raid, a timeliness and realism not yet permitted here by the Army and Navy departments. Excerpt was from BBC's regular "Radio Newsreel" program which is short-waved from London nightly for both American and European-African consumption, though projects are edited to conform more closely to the different demands of the receiving territories. Playback session was another in BBC's series in which professional "experts" engaged in American radio productions which are counterparts to the type of program on the BBC playback. First such session several weeks ago covered BBC soap operas.

Newsreel, press association, special events and dramatic news program execs attended yesterday's meeting. In addition to the Bomber broadcast, playback included the regular half-hour program shortwaved Tuesday evening.

Most of the experts were in agreement, as were those reviewing the daytime drama, that the BBC production was not quite geared to American standards, and that if the fullest American consumption is to be achieved, modifications and adjustments would have to be made. Among the suggestions were stepping up the tempo; more specific sign posting on the part of the announcer-narrator in introducing features; better continuity, and narration by an announcer whose accent is not British.

The following participated in yesterday's review discussion: Sydney Whipple, assistant to the executive editor of the "World-Telegram"; Walter Marshall, New York "Mirror"; Martha Percilla, assistant to the managing editor of Press Association; Dave Driscoll, special events director at WOR; H. Wagner, Mutual Broadcasting System; Charles Samuels, Paramount Newsreel; Arthur Perles, assistant publicity director, CBS; Frank Norris and John McNulty, producers on "March of Time."

CIAA-Mutual Tie-Up For Brazilian Series

(Continued from Page 1)

Parade." Conrad Nagel will emcee and narrate, and Tito Guizar, entertain, on the inaugural program, which will present, too, a pick up from Rio de Janeiro featuring an address by Gen. Enrico Gaspar Dutra, Brazilian Minister of War.

Subsequent editions will feature name talent and dramatized interviews with South American leaders. Jack Roach will write and produce the series. Bob Stanley will conduct MBS's orchestra.

Menser To Visit WLW

Clarence L. Menser, NBC vice-president in charge of programs, will visit station WLW, Cincinnati, following the NAB Convention which closed yesterday in Chicago.

Five Music Week Shows Scheduled On Blue Web

(Continued from Page 1)

EWT, will be the radio premiere of the winning composition in the chamber music contest of the National Federation of Music Clubs. Another important feature of Music Week will be heard on Friday, May 7, at 10:35 p.m., EWT, when the male vocalist winner of the \$1,000 Federation award is presented. To be heard also will be a Victory Chorus of 300 voices under the baton of Dr. John Warren Erb, national choral chairman of the Federation.

On Sunday, May 2, Mrs. Guy Patterson Gannett, president of the Federation, will speak during the presentation of "Stars from the Blue," broadcast from 12:30 to 1:30 p.m., EWT. The usual half-hour program has been extended for this occasion. On Monday, May 3, at 11:15 p.m., EWT, will be heard a special broadcast by the choir of St. Dunstan's School in Providence, R. I. The nineteen boys in the choir will be directed by William C. Heller.

On Thursday, May 6, at 12:15 p.m., EWT, a program devoted entirely to Latin American music will be presented by the glee club of the John Fremont High School of Los Angeles, Cal.

New Palmolive Program To Offer Diamond Rings

(Continued from Page 1)

diamond rings will be given away weekly to those listeners who have shown a sound reason for having their request song either played by the orchestra or sung by Barry Wood. To comply with the censorship ruling affecting song requests no specific date will be set for the requested song.

The show, starring Barry Wood, and a 35-piece orchestra, includes the Double Daters quartet, and a different guest star each week. Guest stars will be taken from the ranks of leading band leaders and also will be drawn from among top musical arrangers. (RADIO DAILY, April 21).

Ted Bates Agency handles the account.

Mutual Appoints Connor To Station Relation Staff

(Continued from Page 1)

closer operations among the affiliates. Earlier this week the network established three affiliated station functional committees to carry out this new policy. They covered station service, programming and sales and merchandising.

Kaliel To D'Arcy Agency

Sylvia Kaliel, traffic manager of the Atlantic Coast Network, will join the script staff of the D'Arcy agency starting Monday, May 3. She will devote part of her time to the network, until her successor, Julia F. Chatterton, has been able to take over. Miss Chatterton is already on the ACN staff.

COMING and GOING

DAVID CARPENTER, general manager of WKNE, Keene, N. H., is in New York on station business and for conferences at the headquarters of CBS. Visited yesterday with other New York representatives.

KATE SMITH, TED COLLINS and other members of their program entourage will broadcast their early show tonight from Pomona, Cal. and their late program from Santa Anita.

"JOHNNY JOHNSTONE," director of new and special events for the Blue Network, expected back today from Washington, D. C. where he attended the premiere of the film "Mission to Moscow," at National Press Club.

DONALD LERCH is in Chicago conferring with the Department of Agriculture office in the Windy City. On Saturday and Sunday he will attend the 14th Institute for Education by Radio at Columbus, Ohio.

FRAZIER HUNT off to Washington, D. C. from which point he will broadcast his Saturday CBS program for General Electric.

SAMMY KAYE and the members of his band are filling an engagement in Passaic, N. J.

PAULA STONE, Broadway and Hollywood news commentator on WNEW, to Forest Hills, L. I., for a Red Cross bond rally.

ROBERT A. KELLEY, commercial manager of WCAX, Burlington, Vt., outlet of CBS, is in New York on station business.

DON WALLACE, radio writer at McCann-Erickson, has returned from a vacation in Florida.

LEONARD KELLER, a war worker at the Cadillac aircraft plant in Detroit, is here to line up production for "Roll Up Your Sleeves," labor's counterpart to "This Is the Army," sponsored by the CIO War Relief Commission.

DR. AUGUSTIN FRIGON, assistant general manager of CBC, has left for the island of Jamaica, where he will cooperate with the government of that British possession in the formation of a radio broadcast system.

SAM SCHNEIDER, director of the farm department for KVOO, Tulsa, Okla., off to Columbus, Ohio, to attend the 14th Institute for Education by Radio.

LAWRENCE J. HELLER, president of WJLA, Washington, D. C., has left for Columbus, Ohio, where he will attend the Fourteenth Institute for Education by Radio which starts tomorrow.

HENRY WEBER, musical director of WGN, Chicago, and his wife, MARION CLAIRE, singer, star of the "Chicago Theater of the Air," spent their vacation at Hot Springs, Ark.

THE DETROIT AREA NOW SOARS TO A NEW HIGH

—and this live-wire station keeps pace with a new high in retail time sales, a new high in program interest, a new high in primary coverage!

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

NAB Backs ET Stand in AFM Recording Ban

(Continued from Page 1)

at the manufacture of musical recordings for radio and other public use. The government decried the dismissal action was taken because of the difficulty the government would encounter as a result of Supreme Court decisions in its endeavors to prove its main point that the AFM ban was imposed "for the purpose" of driving out of business independent stations which depend almost entirely on recorded music. The government charged in its last amended complaint that 550 small stations faced extinction as a result.

Answer Was Scheduled Today

The immediate reason for the dismissal, Daniel B. Britt, assistant U. S. Attorney General in charge of the new anti-trust office explained, is the fact that the union's answer to the government's suit is scheduled for filing today. With the answer filed the issue between the union and the government would have been joined and the case eventually decided on merits. Now, with the case dismissed, the way is left open for the government to refile a third suit if it so desires.

Britt confirmed reports that the government intends to keep after the union. The government has until May 15 under wartime regulations, to file in cases of this kind, he stated.

NAB's Resolution

The board of directors of the NAB has adopted a resolution endorsing the Petrillo AFM record ban. This resolution, which embodies the NAB's position on the record ban is as follows: "Resolved, that the broadcasting industry, in convention assembled, calls upon the electrical transcription companies that they support the position so taken by them, so that they will not give tacit or implicit recognition to Mr. Petrillo's false and insincere claim of widespread unemployment in his union, or to his equally false claim that the industry owes an obligation to members of his union not employed by it, and, be it further

★ PROMOTION ★

WOR Mail Reaction

Audience mail reactions broke all records at WOR this week when in answer to the offer of a free bomb sight on the station's Sunday "Bull Dog Drummond" program, 27,712 requests were received in one day, Tuesday. On Monday the response was 14,546, making a total two-day figure of 42,258. Previous one-day mail record at WOR was held by the "Lone Ranger" program, which back in October 1, 1937, when the Lone Ranger was lost, offered a free map to the audience so that listeners might hunt for the Ranger. Then 23,751 avid listeners made requests. Ranger was sponsored by Gordon Baking Co. "Drummond" is sponsored by Borden Ice Cream Co.

"Radio With a Soul"

Reprints of an article from the Saturday Review of Literature by M. Lincoln Schuster on "Radio With a Soul—The Life History of WQXR" are being distributed to the trade by the New York City station. The article, rather lengthy, it covering three full pages of the periodical, is an unrestrained, unashamed, avowal of love and esteem for WQXR, and, as is to be expected from a devotee of WQXR, on the whole a platonic manifestation of endearment. Greater

affinities with Mr. Petrillo and his union now.

"Therefore, be it resolved by the National Association of Broadcasters that the broadcasting industry endorses the position of the electrical transcription industry as defined in its letter of February 23, 1943 addressed to Mr. Petrillo and, be it further

"Resolved, that the broadcasting industry, in convention assembled, calls upon the electrical transcription companies in their present negotiations with Mr. Petrillo, to stand firm by the position so taken by them, so that they will not give tacit or implicit recognition to Mr. Petrillo's false and insincere claim of widespread unemployment in his union, or to his equally false claim that the industry owes an obligation to members of his union not employed by it, and, be it further

Several Resolutions Introduced

"Resolved that the broadcasting industry calls upon the electrical transcription industry promptly to take such measures under the law, as shall be necessary to end Mr. Petrillo's ban against musical recordings, which, in violation of labor's pledge to the nation has injured wartime morale, deprived the civilian population and the armed forces of recorded entertainment and inflicted grievous and unjustified injuries upon the broadcasting and transcription industries."

The Petrillo resolution was one of many adopted by the board at the closing session of the convention, others included, a resolution expressing appreciation to governmental

Blue's "Wartime Growth"

The wartime growth in Blue Network sales time, and a warning to advertisers to keep the names of their products before the shoppers, is the theme of a light-veined, whimsical promotion piece being distributed to the trade. Cover of the folder, in light blue on heavy white slick, shows an upright elephant which might very well be the cousin of Dumbo, except for the absence of abnormal ears, carrying in waving trunk and crossed forelegs nosebags of "Forget-me-nots," and yodeling "Yoo-Hoo! Lady!..." Then you turn to the center fold and behold on page 2 the gallant elephant offering the flowers to a lady with shopping basket pausing in mild surprise at the threshold of her home.

On page three, another elephant, a professor in academic cap and ribboned pinc-nez, points with a long pointer in his trunk to a blackboard on which the fact is made graphically that in 1942 sponsors spent 22.7 per cent more on the Blue than in 1941. Gay, diverting, appropriate to the season is this piece.

love hath no man than Author Schuster for the cultured soul and high musical brow of WQXR, and he aint ashamed to say it.

agencies and wartime speakers as well as officers from the Army and Navy and Marines for their helpful participation in the convention. Another expressing gratitude to Chicago NAB member stations for the creditable manner in which they set up the convention.

MBS Opening Earlier

Effective May 3, Mutual's network services will open and close a half hour earlier than is now scheduled. New service will start at 10 a.m., instead of 10:30 a.m., and close at 2 a.m., instead of 2:30 a.m. EWT.

Fly Claims Ad Council Neglects Small Outlets

(Continued from Page 1)

who don't like to bother with small sponsors and stations." He further declared that he had been slightly disappointed with the Council's consideration of the small stations as advertising mediums and said that he wondered if its attitude isn't impeding us somewhat.

Record Ban "Paralysis"

Fly admitted, however, that some substantial advertisers have moved affirmatively in the small station field and that possibly the transcription and record ban may have caused delay in the placement of institutional programs with smaller stations. He referred to the transcription and record ban and characterized it as a form of "creeping paralysis" in the broadcasting industry, particularly as it applied to the small stations of the nation.

Small station operators at their meeting yesterday seemed heartened by Chairman Fly's militant attitude in their behalf. Marshall Pengra, of KRNR, Rosenberg, Ore., speaking at a round table session, referred to the Bankhead Bill now pending as a measure that would give relief to small newspapers through government advertising and explored the idea that small radio stations might get out of the red by the same type of legislative treatment.

Sees Web Affiliation Helpful

Referring to the record ban, Pengra said that it was a serious problem growing more threatening daily to small station owners. He spoke enviously of the small stations with network affiliations and declared that they were in a much more advantageous position with the record ban in effect.

The programming problems, shortage of manpower, and need for national advertising to replace lost local accounts were some of the matters which were also discussed.

THIS LITTLE BUDGET
WENT TO
**WORL
BOSTON
MASS.**



NCAC Presents

Six exclusively managed artists
in big Sunday network programs

MAY 2nd, 1943

- ★ 2:30 P.M.—John Charles Thomas—NBC—Westinghouse
- ★ 4:30 P.M.—Dorothy Kirsten—CBS—Coca-Cola
- ★ 4:30 P.M.—Nathan Milstein—CBS—Coca-Cola
- ★ 5:00 P.M.—Gladys Swarthout—CBS—Prudential
- ★ 9:30 P.M.—Vivian Della Chiesa—NBC—Bayer's
- ★ 9:30 P.M.—Jean Dickenson—NBC—Bayer's

Los Angeles

THE sponsors of Mary Astor's "Hollywood Showcase," Ben Hur Products, Inc., have contracted for two additional Columbia stations in an expansion of the present facilities of the program. Effective today this half-hour show of new professional talent will be heard over KOY, Phoenix, and KTUC, Tucson, Arizona. Agency in the deal is Barton A. Stebbins.

Author Carlton Morse, of "I Love a Mystery," so paces the tiny floor of the CBS control room when his adventure dramas are on the air that his cast, headed by Michael Raffette and Barton Yarborough, have donated their No. 17 shoe ration stamps to him!

Fashion plate Dick Joy gave three nights and two days last week to the Army to announce radio transcriptions to be played to soldiers and sailors in North Africa and the South Pacific.

Ranch foreman, Dick Foran, sang an Irish and a Mexican ballad, "Rose of Tralee" and "La Cucaracha," when the ranch hands gathered at the "10-2-4 Ranch" on Monday (26th) over KECA. Martha Mears, proprietress of the ranch, sang "Wigwam Song," and the Sons of the Pioneers offered "Wait for the Wagon."

Billy Mills, musical director of the Fibber McGee and Molly program, has an additional chore. He has been appointed advisor of the regimental band for the Army Ordnance Depot at Santa Anita, Calif.

Between programs for Tommy Riggs and Betty Lou on each Friday evening, Composer-Conductor Felix Mills is preparing a score to conduct in the Hollywood Bowl this summer. Ginny Simms may be his guest soloist.

Henry Gerstenkorn, KHJ-Don Lee account executive, has been promoted and made assistant to Sydney Gaynor, sales manager of the Don Lee network.

Dave Willock, Damon of the Camel Caravan's Damon and Pythias combination of Carson and Willock, playing a marine in "Guadalcanal Diary," at 20th-Fox. Incidentally, Carson and Willock were a team in vaudeville.

Donald W. Thornburgh, who attended the NAB convention in Chicago, will go to New York for a week's stay before returning to Hollywood.



Reporter At Large . . . !

● ● ● The summer replacement for the Jack Benny NBC spot will be the "Those We Love" series, which formerly filled in during Eddie Cantor's summer vacations. . . . May 10 is when WBBM will premiere a new type of quiz-musical, Monday through Friday, 10:45-11:15 p.m., CWT., titled "Sound-O" . . . Don McNeill and Jack Baker will emcee on alternate nights with the "Three Romeos" supplying the music. . . . The Postman only rang once but delivered a letter addressed to "Hi, Lo, Jerk and the Witch" . . . Carol Hughes gets credit for a smart piece of showmanship in supplying June copies of the radio fan mag, "Tune In," to NABoosters. . . . on page 45, however, is a picture of three top orchestra leaders and the caption identifies them as Harry James, Sammy Kaye and Benny Goodman. . . . the "Benny Goodman" in the picture really is Glenn Miller. . . . ohhh. . . . Ralph Weil's "capsule stunt" tied-up with a featured yarn in Fan Mag was a WOW for WOV at the NAB meet. . . . Arch Shawd, WTOL exec, not only is a dead ringer for cinemactor Claude Rains, but in real life is the actual admirable character Claude portrays on the screen. . . . Farthest from home at the NAB Pow-wow was Capt. O. F. Mingay, publisher of several radio publications down under at Sidney, Australia. . . . Norman Corwin, en route to the coast for a vacation, stopped off at Chi for a conference with Bill Paley and Frank Stanton. . . . Last Sunday, five members of Jack Leonard's Reception Center Band on the "This Is Fort Dix" program, left immediately following the show for a ship. . . . "destination unknown."

★ ★ ★

● ● ● How do screen scouts overlook Honey Johnson, former Powers Model, who not only acts as Wally Butterworth's foil on MBS' new quiz show "Take A Card," but also writes script, arranges, produces and sings on the "Song Spinners" program. . . . Charles Penman, WGN producer-director, has been commissioned a Lieutenant (j.g.) U. S. Navy and will be stationed at Fort Schuyler, N. Y. . . . The NBCrime series, "Ellery Queen," may not leave the air for the summer this year. . . . Milton Berle, while signing autographs outside CBSstudio No. 2 recently, was approached by a not-so-young lady, who asked him to sign what, after a double take, Berle saw was a check. . . . but the check, for the amount of \$25.00 was made out to the American Red Cross. . . . Berle signed it right there and then. . . . Following a recent Jack Armstrong Blue Network program, during which several members of the cast, portraying African Tribesmen, spoke with weird, gibberish, meaningless words, the pseudo-Africans, as a gag, repeated the mumbo-jumbo lines in the Wrigley Building elevator. . . . other passengers merely gaped, but one veddy veddy Englishwoman ejaculated, "My word, I nevah expected to hear Swahili spoken in Chicago."

★ ★ ★

● ● ● Over 1,000 ladies and gentlemen (ah there, NABiggies) attended the Chicago meet and it seemed to us, each time we visited Doug Coulter's suite, that all corridors, elevators and stairways, led there, judging by the crowds ever-present in Coulter's "Doug" out. . . . Wm. J. McCambridge, general manager of the radio subsidiary of A.P., flew in for the last two days of the NABusiness. . . . There's a band, playing at the Band Box, heard over WBBM, batoned by a handsome young maestro named Boyd Raeburn, which is without doubt a potential threat for the crown Harry James now wears. . . . if the right manager can get through the crowds, near enough to hear this combination, he'll thank us for the tip. . . . Xavier Cugat, at a recent rehearsal, to'd Jimmy Durante "he looked like a million dollars" . . . "It must be counterfeit moolah," retorted Cyrano de Berger(w)ac, "I feel awful."

★ ★ ★

—Remember Pearl Harbor—

To the Colors!

WFIL, Philadelphia, is minus two from the Engineering Department. FRED MOORE has assumed his duties as Army Signal Corps Lieutenant, and DENNIS (DUKE) DOUGHTY is now an instructor of radio engineering at Temple University.

—VVV—

MRS. MILTON COBB, whose husband is on the staff of WMAZ, Macon, Ga., will probably be able to teach her husband a thing or two when she finishes her course of training in the WAACS. . . . she has been sent to the Midland Radio and Television School.

—VVV—

JOYCE FARNHAM, formerly assistant in promotion, CBS Radio Sales Department, has become a member of the Clubmobile Division of the American Red Cross Overseas Unit.

—VVV—

HAL BROWN, always identified as theme musician of the "Just Plain Bill" program, has a new identification now—two tags around his neck with his name, serial number and U. S. Army engraved on them.

—VVV—

Camp Devens claims a new draftee surrendered from WDRC, Hartford. RUSSELL NAUGHTON, announcer on the station for the past nine months, is now in uniform.

—VVV—

RICHARD GOODE, announcer WCOS, Columbia, S. C., is now Pvt. Goode, U.S.A. He left on April 25.

Warners Sign Whiteman For Gershwin Film Role

As one of George Gershwin's closest friends and advisers, Paul Whiteman, the Blue Network's director of music, will play an important role in the Warner Brothers picture based on the life of the late composer.

Whiteman will conduct the "Rhapsody in Blue" and other familiar Gershwin melodies for the picture's sound track. After taking up headquarters in the Blue's offices in New York in June, Whiteman will return to Hollywood in August for the filming of his scenes in the picture.

Stern Interview ET For RKO

A 15-minute interview by Bill Stern, NBC sportscaster with Pat O'Brien and Robert Fellows, star and producer, respectively, of the film, "Bombardier," has been transcribed for RKO Radio Pictures, Inc., by NBC's Radio-Recording Division. Carl Rigrod of RKO was production director of the program, which will be released to the Texas Quality network and possibly, at a later date, to other stations.

MAURICE HART
Conducts
The MUSIC HALL

Daily 2-4 p.m.

1130 — WNEW — 1130

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

QUEST-ING

MARYN CRAVENS, on the Queen program, tomorrow (Blue Network, 7:30 p.m.).

N STRICKLAND MCGINNIS, food editor of the magazine "Women's Day"; DOROTHY ROBINSON, magazine editor; ELINE ANDREWS, brokerage assistant; WILLIAM BROWN, of the Hotel Ambassador; ARRELL, stock broker, and R. NER, employee of the Darco Crumit-Sanderson quiz, tomorrow (WABC-CBS, 8

THOMAS PARRAN, surgeon of the United States Public Health Service, and M. L. WIL, chief of the Nutrition and Food Commission of the Food Administration, discussing "The Working Adolescent," on "News to Health," tomorrow (CBS, 1:45 p.m.).

P. SCOTT, of the University of Chicago's department of J. DONALD KINGSLEY, of the political science department of Antioch College, discussing "The Empire of the Future," on the "University of Chicago Round Table," WEA-F-NBC, 2 p.m.).

IRA STANWYCK, on the McCarthy program, Sunday (NBC, 8 p.m.).

JOSEPH R. BRYSON of South REP. EDWARD H. REES REP. EMANUEL CELLER New York and REP. JAMES P. AERY of Pennsylvania, discussing Prohibition for the Duration of Theodore Granik's "American of the Air," Sunday (Actual, 8 p.m.).

HY KIRSTEN, soprano, and MILSTEIN, violinist, on the Cola-Cola program, Sunday (CBS, 4:30 p.m.).

F. JAUDON, pastor of the Baptist Church of Kan- on the "Church of the Air" Sunday (WABC-CBS, 10

BUFFALO

Western New York 300,000 Listeners can be reached through the

CASH VARIETIES PROGRAMS

ation WHLD 1000 Watts further details write to:

BROADCASTING BUREAU 1000 Ave. Buffalo, N. Y.

Watch News Accuracy Bentley Tells Radio Men

(Continued from Page 1)

of bringing victory to the United Nations in the war."

Declaring that we have 400,000 men and officers in the communications branch of the Army, Colonel Bentley disclosed that the Army spent \$600,000,000 for radio equipment in 1942 and will spend \$1,900,000,000 for radio equipment in 1943.

In Tunisia, Colonel Bentley said officers and men in slit trenches often listened to New York and Cincinnati broadcasts. He told specifically of hearing a newscaster in the U. S. one night dramatically tell his radio audience that we dominated and ruled the air in Tunisia at a time when German and Italian planes were subjecting him and other officers to a dive bombing attack. He cited this instance in his plea for accuracy in newscasting.

The enemy, Colonel Bentley declared also has excellent radio equipment and technical detection instruments of proven scientific worth. He warned that we must be mindful of this at all times and guard against furnishing anything of value and comfort to the enemy. In a serious mood he ventured the prediction that our coastal areas would be bombed by the enemy both German and Japanese before long. He said they both have aircraft carriers and long range bombers capable of such a mission.

American History Quiz Starts Tomorrow On Blue

Recognizing the current interest in American history, station WJZ tomorrow will launch "Yankee Doodle Quiz." With two pre-selected teams of contestants of three adults and three high school students, each program in the series will deal with a single historical field, such as the development of transportation, inventions, or territorial expansion. A short dramatization employing actors and sound effects, of some event in the specific field covered will introduce each round of questions.

Ted Malone, of the Blue Network's "Between the Bookends," will be master of ceremonies. The program will be heard from 7 to 7:30 p.m., EWT, on May 1, the first day of the series, and at 7:30 p.m., EWT, Saturday, May 8, and thereafter.

Church Scripts Ready

Radio script prepared for a special observance of the Day of Compassion for the Jews of Europe has been prepared and is being distributed by the Federal Council of the Churches of Christ in America. Council has designated Sunday, May 2, as the Day of Compassion.

Larry Lesueur An Author

Latest of the CBS foreign correspondents to become an author is Larry Lesueur, who spent a year and a day in wartime Russia. His book, "12 Months That Changed the World," is to be published by Alfred A. Knopf, July 12.

Washington 'Post' Again Attacks Probe Of FCC

(Continued from Page 1)

ington "Post" yesterday accused Congress of using public office for private ends when it allows Cox to lead the investigation. For the second time in four days the "Post" supports Commissioner C. J. Durr's contention that committee inquiries regarding the personal financial affairs of the Commissioners since 1937 are "highly offensive."

The editorial, titled "Congress or Club?" reads in part:

"The general counsel for representative Cox's committee, Eugene L. Garey, has attempted to justify the high-handed fishing expedition into the private financial affairs of the Federal Communications Commissioners on the ground that the Communications Act provided that no member of the FCC shall be financially interested in any phase of the communications industry. The personal questions posed to the Commissioners, he contends, were designed to elicit information in respect to whether you have violated any of these provisions of law. Why, then do they cover a period extending back to 1937, when some of the Commissioners, including the chairman were appointed much more recently?"

New Account, 2 Renewals Sign For Time On WABC

WABC has announced the addition of a new client to its advertising schedule, Kerr's Butterscotch, Inc., and the return of two advertisers for their second campaigns on the station, The Centaur Company and Kem-ical Company.

Effective May 3, Kerr's Butterscotch will start its first WABC campaign on the daily-except-Sunday "Arthur Godfrey" program. The client will participate in the 7:00-7:45 a.m., EWT, portion of the show on Monday, Wednesday and Friday. Tracy-Locke-Dawson, Inc. handles the account.

Both Kem-ical and Centaur will once again participate in the WABC program they used for their initial campaigns—Adelaide Hawley's "Woman's Page of the Air." For Kem, a liquid plant food, Kem-ical has purchased participations on the Tuesday, Thursday and Saturday sessions of the six-day-a-week broadcast. J. M. Mathes, Inc. is the agency. The campaign will be launched May 11.

Through Pedlar & Ryan, Inc., Centaur has bought participations Tuesdays and Thursdays on "Woman's Page of the Air" broadcast from 8:45 to 9:00 a.m., EWT. For ZBT Baby Powder, the campaign will begin May 18.

War Relief Show On MBS

To launch Russian War Relief Society's drive to encourage mail correspondence between Russians and Americans, a program titled "Letter to An Ally," starring Annabella, Ralph Morgan, and Jennie Tourel, of the Met, will be broadcast over the Mutual network Sunday, 10:15-10:30 p.m., EWT.

AGENCIES

NATE TUFTS, Hollywood director of radio for Ruthrauff & Ryan, has been elected a vice-president of the company. Tufts has been with the agency since 1934.

HAL A. SALTZMAN ASSOCIATES have been appointed to handle the advertising of Newth Rubber Company, manufacturers of rubber tire patches; John W. Hill Co., toy manufacturers, and Beauty Aids, Inc., makers of Roto Hair Remover.

AUDIT BUREAU OF CIRCULATIONS announces election to membership of Batten, Barton, Durstine & Osborne, Inc., San Francisco; MacFarland, Aveyard & Co., Chicago, and Sherman-Marquette, Inc., New York.

New Program Policy Inaugurated By WMCA

Experiment with a new program policy for itself will start on WMCA, next Monday, when the station inaugurates a permanent or static schedule of name bands in a daily series of recorded shows, and starts a package recorded show consisting of name orchestra, a novelty platter and a name soloist.

Heretofore, the station had no set time for using any name band platters. With the new schedule, swing devotees will be able to hear their Dorseys, or Goodmans, or Krupas for a full 45 minutes on a specified day every week. Show will air 4:45-5:30 p.m. The recorded package show, to be called "The Little Show" will be a morning feature, 11:03-11:30 a.m. across the boards.

Levine To Talk

Leon Levine, assistant CBS director of education, will speak before the American College Publicity Association in New York on May 6. His topic will be "Educational Broadcasting in Wartime." On May 15 he will address the meeting of the Northeastern Radio Council, Union College, Schenectady, N. Y., on "Radio of the Future."

★ INDUSTRIAL PAYROLL up 53%

For the year 1942 compared with 1941

A MUST Market in MASSACHUSETTS

WTAG WORCESTER

Radio Education Inst. Opens Confab Today

(Continued from Page 1)
be held from 3:00-5:00 p.m. and a general session will be conducted at 8 p.m. on the theme, "Radio's War-time Strategy." A meeting for chairmen will be held at 10:15 p.m. and will be presided over by I. Keith Taylor, director of the Institute.

College Web Summarizes Work

In a report issued to coincide with the Fourteenth Institute for Education by Radio opening today in Columbus, Ohio, the Intercollegiate Broadcasting System has cited the work accomplished in the domestic and international fields.

In the domestic field IBS reports 22 member stations broadcasting an evening schedule averaging four hours daily, six days a week. The broadcasts show a schedule devoted to campus news programs, classical and popular music, foreign language broadcasts, faculty and guest interviews, round table discussions, poetry readings, performance of original radio dramas, and other educational and entertainment features. In many instances an increasing tendency has been demonstrated to supplement class room work on the stations particularly in the foreign language and musical fields.

By the end of 1942 IBS established an educational radio network by joining together 12 of its stations located in New England and the Middle Atlantic States. This network has a potential listening audience of 25,000 college residents. In cooperation with W47NY, N. Y., broadcasts have been relayed to six frequency modulation stations in the East, which in turn transmitted the programs to the colleges in their coverage area. The initial broadcasts on this network were three programs produced with the cooperation of the OWI to disseminate war information to college students. IBS is readying three additional educational program projects aimed at wartime residents of American colleges.

Co-Op With Army, Navy

Where the Army and Navy maintain trainee centers college radio has been used to supplement the work on locally produced broadcasts.

IBS believes that, because of the practicability and economy of wired radio, frequency stations, in addition to educational advantages, all the major colleges and universities will establish stations of their own after the war. In this respect IBS looks forward to further cooperation with all organizations interested in the development of educational radio.

Internationally, IBS, is planning to become a medium of exchange for students and universities throughout the world. To date IBS has arranged, through the cooperation of domestic and shortwave stations, exchange broadcasts with the students and universities of other nations. The original exchange broadcasts started at Brown University in 1940. In

NAB DIRECTORS-AT-LARGE

Directors-at-large for the NAB, who were elected Wednesday afternoon at the associations convention in Chicago, are as follows:

FOR THE LARGE STATIONS

James D. Shouse, vice-president and general manager, WLW, Cincinnati
Joseph O. Maland, vice-president and station manager, WHO, Des Moines

FOR THE NETWORKS

Frank Russell, vice-president of NBC
Paul W. Kesten, vice-president and general manager of CBS

FOR THE SMALL STATIONS

Frank King, president and station manager of WMBR, Jacksonville, Fla.
Herb Hollister, president of KANS, Wichita, Kan.

FOR THE MEDIUM SIZE STATIONS

Don S. Elias, executive director of WWNC, Asheville, N. C.
Barney J. Lavin, commercial manager of WDAY, Fargo, N. D.

Taylor, Other Officials Reelected By Ascop Board

(Continued from Page 1)

that he has been awarded the Henry Hadley Medal by the National Association for American Composers and Conductors as the person "performing the greatest service to American music during the year 1942-1943."

In notifying Taylor of this award, Mrs. Dean Gray Edwards, corresponding secretary of the Association, wrote:

"We have particularly in mind your Sunday broadcasts, in which you have consistently championed the cause of the American composer and conductor, presenting vital statistics and strong arguments in support of our native music and musicians.

"Your own compositions have also been a significant contribution to the current list and your work as president of the American Society of Composers, Authors and Publishers has already done much to improve the condition of our serious creators of music."

The medal will be presented to Taylor at the Association's annual reception, Friday evening, May 14, at the Waldorf-Astoria. Leonard Liebling is chairman of awards of the association of which Dr. Sigmund Spaeth is president.

August of 1941 broadcasts were directed to two South American Universities. Today IBS is preparing a series of international broadcasts from the American colleges to the Allied Nations.

On Feb. 22, 1943, IBS admitted its first international member college, The College of Albert I, Leopoldville, Belgian Congo. And in cooperation with the Belgian Office of Information, IBS, is preparing a series of exchange programs with its African member.

To date contact has been made with the University of Melbourne, Australia, University of Bombay, India, University of Puerto Rico, and other institutions throughout the world. And representatives have been appointed by IBS in India, Argentina, Nigeria, and the Belgian Congo.

IBS believes that, by a steady flow

Lever, United And Meyer Sign For WEFAP Anns.

Lever Brothers and United Drug Co., have bought one-minute transcribed announcements on WEFAP, and B. Meier & Son, Inc., have arranged for a series of 50-word transcribed announcements on the same station.

The Lever Brothers account, a renewal was placed by Ruthrauff & Ryan for Rinso and calls for five announcements, Monday through Friday, 8:15 to 8:30 a.m., beginning May 10 and concluding May 14.

Street & Finney, Inc., handled the United Drug Co. order for the Rexall One-Cent Sale. Beginning May 9, a total of 13 announcements will be made.

B. Meier & Son Inc., will use three announcements a week for 52 weeks for its product, Golden Center Wheat Germ. They will be heard each Monday, Wednesday and Friday, 7:15 to 7:30 a.m., on the Pat Barnes program, "Morning in Manhattan." The account was placed by H. C. Morris & Co., New York.

Stork News

Jerry Soesbee, announcer of WPTE, Raleigh, N. C., is the recipient of many pats on the back. Reason: a boy.

of exchange broadcasts, which it plans to promote, much will be done to create a better international understanding, both at present and in the post-war world.

Cincinnati—Among the staff members of WLW-WSAI who will participate in the Fourteenth Institute for Education by radio, which opens today in Columbus, are: Carroll D. Alcott, authority on the Far East; Bernice Foley, WSAI newscaster; James Cassidy, special events director; Katherine Fox, director of war and public service programs, and Ruth Lyons, of the children's program department.

Entertainers from the stations who will furnish musical divertissements for the delegates include Dorothy McVitty, Bonnie Stuart, Hershall Luecke and The William Brothers.

Phila. Training Plan Described To The F

(Continued from Page 1)

Samuel R. Rosenbaum, chairman of the Philadelphia Radio Station Managers' Association.

The program was undertaken about two years ago at the instance of Charles C. Smith, a broadcast technician in a Philadelphia station and active member of ACA (CIO). In face of the growing manpower shortage, and foreseeing the vastly increased demands of the armed forces, Smith proposed the joint training plan, but it was not until late 1941 that the stations finally saw the necessity of this plan, Rosenbaum told. In December of last year the plan was finally put in effect.

Thirty Trained

Extensive training has since been offered about 30 people, all placed, and the courses are continuing, Rosenbaum wrote. Success of the plan, he said, is largely due to the ingenuity and persistence of Smith, who enlisted the support of only of the union and of the station but also of the local and federal authorities."

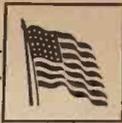
After a rather detailed explanation of the operations of the plan, Rosenbaum said: "In our judgment, the course is producing results in a period of 22 to 24 weeks which are comparable to the results shown by many of the special war training courses in periods of from one to two years. This is due to the fact that the instruction is all given by practical experienced broadcast radio technicians with years of service behind them and also to the fact that the radio stations themselves provide practical experience which is so valuable and exceeds in benefit the splendid laboratory facilities provided by the Board of Education in this instance. Rosenbaum said, in conclusion:

Adaptable Elsewhere

"In reply to your question as to whether the system we have devised in Philadelphia provides a pattern that can be adopted in other parts of the country, I would say that it can be adopted in other centers where similar facilities are available. However, it is desirable that a pattern be available similar to that of Mr. Charles C. Smith of the Philadelphia union, whose enthusiasm and devotion to this cause are almost entirely responsible for obtaining cooperation required from so many sources, which is the explanation of the success of the Philadelphia plan."

Red Cross Cites Bill Stern

Bill Stern, NBC sports director, acted as chairman of the sports division for the American Red Cross drive, has received a citation for "patriotic performance" from the Red Cross. The citation was awarded in recognition of the distinguished support of Red Cross services to armed forces on the battle front "the world."



LAST YEAR'S BONDS GOT US STARTED

THIS YEAR'S BONDS



ARE TO WIN!

★ Last year saw nearly 30,000,000 workers voluntarily buying War Bonds through some 175,000 Pay-Roll Savings Plans. And buying these War Bonds at an average rate of practically 10% of their gross pay!

This year we've got to top *all* these figures—and top them handsomely! For the swiftly accelerated purchase of War Bonds is one of the greatest services we can render to our country . . . and to our own sons . . . and our neighbors' sons. Through the mounting purchase of War Bonds we forge a more potent weapon of victory, and build stronger bulwarks for the preservation of the American way of life.

"But there's a Pay-Roll Savings

Plan already running in my plant."

Sure, there is—but how long is it since *you've* done anything about it? These plans won't run without winding, any more than your watch! Check up on it today. If it doesn't show substantially more than 10% of your plant's pay-roll going into War Bonds, it needs winding!

And you're the man to wind it! Organize a vigorous drive. In just 6 days, a large airplane manufacturer increased his plant's showing from 35% of employees and 2½% of pay-roll, to 98% of employees and 12% of pay-roll. A large West Coast shipyard keeps participation jacked up to 14% of pay-roll! You can do as well, or better.

By so doing, you help your na-

tion, you help your workers, and you also help yourself. In plant after plant, the successful working out of a Pay-Roll Savings Plan has given labor and management a common interest and a common goal. Company spirit soars. Minor misunderstandings and disputes head downward, and production swings up.

War Bonds will help us win the war, and help close the inflationary gap. And they won't stop working when victory comes! On the contrary—they will furnish a reservoir of purchasing power to help American business re-establish itself in the markets of peace. *Remember, the bond charts of today are the sales curves of tomorrow!*

You've done your bit  Now do your best!

THIS SPACE IS A CONTRIBUTION TO AMERICA'S ALL-OUT WAR EFFORT BY
RADIO DAILY





Coast-to-Coast



JIM McBRIDE has been added to the announcing staff of KUTA, Salt Lake City. He was formerly employed in California in the same capacity... King Harmon, program director, was the guest speaker at the East and West High Schools. He discussed radio preparation.

Broadcast over **WELL**, New Haven, of the New Haven Advertising Club luncheon this week, featured a talk on the purposes behind American censorship, by **Capt. William E. Haskell**, assistant to the president of the N. Y. "Herald-Tribune."

Jackie Woods, **WHEB**, Portsmouth, N. H., songstress, has been signed by the Blue Network for a series of programs to originate in New York. Jackie leaves at the end of May... **Lee Spencer**, who conducts a homemakers program, interviewed **Mrs. Rena C. Bolles**, assistant food specialist of the University of Maine extension service. They discussed lunch boxes for war workers... **Win Bettinson**, program director, has been invited to the BMI war program convention in New York, May 24 and 25.

WAAT, Jersey City, will broadcast four 15-minute transcriptions Sunday night which were made at the Easter Sunrise services at Camp Wheeler, Ga. Arrangements were made by **Roland Trenchard**, station's director of war activities, and the camp's public relations office.

WHIO, Dayton, is using a "Musical Scoreboard," featuring major league scores and popular music, on Sundays, when the local ball club restricts airing of games... **Gene Monbeck**, staff guitarist, has placed an orchestra in the French village.

KROW, Oakland, has scheduled a weekly quarter-hour program on Saturday mornings for Victory vegetable gardeners. Titled "The Garden Clinic," show is designed to cover all phases of home production, presenting local nurserymen and horticulturists who answer listener ques-

tions and give advice on what to plant, when and how.

Dr. George Bolling Lee, grandson of General Robert E. Lee, will be the feature speaker at the Annual Alumni Reunion Dinner of Washington & Lee University, to be broadcast by **WHN**, N. Y., tomorrow from the Waldorf-Astoria. He will discuss "Washington & Lee University in Wartime." Remainder of the program will consist of songs by the Washington & Lee Glee Club, winner of the National Award two years ago at Carnegie Hall.

WGBR, Goldsboro, N. C., has added **Allan Oak**, formerly with **WHA**, Madison, Wis., and **WCOS**, Columbia, S. C., to the announcing staff... **Bob Sullivan**, new to radio, has joined the engineering staff... **General Manager Harry G. Bright** addressed the Civilian Club recently on "Radio and the War Effort"... **Clifton Britton** directed a series of Holy Week and Easter Sunday services from the Tabernacle Church.

In a transaction completed this week by **Kenneth W. Church**, general manager of **WKRC**, Cincinnati, and **William Shinick**, account executive of **Benton & Bowles, Inc.**, General Foods has purchased co-sponsorship of broadcasts of the Cincinnati Reds' 1943 baseball games. The broadcasts, detailed by **Waite Hoyt** and **Dick Nesbitt**, will be in behalf of Post Toasties.

WFIL, Philadelphia, will start on May 3 for **Cooper Brewery** across the board nightly a program titled "News Highlights of the Day by Norman Jay"... Under the direction of **Capt. Thomas D. Richter** of the Philadelphia Quartermaster Depot, a weekly quarter-hour program dramatizing the needs of soldiers on foreign fronts will start May 8.

Col. Oveta Culp Hobby, **WAAC** director, and **Mrs. Hugh A. Drum**, wife of the lieutenant-general, will be heard with **Adelaide Hawley** this afternoon over **WABC** in a special "Something-for-the-Girls" program which will mark the dedication of the Women's Military Services Club in the Reid mansion at 50th St. and Madison Ave.

A "Music Week" salute program will be aired by **WICC**, Bridgeport, Conn., on Sunday night. Participating will be **Mayor Jasper MacLevy**, **Mrs. L. W. Lyman**, State president Connecticut Federation of Music Clubs; **Mrs. Norma Weber Kluttig**, president, Wednesday Afternoon Musical Club, and **Dr. Harold Connelly**, president Musical Research Club.

Albert Collins has been added to the announcing staff of **WIOD**, Miami, whose acquaintance he first made when he participated in a University of Miami student dramatic show. After graduation he announced for **WKAT**, Miami Beach; **WENY**,

Elmira, N. Y.; **WFTL**, Fort Lauderdale, Fla.

WBZ-WBZA, Boston, will salute the all-out war efforts of the residents of **Wakefield, Mass.** in the seventh of a series to the Commonwealth's communities, on May 1, over the **New England Westinghouse** stations. On May 8 the salute, titled "Hats Off" will honor the **Town of Walpole**.

WSRR, Stamford, Conn., will aid May and June Sunday services direct from **Swedish Congregational**... **Bob Kurley**, **Trinity College** student, will serve as apprentice announcer for vacation period... **Kennel-expert C. E. Harbison** will talk on dogs, and how to protect gardens from them, in a special program under auspices of **First Selectman George T. Barrett**.

Two new announcers at **KSAL**, Salina, Kans., are **Kirk Hammer** of **Wichita, Kans.**, and **Roland D. Prousch** of **Topeka, Kans.** **Hammer** has received a medical discharge from the Marines, and **Prousch** is a former **Kansas State College** student.

Studio chorus at **WTAG**, Worcester, made its initial broadcast Easter week. Directed by **Lou Chapin**, mike-man and musician, unit comprises members of the secretarial, script, continuity, and announcing staffs... official commendation was given to station's "Gardening for Victory" series when **Mayor William A. Bennett** appeared as guest speaker last week.

WQAM, Miami, has added two members to the clerical staff to handle its **Second War Loan bond sales**. Station operated a "We Deliver" plan and during first week of drive issued and delivered more than \$200,000 in War Bonds. **Miss Annette Lansing-Jones** and **Mrs. Helen Iverson** are the new additions to the staff.

CKWX, Vancouver, B. C. has added **Betty Lang** to the continuity department. **Betty** was formerly with **NBC** and **J. Walter Thompson** in **Hollywood**, and **KPAS**, **Pasadena**, where she conducted a morning variety show, "Jane Alden Presents"... **Reed A. Chapman**, for the past two years national advertising manager of the Vancouver "News-Herald," is back at the station on sales and sports. He worked with the station from 1936 to 1940.

WGKV, **Charleston, West Va.**, has added **John Hammer** Loucher to announcing staff. He was formerly with **WJAZ**, **Johnstown, Pa.**... Students from two high schools operated the station all day on **April 24**, part of the station's salute to **National Boys and Girls Week**... Station has donated classical orchestras valued at \$1,000 to local high schools... New series titled "Dollars and Sense," an effort to stimulate interest in radio contests, will begin tomorrow, handled by **Julius Glass**.

Patsy Hartzell has been named organist at **KLZ**, **Denver**. She succeeds **Barclay Allen**, who resigned to accept a war industry job in **Dakota**. **Mrs. Hartzell** disbanded orchestra she had previously directed. She had taken over that post her husband, **Willie Hartzell**, the **Marines**.

In tribute to **Australia**, **WTAG**, Worcester, aired a special program, "Day—1943," on the day of the **Australian holiday, April 25**. Show dramatized "Anzac Day" came to be celebrated.

Cpl. Peter Turgeon, former soldier and actor now public relations man at **Truax Field**, is the concealer of the mythical clown "Private T" in the "Truax Field Calling" program over **WTMJ**, **Milwaukee**. He did so in the other day to visit "Heinrich his Grenadiers" when station saluted to the field.

Claude Haring, veteran play-by-baseball broadcaster has been added to the staff of mike-men broadcasting accounts of the **A's and Phillies** from **Shibe Park** for **WIBG**, **Philladelphia**, and the ten-station **Atlantic Baseball work**. **Byrum Saam** will continue to handle most of the broadcasts, with **ing working in on double headers**, in cases of bad weather, doing recreation games from the studios, when is caught at the park.

Stan Lee has been added to **WTNJ**, **N. J.**, announcing staff. **Sammy Jacobs**, local sports scribe announcer, has gone into the field work. His chores at the mike have been taken over by **Staff Ann George Good**... During the past weeks, 15 sponsors have been added to a long list on **Walter Lewis' Victory Music Hall Platter** show. Sponsors plug War Bonds and has a draw away of \$10 nightly in war stamps.

Actual Sounds of War On Hicks' Show Monday

George Hicks, the **Blue Network** roving reporter currently in **Britain**, will tell how "An American Looks at the War" from "somewhere in the British Isles" on **Monday, April 30, at 10:35 p.m., EWT**. Over the show, Hicks will not only bring to American listeners a picture of England at war but will let them hear the actual sound of war, through a series of transcriptions made by the **Broadcasting Corporation** on the front fighting fronts of the **English**.

In contrast, Hicks will also present a recorded interview with a **housewife struggling with the problems of points and rationing**—a problem now extremely familiar to American households; and a description of **American and British soldiers fraternizing in the snug confines of an East Anglian pub**.

1 9 4 3											
BIRTHDAYS											
17	18	19	20	21	22	23	24	25	26	27	28
29	30										
April 30											
Frank Abbott						Ed Krug					
Jules Nassberg						Bea Wain					
May 1											
Howard Barlow						Ina George					
Jackie Heller						Jack Parr					
Kate Smith											
May 2											
Roy Atwell						Bing Crosby					
Dorothy Dunn						Doris Fisher					