

# RADIO DAILY

The National Daily Newspaper of Commercial Radio and Television

24, NO. 44

NEW YORK, N. Y., WEDNESDAY, SEPTEMBER 1, 1943

TEN CE

## AFRA Moves On Mergers

### M. Steele Named To Bond Show Post

Edward M. Steele, vice-president of the AFRA Agency of St. Louis, has been appointed in charge of the production of various radio programs in connection with the Third War Loan campaign. Steele currently handles the Coca-Cola programs including Andre Romanoff on CBS; Morton Downey on NBC; and Raymond Paige on the Blue; "Spotlight Bands" on the Blue; "Home

(Continued on Page 2)

### Ohio State Grid Games Will Be Aired By WKRC

Cincinnati—WKRC has scheduled the fall Ohio State grid season, Ken-eth W. Church, general manager of WKRC, announced yesterday. This fall has scheduled an extensive list of nine games in-cluding at least four teams which will be supplemented by Naval train-

ing and Chicago Bears Backfield ace and

(Continued on Page 2)

### KFBC Carries 18 of 20 NBC Public Service Programs

San Francisco—Eighteen of the 20 NBC public service programs are being carried by KFO, local NBC outlet, manager John W. Elwood declared yesterday. Producing William Burke Miller, manager of the NBC public service program, at an informal luncheon with representatives of the department heads. Miller explained the workings of the department and pleaded for "teamwork"

(Continued on Page 2)

### Baillie On NBC

paying tribute to war correspondents and their devotion to duty on the European battlefronts, with Baillie, president of United Press, told the nation over the NBC network last night, about two-and-one-half month battlefront tour. Radio and recordings provide much entertainment for the Eighth Air Force, Baillie declared.

### Churchill or Muzac

Diners in New York and Jersey restaurants, and defense plant workers in the metropolitan area did not miss Prime Minister Churchill's speech yesterday, as Muzac, by special arrangement with WOR-Mutual, is piping to its clients important events and speeches broadcast by the network. Aired last week was President Roosevelt's talk from Quebec. Radio source was credited.

### Renew 4 Web Series Of Home Products, Inc.

American Home Products, Inc., through Blackett-Sample-Hummert agency has renewed four shows, two each on CBS and NBC, those on the former being effective Sept. 20 and on the latter network Sept. 13. Over CBS Home Products has renewed over the full network, "The Romance of Helen Trent," heard Monday through Friday, 12:30-12:45 p.m., EWT for Benefax and Bi-So-Dol. "Our Gal Sunday," is heard Monday through

(Continued on Page 2)

### Dr. Pepper Co. Signs Al Pearce On Blue Net

Al Pearce and his gang return to the air on Sunday, October 3, over a network of 109 Blue stations for the Dr. Pepper Company through Tracy, Locke, Dawson, Inc., Dallas. Jack Hasting of Blue sales is now in Dallas

(Continued on Page 2)

## Cox Hearing Resumes Attack On FCC's Draft Deferments

### Jack Benny's Return Delayed To October 10

Jack Benny's return to NBC has been delayed to Oct. 10 on which date, General Foods, Inc. will move its dramatic program "Those We Love" to 2 p.m. Sundays on the full NBC network. Grapenuts Flakes, and Grapenuts Wheatmeal will be the products promoted by the account

(Continued on Page 2)

## National Board Will Set Up Proposal For Equity At Tomorrow's Meeting; Much "Ratification" Needed

### Program Relation Div. To Aid CBS Affiliates

Formation of a Program Relations Division by the CBS Program Department, with Robert L. Kennett as manager, was announced yesterday by Douglas Coulter, CBS Director of Broadcasts. The new division was created as one of a series of moves designed to acquaint CBS stations with network program policies, and to apprise the network Program De-

(Continued on Page 5)

Back The Attack...With War Bonds

### Speculate On Change In CBC Executive Group

Montreal—Speculation as to who will figure in the reorganization of the management of Canadian Broadcasting corporation is contained in an article in the Ottawa "Journal" with the rumored retirement of the Rev. Dr. J. S. Thomson as general man-

(Continued on Page 2)

Back The Attack...With War Bonds

### Length Of Service Basis For Radio Wage Scales

Washington Bureau, RADIO DAILY  
Washington—Length of service is the criterion determining pay scales of radio technicians under an award

(Continued on Page 5)

Further steps toward the formation of one strong talent union in which AFRA would merge with both Actor's Equity Association and American Guild of Musical Artists, will be taken tomorrow when the formal proposal inviting AEA to join AFRA will be drawn up by the latter organization's National Board.

Regarding AFRA's approval of the possible merger with the American Guild of Musical Artists, the national executive board of AGMA

(Continued on Page 5)

Back The Attack...With War Bonds

## 'Mr. D. A.' Now Leads Nat. Evening Shows

Hooper program ratings of "national" evening shows for August 30, places "Mr. District Attorney" in first place and covers the period from August 15. Others in the "First 15" in order of their ratings are: Kay Kyser, "Your Hit Parade," Durante-Moore-Cugat; "Take It Or Leave It"; Screen Guild Players; Bing Crosby;

(Continued on Page 2)

Back The Attack...With War Bonds

## New Trans-Atlantic Quiz As Int'l Educational

"Brain Trust," a new trans-Atlantic quiz period to be heard at 5 p.m., Sundays over WNEW and through the facilities of BBC overseas hook-up, is a forerunner of an international

(Continued on Page 8)

### Going Strong

"Pistol Packin' Mama" which has been banned by at least one network and probably all, finds the jobbers and retailers unable to fill orders for the tune. One leading store in New York reports an average of 300 calls daily for the disk (vocal), but receives only three records of the song each day under the allotment of curtailed recordings.

(Continued on Page 5)



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JOHN W. ALICOATE : : : Publisher

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

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**FINANCIAL**

(Tuesday, Aug. 31)

**NEW YORK STOCK EXCHANGE**

	High	Low	Close	Net Chg.
Am. Tel. & Tel.	156 7/8	156 3/8	156 5/8	+ 3/8
CBS A	21 1/2	21 1/2	21 1/2	+ 1/8
CBS B	21 3/8	21	21 3/4	+ 3/8
Crosley Corp.	19 1/8	19 1/8	19 1/8	+ 1/8
Gen. Electric	37 1/8	36 5/8	37	+ 5/8
Philco	22 5/8	21 3/4	22 1/4	+ 1/4
RCA Common	9 1/2	9 1/8	9 1/2	+ 1/4
RCA First Pfd	68 3/4	68 1/4	68 1/4	+ 3/4
Stewart-Warner	11 3/8	11 1/8	11 3/8	+ 3/8
Westinghouse	92 1/4	91 1/4	91 1/4	+ 1/4
Zenith Radio	32	31 7/8	32	+ 1/4

OVER THE COUNTER

	Bid	Asked
Farnsworth Tel. & Rad.	8 3/8	8 3/4
Stromberg-Carlson	10 3/8	11 3/8
WCAO (Baltimore)	19	22
WJR (Detroit)	27 1/2	29

**A. M. Steele Named To Bond Show Post**

(Continued from Page 1) Front Reporter" on CBS, the latter for Owens Illinois Glass Co.

He will make his headquarters in the Treasury offices in the RKO building in New York. In 1930 Steele became advertising director for Indiana Standard Oil and he brought to this country such English artists as Jack Hylton, Alec Templeton and Pat O'Malley. In 1939 he took charge of the CBS Detroit office.

**"Night Editor" Renewed**

General Foods Corp., Inc., through Benton & Bowles, Inc., has renewed "Night Editor," on six NBC Pacific Coast outlets beginning Sept. 30. "Night Editor," a news dramatization program, is broadcast Thursdays, 8:15 to 8:30 p.m., PWT, for the sponsor's product, 40 per cent Bran Flakes.

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

**WSAY**  
ROCHESTER  
N. Y.

**Speculate On Change In CBC Executive Group**

(Continued from Page 1) aged. The article states: "It is expected that either Dr. Augustin Frigon, assistant general manager, or Ernest M. Bushnell, director of programs, Toronto, might be named general manager. If neither of these men is chosen, there is a chance that the post may go to Reginald Brophy of the Canadian Marconi Co., Montreal. There is a possibility that Dr. Thomas might be appointed chairman of the board of governors, as there is a report that Rene Morin, the present chairman is to resign."

**KPO Carries 18 of 20 NBC Public Service Programs**

(Continued from Page 1) from all hands, saying all are contributed in one way or another to public service. Miller arrived here to attend closing sessions of the KPO-Stanford Radio Institute. Other NBC visitors at KPO include president Niles Trammell; Vice-President William S. Hedges, in charge of station relations; Sidney N. Strotz, Western vice-president; David Sarnoff, president of RCA, and Hal Bock, press relations chief for Western division.

**Renew 4 Web Series Of Home Products, Inc.**

(Continued from Page 1) Friday at 12:45-1 p.m. in behalf of Anacin. Both these serials recently added 10 outlets to the CBS web. On NBC the company has renewed "Just Plain Bill" and "Front Page Farrell" on 51 outlets. "Bill" is heard on NBC Monday through Friday at 5:30-5:45 p.m., EWT and "Farrell" follows 5:45-6 p.m.

**Jack Benny's Return Delayed To October 10**

(Continued from Page 1) placed by Young & Rubicam. "Those We Love" has been the summer replacement for Jack Benny on NBC at 7 p.m.

**Joins Special WLB Panel For Record Ban Hearings**

Washington Bureau, RADIO DAILY Washington—Gilbert Edmund Fuller, president of Raymond Whitcomb, Boston, will succeed Henry Woodbury as industrial member of the special panel of the WLB which opens hearings on the Petrillo case in New York, Sept. 6. Joseph Miller, director of labor relations of the NAB, will report the hearings on behalf of the association.

**Rundle to London**

Walter Rundle, associated with the United Press promotion department, has been assigned to London on a foreign assignment. Barbara Bundschu, also of the promotion department, will substitute for Rundle until he returns.

**All Ohio State Grid Games Will Be Aired By WKRC**

(Continued from Page 1) erstwhile WKRC sports reporter, will cover the games play-by-play, with Syd Cornell handling "color." The Ohio State schedule includes Iowa Pre-Flight, Missouri, Northwestern, Indiana and Illinois, all to be played at Columbus; Great Lakes Naval Training at Great Lakes, Purdue at Cleveland, Pittsburgh at Pittsburgh and Michigan at Ann Arbor.

It has been five years since WKRC broadcast the Ohio State games. For the past two years Nesbitt and Cornell have handled the University of Cincinnati games, but that school has eliminated football this year.

**Dr. Pepper Co. Signs Al Pearce On Blue Net**

(Continued from Page 1) working out details with Raymond P. Locke, radio director of the agency. No New York outlet is scheduled for the new Pearce show.

**"Mr. D. A." Now Leads Nat. Evening Programs**

(Continued from Page 1) Joan Davis-Jack Haley; "People Are Funny"; Gabriel Heatter; Vox Pop; "Blondie"; Tommy Riggs and Betty Lou; Judy Canova show and "Waltz Time."

**6 HOURS OF SPORTS—NEWS AND MUSIC!**

NEW YORK'S Great-Year 'Round

**SPORTS PARADE**

WITH **DON DUNPHY**

Daily **1 P. M. TO 7 P. M.**

Sports results by Dunphy—Popular tunes picked by Tedd Lawrence—Latest AP and INS news hourly at a quarter of the hour! That's the WINS "Sports Parade"—a daily, year 'round, star studded feature with powerful appeal to men and women in America's number one market. It offers a real advertising opportunity. Want to know more about it?

For further information call **WINS** Bryant 9-6000

**COMING and GOING**

TOM TINSLEY, president and station manager of WITH, Baltimore, has arrived Maryland for a few days on station and work business. He is accompanied by EMBRY.

CLARK A. LUTHER, national sales and promotion manager of KFJ, Wichita, Kan., here for talks with the station representation companies.

CHARLES MORIN, of CBS Radio Sales, San Francisco, is in town on a short business trip.

NORMAN J. SUGG, sales manager of WJLB, Portland, Ore., visiting yesterday with the York representatives of the station.

GEORGE W. TRENDLE, president and manager of King-Trendle Broadcasting Corp., accompanied by FRANK STRIKER, is spending a few days in town.

WENDELL B. CAMPBELL, sales manager of KMOX, Columbia affiliate in St. Louis, joined the executive contingent current in New York on business.

T. S. MARSHALL, president and commercial manager of WOLF, Syracuse, is here for talks with the local reps. Plans to remain in town for the week.

CHARLES McCARTHY, assistant traffic manager of CBS, left yesterday for a vacation in Egypt, Mass.

PAULA KELLY and the MODERNAIRES, back in Boston following a quick trip to New York during which they were scheduled for OWI transcription and appearances at Stage Door Canteen and the Seaman's teen.

BOB HOWARD has returned from a vacation in Harrisburg, Pa.

BERNARD DUDLEY, commentator on New York Philharmonic Symphony program, returned from a vacation spent in New Hampshire.

ALEX CAMPBELL, Jr., commercial manager of WKAT, has arrived from Miami Beach, Fla., for a few days on station and network business.

**Round-The-Clock Attention!**

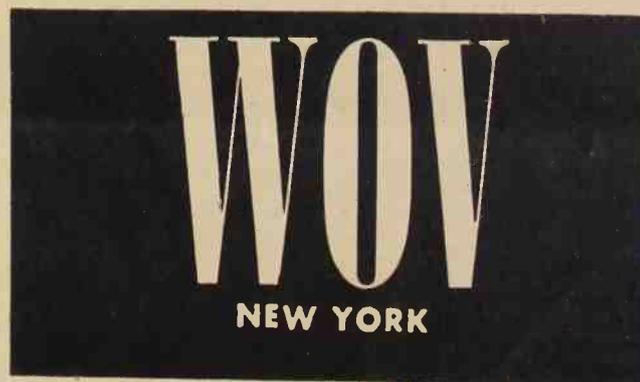
News of the hour, every hour, 24 hours a day . . . another reason why W-I-T-H attracts a large audience all around the clock!

**W-I-T-H**

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

**SPONSORS  
SPEAK  
LOUDER  
THAN  
WORDS**

*To the tune of 221 sponsored  
quarter-hour programs a week!*



Joseph Hershey McGillvra, National Representative

Ralph N. Weil, General Manager

## Los Angeles

By RALPH WILK

JOHN SUTTON'S last radio appearance before Army induction will be in C. P. MacGregor's Hollywood Radio Theater in an original play, "Understudy," by Captain True Boardman.

Andy, of Amos 'n' Andy, whose father was a bricklayer and whose grandfather was a bricklayer, too, today wished he had never learned bricklaying himself. When Captain Ronald Reagan, screen star now serving Uncle Sam, complained he couldn't get a man to build a retaining wall at his Hollywood home, Andy (Charles J. Correll) offered to do the job for him in his spare time. Today, he learned it will take all his spare time until he returns to NBC Oct. 8. He forgot to ask Reagan how big the wall was. It's 200 feet long, and will take a lot of bricks.

Georgia Carroll, lovely songstress of Kay Kyser's "College Of Musical Knowledge," has been selected by the boys at Kearny Mesa marine training center as their "Glamarine."

John Rarig, baritone and arranger for the Sportsmen Quartet, who has distinguished himself as composer of classical scores, has listened to his tone poem, "Range Idyll" premiered by the Golden Strings, West Coast radio musical group.

Conductor-composer Felix Mills is at work on a group of musical portraits of radio personalities to be called "Candid Snap-Schottische."

In response to requests by service men who are unable to get into Hollywood to hear his Columbia broadcasts or evening appearances at the Canteen, Frank Sinatra has started a series of local Army camp shows. His initial visit was to Fort MacArthur today.

A war bride and groom from the last war conflict, Marian and Jim Jordan (Fibber McGee & Molly) observed 25 years of married life Aug. 31. They met at choir practice in Peoria, Ill., when Jim was 17 and Marian 16. Five days after their marriage Jordan was on a troop train bound for an army camp, and six weeks later he was in Brest, France, where he served throughout the war.

Ken Carpenter has resumed his announcing chores on "The Great Gildersleeve" which resumed its air season Sunday night.

Radio sponsor is dickering with the Merry Macs for a thrice weekly air show from Hollywood, starring the Macs in a 15-minute spot of song and patter. Macs' manager, Harry Norwood, is expected to fly down from San Francisco this week to close the deal.

## WANTED

Announcer Disc Jockey by Metropolitan Network Station. Please give age, draft status and salary requirements. This is not a draft replacement. Write Box 742, Radio Daily, 1501 Broadway, N. Y. C.



## Notes From A Ringside Seat . . . !

● ● ● The personnel changes taking place in the New York offices of A & S Lyons portend greater efforts towards the radio end of show business . . . . . Mel Allen joined the ranks of the best dressed men in the world Monday when he reported to the Army . . . . . Arthur Van Horn, for the past two years newscaster at WOR will answer the roll call at Camp Upton on and after September 10th . . . . . The Ralph (Truth or NBConsequences) Edwards are preparing a welcome for Sir Stork who'll drop around some time in mid-October . . . . . Fulton Oursler received a query from a patient convalescing at the Memorial Hospital, who signed the letter "Lulu Glaser" . . . . . Fulton investigated and lo, the sender turned out to be the Lulu, who was the "toast of the town" back in the gay nineties . . . . . Too bad that the music of Jacques Renard's 17-piece orchestra is wasted . . . . . true the format of the "Take It Or Leave" program precludes the rendition of the orchestrated compositions in their entirety, yet it seems to us that Renard's crew could do much to enhance a program in which music assumes an important set-up in the show . . . . . We caught the radio debut last Saturday of stage actress Helen Gillette, on the "Armstrong Theater of the Air" . . . . . the newcomer, a protege of Ted Green's, can look forward to a bright future in Kilocycle Lane . . . . .

★ ★ ★ Radiokays To: Pvt. Clark Dennis, stationed at Camp Ellis, Ill., who at the drop of hat, responds to every and we mean e-v-e-r-y request to entertain his buddies with songs and chatter . . . . . To Mrs. Clark Dennis, who enlisted in the Marines and is stationed at Atlanta, Ga. . . . . To Kay Kyser and his "students!", who starting next Wednesday, will make a coast to coast "Hollywood Bond Cavalcade" tour which will take them on a whirlwind selling tour during which they'll give shows at 16 cities in 17 days . . . . . Spike Jones and his City Slickers open at the State (first appearance in Gotham) tomorrow . . . . . They return to the coast to resume on the Bob Burns NBCorny, October 7 . . . . . Frank Lovejoy has a leading part in Jay Faggen's "The Snark Was a Boojum," which makes its Broadway debut tonight . . . . . Bill Todman has resigned from the radio dept of the Biow Agency to free-lance as writer-director . . . . . Ted Collins has been Kate Smith's manager for thirteen years and never has there been anything but a verbal contract between them . . . . . Lillian Okun's timely "Civilian Defense News," heard on WMCA, will be heard Saturdays at 1:45-2:00 p.m. starting this week . . . . . The Three CBSisters, who live on their 40-foot cabin cruiser, moored in the Hudson River, will be profiled in the forthcoming edition of the New Yorker . . . . .

★ ★ ★ "Snow Village," William Ford Manley's NBCcountry-scenic, sponsored for the past year by Procter & Gamble, goes off the air Oct. 8 . . . . . An employee at WDAY, Fargo, N. Dakota timed his vacation to coincide with the expected arrival of an offspring . . . . . when the Stork made its three-point landing with the bundle, 'the proud papa dispatched the following telegram to co-workers at the station . . . . . quote: Prodigious progeny arrived stop has mater's features but pater's fixtures . . . . . unquote . . . . . Jerry Wald and his music-makers open a stand at the Roxy Theater September 15 . . . . . While appearing as a member of a competing team on the "Battle of the Sexes" program, Vera Dean, who is "the Dame" in the quartette, Hi, Lo, Jack and the Dame, proved to be a quick thinker . . . . . When quizmaster J. C. Flippen asked her to name in but a few seconds as many words starting with the letter "p," as she could, the Dean "Dame" quoted "Peter piper picked a peck of pickled peppers," etc. E pluribus plenty . . . . . Maestro Horace Heidt, who was a star tackle on the U. of California team before he took up the baton, will guest on Bill Stern's NBC College Sports Newsreel Friday . . . . . Ginny Simms knows a sword-swallower.

—Remember Pearl Harbor—

## Chicago

By BILL IRWIN

THE WLS "Merry-Go-Round" one hour Saturday matinee broadcast which serves to promote station Saturday Night National Barn Dan is again featuring live talent. For past year the program has used recordings made by barn dance entertainers. Hal O'Halloran, who recently returned to WLS from WLW, will conduct the "Merry-Go-Round" under the revised setup. He will be assisted by Joe Rockhold, who plays "Un-Orry Hogsett." Program will feature more than a dozen WLS entertainers every week.

Arthur G. Pearson, NBC Central Division purchasing agent, official at the wedding Saturday of William Hipp, of the network's building maintenance staff, and Evelyn Carls Pearson is justice of the peace West Deerfield Township, Ill.

Helen Kay Jackson, nine-year-old daughter of Harold Jackson, NBC recording engineer, is recovering from polio.

Virginia Payne, president of the Chicago local of AFRA, and national vice-chairman of the National Entertainment Industry Council, presided at a meeting of the Midwest division of the council in the Hotel Sherman called to plan full mobilization of the resources of the entertainment industry and its personnel for all out-war effort. First specific project will be the third war loan campaign September 9 to 27.

## FM Technical Board Meets In N. Y. Sept. 1

Radio Technical Planning Board FM Broadcasters, Inc. have scheduled a meeting in New York at the Hotel Roosevelt, Sept. 15. All members are invited to attend the Board of Directors meeting which will be held that day before. Walter J. Damm, president of FMBI will represent the field on the RTPB. The director meeting is the fourth since last April.

## McNutt Ruling Sets Status Of Night Club Entertainers

Washington Bureau, RADIO DAILY  
Washington—A night club entertainer is to be held non-deferrable only if his night club work is his main work. If he is an entertainer in radio for instance, or in a theater and appears only occasionally to supplement his income in a night club he will not be considered non-deferrable. WMC Chief Paul V. McNutt said yesterday.

—Haven't much space—so here's an open SENTENCE to TED BATES—"To reach 100 people in a hurry—give me an accurate recording of your voice, and they will have a copy of that record in the morning."

DUPLI-KUT RECORD CORP.  
236 W. 55th St. N. Y. C.  
Circle 6-4288

## AFRA Drawing Plans for Equity Merger

(Continued from Page 1)

AFRA's merger proposal is not expected to meet until the late this month. At that time a vote will be taken. In the meantime the board carries the motion to accept AFRA's invitation, AGMA to select an organizations committee to work with a representative committee of AFRA. Discussions of the merger will be centered on the organizational and operational policies of the two groups with a view toward satisfactory terms for mutual operation. It is expected that negotiations will be completed in a number of months before a formal merger can be effected in the event AFRA ratifies AFRA's proposal. AFRA's formal proposal is expected to be similar procedure will be followed. Equity's national board is expected to meet sometime this month, when AFRA's invitation will be accepted and voted upon. In the meantime equity approves AFRA's proposal, an organizations committee of the two will be similarly formed. The procedure of confronting the board of the American Assn. of Broadcasters and Artistes individually is expected to be extensive group negotia-

## Relay Transmitters Start Operations In B. C.

Vancouver—Three new CBC relay transmitters began operations for the British Columbia Network in British Columbia recently. They are CBRL, at Chilliwack Lake; CBRQ, at Quesnel; and CBRC, at Prince George, and will carry network programs of the CBC previously isolated communities. This new system of unattended transmitters had been pioneered by the corporation's engineers and is expected to be unique on this continent.

The scheme is part of a policy announced by CBC Chief Engineer G. W. Wood and Assistant Chief J. A. Wood to give outlying districts the same reception as that extended to urban centers.

## Pinkham Show On CBS

"Just Home Folks," a new quarter-hour times weekly serial, will be sponsored by Lydia E. Pinkham Vegetable Compound and Pinkham Tablets, on seven CBS beginning Labor Day every week through Friday. "Just Home Folks" is a dramatic series of the kind missing in the fictitious community of Wood.

## "Show Village" Leaving

"Show Village," sponsored over an hour by Procter & Gamble, will leave the air the second week of September. New program will take place. Compton Advertising is the

# NEW PROGRAMS — IDEAS

### "Musical Oddities"

"Musical Oddities," new weekly series over WNYC, New York, will be presided over by the composer-pianist, Bernard Gabriel, who will perform and comment on musical curiosities culled from the compositions of the great.

Content of the series will be infrequently heard numbers, interesting as much for the unorthodox place they hold in the composer's index, as for their musical merit. Typical of the compositions to be heard and discussed will be the "Capriccio on the Departure of his Beloved Brother," by Bach, and "Dried-Out Embryo," by Satie. Show will be heard Sunday nights, during September from 8:30 to 8:45 p.m., EWT, starting September 5.

### "Spell For Dough"

Army men versus civilians in a spelling contest was the way a new KGO, San Francisco show, "Spell for Dough," made its bow recently. Sponsored by Remar Bread and conducted by Art Linkletter, the show pitted a civilian team from Southern Pacific against a squad from the Army Tank Depot at Richmond. Each team was given \$25 in cash at start of program, with each person missing a word be-

## Cox Hearing Resumes On FCC "Deferments"

(Continued from Page 1)

been sought for 27 employees within 10 days after they went to work and for 58 within 30 days. As FCC Attorney Charles R. Denny, Jr., sought from time to time to present the Commission's side, clashes with Rep. Miller were frequent. In general, Denny wanted the record to show that in a great many of these cases persons involved are now in the armed services.

In the army stationed at Honolulu is Harold Herman Alam who according to Osborne joined the FCC, June 6, 1942; Osborne said the Commission sought his deferment June 6, 1942.

Osborne charged that although Rolf M. Erickson joined the FCC Jan. 26, 1942 deferment had been sought on his behalf a month earlier. Denny asked that the record show that he entered the army July 22, 1943. Similarly Osborne said that Olin Lloyd Seay's deferment had been sought July 9, 1942, although he had not been hired until Sept. 7, 1942.

## "Random Harvest" First In New Lux Theater Series

"Lux Radio Theater" returns to CBS Monday, September 13, after a summer layoff, for its tenth season. First presentation this season on the full-hour dramatic show will feature Donald Colman and Greer Garson in "Random Harvest." Lou Silvers, musical director of the Lux Radio Theater, has composed an original score for the background music.

### "Guess Who?"

"Guess Who?" emceed by Peter Donald, is a new program heard on WOR, Wednesdays at 9:30 p.m., EWT. An audience participation show, contestants are asked to guess the identity of recorded voices of famous political personalities, historical figures, opera singers, actors, etc. Ten contestants are chosen and given five dollars each for guessing the correct answer. When questions are guessed incorrectly money goes into a jackpot, correct guessers splitting jackpot money. Program is sponsored by Sheffield Milk.

### "An Orchid to You"

New program at WSIX, Nashville, Tennessee, is "An Orchid to You," sponsored by Emma's Flower Shop and broadcast weekly. An outstanding Nashville personality is selected each week and saluted on the program for outstanding service to the community. Format includes music and as a follow-up, a real orchid is delivered to the personality of the week.

ing required to toss a certain amount of coin into the jackpot, which was spelled off at the end.

## Length Of Service Basis For Radio Wage Scales

(Continued from Page 1)

of the regional WLB San Francisco, setting wage rates in the dispute between station KPAS and AFL electricians union. An arbitration board had set a scale at \$1.68 per hour for all technicians.

NAB protested that scales should be based upon the size of the station, the local WLB over-ruled the arbitration tribunal but refused to scale wages in line with sizes of stations. Instead, it based rates upon length of service of the workers, ordering a scale ranging from \$1.25 to 1.70 per hour, depending upon length of service.

## Conover Tele Consultant

Harry Conover, more familiar for his cover girls, was named telegenics consultant by Roy Nelson, director of daytime programs and supervisor of television broadcasts, for WOR-Mutual Experimental Television Series conducted Tuesdays at DuMont's experimental television station W2XVT. Conover will conduct a series of telecasts as a means of advancing the possibilities of television for commercially sponsored broadcasts.

## FCC Okays WDSU Transfer

Washington—The FCC yesterday sanctioned the transfer of control of WDSU, Inc. licensee of WDSU, New Orleans, from J. H. Uhalt to E. A. Stephens, H. G. Hall and Fred Weber for a consideration including \$200,000 cash.

## Program Relation Div. To Aid CBS Affiliates

(Continued from Page 1)

partment of station program problems, Coulter stated. Kennett resigns as Program Director of WHAS, Columbia's outlet in Louisville, Kentucky, to assume charge of the new division immediately.

During the past 15 years Kennett has done program supervision on stations operating with powers ranging from 500 to 500,000 watts. He is keenly aware of the mutual problems confronting networks and local stations. About a year ago he proposed to CBS officials that a division be formed to concern itself with those problems. Formation of the Program Relations Division resulted from discussion of the proposal extending over a 12-month period.

### Duties Outlined

Kennett's principal functions, as outlined by Coulter, are:

To visit CBS affiliates and learn why they accept or decline network sustaining programs, and what they like and dislike in programs.

To confer with station program managers about their own programming problems.

To seek specific local programs suitable for network shows and call them to the attention of CBS.

To be host to station managers visiting New York City, arranging for them to meet the people and attend rehearsals and broadcasts which interest them.

To supervise network broadcasts which originate with affiliated stations.

## CBS Gets FCC Permission To Send Shows To CBC

Washington Bureau, RADIO DAILY

Washington—CBS has been granted extension of authority by the FCC to transfer programs to CFRB, CKAK and other stations controlled by Canadian Broadcasting Corp.

# WENR

*Blue Points*

WENR reaches more families at lower cost per thousand than any other major Chicago station!

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

## AGENCIES

EUGENE I. HARRINGTON, formerly in charge of operations in the San Francisco office of Foote, Cone & Belding, has been placed in charge of the New York office of the agency.

HELEN GOLBY, advertising manager of Revlon Products Corp., has named Diana Wheeler to handle publicity.

BENTON & BOWLES has been named by Crowell-Collier Publishing Co. to handle advertising for the "American Magazine."

ROBERT S. BEATTY, formerly of Newell-Emmett Company, has joined Rickard & Co. as account executive and copy writer.

THE RALPH H. JONES CO., Cincinnati and New York advertising agency, has announced the appointment of Mason Ancker as chief copywriter of their Cincinnati office.

MAJOR VITAMINS, Inc., for its Major B Vitamins, will include radio in its forthcoming campaign, which will feature the theme "Feel Fit As a Major."

WEISS & GELLER, New York, has been named to handle the advertising of Albert Ehlers, Inc., coffee dealers.

Wire-Sound Technique  
In "Fortune" Article

The new wire-sound technique to be manufactured on a large scale for home and industrial use in the early post-war period, is subject to an article in "Fortune" September issue on "Business At War." Associated Press also, in a dispatch from General Electric in Schenectady on Friday supports "Fortune's" belief by citing that "sixty-six minutes of continuous speech can be recorded on 11,500 feet of hair-like steel wire on a spool no larger than a doughnut."

There is one aspect to the magnetic-recording idea, "Fortune" states, and that is range. The flexible nature of magnetic recording makes it possible for anyone to select the quality he wants in a recording he makes from radio, assuming the radio set is of high standard.

In a magnetic recording, "Fortune" explains, no stylus presses into a groove, no light beam falls on a film. A wire or tape, about as thin as a human hair, is moved between the poles of an electromagnet at about one and one-quarter feet per second. In recording, the electromagnet is connected to the output of an amplifier. As the sound waves vary, the alternating current induced in the wire magnetizes it accordingly. To play back the record, the magnetized wire is passed through another magnet connected to the input of the amplifier, where its magnetic impulses induce an alternating current, which the amplifier and loud speaker convert into sound waves. If a re-

'For This We Fight,' On NBC,  
Lists Guests, Dates, Subjects

Dates, topics and speakers for the second series of "For This We Fight" broadcasts have been listed by Dr. James Rowland Angell, NBC public service counsellor. The series will feature post-war problems, which will be discussed by prominent leaders in many fields. The series will start Saturday, Sept. 4, and the programs will be heard from 7-7:30 p.m., EWT. Dates, topics and speakers for the second series follow:

**Jackson On First Program**  
September 4—"The America We're Fighting For." Robert H. Jackson, Associate Justice, United States Supreme Court; Stuart Chase, economist; Evans Clark, executive director, Twentieth Century Fund.

September 11—"Post-war Jobs: Responsibility of Business." Paul G. Hoffman, president, Studebaker Corp., chairman, Committee for Economic Development; DeWitt M. Emery, president, National Small Businessmen's Association; Frederick C. Crawford, president, National Association of Manufacturers, and president, Thompson Products, Inc. of Cleveland.

September 18—"Post-war Jobs: Responsibility of Labor." Philip Murray, president, Congress of Industrial Organizations; George M. Harrison, vice-president, American Federation of Labor, and president, Grand Lodge of Brotherhood of Railway Clerks; A. Philip Randolph, president, International Brotherhood of Sleeping Car Porters.

September 25—"What Future for Farmers?" W. W. Waymack, vice-president and editor, Des Moines Register and Tribune; Howard Tolley, chief, Bureau of Agricultural Economics, U.S. Department of Agriculture; Murray Lincoln, executive secretary, Ohio Farm Bureau Federation.

**Admiral Land a Speaker**  
October 2—"Tomorrow's Transportation." Rear Admiral Emory S. Land, chairman, U.S. Maritime Commission and War Shipping Administrator; William Allan Patterson, president, United Air Lines; Frederick W. Williamson, president, New York Central Railroad.

October 9—"New Plans for Education." Robert A. Millikan, physicist and chairman, executive council, California Institute of Technology; Alexander J. Stoddard, chairman, Educational Policies Commission; Charl O. Williams, director, Field

Foundation of Illinois Institute of Technology and Bell Telephone Laboratories, Inc., magnetic recordings are being used by the armed forces.

Armour Foundation is making its magnetic recorder in a compact, portable form for the Army and Navy while General Electric will soon go into mass production of these units, "Fortune" observes. When the sound industry can again sell to civilians, magnetic recording devices will be thoroughly marketable.

Service, National Education Association.

October 16—"Financing Post-war Prosperity." Beardsley Ruml, chairman, Federal Reserve Bank of New York; John H. Fahey, commissioner, Federal Home Loan Bank Administration, and president, Twentieth Century Fund; other speaker to be announced.

October 23—"Better Houses and Cheaper." John B. Blandford, administrator, National Housing Agency; Lewis H. Brown, president, Johns-Mansville Corp.; Norman Bel Geddes, industrial designer.

October 30—"Public Works in Post-war America." Willard T. Chevalier, vice-president, McGraw-Hill Publishing Co., and publisher, Business Week; Major General Philip B. Fleming, Federal Works Administrator; David E. Lilienthal, chairman, Tennessee Valley Authority.

November 6—"Getting Goods to the Consumer." Howard A. Cowden, president, Consumers Cooperative Association; David R. Craig, president, American Retail Federation; Helen Hall, head, Henry Street Settlement.

November 13—"Better Health Care." Ray Lyman Wilbur, chancellor, Stanford University; the Right Reverend Monsignor John A. Ryan, director, Social Action Department, National Catholic Welfare Conference; Charles P. Taft, director, Community War Services, Federal Security Agency, and member, President's War Relief Control Board.

**Sen. Wagner Scheduled**  
November 20—"Security for Everyone." Arthur J. Altmeyer, chairman, Social Security Board; M. Albert Linton, president, Provident Mutual Life Insurance Co.; Senator Robert F. Wagner, of New York; Mrs. James Weldon Johnson, author.

November 27—"What Political Parties Plan." Representatives of political parties will speak.

December 4—"Bases of Permanent Peace." Senator Burton K. Wheeler, of Montana; Representative Walter C. Ploeser, of Missouri; Senator Arthur H. Vandenberg, of Michigan.

December 11 and December 18—Two special programs with speakers and topics to be selected in relation to then-current news developments.

December 25—"Spiritual Issues of the Peace." Church leaders, to be announced.

January 1—"Our Foreign Policies." Cordell Hull, Secretary of State.

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## GUEST-ING

FRANK McHUGH, on Crosby's "Kraft Music Hall," tomorrow (WEAF-NBC, 9:30 p.m.).

PAUL ROBESON, at the Door Canteen, tomorrow (W. CBS, 9:30 p.m.).

REGINALD GARDINER, on Joan Davis-Jack Haley program tomorrow (WEAF-NBC, 9:30 p.m.).

REP. WALTER H. JUDD, Missouri Republican; REP. JOHN BENNETT, Michigan Republican; MONROE SWEETLAND, national director of the National Committee for American and Allied War Effort; E. B. LIBONATI, Americanism League; CLIFTON UTLEY, news commentator, discussing "Should We repeal the Chinese Exclusion Act Now," on "America's Town Meeting" tomorrow (WJZ-Blue Network, p.m.).

JOHN A. MOROSO, AP reporter just back from Sicily, as guest speaker on the "Victory Parade of Spot Bands," Friday (WJZ-Blue Network, 9:30 p.m.).

MRS. WALTER LIPPMANN, Imogene Wolcott's "What's Idea," Friday (WOR-Mutual, 11 a.m.).

J. ERNEST BAKER, chief operator of the Houdry catalytic cracking unit at the Socony-Vacuum refinery in New Jersey, on Reed King's "Double or Nothing," Friday (WOR-Mutual, 9:30 p.m.).

MADELEINE CARROLL and R. MOND MASSEY, in an adaptation of "Casablanca," on "The Philip Morris Playhouse," Friday (WABC-CBS, p.m.).

WMCA "Luncheon Show"  
On Participating Ba

Jerry Lawrence's WMCA luncheon show of news and music, beginning September 6, will be under cooperative sponsorship. The one-hour period from 12 noon, segregated into four periods, will broadcast as many sponsors. Myers Beverages bought the first 15-minute broadcast with National Shoe Stores will carry the second quarter. The latter half of Lawrence's program was bought under joint sponsorship by Crawford Clothes, adding another time period to its long WMCA program schedule and Edward Morgan's used cars, alternating each 15-minute period with other day.

Arthur Rosenberg Co. Inc. placed the account for Myers sodas, with National Shoe Stores placed its contract through Emil Mogul, and Crawford Clothes through Al Paul Left Morgan Used Cars placed its account with the WMCA sales department.

**NEW BUSINESS**

A-WBAP, Dallas and Fort National Biscuit Company for ies, through Federal Advertising Agency, Inc., N. Y. C., three trans- anns. per week, six weeks; Jergens Company for Jergens through Lennen & Mitchell, Y. C., delayed broadcast of Winchell, 10:15-10:30 p.m., ds, for 52 weeks; Wolfe Nursery, aville, Texas, through Long- advertising Agency, one five- transcribed program each Sun- ernoon on a TF basis; Wm. on & Co., Wholesale, Waco, through Tracy-Locke-Dawson, llas, one 15-minute period of s Early Birds, 7:15-7:30 a.m., ds, for 52 weeks; Linz Jewelers, Texas, for Jewelry, through Advertising Agency, Dallas, de of from one to three anns. k, evening chain breaks, 52 Davis Hat Manufacturing ty, Dallas, Texas, for Davis ough Grant Advertising, Inc., one 15-minute period of s Early Birds, 8:00-8:15 a.m., ys, 13 or more weeks; Dr. Company, Dallas, Texas, for pper (soft drink), through cke-Dawson, Inc., Dallas, 0 p.m., Sundays, for "Darts for (comedy quiz show), 13

**COMMUNITY SHOW**

with its public service policy, Jersey City, N. J., is launch- Hudson County Community n Labor Day. Series is being along the lines of other community shows, which are to fill the need for special- io coverage in those cities o not have radio stations. umms are planned with regard interest. In addition to pub- ice activities, they feature ews coverage, hometown daily contests built around uations and other informal as- pects. sent WHOM schedules daily mity Hours for Elizabeth, mboy and New Brunswick, sey. Shows are under the ion of Jack M. Comptor, of ion's executive department. broadcast by Charles Baltin, director.

**TO RENEWED ON NBC**

Santoro program, heard on n NBC outlets, has been re- y Modern Food Process Co. Clements Co., Inc., effective WEAF, WBZ-WBZA, BOS- GY, Schenectady; WBEN, WTAM, Cleveland; WWJ, KDKA, Pittsburgh; WRC, on, D. C.; WBAL, Baltimore, V, Philadelphia will carry the listing.

**NBC TELE TUESDAY**

Monday, Sept. 6 is a holiday, C television programs of normally scheduled on Mon- l be transmitted Tuesday.

**PROMOTION**

**WHN-Movie Contest**

Radio contest in which every en- trant will be sent an autographed photo of his favorite motion-picture performer in addition to vying for prizes of War Bonds and theater tickets will be launched over WHN in conjunction with the Astor Thea- ter, New York, engagement of "Thousands Cheer."

The contest will be conducted for two weeks starting Monday, Sept. 13, over the Dick Gilbert program which is heard week days over WHN be- tween 1:00 and 3:00 p.m. and 6:00 and 7:00 p.m. The new Technicolor film opens Sept. 14.

Metro-Goldwyn-Mayer stars who appear in the picture include such names as Mickey Rooney, Judy Gar- land, Red Skelton, Eleanor Powell, Ann Sothern, Lucille Ball, Kathryn Grayson, Gene Kelly, Mary Astor and others.

Each day of the competition will be dedicated to a different star. Read- ers will be invited to write and tell why the star of the day is his or her favorite movie artist. An autographed picture of the player will be sent to each contestant and a War Bond awarded to the writer of the best letter at the end of the first week.

At the conclusion of the contest judges will select the writers of the outstanding two letters received dur- ing the two-week period and present

**KFRC 'Amateur' Stars Join 10th Birthday Show**

San Francisco—More than 700 per- sons literally jammed KFRC's main studio to the rafters Saturday night to attend the 10th anniversary broad- cast of the Marin Dell Milk Com- pany's weekly "Amateur Hour," con- ducted by Budd (Dean Maddox). Outstanding performers of the last 10 years, who have gone on to suc- cess in show business, comprised the entire talent arrays for the birthday show, which climaxed a decade in which more than 700 young people have been started on professional careers, and in which hundreds more have had their opportunity to sing or entertain on the air. The show has the highest listening audience of any Northern California Saturday night program, according to numerous surveys, and is said to have a list- ening audience of a million and a quar- ter people. It began on KYA, former Hearst station, switching to KFRC after 10 months. R. W. Byrne agency handles the account.

**Adds Zones To Call Letters**

San Francisco—All local stations— KPO, KGO, KQW, KSFO, KFRC, KYA, KSN, KROW, KLX, KLS and KRE—are including their "postal zone numbers" in their regular station breaks, as a bit of cooperation with the postoffice. All are urging their dialers to include the proper zone number on letters mailed to the sta- tions.

**WLW Farm Coverage**

Latest promotion from WLW, Cin- cinnati, is a 11½" x 9" card featuring its farm coverage. Address side of the card shows a country-type telephone with the title "Radio's First Rural Co-Incidental." Message side is done in black and orange. "How Are You Doin' Down On The Farm?" is the query in the upper left hand corner, and surrounding a negative map of Ohio and neighboring states are car- toon sketches of rural scenes, with a housewife in the lower left-hand corner talking by telephone to an in- vestigator in the upper right hand corner.

Sales message printed on the map tells about a Hooper rural survey, believed by WLW to be the first rural coincidental survey, and its results. Actual statistics of the farm list- ening in 218 communities of WLW's pri- mary area show that they get 50.1 per cent in the morning, 58.2 per cent in the afternoon, and 63.7 per cent at night. Card can be fitted into the "Faxfile" which WLW sent out recently.

them with bonds. The senders of the next best twenty-five letters will be presented with guest tickets to "Thousands Cheer."

The contest is to be given an ex- tensive advance build-up starting Sept. 9 by Gilbert on his radio show.

**Firms Plan Intervention In Press Wireless Probe**

Washington Bureau, RADIO DAILY

Washington—Overseas Radio car- riers are reported to be planning to intervene in the general investigation of Press Wireless rates ordered yester- day by the FCC. FCC had pro- posed reduction in press rates from Los Angeles to Chungking from 8½ cents per word to six cents. Because the overall rate of return is also declared to be high, the Commission yesterday called for a general in- vestigation. Intervention by other com- panies would be based upon the fact that the probe will deal with profits of the company rather than a partic- ular rate.

The Commission ordered that Press Wireless answer by Sept. 20 and de- signed October 20 as the date for opening public hearings.

**Wahlstrom in New Post**

John D. Wahlstrom, studio opera- tions supervisor, guest relations de- partment, will assume his new posi- tion today as assistant manager of guest relations in charge of studio and sales service operations, Clay Morgan, assistant to Niles Trammell, NBC president, announced. Wahl- strom had become studio operations supervisor in 1934. Prior to that he joined NBC as a guide, moving later as supervisor of floor operations in which position he had charge of set- up and pages.

**With the Colors!**

BARRY BARENTS, former an- nouncer at WTAG, Worcester, Mass., will enter the Merchant Marine Officers' Training School at Fort Trumbull, New London, Conn., in mid-September.

WILLIAM HANRAHAN, announcer on WELI, New Haven, Connecticut, has been called into the Air Corps by Uncle Sam.

JOE HANLEY, now an Army Pri- vate, and formerly a publicity agent, has been stationed at Camp Brecken- ridge, Kentucky.

BOYD RIPPEY, salesman for KFRC, San Francisco, is now in the U. S. Army.

GEORGE BARCLAY and AL CRONBERG, both of the KQW, San Francisco, announcing staff, have been drafted.

BERT BURHMAN, organist for CBS for the past three years, has left the network to enter the Army.

**KSFO Has All But 45 Mins. Of Night-Time Hours Sold**

San Francisco—Independent KSFO is doing business on a "bulk time" basis with all but 45 minutes of the night-time hours sold to sponsors in large-time chunks. At present a deal is afoot to sell the 6 to 6:30 p.m. strip across the seven nights of the week, which would leave a bare 15 minutes after 6 p.m. unsponsored on the seven-day basis. In addition, KSFO recently sold two one-hour daytime shows seven days a week, and adds a three and one-half hour Saturday morning variety show for Crown Products, makers of house- hold items, cleaners, jams, etc. The night sponsors include Par-T-Pak, beverage firm, records from 7 to 9 p.m., with interruption at 8 p.m. to permit a newscast by another spon- sor; Hale Brothers' department store's "Hour of Melody," 9 to 10 p.m., and Lucky Lager Brewing Company, "Dance Time," from 10 to 12 p.m.

**Carr In New Post**

Cleveland—Appointment of Eugene Carr to the position of Assistant-to-the-President of the three broadcast- ing companies, WJR, Detroit; WGAR, Cleveland, and KMPC, Beverly Hills, Los Angeles, has been announced. Carr has been with the Broadcasting Division of the Office of Censorship in Washington for the past 16 months. He will start in his new position on October 1.

**"Opry House" To Full Net**

Effective October 9 "The Grand Ole Opry," sponsored by the R. J. Rey- nolds Tobacco Co., for Prince Albert smoking tobacco, will be broadcast to the full NBC network, every Satur- day night, 10:30 to 11:00 p.m., EWT. The renewal contract, placed by Wil- liam Esty & Co., Inc., will add more than 60 outlets to the present web.



# RADIO DAILY

The National Daily Newspaper of Commercial Radio and Television



Vol. 24, NO. 45

NEW YORK, N. Y., THURSDAY, SEPTEMBER 2, 1943

TEN CENTS

## Fly Defends Deferments

### Electric Spots On 16 FM Stations

Seventeen commercial FM radio stations are now carrying a series of one-minute announcements, three times a week, sponsored by the Electronics Department of General Electric. Devoted to the part radio is playing on the far-flung battlefronts, the announcements explain that G. E. military radio of today is paving the way for the company's FM transmitter and receivers after the war. Stations carrying the announcements are: W65H, Hartford; K45LA, (Continued on Page 2)

### KTBC And WGAU Joining List Of CBS Affiliates

KTBC, Austin, Texas, has joined the Columbia network as a member of the special supplementary group of outlets while WGAU, Athens, Ga., will soon become a member of the network as a bonus station, it was announced yesterday by H. V. Heberg, CBS vice-president in charge of station relations. Established in 1939, KTBC operates daytime with 1,000 watts daytime (Continued on Page 2)

### Campaign Disks Produced For 300 Outlets

The special transcribed programs, distributed to over 300 stations by the National Tuberculosis Association during its pre-holiday drive, have been produced by NBC's Radio Recording Division, Robert W. Fried, division sales manager, announced yesterday. One of the produced "Goodwill Toward Men," is a (Continued on Page 2)

### Fair Exchange

Turnabout is fair play—franchise: When Fran MacNerney was recently appointed Sohio Reporter for WTOL, Toledo, by McCann-Harrison, agency for Standard Oil of Ohio, he decided to call him Fran Woods, taking the name of his fiancée, Gertrude Woods. Now that people have established the connection, she is changing her name to MacNerney.

### Theme Staff

Blue Network recently chalked one up for "Inappropriate Theme Songs." Listeners must have chuckled when they heard the flash that the perambulating Prime Minister of Great Britain had again arrived on the American continent. The momentous announcement was made just as Rex Maupin's "Blue Frolics" band had swung into the number "Don't Get Around Much Anymore."

### Blue Signs Sponsor For Tennis Matches

Chicago—The Wilson Sporting Goods Co., of this city, through the United States Advertising Corp. has contracted for three different periods on the Blue Saturday, Sunday and Monday, Sept. 4, 5 and 6 for the sponsorship of the National Tennis Championship games from Forest Hills, Long Island. Schedule calls for 15 minutes on Saturday, a half hour on Sunday and 45 minutes on Monday with Harry Wismer, Blue sportscaster, and Ellsworth Vines, tennis pro, handling the play-by-play account of the games.

### G. S. Turner Appointed As Successor To Terrell

Washington Bureau, RADIO DAILY  
Washington—The FCC has announced the appointment of George S. Turner as chief of the field division of the FCC's engineering department, (Continued on Page 5)

## FCC Will Decide Next Week Regarding CIO Intervention

### Churchill Visit Boosts "Imperial Leader" Sales

Kasper-Gordon, Inc., Boston transcription firm, reports increased requests for "Imperial Leader" syndicated disc series produced in Australia, and distributed by them exclusively. Recent purchasers are station HP5G, Panama City; Yetta G. Samford Insurance Company, Opelika, (Continued on Page 2)

## Summarizes The Cases Of 39 Employees Named Before The Cox Committee; Cites Military Services

### Robert Foot Elected BBC Director-General

Montreal—Robert Foot has been appointed director-general and chief executive officer of British Broadcasting Corporation, according to word just received here from London. Foot in the past had been joint director-general with Sir Cecil Graves, who recently resigned.

Foot, in his new capacity, will be (Continued on Page 3)

### Cream Of Wheat Co. Buys "Pretend" On Full CBS

Cream of Wheat Corp. will begin sponsorship of the CBS sustaining feature program, "Let's Pretend," on the full United States CBS network Saturday, Sept. 25. Cream of Wheat first advertised on Columbia in August, 1931, and the forthcoming (Continued on Page 2)

### Schutter Candy Adds 23 Outlets To NBC Net

Schutter Candy Co. effective Sept. 11, will increase its present NBC network by 23 stations for its show "Starring Curt Massey." Total net (Continued on Page 2)

Washington Bureau, RADIO DAILY  
Washington — Chairman James Lawrence Fly of the FCC yesterday summarized the cases of the 39 employees of the commission's engineering department who were named before the Cox Committee Tuesday as men for whom draft deferment had been sought by the FCC without justification.

Ten of the men, said Fly, are now in military service and four others await induction. Another nine are on duty in Hawaii. Describing this group (Continued on Page 3)

## 2-1/2 Hour Bond Show Scheduled Over WEA

New York listeners will be given an opportunity to display their salesmanship at bond selling on "The Battle of New York," a two and a half-hour broadcast over WEA, Saturday afternoon, Sept. 11. This will mark the start of a series of patriotic programs over the station, directed toward raising a portion of the Third (Continued on Page 3)

## CBC In Special Salute To Brazil Indpt. Day

Montreal—The first South American nation to declare war on the Axis will be saluted by Canadian radio next week. A special program (Continued on Page 2)

### Massacre

With priorities on gunpowder, producers and sound effects men are going mad. During a recent airing of "Return of Nick Carter" over WOR-MBS, Jock MacGregor had to have a murderer shot by music. Villain was trapped and the sheriff yelled "Let him have it, boys!"—but no shots. MacGregor signalled the organist, who played boom! boom! and the killer died.

(Continued on Page 3)



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

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**FINANCIAL**

(Wednesday, Sept. 1)

**NEW YORK STOCK EXCHANGE**

Am. Tel. & Tel.	157 3/8	156 7/8	157 3/8	+	3/4
CBS A	22	21 1/8	21 7/8	+	3/8
CBS B	22	21 1/2	22	+	1/4
Crosley Corp.	20 1/8	19 1/2	20	+	7/8
Gen Electric	37 1/4	37	37		
Philco	23 1/2	22 7/8	23 1/4	+	1
RCA Common	9 3/4	9 1/2	9 5/8	+	1/8
RCA First Pfd.	69	68 1/4	68 1/4		
Stewart-Warner	115 1/8	11 1/8	11 3/8	+	1/4
Westinghouse	92 1/2	92	92 1/2	+	1/4
Zenith Radio	33	32 1/2	33	+	1

**OVER THE COUNTER**

Farnsworth Tel. & Rad.	Bid	Asked
WGAO (Baltimore)	8 3/8	8 3/4
WJR (Detroit)	19	22
	27 1/2	29

**Gen. Electric Spots On 16 FM Stations**

(Continued from Page 1)

Los Angeles; W41MM, Winston-Salem; W51R, Rochester; W43B, Boston; W39B, Mt. Washington; W45D, Detroit; W55M, Milwaukee; W59C, Chicago; W49PH, W53PH, W69PH, and W73PH, Philadelphia; W47A, Schenectady; W47NY and W67NY, New York City.

The announcements are an indication of General Electric's continued interest and support of FM broadcasting, according to W. R. David, of the company's electronics department.

**William Vickland**

Chicago—William Vickland, 52, veteran WLS entertainer, died August 25 following an illness of several months. He was forced to drop his latest WLS program, "The Book Shop," when illness overtook him.

**Thomas To "Merry-Go-Round"**

After appearing for several weeks as guest soloist, Thomas L. Thomas, baritone, on September 12 will begin a regular engagement on the "Manhattan Merry-Go-Round" program, broadcast over NBC on Sundays at 9 p.m. Winner in the Metropolitan Opera Auditions in 1937, Thomas has been featured on the Maxwell House Show Boat, the Palmolive Hour and the RCA Victor program.

**CBC In Special Salute To Brazil Indpt. Day**

(Continued from Page 1)

in honor of Brazil's Day of Independence will be broadcast on Tuesday, September 7, at 8:30 p.m., EDT over the National network of the CBC. Produced by J. Frank Willis, supervisor of features, the broadcast will present a dramatized panorama of Brazilian history, highlighting her struggle for independence. Brazil emerged as a democratic republic, following the abdication of Pedro II, the last Portuguese emperor, in 1889.

The music of Brazil will be an integral part of the broadcast. Selections in the characteristic idiom, and music written by Brazilian composers, will be played by an orchestra, under the direction of Samuel Hershendren. The overture to the opera, "Il Guarany," by Carlos Gomez, and the popular samba, "Brazil," by Ary Barroso, are among the numbers to be heard.

The largest country in South America, Brazil gave the United Nations invaluable aid in declaring war, in August, 1942. Her economic resources and her merchant fleet, second only to that of the United States in the western hemisphere, brought a powerful weapon to bear upon the Axis. The ports on the famous Brazilian bulge helped pave the way for the successful Anglo-American landings in North Africa.

**KTBC And WGAU Joining List Of CBS Affiliates**

(Continued from Page 1)

and 250 watts night-time power on a frequency of 590 kilocycles. Recently KTBC obtained permission from the FCC to become a full-time operating radio station and changed its frequency from 1,150 kilocycles.

The new Austin CBS affiliate is owned and operated by State Capitol Broadcasting Association, Inc. and will be sold on the network at a base rate of \$125 per night-time hour. General manager of the station is Harfield Weedon.

WGAU, Athens, operates full time on a frequency of 1,340 kilocycles with 250 watts power. It was established in 1938 and is owned and operated by J. K. Patrick & Co. M. C. Gorman manages CBS new Georgia outlet.

Including these two new affiliates, plus CBS outlets in Montreal, Toronto, San Juan, Hilo and Honolulu, the network now totals 139 stations. Contracts are signed for all of the new affiliates but so far wire lines to five of the cities are not available. However, CBS hopes to have service ready shortly.

**Churchill Visit Boosts "Imperial Leader" Sales**

(Continued from Page 1)

Alabama; W. G. Avery Body Company, Jackson, Mississippi; Richmond Dry Goods Company, Richmond, Virginia.

Series consist of 52 quarter-hour programs, covering Churchill's life from his birth up to the present time.

**Cream Of Wheat Co. Buys "Pretend" On Full CBS**

(Continued from Page 1)

campaign for the client's breakfast cereal marks the first on CBS since it went off the network in May, 1936.

Under sponsorship, "Let's Pretend" will continue to be heard Saturday mornings from 11:05-11:30 a.m., EWT. Its present format, dramatizations of fairy tales acted by a children's cast, will also be retained. Nila Mack writes, directs, and produces the program.

Broadcast consistently on CBS since August, 1930, "Let's Pretend" has received many awards. For the last four years it has led the children's programs category of the New York "World-Telegram" Radio Editors' poll, in addition to being number one in the same category in the last "Motion Picture Daily" poll, and receiving an honorable mention award from the Institute for Education by Radio of Ohio State University.

Agency handling the account is the Minneapolis office of Batten, Barton, Durstine & Osborn, Inc.

**NTA Campaign Disks Produced For 300 Outlets**

(Continued from Page 1)

15-minute dramatization written and produced by Hubert Chain of William H. Weintraub & Co., Inc. The recording features Christmas Carols by the Lyn Murray Choir and the Southernaires.

Another program, titled "By-Products of War," also written and produced by Chain, is a 15-minute dramatization of the news behind the headlines, and relates how war-time conditions have caused an increase in tuberculosis. The cast included Jackson Beck, Honey McKenzie, Jim Boles, Radcliff Hall, Julian Noa, Barry Hopkins and Elsie Mae Gordon.

The third recording is a series of spot announcements contributed by well-known radio announcers. Among those whose appeals will be heard in this release are Robert St. John, William Shirer, Arthur Hale, George Putnam and Ben Grauer.

**Schutter Candy Adds 23 Outlets To NBC Net**

(Continued from Page 1)

now is 42 outlets. This particular show has been on the air but a short time and according to the sponsor, proved popular enough to warrant the additional outlets. New stations stretch from Baltimore to Denver and include several other eastern markets as well as the middle west. Program, is heard Sat. 5:45 p.m., EWT. Same sponsor has the "Coronet Little Show" on CBS, using 41 outlets.

**UP News On WOR Tele**

Tommy Harper, who broadcasts the United Press news at 11 p.m. each night over WOR, made an unannounced appearance Tuesday night on the WOR-Mutual television program. Under the direction of Johnny Whitmore, Harper read his dispatches from a desk in the tele studios.

**COMING and GOING**

J. L. VAN VOLKENBURG, assistant manager of WBBM, and J. V. McLAUGHLAN, account and office manager of the station, are in New York for conferences at the headquarters of CBS.

DAVID CROSIER, manager of the New office of Howard H. Wilson Company, left for a vacation of two weeks at Mar Vineyard.

MERLE S. JONES, general manager of KMO Columbia's affiliate in St. Louis, leaving for home offices after having been here for a days on business.

VIVIAN DELLA CHIESA, who has been vacationing in Chicago, is now back in town. She will leave shortly on a concert tour.

WILLIAM SCHUDDT, Jr., eastern division manager in the station relations department, leaves today for Asheville, N. C., where he will attend a meeting of the 4th District, N. C.

SAMMY KAYE and the members of his band are in Washington, D. C., for an engagement of one week at the Capitol Theater.

RUTH BUNDY is here from Hollywood as personal representative of "Spike Jones and His City Slickers."

BARRON HOWARD, business manager of WRVA, Richmond, has arrived from Virginia for a few days on station and network business.

KEN LARKIN, radio editor of the Worcester (Mass.) "Telegram-Gazette," is in town for several days on vacation.

BOB HAWK leaves for Yankton, S. D., tomorrow following the airing of his "The Yanks" program. He will attend ceremonies at the dedication of the new building of WNAX.

KINGSLEY HORTON, assistant manager of WEEI, Boston, O. G. O. outlet of CBS, has returned to his Massachusetts headquarters following a short visit in New York.

MARY MIRENBERG, leaves for Hollywood today in the interest of Beatrice Kay.

**Nation-wide Publicity!**

The selection of "Miss Maryland, 1943" got news-breaks throughout the country. Why? The answer is apparent when you know the event was sponsored and broadcast by station

**WITH**



**IN BALTIMORE**

TOM TINSLEY, President

REPRESENTED BY HEADLEY-REED

PROMOTION

Backs Employees  
Named In Cox Hearing

(Continued from Page 1)

aid that eight "have the unique ability to receive the Japanese KANS characters as our alphabet. All of the men are rendering assistance in the army bombers lost over the Pacific—a service which the chief of the Seventh Air Force Command declared on May 15 of this year absolutely necessary to the successful operation of the army's lost procedure in the Hawaiian

said that the other 16 are assigned to the commission's monitoring stations throughout the United States and "are loyally and efficiently serving our country by keeping its lines free of fifth column radio activity." He said that in each case it had been determined "in accordance with national selective service laws" that the men can best serve the war effort in civilian capacities. "They," said Fly, "were not subject to draft at the time they were employed by the FCC. Eight were employed at a time when they were on a selective service classification subject to induction. Three were employed before the selective service law became effective. Another, while classified as 1-A, is clearly disqualified for physical reasons. Still another was employed but four months before he became too old for military

Points to Qualifications

39 have outstanding radio qualifications for the commission's work. Three of them held radio operator licenses before coming to the commission, 20 having both commercial and amateur licenses. This is extensive knowledge of radio theory and operating practices. Without exception these men receive International Morse Code speeds ranging from 25 to 40 words per minute."

In making his summary of the cases, he stated: "The American ideal of fair play took a terrible kicking at Tuesday's hearing when the committee made public the names of 39 employees in the commission's engineering department who have been deferred and then refused to permit the commission to put in the record the full facts concerning

The House Committee on Military Affairs (Costello Committee) somewhat established the precedent of making public the names of deferred government personnel. That committee obviously was conscious of the danger of unjustly tagging as discreditable persons who because of special skills had been called upon to serve their government in a special capacity.

However, the Cox Committee disapproved this salutary precedent and added insult to injury by telling the public of the story and refusing to let the Commission to tell the

"Journal"-WNAX Tie-In

Program ceremonies attendant upon the dedication of WNAX's (Yankton, S. D.) new 927-foot tower on Saturday will be featured by the broadcasting of Columbia's "Country Journal" program from the station's studio. The new tower is the tallest in America.

Featured on the program will be Sen. Guy M. Gillette, Iowa Democrat; Sen. Chan Gurney, South Dakota Republican, and Chuck Worcester, CBS farm editor and conductor of the program. Yankton is Sen. Gillette's home town.

The guest speakers will speak on farm problems and conditions as observed by them during recent tours of their respective states. From Washington, D. C., Robert Lewis will report on national farm developments.

Columbia's "Country Journal" is heard on the network each Saturday from 10:30-11:00 a.m., EWT:

New-Show-A-Day

A new show every day for 21 days is the ambitious schedule launched by WSYR, Syracuse, New York, in anticipation of its twenty-first birthday, coming up Tuesday, September 21.

A different type of show will be presented each day in September. They will include drama, various types of music, quiz programs and interviews, as well as news features.

FCC Readies Decision  
On CIO Intervention

(Continued from Page 1)

recognize at the FCC's own discretion. Gene Cotten, appearing on behalf of CIO, declared that he represents 20,000,000 listeners to Blue Network's programs. He based his figure on estimated families of the 5,000,000 CIO members. He said that the evidence he intended to present would involve stations not involved in the proposed transfer.

Gustav Margraf, representing RCA, held that CIO has no direct interest in the transfer and that if its intervention were permitted, others only remotely connected with the case at hand, might want also to intervene.

Edward J. Noble, president of Life Savers Corp., interposed that the CIO objections, involving the broadcasters' code, (NAB) is not relevant to the issues.

"The Cinnamon Bear" ET  
Sold to Chicago Agency

West Coast Bureau, RADIO DAILY

Los Angeles—Radio Transcription Co. of America has sold its transcribed show, "The Cinnamon Bear" to Needham, Louis and Brorby, Inc., Chicago agency which will use it for one of its clients, Wieboldt's Department Store Chicago. Twenty-six quarter-hour programs will be aired during the holiday season, starting about Thanksgiving Day.

WBIG's Army Serial

WBIG, Greensboro, North Carolina, has been following up the men who used to play over the station while at Basic Training Station No. 10. While in the U. S., the 18th infantry band played on the post's weekly show. When on maneuvers, in Carolina the station did not forget them, despite their replacement. Recently, on the event of the band's anniversary overseas, WBIG sent them a package of new dance tunes, for which Major Edney Ridge, station manager, received a grateful letter from the band and its leader, who are now in Sicily.

The BTC 10's present orchestra is participating in a weekly show over WBIG entitled "Ready, Aim, Swing."

Labor Day Tie-Ups

Devoting some of its regular shows to the celebration of Labor Day, and with the addition of special programs, WNYC, New York, has lined up, for September 6, a series saluting labor. Some of the day's highlights include a speech at 8 p.m. by James C. Quinn, secretary for the Central Trades and Labor Council; "Music At Work" at noon, as well as special Labor Day musical programs on the "Symphonic Matinee" and the "Municipal Concert Hall." The "Masterwork Hour," heard twice daily, will also present a salute to American labor.

Robert Foot Appointed  
BBC Director-General

(Continued from Page 1)

responsible jointly with W. J. Haley for the quality and the characteristics of the BBC programs. Haley, now joint managing director of the "Manchester Guardian" and "Manchester Evening News" and a director of the British Press Association and of Reuter's has been appointed editor-in-chief of BBC programs, a newly created post.

Another change is the appointment of Sir Noel Ashbridge, controller of the BBC's engineering division, as deputy director-general to direct the business side of the organization while continuing as principal adviser on engineering problems.

Steel Workers On WOR Show

More than 600 men and women workers of the Weirton Steel Plant will participate in a special Labor Day Pageant, titled "We Hold These Truths," which will be broadcast over WOR and the Mutual network, Monday, Sept. 6, from 4:30-5 p.m. The program will originate via WSTV, Stubenville, Ohio.

Joins Blue Network Sales Staff

James G. Bennett has been appointed to the sales staff of the Blue Network by D. B. Buckham, Eastern sales manager. For the past ten years, Bennett has been in the advertising department of the New York "Daily News."

2-1/2 Hour Bond Show  
Scheduled Over WEAF

(Continued from Page 1)

War Loan. Plan is to hold the inaugural broadcast in each of the five boroughs, each borough getting a 30-minute spot in which to relate its saga of bond selling, to exchange chatter with the other boroughs over the five-way hookup, and to present a parade of its most colorful personalities.

To add a professional touch to each borough's proceedings on the air, WEAF will assign famous entertaining teams as emcees, and it is planned to have name bands on hand to round out the entertainment. Station personnel will circulate among the audience, taking pledges and distributing tags bearing the station's call letters and the words "I have Sold A Bond," to those deserving of them.

Station is placing the emphasis on person-to-person contact and the selling of bonds, making each person a salesman as well as a buyer, with the idea that the little man should sell the big stars bonds, as well as vice versa. Competitions have been started among the WEAF-NBC personnel for constructive suggestions to aid the drive with prizes being awarded to individuals submitting the best ideas for advertising and promoting WEAF's part in the drive.

WEAF will follow up the opening program of the borough competition with brief daily studio features in which interesting personalities from each borough will describe their techniques of selling bonds, and box scores will be kept of the boroughs' progress. Another two and a half-hour show, along the same lines, is being planned for the wind-up of the war bond campaign.

Kellogg Sponsors Martyn  
On Southern Blue Outlets

Kellogg's All-Bran is sponsoring Gilbert Martyn in newscasts Monday through Friday, from 11:30-11:45 a.m., EWT, on the southern stations of the Blue Network. This program is sponsored by Kellogg's Gro-Pup in the north, east and west.

Walter Kiernan, news commentator, columnist, and reporter of 20 years standing, is analyzing the news over WMAL, Washington, D. C. five days a week, 11:30 to 11:45 a.m.; also sponsored by Kellogg's Gro-Pup.

THIS LITTLE BUDGET

WENT TO

WORL  
BOSTON  
MASS.



Los Angeles

By RALPH WILK

THE chap who packed more than 10,000 customers into the Hollywood Bowl and pulled the season out of the red by grossing \$12,500 at the boxoffice doesn't get the attendance award. Incidentally, he answers to the name of Frank Sinatra. Also, a non-winner, was Paul Whiteman, whose orchestra opened the season with the second largest attendance of 9,064. Bowl Association officials explained that Sinatra and Whiteman were not eligible for awards, because they did not appear on one of the "regular" season nights—Tuesday, Thursday, or Friday.

Newsman John Burton makes his debut over KNX Sept. 6 with a series of Monday through Friday commentaries on world events of the day. (10:15-10:30 p.m., PWT) Mondays, Wednesdays and Fridays. The period will be sponsored by the Brooks Clothing Co., of Los Angeles, under a 13-week contract placed by Hillman-Shane-Breyer. Tuesdays and Thursdays, the commentary will be carried on a sustaining basis.

Madge Kennedy, light comedy rave of the silent film days, was a recent visitor to "I Love A Mystery" studio at CBS. She is wed to co-producer William Hanley of the adventure thriller series.

George Evans, publicity director and exploitation man for Frank Sinatra, who has been on a merry-go-round since arriving on the Coast, has gone to Palm Springs for a much needed rest. He will be gone a week. Ethel Smith, heard on the Lucky Strike "Hit Parade" arrived in Hollywood this week. She was given a special leave from the program to appear in a picture for M-G-M.

Lou Lubin, of the Fred Brady show, and Chef Milani, heard over KFWB, received nice mention in the motion picture trade papers for their work in "The Seventh Victim," an RKO-Radio picture.

Margaret Gardner has left her post as Western editor of Movie-Radio Guide to join the Hollywood office of Tom Fizdale, Inc.

By her appearance at the Lockheed-Vega Burbank plant, on behalf of the Red Cross blood bank, Judy Canova interested thousands of defense workers in donating blood.

In addition to his radio schedule, Harry W. Flannery, CBS commentator, made five lectures in five different cities on "Inside Germany" within the past ten days.

Shirley Mitchell, currently starring as "Veronica" on the Fred Brady show, is being visited by two of her most ardent fans—her parents, Mr. and Mrs. Sam Mitchell of Toledo.

America's Greatest Syndicated Show  
**FUNNY MONEY MAN**

ALLEN A. FUNT RADIO PRODUCTIONS  
52 Vanderbilt Avenue New York City



**Radio Is My Beat. . . .!**

● ● ● The most difficult of problems often can be solved quite easily . . . . . the more complex the points in question the easier the solution. provided both sides agree to approach what confronts them with an earnest mutual desire for truth and justice. . . . it seems to us high time the opposing factions in the Petrillo-Recording controversy, adopted this sensible attitude which would inevitably result in a mutually-benefited end to the bickerings, mud-slinging etc. and bring about a return to normalcy, with equitable compensation to both the musicians and the makers of records and transcriptions. . . . it would also prove a blessing to the innocent bystander, the composer and music publisher, caught in the vortex of a problem that isn't of their choosing but which nonetheless deprives them of a vital source of revenue. . . . we feel that since the problem revolves about the so-called juke-box situation, that is where the solution must be found. . . . since musicians who make commercial transcriptions are paid for their labors and the use of those records for broadcast purposes entails the necessity of paying the copyright owners their just fees for the public performance or small rights, Petrillo knows that an additional fee, to be paid the musicians who made the transcription, is inconsistent with the copyright laws. . . . that alone should prove the invalidity of the musicians' claim against transcription companies. . . .



● ● ● Therefore we repeat, the solution lies in the juke-box situation. . . . at present there is no denying that thousands of establishments throughout the country, supplanted the music of live musicians with the music box, which not only saves the owners of such establishments the salaries normally paid those musicians but even brings them handsome dividends. . . . there is no doubt that recordings, supplying the substitute music, are being used for profit and thereby constitutes a form of small rights use. . . . since, however this is a comparatively new use and since, too, it is obvious that this mechanized device has been instrumental in depriving so many bona fide musicians of their livelihood, we feel that none can be the loser if a tax, let us say, of ten dollars per annum per each machine, be effected, said tax to be paid to a group representing the interests of AFM and the owners of the involved copyrights, Ascap, BMI, Sesac etc., respectively. . . . in that way, musicians will have an endless source of duly collected funds, derived from their fifty per cent share of the "Juke-box tax" while the remaining fifty per cent to be given in a fixed or fluctuating (according to use) ratio, to the licensing groups. . . . Musicians, Radio (transcriptions is a vital factor in radio), commercial recording companies, music publishers and songwriters NEED one another. . . . Americans NEED the stimulus and morale-building qualities of music . . . . the Government NEEDS a stimulated people. . . . Thus, everyone connected directly with the long drawn out controversy will benefit. . . . even the juke-box operator, who, under this plan, finds himself obliged to pay an insignificant tax, will benefit by having access to records of new hits by name bands and top-notch vocalists.



● ● ● When Johnny Richards, Maestro of the Jack Carson program leaves September 15 to join the armed forces, Charlie Dant, former musical director of NBCoast programs, will batoneer. . . . Frank Graham, announcer on the Ginny Simms NBCiggie-biggie, "Johnny Presents," has been signed to make with Li'l Abner's voice in the forthcoming movie based on Al Capp's comic strip. . . . When reporter meets reporter one may expect either a crap-game or gab-fest. . . . in this case, knowing that the parties of the first and second parts respectively prefer stud poker, it promises to be quite an NBChin-fest when Frances Scott the "city editor" of NBC's "Who, What, When and Where" is interviewed Saturday by Nellie Revell.

— Remember Pearl Harbor —

THIS

PRACTICAL BUSINESS

EXECUTIVE

IS AVAILABLE AS

STATION MANAGER

His experience embraces metropolitan newspapers, national magazine, advertising agency, radio station sales and management.

He is thirty-nine, married, native American of Scottish extraction, recently HONORABLY DISCHARGED from the United States Army.

For over six years he was top sales executive for a 50 K.W. key network station.

Before entering the Army he was general manager of an eastern metropolitan full time station.

Because of his practical knowledge of all phases of management he gains employee confidence and effects complete interdepartmental cooperation.

His intelligent and dignified selling methods obtain results of a sound and permanent nature, thereby reducing sponsor mortality to a minimum and of course, substantially increasing sales volume.

He enjoys the confidence and respect of a wide range of both industrial and advertising agency executives.

This man can deliver a smooth and economic over-all station operation. He may be interviewed in New York City. Write Box No. 743,

RADIO DAILY

1501 Broadway N. Y. C.

Chicago

By BILL IRWIN

Safety Legion of America ended more than 2,300 new members the month of August, it announced by Jess Kirkpatrick, stars with Colleen Moore on "Safety Legion Time." Jess "Captain Jack" and Colleen is "Story Book Lady." Program children the elementary rules safely.

Thompson of the Fibber McGee and Molly program heads a group of who will appear with the National Barn Dance at the Indiana State Fair on Saturday, September 4. Entertainers making the jaunt are the Dinning Sisters, Hoosier Hot Shots Pat Buttram, Arkie and Lulu. The program will originate in Indianapolis Coliseum on the fair grounds.

Judith Waller, NBC public service director, goes to New York September 11 for a meeting with the public service directors of the network's eastern and western divisions, and then will fly on to Washington to attend the meeting of the Federal Radio Education Committee, of which she is a member, on Sept. 15 and 16.

Hattis and Ed Wiebe resume their "Kid Commentator" series over NBC on Saturday, September 11, at 4:45 noon. Hattis as the "Kid Commentator" and Wiebe as his kid interviewer present high school news, and interviews by and for high school youngsters.

The National Watch Company recommends its sponsorship of Columbia's "Man Behind the Gun" series beginning Saturday September 4. Since its debut in October, 1942, the program has won wide acclaim and the Peabody award for its dramatizations of American men in all branches of armed forces.

It's a boy for the Robert M. Guilbert at Augustana Hospital. Bob is Bob's continuity acceptance editor. The baby arrived August 26, weighed eight pounds three ounces. The Guilberts have another child, three-year-old David. When the time came for Guilbert to go to the hospital there were no cabs available so he had to make the trip in a Police Department patrol wagon.

S. Turner Appointed Successor To Terrell

(Continued from Page 1)

William D. Terrell, who retired from government service after 15 years' outstanding work in the field of communications. Turner has been assistant chief of the field division since 1940.

A native of Independence, Mo., Turner has the degrees of Bachelor of Science in Law from the Atlantic School in Atlanta, Ga. During World War I he served as radio instructor at the Great Lakes Naval Training Station and was subsequently commissioned ensign in the Volunteer Naval Reserve.

During the war, Turner became the

Washington Front

By ANDREW H. OLDER

SOMEbody at WNYC believed they "smelled a rat" when the CBS waiver was filed announcing that CBS withdrew its opposition to the extended time for WNYC provided the FCC would certify that the programming of the New York City station during the additional hours aided the war effort. (In fact, the CBS offer does put both the station and the FCC a little bit on the spot)... Anyhow, it was all cleared up when Station Director Morris Novik called Earl Gammons, CBS vice-president here, and was assured by Earl that all that was required is that Morris use the additional hours personally singing "The Star Spangled Banner."



By the time Congress gets through with OWI this Fall—if its bite proves to be anything like its bark—Elmer Davis may be glad to take any spot on the air. And not as an official government spokesman. Davis is one of the outstanding examples of a sincere, honest and capable individual who came down and just got gnawed over from head to foot by a Congress that's out to discredit everything the President ever did. Granted that OWI has not been a perfect agency, it has honestly tried to do a job made increasingly difficult at every turn.



Most broadcasters will agree that the modus operandi of the Radio Bureau is a huge improvement over the haphazard-slipshod way in which government radio contacts were handled before it came on the scene. Personally, it took us a long time to get sold on Bill Lewis and his crew—and we'd still find plenty of argument with him—but we must admit that he laid a good foundation, and Don Stauffer has carried along in fine fashion. As for the OWI background sheets for broadcasters, fear in mind that since Congress killed the agency's field service it hasn't been possible to check every locality as closely as it once was. The Bureau urges that each broadcaster check the sheets for their local application... As for its handling of news, we'd say the agency, on the domestic side, has done nearly as well as could be expected—and we've had plenty of arguments with it. Trouble is there's been so much confusion within the agencies whose news it must handle that it's a wonder it gets anything straight.



The FCC is still awaiting the arrival of Marcus Cohn, Jr.—or might it be

original radio operator-engineer at station 9XAB, Kansas City, Mo., one of the first experimental radio broadcast stations in the Middle West, and in 1921 was employed by the Southwestern Bell Telephone Co. in Kansas City. From 1924 to 1931 he served with the Department of Commerce,

Marcia? He (she) will be the fifth new arrival for the Law Department, following new arrivals in the homes of Charley Denny, Johnny Southmayd, Pete Snuebruk and Sam Slaughter... We felt like Santa Claus last week as we peddled a few additional copies of the Radio Annual in a few of the government offices, where it is held to be indispensable. Had promised them to several offices from which they had been "borrowed," but the mails were slow and a couple of people had nearly given up... We note that Art Force, in the OWI newsroom, (he's News Division contact man for radio news) still has his notice up on the bulletin board concerning one strayed copy of the Radio Annual. Well, we didn't get to him yet—it's a heavy book. We'll get there... But perhaps not before Art leaves for the service. If the Navy doesn't get him within the next few days he'll be inducted into the Army the end of this week... Remember Leith Stevens, radio producer and musical director? Friend of ours returned last week after 18 months in Australia raving about the fine job Stevens is doing as OWI Radio Chief in Sydney. Over three dozen of our best network shows are regularly heard there, incidentally.



Had a chat with Jim Leftwich, who occupies the rather unique position of press agent for the Cox committee. Jim couldn't understand why we didn't think what the committee has done so far was great stuff and, although he didn't say it in so many words, made it plain he thinks we're not quite objective. By the time we finished our third bourbon we think he got our point—that until the commission has a chance to appear in its own behalf the inquiry has not made a single point... We don't know that the FCC can answer all the charges made against it satisfactorily—and if they get the chance and fail to do so that fact will be made quite clear to all concerned. But it's our feeling—and that of most of Washington—that until that chance is afforded, this investigation is a waste of the taxpayers' money. Jim at first insisted that we should do nothing but run the story of the hearings as they were conducted by the committee counsels—with occasional amplification from them on points which merited such amplification. Before we parted he had agreed that we did not lose our objectivity when, in order to present a rounded and complete story, we checked facts with FCC officials and got "their side of the story."

first as a radio inspector and later as assistant radio supervisor of the Radio Division. Turner came with the Federal Radio Commission in 1931 as radio inspector in charge at Atlanta. He is a member of the Institute of Radio Engineers and also of the Georgia bar.

AGENCIES

COLGATE-PALMOLIVE-PEETCO has announced the formation of a Market Research Department which will be divided into two sections—Advertising and Product Research, and Sales Research. Fremont J. Knittle, who has been with Colgate-Palmolive-Peet since 1939, is promoted to manager of Advertising and Product Research. Dr. Harry Deane Wolfe, recently with the War Production Board, where he played a prominent part in the Inventory Limitation Control Order, has joined Colgate as manager of Sales Research.

WILLIAM BROOKS SMITH, assistant to the president of Kenyon & Eckhardt Inc., has been granted a leave of absence for active duty in the Army. Smith joined the staff of Kenyon & Eckhardt Inc. in 1941.

THE NEW HAVEN OFFICE of Erwin, Wasey & Co., is preparing an advertising campaign in the New Haven area having for its purpose the recruiting of new workers for critical industries. The drive will start in the fall. Radio will be used.

DORIS RADER has joined the radio commercial department of Benton & Bowles, Inc. She previously had been connected with Compton Advertising, Inc. and with Ted Collins' office.

JOHN RUSSO soon will leave for Argentina, where he will take up his new duties as art director of the Buenos Aires office of J. Walter Thompson Company. He formerly was art director of Talon, Inc. and was also with Lester Harris and Associates.

B. C. OHLANDT, president, and Richard Staelin of the Grocery Store Products Manufacturing Company have announced the appointment of the Duane Jones Company as advertising agency for Cream of Rice. Plans will be announced within the next few weeks.

ROBERT J. RICE, formerly vice-president in charge of the creative department of Mace Advertising Agency, Peoria, has joined Bert S. Gittins Advertising, Milwaukee, as an account executive.

WCBT To Mutual

WCBT, Roanoke Rapids, N. C., has joined the Mutual Broadcasting System effective yesterday.

Renewals Prove Results

WTBO

820 Kc. Cumberland, Md.

## NEW BUSINESS

**KQW**, San Francisco: Shell Oil Co. (help wanted), participation in Katherine Kerry chats, through J. Walter Thompson; Ice Follies of 1943, participation in Tabor's Topics, gossip column, through Allied Adv. Agency; Pacific Tel. & Tel. Co., anns.; Beverage Industry Bond Drive, five anns. weekly, direct, 13 weeks; Procter & Gamble (Drene), station breaks, two weekly, 39 weeks, through Compton Adv.; Langendorf United Bakeries (Dr. Penland, Hollywood and Langendorf breads), 21 station breaks and anns. ETs weekly, 52 weeks, through Ruthrauff & Ryan; Petri Wine Co., station breaks, daily, 13 weeks, through Erwin, Wasey & Co.; United Artists Pictures ("Stage Door Canteen" film), two anns. weekly, six weeks, through J. H. Diamond Co.; Shasta Water Co. (mixer), two newscasts weekly, 13 weeks, through Brishacher, Davis & Van Norden; Bethlehem-Alameda Shipyards (help wanted), 24 anns. ETs and station breaks weekly, 13 weeks, through Ryder & Ingram.

**KINY**, Juneau, Alaska: Union Oil Co., 15-minute news broadcast daily, one year, through Foote, Cone & Belding; R. J. Reynolds (Camels), announcement daily for one year, through William Esty Co.; Carters Products Inc., transcribed announcement three times weekly, through National Export Advertising Service; Alaska Evangelization Society (Chicago), 15 minutes weekly, one year, direct; Radio Print Shop, Los Angeles, five-minutes daily, through Northwest Radio Advertising Co.; Simon & Schuster Inc., five-minutes daily, through Northwest Radio Advertising Co.

**KFRC**, San Francisco: Pacific Greyhound Bus Lines, "Romance of the Highways," Sunday quarter-hour, renewal for 52 weeks over Don Lee chain, through Beaumont & Hohman; Bond Store (men's clothing), six morning newscasts weekly, 13 weeks, through Neff-Rogow, Inc.; Marin Dairymen's Milk Co. (Marin Dell Milk), Saturday night amateur hour, with "Budda," renewal for 52 weeks, through R. W. Byrne Adv. Agency; Grace Bros. Brewing Co., tri-weekly news, 52 weeks, through Jewel Adv. Co.; Rutay Lab (Raindrops), weekly participation in "Bess Bye, Market Scout," through Glasser-Gailey & Co.; Serutan Co. (Serutan), five Victor Lindlahr quarter-hour ETs, through Raymond Spector Adv. Agency; Lumbermen's Mutual Casualty Co. (insurance), weekly anns., 13 weeks, through Leo Burnett Co.; W. B. Caldwell Co., division Sterling Drug Co., Chicago (Laxative Senna), five weekly anns. ETs, 39 weeks, through Sherman & Marquette Agency.

## Franklin To WOR

Ken Franklin, recently honorably discharged from the armed forces, has been added to the announcing staff of WOR.

## ☆ ☆ GUEST-ING ☆ ☆

**SEN. GUY M. GILLETTE**, Iowa Democrat, and **SEN. CHAN GURNEY**, South Dakota Republican, on Columbia's "Country Journal," Saturday (WABC-CBS, 10:30 p.m.).

**LT. EDMUNDE P. DI GIANN-IONIO**, who was on the "Vincennes" when she was sunk, at "Army-Navy House Party," Saturday (WOR-Mutual, 12 noon).

**DINAH SHORE**, **ED "ARCHIE" GARDNER**, **JOSE ITURBI** and **CASS DALEY**, on the premiere of Don Ameche's "What's New," Saturday (WJZ-Blue Network, 7 p.m.).

**JOHNNY LONG**, violinist and band leader, on Barry Wood's "The Million Dollar Band" program, Saturday (WEAF-NBC, 10 p.m.).

**FRANCES SCOTT**, conductor of "Who, What, When and Where," on "Nellie Revell Presents," Saturday (WEAF-NBC, 10:30 a.m.).

**JOAN BROOKS**, on "It's Maritime," Saturday (WABC-CBS, 5 p.m.).

**MAJ. GEORGE FIELDING ELIOT**, on John W. Vandercook's "Where Do We Stand," Sunday (WJZ-Blue Network, 5 p.m.).

**MARY GARDEN**, opera star of the last generation, on "Trans-Atlantic Call: People to People," Sunday (WABC-CBS, 12:30 p.m.).

**HENRY HULL**, on the "Silver Theater" program, Sunday (WABC-CBS, 6 p.m.).

**SARA ANN McCABE**, of the "Ziegfeld Follies," on the "Army Air Force Salute," tomorrow (WOR-Mutual, 4:30 p.m.).

**MRS. JIMMIE DOOLITTLE**, on "Your Home Front Reporter," tomorrow (WABC-CBS, 4 p.m.).

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

**SUPREME COURT JUSTICE ROBERT H. JACKSON**, on "For This We Fight," Saturday (WEAF-NBC, 7 p.m.).

**BENJAMIN Y. MORRISON**, of the U. S. Bureau of Plant Industry, on "Adventures in Science," Saturday (WABC-CBS, 1:30 p.m.).

**ROY HENDRIKSON**, assistant food director of the War Food Adminis-

tration, on Billie Burke's "Fashions in Rations," Saturday (WABC-CBS, 11:30 p.m.).

**COL. OVETA CULP HOBBY**, head of the WAC, on "Washington Reports on Rationing," Sunday (WEAF-NBC, 3 p.m.).

**SGT. MARCO ROSALES**, leader of the Fort Dix band; **SGT. GEORGE KOENIG**, **PFC. MIKE REVELLE**, **PFC. LEO CHERNIAVSKY** and **SGT. BOB JENNEY**, on Tom Slater's "This Is Fort Dix," Sunday (WOR-Mutual, 3 p.m.).

**HENRY J. TAYLOR**, author of "Men in Motion," and **JAMES G. McDONALD**, author and commentator, discussing "Is Our Foreign Policy Winning Us Friends Abroad," on "Wake Up America," Sunday (WJZ-Blue Network, 1 p.m.).

**REV. WILFRED PARSONS**, professor of political science at Catholic University of America on "Mutual's Radio Chapel," Sunday (WOR-Mutual, 11:30 a.m.).

**JEAN ARTHUR**, on the Bergen-McCarthy program, Sunday (WEAF-NBC, 8 p.m.).

**KENT STEVENSON**, substituting for Ben Lyon, on "Stars and Stripes in Britain," Sunday (WOR-Mutual, 7:30 p.m.).

**THOMAS A. WEBSTER**, on "Wings Over Jordan," Sunday (WABC-CBS, 10:30 a.m.).

**NORMAN THOMAS** and **DR. IRA WILE**, on A. L. Alexander's "Mediation Board," Sunday (WOR-Mutual, 8 p.m.).

**MARVIN LOWENTHAL**, historian, and **DR. LIONEL TRILLING**, assistant professor of English at Columbia University, on "Invitation to Learning," Sunday (WABC-CBS, 11:30 a.m.).

**GABOR DE BESSENYEY**, professor of government at De Paul University; **RICHARD STRUNA**, commentator, and **MELCHIOR PALYI**, economic consultant, discussing "Russia's Stake in the War," on the "Reviewing Stand" program, Sunday (WOR-Mutual, 12 noon).

**REV. JAMES C. FLINT**, on "Columbia's Church of the Air," Sunday (WABC-CBS, 10 a.m.).

## Sponsors "Modern Romances"

Columbia Baking Co., Atlanta, Ga., currently sponsors "Modern Romances," series of 39 NBC recorded 15-minute programs starring Carl Frank, on 27 stations in North Carolina, Virginia, South Carolina, Florida and Georgia. Freitag Advertising Agency set deal.

## WOWO "Deluge" Stemmed

Promotion department at WOWO-WGL, Fort Wayne, Indiana, was augmented by several people from other departments last week. Cause was a large response to a war map offer which avalanched the promotion force. Recruits were culled from all departments to help stem the deluge.

## NEW PROGRAM IDEAS

## BBC-OCD Series

"Tales of Two Cities," the story of the plain people of London and New York, and the share they have in protecting their home cities, its premiere over WNYC, New York, this Sunday from 8 to 8:30 p.m. Series is being presented in cooperation with the BBC and the Civil Defense Volunteer Office in New York City.

Ira Marion, of the Blue Net, has donated his talents as a writer for the series. British pattern of the program was originally described by the BBC during the war as a British Home Defense series, was sent here to be used for American civilian defense. It has been in dramatic form with Marion's series. First program tells of the adventures of two patrols—the Thames River Patrol of London, and the New York City Patrol.

## "Fighting Front Facts"

"Fighting Front Facts," a program designed to familiarize home audiences with the places where their boys are fighting around the world, is the first of a series of programs to be presented to the Coast NBC network. Prepared and broadcast by Dwight Newton, of the staff of the San Francisco "Examiner," the show is designed to light many interesting geographical, historical and human stories.

## WQXR Green Room

The "green room," to which certain performers retire after their recitals for relaxation, is the subject of a new program which premieres tomorrow at 2:30 p.m., EWT. "The WQXR's Greenroom," will present staff artists informally in solo performances and later in short talks to tell listeners about the works they have just performed. First artist to be heard on the series is Jascha Zay pianist.

## "Voice Clinic"

New weekly series on WBBB, Bronx, New York is "The Voice Clinic." Advice and guidance to ambitious singers, with whom New York City abounds, is given by a well-known vocal expert. Shows premieres heard Sundays at 6:30 p.m., EWT.

## Swift Takes KPO Show: Milk Company Renewed

San Francisco—Meyenberg Milk Company has signed another weekly contract for its KPO program "Picture of You," heard for an hour Sunday afternoons. Show features music and world picture, based on popular songs. Account is handled by M. E. Harlan Agency. KPO also announces a 16-week contract signed by Swift & Company for eight one-minute transcribed announcements weekly, to promote Jewel Shortening.

# THE EXECUTIVE WHO STOPS TO THINK . . .



*Knows that "10% for War Bonds isn't enough these days"*

Workers' Living Costs going up . . . and Income and Victory Tax now deducted at source for thousands of workers . . .

Check! You're perfectly right . . . but all these burdens are more than balanced by *much higher FAMILY INCOMES for most of your workers!*

Millions of new workers have entered the picture. Millions of women who never worked before. Millions of others who never began to earn what they are getting today!

A 10% Pay-Roll Allotment for War Bonds from the wages of the family bread-winner is one thing—a 10% Pay-Roll Allotment from each of several workers in the same family is quite another matter! Why, in many such cases, it could well be jacked up to 30%—50% or even more of the family's new money!

That's why the Treasury Department now urges you to revise your War Bond *thinking*—and your War Bond *selling*—on the basis of *family incomes*. The current

War Bond campaign is built around the family unit—and labor-management sales programs should be revised accordingly.

For details get in touch with your local War Savings Staff which will supply you with all necessary material for the proper presentation of the new plan.

Last year's bonds got us started—*this year's bonds are to win!* So let's all raise our sights, and get going. If we all pull together, we'll put it over with a bang!

This space is a contribution to America's all-out war effort by

**RADIO DAILY**



you've done your bit  
... now do your best!



# ★ ★ COAST-TO-COAST ★ ★

**WINI** Hight, who came to **WTIC**, Hartford, Connecticut from Vermont a year ago and got a job singing on the station once a week, has graduated to a five-a-week series. Calling herself "Your Home-Town Girl," she has built up an audience of listeners who migrated from farms and small towns in northern New England to work in Connecticut war plants. Her new show takes the air at 12:15 p.m., so her audience can listen during lunch hour.

**William D. Craig**, recently returned to civilian life from the Army Air Corps, has joined the sales staff of **KFRC**, San Francisco, as account executive replacing **Boyd Rippey**, now a Private in the Army. **Rippey** was former **KFRC** promotion head. **Harrison Wooley**, formerly with **KLX**, Oakland, California, has joined **KFRC's** mike staff.

**Eleanor Powers** has started a new show over **WNEW**, New York. Titled "Woman Power," program consists of interviews with women war workers who are doing outstanding jobs in the war effort.

In addition to other public service features in cooperation with local Army posts and air fields, **WBOW**, Terre Haute, Indiana, is broadcasting "They Also Serve," **WAC** recruiting program featuring interviews with local **WACS** on leave by **Jill Girard**, station's director of women's programs. **WBOW** announces that on the occasion of **Hitler's** birthday it staged an unannounced show entitled "Schickelgruber's Birthday Party." In the half-hour the program was on the air, it sold \$15,000 worth of War Bonds.

**Ardith Randall** has taken over the new service department at **KGO**, San Francisco. Formerly she was with the Gerth-Pacific agency in Frisco. **Federal Outfitting Co.**, chain clothing store, has taken an hour on **KGO** five nights weekly for a disc show titled "Federal Festival."

Recent Red Cross drive in Milwaukee, Wisconsin, for old records brought an indifferent reaction from the public. Finally the camp and hospital committee asked **Johnny Olson**, disc jockey on the "Rumpus Room" show over **WTMJ**, to cooperate with a series of vocal barrages to his evening audience. Committee an-

nounced, at the recent successful conclusion of the campaign, that **Olson's** work had brought in 65 per cent of the total collected, with almost 30,000 discs from his listeners alone.

**Theola Morris**, formerly in the technical department of **KGVO**, Missoula, Montana, has joined the station's continuity staff. In Missoula last week for a Congressional hearing, **Hon. Sam C. Ford**, Montana's Governor; **Hon. C. A. Bottolfsom**, Governor of Idaho; **Congressmen C. I. White** and **Walt Horan**, of Idaho and Washington, respectively; and **O. S. Worden**, president of the National Reclamation Association, appeared on the "University Round Table" over **KGVO**. "Round Table" is conducted by **Prof. Ralph McGinnis** of Montana University.

"Betty & Bob," former network serial, is now being heard over **WAOV**, Vincennes, Indiana, five days weekly. Show is sponsored by **Tip Top Creamery**, making the company's third 51-week renewal on the station.

Plans have been completed for an extensive series of programs over **KXOK**, St. Louis, Missouri, to originate from **Jefferson Barracks**. Lines have been installed, and shows will hit the air on a regular basis within the next few weeks.

**Lisa Sergio** and **John Corigliano** are participating in the "Unity at Home—Victory Abroad" program over **WQXR**, New York, tomorrow afternoon. **Miss Segio** will discuss certain aspects of racial problems, and **Corigliano**, who is concertmaster of the **N. Y. Philharmonic Society**, will perform violin solos.

"Labor Arbitration," on **WMCA**, New York this Sunday will have as guest arbitrators **Hon. Maurice P. Davidson**, lawyer and member of the Power Authority of New York State, and **Hon. Benjamin Antin**, lawyer and formerly a member of the New York State Senate.

**Bobby Sanford**, of **WORL** and **WCOP**, Boston, staged and directed the **U. S. Army Officer's** show which was held at the **Copley Plaza Hotel** last Monday. **Sanford** was given special leave from the stations to take charge of the extravaganza.

**WCBI**, Columbus, Mississippi has inaugurated a new series of daily 15-minute shows, "Swingtime Special," sponsored by the **Shawnee Milling Company**, **Shawnee, Oklahoma**. Program featuring the idea, a musical trip to **Swingland** via **ET's**, is heard Monday through Friday at 11:45 a.m.

**Katherine Kerry**, woman newspaper columnist and former writer for the **China Press**, **Shanghai**, has begun a weekly commentary for women over **KQW**, San Francisco.

**Baptist Church of Longview, Texas**, moved its Sunday school to the air, when the infantile paralysis scare spread in East Texas. Children remained at home and learned their lessons via radio. Plan was so successful, that the Church is considering continuing its "Morning Sunday School of the Air" during the winter. **Longview Baptist Church** has been conducting regular church services over **KFRO** since 1935.

**KMYR**, Denver, Colorado is airing the local public high school games for the third consecutive year. **Mark Schreiber**, sports director, has been signed again by the **Public Service Company of Colorado** to report ten games this season.

**Dave Allen**, part-time announcer on **WEIM**, Fitchburg, Massachusetts is resigning to take the positions of director of athletics and director of science at **St. Paul's prep school** in **Garden City, N. Y.** **Dick Tucker**, full time announcer with **WEIM** before he went to the Army, has received an honorable discharge and is back as a part-time announcer, putting in his regular hours at a local war plant.

Latest arrivals at **WOW**, Omaha, Nebraska are **Jim Baugh**, who goes on the local desk in place of **Ted Hatch**, who is now attending **OCS** in the Army, and **Carl Uhlark**, who replaces **Jim Farlee** on local rewrite. **WOW** has obtained the services of **Thomas W. Ingoldsby** as city editor of its news department. **Ingoldsby** was formerly **Nebraska manager** for **UP**, having recently resigned from that position, after holding it for 30 years.

**WLAC**, Nashville, Tennessee, announces more advertising under contract as of August 10 than was placed with the station during the whole of 1942. Business current and on schedule for Fall provides for 201 national spot announcements and 82 sponsored program hours per week.

New type of commentary program has been started on **KSFO**, San Francisco, by **Sidney Rogers**, titled "Sidney Rogers Answers His Mail." Show is heard Sunday afternoons. Special programs are being aired weekly on **KSFO** to aid recruiting, and to enlist personnel for the **American Red Cross**.

Representing **WLW**, Cincinnati, at the **Hy-Pure National Guild Convention** next week at the **Hotel Gibson**, Cincinnati, will be **Ralph Visconti**, director of the **WLW** drug and tobacco department, trade relations, and **Robert Savage**, editor of the **WLW "Buy-Way"**, merchandising magazine. **Furnishing entertainment** will be **Dorothy McVitty** and **Norman Ruvell**, **WLW-WSAI** vocalists and **Penny Woodford** of the **WLW "Boone County Jamboree"** troupe.

First week on the air of "Se Smokes," patriotic show on **WBWY**, New York, netted sufficient donations to purchase 421,000 cigars for the overseas **Armed Forces**. Program heard thrice weekly from 10 to 11 p.m., EWT.

**Jerry Burns**, sports editor **KXOK**, St. Louis, Mo., acted representative of the **St. Louis Post-Dispatch** at a special entertainment at the **Jefferson Barracks Veterans Hospital**. **Burns** showed a **National League** baseball picture, and gave out autographed baseballs.

Dedication of the new news program on **WCCO**, Minneapolis, Minnesota, was celebrated by a special broadcast "Stand by for News... About the Show" featured **WCCO** news chief **Fred Mickelson**, as well as his staff. In addition, special transcriptions from **CBS** foreign correspondents **Ed Murrow**, **John Daly**, and **William Shirer** and **Cecil Brown**, plus **Paul White**, **CBS** director of news affairs, were woven into the portions of the program.

**Rhoda Cantor** has joined the staff of **WLIB**, Brooklyn, New York, as script writer. Latest addition to **WLIB** announcing staff is **Gene Thomas**, who was formerly with **WELI**, New Haven, Conn., and comes to that with **WNAB**, Bridgeport, Conn. **Paul Gould**, **WLIB** program director is back at his desk after a vacation in the **Pocono Mountains**. **Robert M. Weenolsen** has been selected for the **Michaels** five-minute daily newscast at 11:30 p.m. over **WLIB**.

Program director **Ed Hoerner** of **New Orleans, Louisiana**, has assumed instruction of the radio class at **University** in the absence of **Dr. J. Bonomo**, who has been observing production technique at the networks in New York. **Gilbert Thomas**, is the new announcer at **WVL**. He comes from **WJNO**, West Palm Beach, Florida, where he conducted a morning show. Previously he was with **WKBW-WGR**, Buffalo, New York.

## "The Judy Canova Show" To Be Continued On

Hollywood — "The Judy Canova Show" will continue in its regular Tuesday evening **CBS** spot with opening of the new radio season according to an announcement here by **Morgan Ryan**, radio director for **Sherman-Marquette**. **Ryan** announced that, as of this week, the comedy show will originate from **CBS' largest Hollywood studio**, the **Vine Street Theater**, to accommodate the heavy demand for audience tickets.

1 9 4 3

## BIRTHDAYS

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

September 2

Barbara Jo Allen Fred von Ammon  
Bill Bacher Raymond R. Morgan  
Noah L. Braunstein

# RADIO DAILY

The National Daily Newspaper of Commercial Radio and Television

24, NO. 46

NEW YORK, N. Y., FRIDAY, SEPTEMBER 3, 1943

TEN CENTS

## More Radio In War Plants

### Overseas Xmas Drive Sets Radio Schedule

Two weeks in September and the first week in October have been officially designated by the War Advertising Council for Radio to promote the War Department's Overseas Christmas Package Information Campaign, Sept. 15 to Oct. 15. At a press conference of the commercially sponsored program expected to remind and enlarge the radio audience the urgency in mailing Christmas packages.

(Continued on Page 2)

Back The Attack... With War Bonds

### Ohio Time Changes Set For End Of Month

Columbus, O.—Clocks will turn one hour in Cleveland, Cincinnati and Youngstown on Sept. 26, and Toledo and Columbus on Oct. 1, changing from War Time to normal standard time. Typical of the changes this will cause program managers is the situation at WADC, which has carried the Columbus School of the Air program for years. When the clocks are turned back this program will hit the air at 7 p.m.

(Continued on Page 2)

Back The Attack... With War Bonds

### Decorate Victory Square With Big Program Tonight

Decorations of radio, stage and screen, the National Entertainment Advertising Council with the cooperation of the United Theater War Advertising Committee and the Hollywood Victory Committee, will formidably decorate Victory Square, 50th St. and Broadway, at 7:15 p.m. tonight.

(Continued on Page 3)

### Gratitude

The office in New York has received a surprise package in the mail, this time a check for \$25 from a San Francisco woman who heard her son, a captain in the U.S. Air Forces on the "American Egg Club" program. Woman requested that the money be given to a worthy English cause and it went to the club in London which organizes the shows.

### No Paper Monday

Monday being Labor Day, legally observed as a holiday throughout the nation, Radio Daily will not be published.

### Blue July War-Effort Exceeded 121 Hours

Blue Network contributed a total of 121 hours and 53 minutes to the war effort in July, according to figures released today by the program analysis division of the research department. The total network time in June was 118 hours and 13 minutes.

Time contributed in sustaining programs by the Blue in July was 95 hours and 51 minutes, compared with 90 hours and 27 minutes in June; and time contributed by sponsors on the Blue in July was 26 hours and 20 minutes.

(Continued on Page 2)

Back The Attack... With War Bonds

### 4-Network Bond Show To Include FDR Talk

President Franklin D. Roosevelt will be heard on the previously announced four-network program to usher in the Third War Loan bond campaign, Wed. 9-10 p.m., EWT. President will be introduced by Secretary of the Treasury Henry Morgenthau, Jr. Much of the program will come from Hollywood and it is not announced as to the point of origin for the President's address. Unusually large radio audience is expected to be present.

(Continued on Page 5)

### WLB-AFM Hearing Tuesday; Panel In Visit To Disk Studios

### Cost Of Radio Materials Scaled Downward 10%

Cost of plastic sheets, rods and tubes used in the manufacture of electrical equipment radio and many other vital items will be reduced approximately 10 per cent, OPA has announced. The 10 manufacturers annually producing \$72,000,000 of equipment prevailing in 1939 and 1940.

### Labor-Management Units Now Engaged In Enlarging Music-News Scope As War-Worker Necessity

### General Foods Renews Four Programs On CBS

General Foods Corp. yesterday announced the renewals of four of its programs, all heard on the full United States CBS network, "Kate Smith," "Young Doctor Malone," "Joyce Jordan, M. D." and "Kate Smith Speaks." General Foods recently announced addition of 30 minutes to its "Kate Smith Speaks" program.

(Continued on Page 2)

Back The Attack... With War Bonds

### McCann-Erickson Survey Of Latin American Radio

To obtain first-hand information on rapidly changing merchandising conditions and foreign radio operations, in Latin America for present and future clients, McCann-Erickson is sending Shirley Woodell, account executive, to Latin America.

(Continued on Page 2)

Back The Attack... With War Bonds

### Canada Moving Ahead With School-Room Radio

Montreal—Plans for a program of interprovincial school broadcasting for the four western provinces moved forward at a meeting here of representatives of the Department of Education of British Columbia, Alberta and Saskatchewan.

(Continued on Page 4)

Washington Bureau, RADIO DAILY  
Washington—As WPB labor-management committees in war plants throughout the country prevail upon company managements to provide music and news broadcasts to war workers, radio facilities are becoming an increasingly important element in war production it was learned yesterday. It is understood that many stations are working out special programs for war workers, and that they have discussed the matter with the War Relocation Authority.

(Continued on Page 3)

Back The Attack... With War Bonds

### New Recording Device Now In Active Service

Schenectady—Armed forces in North Africa are now hearing news programs and the "Army Hour" broadcast produced in this country for the first time via the type of electronic wire sound recorder and play back unit built by General Electric Co.

Two engineers, E. A. Malling and J. W. Malling, of Schenectady, N. Y., designed and built the unit.

(Continued on Page 2)

Back The Attack... With War Bonds

### "Ed Sullivan Entertains" Readies Sept 13 Debut

"Ed Sullivan Entertains," featuring the New York "Daily News" columnist as master of ceremonies, makes its debut over a 118 CBS station network Monday, Sept. 13 at 7:15 East Coast time.

(Continued on Page 5)

### Survivor

Judith Evelyn of CBS "Judith Evelyn Reads" and the legit show "Angel Street," has good cause to remember September 3. Four years ago on this date, the day England entered the war, she was aboard the liner "Athenia" which was torpedoed. Of the 80 people in her life boat, she was one of seven saved after a night of horror in the icy Atlantic.

(Continued on Page 6)



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JOHN W. ALICOATE : : : Publisher

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

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**FINANCIAL**  
(Thursday, Sept. 2)  
NEW YORK STOCK EXCHANGE

	High	Low	Close	Chg.
Am. Tel. & Tel.	157 3/8	156 5/8	157 1/4	- 1/8
CBS A	22	22	22	+ 1/8
CBS B	22	22	22	- 1/8
Crosley Corp.	19 3/4	19 3/4	19 3/4	- 1/4
Gen. Electric	37 1/2	37	37	- 1/2
Philco	23 1/2	23	23	- 1/4
RCA Common	9 3/4	9 1/2	9 1/2	- 1/8
RCA First Pfd.	68 5/8	67 3/4	68 5/8	+ 1/8
Stewart-Warner	11 5/8	11 1/2	11 1/2	- 1/8
Westinghouse	92 7/8	92 1/2	92 7/8	+ 1/8
Zenith Radio	33 1/2	33 1/2	33 1/2	+ 1/2

OVER THE COUNTER

	Bid	Asked
Farnsworth Tel. & Rad.	8 1/2	8 3/4
Stromberg-Carlson	10 3/8	11 3/8
WCAO (Baltimore)	19	22
WJR (Detroit)	28	29 1/2

**Stork News**

Bob Fetterman of the WIBG, Philadelphia, engineering department, is the father of a son, Kenneth Robert, born at Women's Medical Hospital, Sunday, August 29th.

**McCann-Erickson Survey Of Latin American Radio**

(Continued from Page 1)

cutive in its foreign department, on a survey trip beginning Sept. 14, during which he will cover key cities in Mexico, Central America, the Northwest coasts of South America and the West Indies.

Woodell, who spent his childhood in Latin America, has had many years in export advertising and has previously visited many of the areas to be covered on this tour, which will last nine weeks. He will make an intensive study of local advertising conditions, giving particular attention to press and radio facilities.

He will also review McCann-Erickson's present foreign radio operations, the "Esso Reporter" programs heard in most Latin American countries, and the new dramatic musical show sponsored by Schenley International Corporation, which is broadcast "live" in Argentina and Uruguay and transcribed for twelve other Spanish-speaking areas.

During the course of his trip, Woodell will also be representing McCann-Erickson clients not serviced by the agency's branches in Buenos Aires, Rio de Janeiro and Sao Paulo.

**Overseas Xmas Drive Sets Radio Schedule**

(Continued from Page 1)

gift packages to Army men overseas. Available for immediate distribution are fact sheets covering the detailed army postal regulations and other information. A retailers campaign containing suggested newspaper ads, radio commercials, posters, window and interior promotional tie-ins can be obtained from the War Advertising Council, 60 East 42nd Street, New York, 17, N. Y.

Speakers at yesterday's conference, who are coordinating the campaign for the War Department, stressed to all media representatives the importance of informing the public the need of correct, complete and legible addresses on compact, well-wrapped durable packages marked "Christmas Gift Parcel" of not more than five pounds net, not more than 15 inches in length, nor more than 36 inches in length and girth combined.

**More Ohio Time Changes Sked For End Of Month**

(Continued from Page 1)

8:15 a.m. Akron time, before the children are assembled in their classes, unless different arrangements are made.

**Broun Program On WHN**

William S. Gailmor, commentator on WHN, New York, will devote his Sunday broadcast in a dedication to Heywood Broun, late columnist of the New York "World Telegram." While Gailmor will read excerpts of Broun's columns, John P. McManus, of "PM" and president of the New York Newspaper Guild, will eulogize the late columnist. Broadcast is in tribute to the christening of the liberty ship "Heywood Broun."

**General Foods Renews Four Programs On CBS**

(Continued from Page 1)

Smith" program, which will resume its original format as a full hour variety program when it returns to CBS October 1, following a summer hiatus. Broadcast from 8:00 to 8:55 p.m., EWT on Friday, for the sponsor's Jell-O and Jell-O Puddings, the "Kate Smith" program has been heard on the Columbia network for General Foods since September 30, 1937. Renewal date is effective October 1.

"Young Doctor Malone" was first introduced by General Foods on CBS in April, 1940 and effective Monday, October 4, is being renewed for its fourth year. The daytime serial is broadcast for Post Toasties and Post Bran Flakes Monday through Friday from 2:00 to 2:15 p.m., EWT.

"Joyce Jordan, M. D." made its debut for General Foods July 3, 1939 and is heard Monday through Friday from 2:15 to 2:30 p.m., EWT, in the interest of the sponsor's La France, Satina, and Post's Raisin Bran. Its renewal is effective September 27.

The fourth General Foods program being renewed is the daytime "Kate Smith Speaks," heard Monday through Friday from 12:00 to 12:15 p.m., EWT, for Calumet and Swansdown Cake Flour. Broadcast since 1938, the program's renewal is effective September 27.

Young & Rubicam, Inc. is the agency for "Kate Smith," "Joyce Jordan, M. D." and "Kate Smith Speaks." Benton & Bowles, Inc. handles "Young Doctor Malone."

**New Recording Device Now In Active Service**

(Continued from Page 1)

A. W. Sears of Bridgeport, Conn., pick up two news roundups and the "Army Hour" broadcast each week on a regular radio receiver and record the programs on the electronic unit. The wire, on spools, is then air mailed from Bridgeport to Washington and carried by transport plane to North Africa.

Idea for recording the broadcasts for playback to the troops originated with Major Frank Pellegrin of the Army Bureau of Public Relations and was put into effect under the supervision of Colonel E. M. Kirby, chief of the Radio Branch of the Army's Bureau of Public Relations.

The Army hopes that the new lightweight wire recorder will bring a new dimension and flexibility to radio's coverage, according to Colonel Kirby. Later the Army plans to loan the recorders to accredited network correspondents for use in reporting at the front.

**Blue July War-Effort Exceeded 121 Hours**

(Continued from Page 1)

minutes, compared with 27 hours and 46 minutes in June.

Total local time contributed by WJZ in July was 12 hours and 49 minutes, while the figure for June was eight hours and 52 minutes.

**COMING and GOING**

LESTER GOTTLIEB, publicity director Mutual network, has returned from a trip to Chicago and Cincinnati.

RICHARD HARKNESS, new analyst of leaves over the week-end for Mackinac Mich., where on Monday and Tuesday cover and report on the Republican Party Advisory Conference.

ROBERT MAGEE, sales manager of Reading, Pa., was here yesterday for a conference with the New York representatives of the station. He left town last night.

HELEN HEDERMAN, casting director of Blue Network, leaves tonight for a holiday two weeks at Breezy Point, L. I.

RAYMOND JEFFERS, public relations director of the Russel M. Seeds Agency return to Chicago this week-end. He called to Denver by a death in his family.

BEN GRAUER, who has been residing in Mexico, is back in town and will resume work on NBC handling the "Babe Ruth Person" program tomorrow.

KAROLE SINGER will go out to Camp tonight for an appearance on the Blue Network's "Spotlight Bands" broadcast will feature the Vincent Lopez band.

JACK GRIMES, advertising manager of Wheeling Steel Company, Wheeling, West Virginia, is in New York with LEW DAVIES, manager of the "Steelmakers" program on Blue. They will make plans for coming show.

TOM WALLACE, artist-producer, off to Chicago and Omaha for a couple of weeks look-see.

RUTH CLAYTON, vocalist, has arrived in the middle west for an engagement at State and for several radio guest shots.

**R. G. Swing Book Out Sept.**

Raymond Gram Swing, Blue Network analyst sponsored by Socony-Vacuum Oil Company, is the author of a new book, "Preview of History," released Friday, Sept. 17, by Doubleday-Doran.

**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

**"Hot" Availability!**

"Symphony Hall," one of America's finest classical recorded programs resumes its Fall and Winter series soon. Baltimoreans' loyal listenership makes this feature one of the hottest buys in town.

Write for complete details now!

**W-I-T-H**

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

# More Radio For War Workers; WPB Survey Finds It A Must

(Continued from Page 1)

with WPB or with war plants in their localities. WNYC is reported among these outlets.

production drive headquarters sponsors the program of labor-management committees reported yesterday that music in war plants is a powerful stimulus to worker morale and is an important factor in the achievement of more production. A survey by conductor-composer Wheeler Beckett brought out that 80 per cent of the plants covered were "sure that music improved morale" and that 50 per cent reported it raised production volume. Most of the plants covered are on wire systems of broadcasting and draw upon radio programs. The broadcast from the plant itself or from such outside agencies as radio which furnishes music to restaurants.

**Using Own Talent**

War broadcasts are generally picked up from the regular radio programs, are retransmitted. Sometimes this is done by phonograph records and sometimes by amateur reproduction of stenographic transcription. War plants are not taking personnel from the broadcasters but their own talent it was said.

Officers for the labor-management drive said that there is no matter whatsoever why radio should be used directly. There are technical difficulties such as adjusting volume to the noise within the war plant but, it was felt this could be done as well for radio as for the broadcasts.

In the meantime, it was said the

wire broadcast is mushrooming rapidly particularly in services to war plants. While broadcasters are well aware of war plant interest they have been less active than the wire services.

**Findings Listed**

In reporting on the use of music WPB drive headquarters presented these findings from its survey in addition to the above findings:

1. Music is as successful in noisy departments as it is in quiet departments.
2. The success of a music program depends on mechanical as well as psychological factors. Regarding the latter workers should not be led to believe that they are the part of a musical experiment, but should have some choice in the selection of music played.
3. The kind of music played is of paramount importance. Without variety, the music program bogs down.
4. The correct moment to use music varies with the plants, and different kinds of music tie in better at various times of the shift.
5. The cost of war plant public address systems suitable for music and other purposes varies from \$250 to \$80,000.

"War production drive labor-management committee," the survey says, "have a great part to play in making music programs effective."

Beckett visited 100 plants in all sections of the country and his method was to interview three or four production officials in each place, some representing management and some labor. He also talked to workers, foremen, shop stewards, personnel directors and top company and union officials. In addition, Beckett conferred with engineers in each plant of the mechanical aspects of music in war plants.

## Dedicate Victory Square With Big Program Tonite

(Continued from Page 1)

and Sixth Avenue, tonight at 8 p. m. as part of the Third War Bond Campaign to begin September 9.

Lytell, President of Actors Association, and Ed Sullivan, special columnist of the New York Daily News, will alternate as master of ceremonies. Lucy Monroe will head the program with her familiar rendition of the "Star Spangled Banner" and dedicating "God Save The King" to the visiting British Anti-Aircraft crew.

A galaxy of entertainers who will participate in tonight's dedicatory program will be Johnny Long and his orchestra, Barry Wood, the Ink Spots, the Spencers, Morton Downey, the Sisters, Carmen Cavalario and his orchestra, "Fats" Waller, Abe and his orchestra, Jerry Lester, Paul Ash and his orchestra, the Most Singers and Iona Massey. Meanwhile, special talent shows are arranged constantly for Victory Square to promote the sale of bonds throughout the drive. Remote broadcasts by the many local stations here are being arranged through the special publicity department of the War

## War Dept. Names Agency To Handle Recruiting Ads

The War Department has appointed the Geyer, Cornell & Newell agency to handle recruiting advertising for all its branches except the Women's Army Corps. Initial advertising will be in connection with the Army Air Forces. It will be principally devoted to a broad informational and educational campaign to encourage high-school-age boys to enroll in courses at their schools to prepare them for future aviation cadet training, as well as to interest 17-year-old boys in joining the Air Corps Enlisted Reserve for training before being called into service when they are 18.

**Henle Subs for Lewis**

Ray Henle, Washington correspondent for the Pittsburgh "Post-Gazette," will pinch-hit for Fulton Lewis, Jr., over the Mutual network, Friday, Sept. 10, 7-7:15 p. m., EWT. Henle subbed for Lewis when he was on his two-week vacation the last two weeks in July.

Finance Committee of New York. Network shows will be coordinated through the Office of War Information and the Treasury Department.

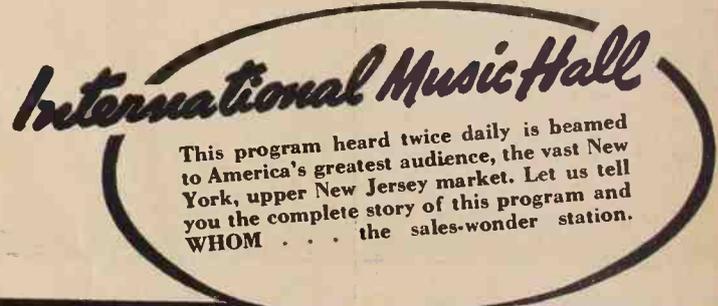


Hardly plausible! Yet, in measuring response to war loan drives from July 1942 to July 1943 WHOM outsold every other station in the country, and half as much as the entire state of California. Figures just released prove the powerful selling ability of radio. 455 stations sold \$80,243,968.00 worth of bonds and stamps. In the New York area alone, 20 stations totaled \$15,536,256.86.

WHOM with 1000 watts turned in the amazing total of \$2,359,325.00. More than 15,000 separate transactions were handled, with men and women traveling 25 miles or more to buy bonds from WHOM.

That's response! That's loyalty!

We're preparing to boost our bond sales even further. On September 9th the 3rd War Loan Drive gets under way. We'll "BACK THE ATTACK" to bring our boys back.



1480 Kilocycles Full Time Operation

# WHOM

FOR BETTER THAN AVERAGE RESULTS

Joseph Lang, Gen. Mgr.

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

## Los Angeles

By RALPH WILK

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— Remember Pearl Harbor —

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Low Frost, assistant to Sid Strotz, NBC vice-president and general manager for the western division, was an NBC Chicago visitor en route to New York this week.

Bob Cunningham, veteran WGN newscaster, begins a new Sunday news program September 5 (12:12-45) under sponsorship of Wyley Company.

Clarence Hartzell, better known as "Uncle Fletcher" in "Vic and Sally" is currently vacationing in Wisconsin. In the script he's a visiting friend in Dixon, Ill.

Lieut. (j.g.) Norman Barry, former NBC announcer and now skipper of a PT boat, in Chicago on leave.

"To Nite"  
From **CARNEGIE HALL**  
**TINY HILL**  
Management **FREDERICK BROS. Music Corp.**  
Rec. 3016 Chicago

**GUEST-ING**

**ERIC BLORE**, English comedian, star of the "Ziegfeld Follies," on Cooper's "Keep Ahead" variety today (WOR-Mutual, 7:30 p.m.).

**JAMES D. "RED" HORAN**, New York "Journal" staff member who gained prominence by having obtained the "penicillin" drug in the Philippines, on Frances Scott's "Who, When and Where," tomorrow (WABC-NBC, 10:30 p.m.).

**CHAROLE LANDIS**, in an adaptation of "Button Your Lip," on the Saturday Night Bonwagon, tomorrow (WOR-Mutual, 10:15 p.m.).

**MIMI DAVID NIVEN**, **JIMMY WILSON** and **EARL WILSON**, distinguished with British citizens "What War Has Done to Me," on the "Smiling You" program, Sunday (WOR-Mutual, 5 p.m.).

**ALICE KIEPURA**, tenor, and **DUKE HIGHTON**, on the "Chamber Music Society of Lower Basin Street," Sunday (WJZ-Blue Network, 9:15 p.m.).

**JOHN BROWNLEE**, baritone of the Metropolitan Opera and star of "The Grand King," on the Coca-Cola program, Sunday (WABC-CBS, 4:30 p.m.).

**STUDIO ARRAU**, Chilean pianist, on a program of the New York Philharmonic-Symphony, Sunday (WABC-CBS, 3 p.m.).

**WESLEY EDDY**, in the Great Series of the "Telephone Hour," Monday (WEAF-NBC, 9 p.m.).

**CLIFFORD R. WHERLEY**, Air Corps veteran of the North Africa Campaign, on the "Army Air Forces" program, Monday (WOR-Mutual, 7:30 p.m.).

**BOB SMITH**, RKO film player, on "Trade of America," Monday (WABC-NBC, 8 p.m.).

**GREER GARSON** and **RONALD REAGAN**, in an adaptation of "Random Harvest," on the "Lux Radio Theatre," Monday (WABC-CBS, 9 p.m.).

**WALTER BAXTER** and **RUTH WICK**, in an adaptation of "The Band and the Minor," on the program "The Screen Guild Players," Monday (WABC-CBS, 10 p.m.).

**★ PROMOTION ★**

**WLW Movie-Premiere**

WLW, Cincinnati, is planning a number of special interviews on regularly scheduled WLW programs in the interests of the RKO Radio picture "Behind The Rising Sun," which is premiering in 55 midwest cities during the second week of September.

"Behind The Rising Sun," a picture that reveals vividly the life inside Japan, is based on the book of the same name by James R. Young, who spent 13 years in Japan as a correspondent and 61 days in a Japanese prison camp.

The picture is the third RKO movie to be promoted by WLW in its four-state area, earlier ones being "Hitler's Children" and the film, "This Land Is Mine."

On September 10, the day the picture opens at the Albee Theater in Cincinnati, Ruth Lyons will broadcast the regular WLW "Consumers' Foundation" program from the Albee stage, featuring interviews with Margo, one of the stars of the movie, and James Young, author of the book on which the film is based. Musical portion of the show will present Bill Harrington, WLW singer, and a 13-piece band directed by Joe Lugar.

On the same day at 11:15 p.m., from the stage of the Albee, Gregor Ziemer will interview Young on the former's regular "Background" broadcast over WLW.

Young is also scheduled for three personal appearances over WLW on September 4 and 5 as World Front Guest Observer. In addition, he will be interviewed on the Ziemer "Background" broadcasts throughout the week preceding the premiere.

Cities taking part in the premiere include Indianapolis, Charlestown, W. Va., Louisville, Columbus, Cincinnati and 50 other cities in the four-state midwest WLW area.

**Personnel Bond Contest**

As an incentive to increase the amount of War Bonds sold to NBC employees during the Third War Loan Drive, police dog puppies born to one of the canine guards at the WEAF transmitter in Port Washington, L. I., will be awarded to six lucky subscribers in a contest conducted by NBC's personnel department.

Employees desiring one of the pups must fill out a special form when buying a bond or enrolling in the payroll deduction plan. In addition,

**4-Network Bond Show To Include FDR Talk**

(Continued from Page 1)

tune in, not only because of the network scope and other stations which will carry the program but the nature of FDR's talk which is expected to call for the rededication of America to the United Nations' war aims and maximum sacrifice to hasten an early and decisive victory over all of the Axis nations.

**Third Loan Promotion**

Latest edition of the "War Finance Radio News" is devoted entirely to Third War Loan radio promotion. Inside front cover and first page contain the Third War Loan proclamation by President Roosevelt and a letter from Secretary of the Treasury Henry Morgenthau, Jr., directed to all stations, asking for their cooperation. Following is a page of messages from representatives of various government radio branches, plus one from NAB President Neville Miller.

Remainder of the 16-page magazine concerns suggestions and plans for the drive. OWI information on the campaign is supplied, to be used at the discretion of the station, as well as a copy fact sheet and highlights of copy policy. General radio plans for the drive are outlined, and a list of special events points out to broadcasters ways to plan their round-the-clock schedule on Radio Day, inaugural day of the drive. "Treasury Star Parade" ET's, planned for the Third War Loan, are enumerated, with the names of participating artists included, as well as their pictures.

Cost of various equipment for different branches of the armed forces is listed, in the event that a station wishes to use the angle of selling bonds for a particular goal. Also included is a complete statement of securities offered.

Various news items of individual and organizational contributions to, and plans for, the drive are also contained in the "Radio News," plus descriptions of successful bond-selling programs which have been conceived by various stations, and proposed ideas for such shows.

**British Film Co-op**

Film and radio have cooperated to promote a new British Ministry of Information picture. "These Are The Men," shortly to be released by M-G-M, which is giving it special promotion through all its branches. Tieup with radio was the dramatization of the film by CBS on "Report To The Nation" last Tuesday evening.

each contestant must propose a list of names for the prizes and submit a short statement of 100 words or less on "Why I Want a Victory Pup." Awards by a committee will be made on the basis of the originality of names submitted and on the sincerity and appeal expressed in the essay.

**"Ed Sullivan Entertains" Readies Sept 13 Debut**

(Continued from Page 1)

ern time, 6:15 Central time, 9:15 Mountain time and 8:15 Pacific time. The program will originate in the famous "21" Club of New York and will feature interviews with famous people. The Mennen Company of Newark, New Jersey, sponsors for Mennen Shave Products. Russel M. Seeds is agency.

**AGENCIES**

**TWENTIETH CENTURY-FOX FILM CORP.**, for its latest feature picture, "Claudia," is planning a country-wide promotional campaign. Lennen & Mitchell, Inc., is placing the business.

**DUNCAN A. SCOTT**, manager of the Los Angeles and San Francisco offices of Joseph Hershey McGillvra, is visiting in New York and making his headquarters at the local offices of the agency.

**THE McCLATCHY** interests of California, publishers of newspapers and operators of radio stations in Sacramento and Fresno, have adopted a new "bee" as a trade mark. The original drawing for the new identification was made by Walt Disney.

**ZENN KAUFMAN**, of Schenley Distilling Corp., will deliver the principal address at the meeting of the American Marketing Assn., which will be held Thursday, Sept. 9, at the Hotel Sheraton.

**RUSSELL CLEVINGER** has been named vice-president of Albert Frank-Guenther Law, Inc., in charge of public relations. He formerly was associated with the public relations department of N. Y. Ayer & Son, Inc.

**DUANE JONES CO.** has been appointed to handle the account of Cream of Rice, produced by Grocery Stores Products Manufacturing Co.

**ESTHER M. GAFFNEY**, of the executive service department of N. W. Ayer & Son, Inc., has joined the officer candidate class for the women's reserve corps of the U. S. Marines.

**BENDIX HOME APPLIANCES, INC.**, for its automatic home laundry unit, is planning a fall campaign which will be prepared by Young & Rubicam.

**JOHN O. ELLINGTON** has joined the creative department of Roy S. Durstine, Inc.

**EMERSON RADIO** has formulated an extensive national campaign which will stress the company's service in the war effort and its potentialities in the post-war world. It is planned to use several types of media, including radio.

**Wedding Bells**

**Michael Raffetto**, veteran radio personality, was married to Constance McCormick, famous sculptress of Los Angeles, Calif., Sept. 3 in a private ceremony "somewhere in Southern California." It was a simple, private ceremony without fanfare at an old home. The couple will be at home at 100 Bowmond Drive, Beverly Hills.

THIS LITTLE BUDGET

WENT TO

**WORL BOSTON MASS.**



Los Angeles

By RALPH WILK

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Advertisement for TINY HILL at Carnegie Hall, managed by FREDERICK BROS. MUSIC CORP.

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**4-Network Bond Show To Include FDR Talk**

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**"Ed Sullivan Entertains" Readies Sept 13 Debut**

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**THIS LITTLE BUDGET**

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# Los Angeles

By RALPH WILK

**D**INAH SHORE this week got the "tintype" treatment from famed columnist Sidney Skolsky, who gave over his full column under that title to the radio-film singer.

Jackie Kelk, who plays "Homer" in the Aldrich Family programs, has been a house guest of Agnes Moorehead, the "Cora Dithers" of the "Blondie" programs.

Gordon Hughes has joined CBS as a staff producer, with headquarters in the Hollywood studios. He will continue to produce the "Dear John" series, in addition to building and creating airplane releases for the web.

Beverly Barnes' "Open House," featuring "mikeside chats" with stars and producers of radio, will reach thousands more fans after Sept. 6, when it starts airing to the full Columbia Pacific network. In addition to informal interviews with the stars, "Open House" features the songs of Dorothy Allen and the music of Wilbur Hatch and the orchestra.

Preston Foster, master of ceremonies for "Silver Theater," has just completed his course in farm accounting at the University of Southern California.

"Goin' To Lasso A Rainbow For You," which Eddie Dean, "Judy Canova Show" baritone, introduced on the air, will be published by the Peer International Corp. It was written by Alma Sioux Scarberry and Connie Glore.

Harry W. Flannery, European correspondent and KNX-CBS news analyst, spoke before a Knights of Columbus gathering in Pasadena on "The Nazi War On The Catholic Church."

More than 200 service men and women of the United States Armed Forces and of the armies and navies of our Allies have appeared on "Johnny Presents Ginny Simms," which starts its second year of continual broadcasting Sept. 7.

Joyce Moss of the KNX-CBS press department, has returned from a week's vacation in San Francisco. Jean Meredith and Jane Glenn, of the same department, are now vacationing in San Francisco. What's the attraction in the northern city?

## Canada Moving Ahead With School-Room Radio

(Continued from Page 1)  
and Saskatchewan and the Canadian Broadcasting Corp.

Decision was taken to set up a standing joint committee for radio in western schools. Groups of teachers will be asked to submit their views on the best methods of using radio in the teaching of music and science and in social studies. When representative reports have been obtained a meeting of the committee will be held to plan programs for the school term of 1944-45. CBC representatives at the meeting included R. S. Lambert of Toronto, Supervisor of Educational Broadcasts.



### Reporter At Large...!

● ● ● John Charles Thomas' commitments to star again this season at the Metropolitan Opera brings the NBCurrent Westinghouse programs back east late this month.... Dick Haymes will earn himself \$2,500.00 a week when he opens at the Roxy Theater shortly.... that's the sum Frank Sinatra pulled down while at the Paramount.... The voice of the late Leslie Howard will be heard via transcription, when WNEW airs a trans-Atlantic quiz program, Sunday 5-5:30.... Michael Chimes, harmonica champ, heard daily on the "Aunt Jenny" program, had to turn down a possible six-week booking at the Music Hall because it would interfere with his radio commitments.... The Charlie Kennys, she's Joy (Amanda of Honeymoon Hill) Hathaway, expect a visit from Sir Stork in March.... Audition Director of the Blue Network, Jack Cleary expects to become a proud daddy some time this month.... For the past nine years, Bill Grey was "typed" and did only gangster and character roles.... though he felt he could do juveniles and young boy roles, he wasn't considered in that light until he started wearing collegiate cut clothes.... he has since done a '17-year old lad in the "Victory Hour" series, appeared as a bad boy on "Readers Digest" and on "Salute To Youth".... moral: Clothes makes de man(d).... What watch company is going to change advertising agency soon?.....

★ ★ ★ Fred Bethel, Foote, Cone & Belding producer of the "Here's To Romance," program, turned down an offer to produce shows for BBC in London.... Rip Van Ronkel, co-writer with Ann Nichols of the NBC comedy "Abie's Irish Rose," made his debut as that program's producer Saturday.... If his initial effort is duplicated with any degree of consistency, the show should have a successful season.... Joan Hyldoft, 18-year old Blonde winner of the WCKY-sponsored Beauty contest, who'll be "Miss Cincinnati" at the Atlantic City Beauty Pageant, will demonstrate her talents as an Ice Skater at the Hotel New Yorker tomorrow night.... A card from Tom MBSlater states that he's sojourning??? at Bill Brown's Physical Training Farm at Garrison-on-the-Hudson.... the line reading "... and stacks of good food," signifies that the genial emcee bids fair to return to 1440 Broadway minus none of the excess avoirdupois.... 16-year old thespian Burt Boyar, son of agent Ben Boyar, is recuperating from an emergency appendectomy performed yesterday morning.

★ ★ ★ Mort Lewis, radio scripter de luxe, told us a story at luncheon that we think is a classic.... A Japanese, in order to prepare his 10-year old son for the rigors of army life, gave the young Nip a broomstick, told him to imagine it to be a gun and then gave the Japanese equivalent to the commands, "right shoulder arms, left shoulder arms, port arms, present arms," etc., he then ordered "about face," and when the lad's back was turned, the father planted a solid kick in the boy's pants.... when the lad asked, tearfully, "why honorable father kick insignificant one's posterior," the answer he received was, "that's to give you a lesson.... never trust a Jap—not even if he's your father.".... Actress Anne Seymour, currently starred on "The Story of Mary Marlin," and "Woman of America," NBCelebrates ten years on that network, October 1.... When Campana CBSerenade makes its debut tomorrow, the show will feature the music of Lud Gluskin and songs by Martha Tilton.... An All-Jerome Kern musical will be presented September 8 on the George CBSebastian-conducted program, "Great Moments in Music".... "Times are changed," says Victor Borge, the comic.... "the old-fashioned mother who used to step out 'fit as a fiddle' now has a daughter who, in the wee hours, returns home 'tight as a drum'...."

★ ★ ★  
—Remember Pearl Harbor—

# Chicago

By BILL IRWIN

**E**VERETT MITCHELL, director of agriculture for the NBC television division is in Washington for weeks of interviews with the national agricultural leaders. Mitchell will bring his portion of the "Voice of the Farmer" Sunday, September 5, to the Capital, returning to Chicago at 10:00 p.m. for the September 12 broadcast.

WMAQ is opening a half-hour period, 5:30 a.m. effective September 5, in an effort to provide better service for early rising war workers. The half-hour period is filled by a 15-minute news period and a 25-minute "Early Bird" program, conducted by Ed Allen. Allen reads the news in the opening five-minute period and then plays recordings of popular novelty tunes interspersed with nature stories from the wire service.

Bev Dean, WLS producer, father for the third time. His latest is Robert Donald, born August 27. Family now consist of two sons and a daughter.

Cleve Conway, NBC announcer, was taken suddenly ill with acute indigestion while broadcasting a regular news program over WMAQ Tuesday morning. Conway was unable to continue and Louis Roemer called to the studio to complete the newscast. Conway is expected to return to the microphone in a couple of days.

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"To Nite"  
From **CARNEGIE HALL**  
**TINY HILL**  
Management **FREDERICK BROS. MUSIC CORP.**  
New York Chicago Dallas

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## NEW BUSINESS

**WFIL, Philadelphia:** Dr. D. Jayne & Son, Inc., Philadelphia (Dr. Jayne's products) five five-minute studio programs weekly, for 17 weeks, through J. M. Korn & Co., Philadelphia; Super Pet Shop, Philadelphia (pets) five announcements weekly, for 52 weeks, through Wellman Advertising Agency, Philadelphia; Square Deal Furniture Co., Philadelphia (furniture) 10 announcements weekly, for 52 weeks, through Harry Feigenbaum Adv. Agency, Philadelphia; Fox Weis Company, Philadelphia (furs) 10 announcements weekly, for 52 weeks, through Harry Feigenbaum Adv. Agency, Philadelphia; Bandler's, Philadelphia (furniture) 10 anns. weekly, for 52 weeks, through Harry Feigenbaum Adv. Agency, Philadelphia; American School, Philadelphia (school) one fifteen-minute news program weekly, for 13 weeks, through Vernik Advertising Agency, Philadelphia; Sam Gerson, Philadelphia (men's clothing) one fifteen-minute news program weekly, for 26 weeks, through Harry Feigenbaum Adv. Agency, Philadelphia; Keystone Macaroni Company, Philadelphia (Macaroni) three participations weekly, for 13 weeks, through James G. Lamb Co., Philadelphia; Fred J. Cooper, Philadelphia (jewelry) one five-minute studio program weekly, for 13 weeks, direct; Philadelphia Suburban Transportation Co., Upper Darby, Penna. (transportation) one fifteen-minute news program weekly, for 13 weeks, through Al Paul Lefton Co., Philadelphia; Philadelphia Inquirer, Philadelphia (newspaper) five announcements weekly, for indefinite period; Radio Corporation of America & Sub. Companies, New York City—yearly blanket pact for transcribed anns.

### Emmert Sked Next Week Includes Preview Of Fair

Previews of the New Jersey State Fair and the County Fair in Mineola, Long Island, will be given on Mert Emmert's "Modern Farmer" program over WEAF next week. Emmert's complete schedule follows:

Monday, September 6—Regular weekly farm labor report of New York, New Jersey, Connecticut and Pennsylvania; Tuesday, September 7—Interview with Henry Rapp, president of New Jersey Baby Chick Association, and John Vandervort, extension poultryman from Pennsylvania State College, on the subject of raising pullets.

Wednesday, September 8—An official of the New Jersey State Fair Board will tell Emmert about the activities of the New Jersey State Fair, which is scheduled to be held in Trenton September 12 through 18; Thursday, September 9—Gilbert Burr of the Bracco Association will tell why farmers should stay with their cooperative egg marketing associations during these times of temptation to sell to black market operators.

## NEW PROGRAMS—IDEAS

### WNEW Revivals

Series of revivals is scheduled on WNEW, New York, starting Sunday, September 19. Since there is always a demand for revivals of good shows, musicals, songs, movies, etc., the station decided to bring back old favorites of the air. Questionnaires were sent out to radio editors and people in the trade asking them to suggest a list of programs they would like to hear again.

Station's plan is to gather together, whenever possible, the members of the original cast. First show on the series, which will be aired every other Sunday, is "Roxy's Gang," with Wee Willie Robine, Gladys Rice, Caroline Andrews and Douglas Stanbury, all from the former "Gang." Stanbury will emcee as Roxy.

### "Victory Mailbag"

Helping to spread the good word from the Worcester, Massachusetts, fighting men and women around the globe is "Victory Mailbag," 15-minute program inaugurated last week over WTAG, Worcester. Letters from local men and women in the service to their friends and folks back home are read on the show, as well as excerpts from service newspapers. Members of the armed forces home on

### Wartime Health Is Subject Of Special Show On MBS

The manner in which the war is affecting the health of Americans at home (civilians) and abroad (our fighting men) will be the main topic of discussion on a special broadcast of the 45th Annual Convention of the American Hospital Association to be heard over the Mutual network, Tuesday, Sept. 14, from 2:15-2:30 p.m., EWT.

Dr. Norman T. Kirk, Surgeon General, War Dept., Washington, D. C., Commander Bartholomew Hogen, Chief Medical Officer of the WASPS, Dr. Gustavo Baz, Minister of Health, Mexico City, James A. Hamilton, President American Hospital Association, and Louis H. Pink, former Commissioner of Insurance, will participate in the discussion which will be in the form of a roundtable discussion.

The Convention is being held in Buffalo, N. Y.

### WBBM's "40 Chicagoans" Re-Broadcast Overseas

Chicago — "Forty Chicagoans," WBBM originated CBS Wednesday night musicale with Caesar Petrillo and his orchestra, featuring Danny O'Neil, young singing star, and the Robert Childre Choir, is being re-broadcast by transcription to Britain and the Middle East. The program also is being re-broadcast to Latin-America. Richard Maltby is the arranger, Al Morey producer and Gordon Gray the announcer.

### "Art In New York"

A radio program, the purpose of which is to make the people of New York City feel more at home with the work of their own contemporary artists, is the basis of the new series entitled "Art In New York," to be aired over WNYC weekly, starting September 8 at 5:45 p.m.

Show will introduce the painters and sculptors who live in New York, and give them an opportunity to talk to listeners about their art and problems connected with creating it. In addition to the artists themselves, other interesting personalities in the world of art—museum directors, gallery owners, and art critics—will appear as guests on the program.

Hugh Stix, New York art critic and gallery director, will conduct the program, and his first guest this Wednesday will be Horace H. F. Jayne, vice-director of the Metropolitan Museum of Art.

leave and relatives of servicemen are invited to appear as guests. Appropriate music dedicated to the fighting groups is interspersed.

Serving as Postmistress is Patricia Neighbors, with announcer Herb Edman as collaborator. Show is aired Saturdays at 6:15 p.m., EWT.

### WLB-AFM Hearing Tues; Panel Visits ET Studios

(Continued from Page 1)  
how transcriptions are sold and used.

WLB panel now comprises Gilbert E. Fuller, president of the Raymond Whitcomb Co. of Boston, as industry member and he takes the place of Henry S. Woodbridge of the American Optical Co. as announced in these columns previously. Other members are Arthur S. Meyer, chairman of the New York Mediation Board and Max Zaritsky, president of the United Hatters, Cap and Millinery Workers. Meyer will preside as chairman and represent the public during the hearings.

It is not known how long the hearings will extend, but it is believed that a definite conclusion will be reached as a result of the hearings and an early settlement of the recording ban reached.

### Kania CBS Asst. Director

Robert Kania, formerly a CBS studio technician, is now an assistant director in the network operations department, it has been announced today by Horace Guillotte, CBS manager of network operations. Kania joined CBS in December, 1935.

### Spike Jones "Ballroom" Guest

The "Make Believe Ballroom" on WNEW will take on a realistic turn today at 5:45 p.m., when Spike Jones and his "City Slickers" now appearing at Loew's State will make a personal appearance on the Martin Block show.

## With the Colors!

MALCOLM CHILD, early morning staff announcer at WLIB, Brooklyn, New York, has reported to Cam Upton for induction.

DINTY MOORE, former talent booker for KFRC, San Francisco, now a sergeant in the Marines Camp Pendleton.

KERMIT TRIMBLE, of KOI, Omaha, Nebraska, has a commission in "Amgot," the first issued in Omaha.

ARTHUR VAN HORN, newscaster for WOR, New York, goes into the Army on September 10.

MEL ALLEN, CBS news and sportscaster, has left the network to enter the Army. At present he is getting his GI clothes, at Camp Upton.

E. P. H. "JIMMY" JAMES, former director of publicity and promotion for the Blue Network, is now a Captain in the Army. He is stationed at Harrisburg, Pa.

### Blue's War Bond Series Will Feature Jane Cowl

Jane Cowl will put her supremacy as an actress to work in the cause of the Third War Loan Drive beginning Sept. 9 when she will appear in the first of a series of six programs on the Blue Network designed to swell the flow of money into Uncle Sam's coffers. While Miss Cowl has been heard as a guest on various radio programs, she has never before appeared in a sustained series.

Conceived and written by Ira Marion, Blue Network script writer, each program in the series will present the life story of an American who has been wounded in action and is now recuperating in a hospital in the United States. Dramatized excerpts from the life of each man will tell his story from childhood through his experiences in battle, with the vignettes strung together by Miss Cowl as narrator.

The six men who will serve as subjects for the programs are now in Halloran Hospital, Staten Island; Walter Reed Hospital, Washington, D. C.; Brooklyn Naval Hospital and the Great Lakes Naval Training Station Hospital. Each man will make a two-minute plea for greater war bond purchases in a pick-up from the hospital at the conclusion of the program dealing with his life.

Curtain-raiser for the War Bond Drive on the Blue will be a gala one-hour variety show Wednesday, Sept. 8 at 9 p.m., EWT, with Edgar Bergen and Charlie McCarthy, Bing Crosby, Burns & Allen, Charles Boyer, Ronald Colman and a host of other stage, screen and radio notables. Secretary of the Treasury Henry Morgenthau, Jr., will speak.

Originating from Hollywood and Washington, D. C., the show will also present Dinah Shore, Jimmy Durante, Akim Tamiroff and Robert Young, with the music provided by Gordon Jenkins' orchestra.

**THE 1944  
RADIO ANNUAL**

**IS NOW IN  
INTENSIVE  
PREPARATION**



**OUT EARLY IN 1944**

# ★ ★ COAST-TO-COAST ★ ★

**F**IRST radio performance of "Music At Midnight," a waltz by Alfred E. Simon, will be aired by WQXR, New York, on its "Dinner Concert" program Monday night at 6:30 p.m., EWT. Simon is program editor for WQXR's music department.

Denver Dry Goods Company, department store, has signed KLZ, Denver, Colorado, for a series of shows titled "McCall's Sewing School of the Air." Tie-ins on newspaper ads, booth on the store's main floor, and spot announcements are part of the store's promotion to enlist members in the sewing school.

Grant L. Kuhn, former page at NBC in Chicago, and student at the NBC announcing school, has been added to the announcing staff of WAOV, Vincennes, Indiana... Alban Hatzell, member of the engineering staff at WAOV, has resigned to take a position with OWI. Although the nature of his work has not been revealed, he expects overseas duty very shortly.

"Hasten The Day," new OCD transcribed series, starts in New York over WNYC this Sunday, 1:30 to 1:45 p.m., EWT. Shows were directed by Charles Schenck, Jr. Other outlets throughout the country will also carry the ET's.

Making her first personal appearance in America since her return from entertaining overseas units, Yvette will be interviewed over WYBT, Philadelphia, by Ray Walton, on his "Backstage at the Earle" program, Monday night at 8:45, EWT. Also scheduled for a chat on the show is Jan Savitt, whose band is playing at the Earle.

1 9 4 3						
17	18	19	20	21	22	23
24	25	26	27	28	29	30

**September 3**  
 Nicholas Agneta Betty Arnold  
 Annie Canova Dave Rubinoff  
 Dale Cross Estelle O. Stoddard

**September 4**  
 Charles Cantor Tom Gellatly  
 Owen Jordan Lee Little

**September 5**  
 Alan Ward  
 Guy Biddick Elizabeth Kerr Day  
 Dr. Earl Craig (Prof. Quiz)  
 Robert A. Bories Katherine Hussey  
 Doris Kenyon R. C. Morenus  
 Harold Sanford Norman Sickel  
 Eileen H. D. Ullman

**September 6**  
 Bert. B. Gotschalk Marie Green  
 Billy Mills James E. Sauter  
 Paul Tremaine Fred Wood  
 John Charles Thomas

Sidney Brechner, for several years chief sound effects technician for WJR, Detroit, has accepted a position as a senior sound effects technician for CBS in Hollywood. Brechner is known particularly for the weird sound effects he conceived for WJR's mystery thriller, "Hermit's Cave."

WADC, Akron, Ohio is experimenting with the idea of femme announcers, of which it has none to date. Glad Henri, of the station's staff, is the guinea pig. She is doing station breaks.

Transportation Corps Replacement Training Center, New Orleans, La., has a new half-hour show on WWL. Program presents a 36-piece orchestra under the direction of S/Sgt. Ricardo Sodero, formerly with NBC; an octet for vocals, a 14-piece dance band; and a 24-voice glee club. Shows are planned for once a month... Val Winter has taken over Walker Ellis' job as narrator on "We Cover the Battlefield," aired twice weekly over WWL. Ellis is off the air temporarily, recovering from an accident.

"At Your Neighborhood Theater," a roundup of local theater fare is being aired by KROW, San Francisco, each Friday night as a public service feature... New quiz show on KROW is "Do You Know," based on general facts and current events.

Columbus Trades Council is sponsoring two broadcasts over WCBI, Columbus, Mississippi on Monday. Labor Day program, including addresses by prominent citizens of the state and county, will be broadcast from the auditorium of the Lowndes County Court House. Second broadcast sponsored by the Council will be a description of the Labor Day parade. This marks the first time the organization has used Columbus radio... Lowndes County Fair and Livestock Association has again signed WCBI to broadcast many of the special events at this year's Fair. Contract also calls for several hundred announcements prior to the opening of the Fair.

Arthur Reilly, news commentator for WLW, Cincinnati, will attend the Republican Post-War council at Mackinac Island this week-end. Reilly will do two special WLW broadcasts from there on Monday and Tuesday. Following the conference, he will go to Washington to cover the opening of Congress on September 14... James R. Young, author of the book "Behind the Rising Sun," and 13 years a foreign correspondent in Japan, will be the WLW "World Front" guest observer this week-end.

Paul G. Hoffman, president of Studebaker Corp. and chairman of the Committee for Economic Development will speak over WAPI, Birmingham, Alabama on September 8, at which time he will attend a state-wide meeting of the CED. Talks are scheduled for 6:45 to 7 p.m., and 9:30 to 10 p.m.

After six months of daily broadcasting from the rooftop studios of Hale Brothers, San Francisco department store, "What's Doin' Ladies?," emceed by Art Linkletter, has moved to studio A at KGO, where spectators may continue to watch the show. Celebrating the event, Producer Helen Morgan prepared a special script pointing up the fact that more than 25,000 people have seen the show, over 100 pounds of candy have been given away to audiences, and more than 200 pounds of junk jewelry was collected for barter by American soldiers in the South Pacific.

Changes and expansion of the personnel at WKRC, Cincinnati, have resulted in the promotion of two staff members to the post of program supervisors. Syd Cornell and Lin Mason will assume responsibility for production detail as assistants to Fred Dodge, program director... Two additions to the WKRC publicity-promotion department are Bob Schmitt, formerly with the Cincinnati "Times-Star," who will write publicity, and Dorothy McCord, who has returned to the department after a year's absence to the merchandising and trade extension work.

"Saluting All Fronts," twice-weekly show heard over WJTN, Jamestown, New York, is now being sponsored by Struthers-Wells Co. of Warren, Pennsylvania. J. Ralph Carlson scripts and produces the program... Lawson Furniture Co. of Jamestown has bought "Behind The Lines," on WJTN. A salute to war workers, heard five nights weekly, the show enlists the cooperation of the Jamestown American Legion, Manufacturers Association and the city administration.

Special "News By Radio" program was presented by WHIO, Dayton, Ohio before the local Kiwanis Club last Tuesday. Starting off with a five-minute newscast by Bill Hamilton, originating from the meeting, members of the WHIO staff presented an over-all picture of how news is handled on the air. Fran Fillmore described the woman's angle, and related some of the scoops scored by UP and INS. William Sanders, WHIO night editor, told the story of Reuters, and Les Spencer, assistant general manager of WHIO, acting as emcee, pointed out some of the differences between radio news and newspaper stories.

Special events department at KMYR, Denver, Colorado, was kept busy this week, with six remotes to handle. Dr. Harold Branch, head of the American War Dads, was heard twice from service clubs; Rep. Joe Martin, minority leader of the House, was aired from the Kiwanis Club session; speech by Clarence Dykstra, former head of selective service, was broadcast as he spoke at the University of Denver commencement; and the E Award ceremonies at the Gates Rubber and Burkhardt Steel companies were also carried.

Le Fevre Trio and Jim Waites, a group, are back on the air over Atlanta, Georgia, for the Chatta Medicine Co. Show will be heard 6 a.m., Monday through Friday, and contract runs through next Spring. Co-cials are miked by Jimmie Kirby... Cola Bottling Co. of Atlanta is sponsoring the entire Georgia Tech football schedule this year over WGST. John Fulton give a play-by-play description, on by Jack Kelly.

Robert J. Brown of the Worcester, Mass., sales staff has appointed supervisor of local accounts under the general direction of Herbert L. Krueger, communications manager... Replacing Brown is Carter Knight, formerly with G. Boston as production expeditor with Westinghouse, Boston, in market research division.

Training all hands to double in a wise thing these war days. W Hartford, Connecticut, has trained secretarial staff in all types of work. When one of the control operators failed to appear one a.m., Gamble, personal secretary to program manager Walter Haase, sat down at controls and did the trick for the of the day.

Katherine Clark's "Today's News for Children," aired over WC Philadelphia, is being sponsored Grove Laboratories. Show is heard daily at 5:30 p.m.... Philadelphia district Coast Guard Band and Orchestra has begun a series of weekly shows over WCAU, on Mondays from 7 to 4 p.m.

On leave from WCKY, Cincinnati, Elaine Rost, receptionist and member of the station's dramatic staff. She is in New York, singing with a girls' sextet which is to make a number of personal appearances in the East.

## Gunther Special Broadcast From Egypt For Gen. M.

John Gunther will be heard in special broadcast from Cairo, Egypt on the General Mills news program over the Blue Network tonight at 10 p.m., EWT.

The Blue Network commentary was released by the D. L. Clark Company and General Mills, sponsors his two domestic news broadcasts, follow the fortunes of the Allied armies in Sicily where he covered a campaign as a special correspondent representing the combined American press.

Since his departure, he has been heard in two broadcasts—from Istanbul and Algiers—on the General Mills program, regularly aired Friday and Saturday from 10 to 10:15 p.m., EWT. John Vandercook has been substituting for Gunther on this program.

# FCC Denies CIO Petition

## NAB Defines Duties Of "War Director"

Washington Bureau, **RADIO DAILY**—New duties of Robert Bartley, Yankee Network vice-president recently named war director of NAB, were defined late last week by Neville Miller, NAB president. Bartley's job in part will be of a similar character. He will keep in touch with government bureau departments. In addition he will assume the duties of Russell (Continued on Page 2)

## NAB To Cut Tube Output New Low For 6 Months

Washington Bureau, **RADIO DAILY**—War shortages are affecting radio and newspapers equally. NAB is preparing to cut receiver output for home sets to 1,500,000 per month, which compares with 2,000,000 monthly in a program begun in March. However, tubes to be produced will be exclusively for the more expensive AC-DC sets in which the shortage is most acute. Consequently, (Continued on Page 2)

## Cross Billings At Mutual Show Big August Increase

Cross billings for August at Mutual Broadcasting System totalled \$1,205,000, an increase of 132.6 per cent over the same period in 1942 when the total of \$518,226 was reached. The eight months cumulative billings for 1943 total \$8,196,967, an increase of 28.4 per cent over a corresponding period in 1942. The first eight months of 1942 totalled \$6,334,000.

## Distinguished Emcee

In support of the Third War Loan Drive, "We, the People" originates at Monticello, Thomas Jefferson's Virginia home, with Henry Morgenthau, Secretary of the Treasury, as master-of-ceremonies Sunday, September 12, on CBS from 7:30-9:00 p.m., EWT. Milo Boulton, the program's regular host, interviews typical Americans about their individual contributions to the drive.

**Erudites**  
Jersey City's WHOM boast an erudite staff of announcers. Charles Ballin, program director, was with New Brunswick, N. J., public schools for ten years; Ed Stevens was a speech instructor at Rutgers University; Steve Hollis taught industrial arts in Springfield, N. J.; Lee Morrison was an instructor at a N. Y. C. private school; and Pat Cajano taught romance languages.

## WLB Opens Hearings On AFM Disk Dispute

Long-awaited hearings by the War Labor Board on the matter of American Federation of Musicians discontinuing recordings will open today at 10 a.m. in the Fiske Building, New York, 250 West 57th Street. Tripartite panel will take up the question from the transcription company angle, several of whom are represented in the hearing and for whom A. Walter Socolow is general counsel. Arthur (Continued on Page 3)

## Nab 4th District Groups Discuss Current Problems

Asheville, N. C.—Headed by Neville Miller, president of NAB, seventy-five broadcasters representing 40 stations in four southern states gathered here for a two-day weekend meeting of the Fourth District NAB. Current problems of the broadcast (Continued on Page 7)

## Rules Against Intervention In Blue Web Hearing Scheduled For September 10; New Objectors File For Record

### Appoint Spot Sales As AMP Library Rep

In a deal that had been in the making for some time, an unprecedented arrangement has been concluded which combines two formerly unrelated branches of the broadcasting industry. Associated Music Publishers, Inc. appointed Spot Sales, Inc., station representatives, as sales representative for its transcribed library (Continued on Page 6)

### N. Y. Court Again Denies Injunction to Flamm

Supreme Court Justice David W. Peck of New York who granted Donald Flamm a rehearing on his motion for injunction to halt Edward J. Noble selling station WMCA, upheld his previous decision which denied Flamm the injunction. Flamm (Continued on Page 2)

### Armstrong—Lewis Howe Renew Programs On CBS

The Armstrong Cork Co. and the Lewis Howe Co. have renewed their Columbia programs, "Armstrong's Theater of Today," and "Crumit and Sanderson," both effective October 2, (Continued on Page 2)

Washington Bureau, **RADIO DAILY**—With FCC denying petition of CIO to intervene in transfer of Blue network, two new petitions objecting to the proposed sale of the radio chain have been presented to the Commission. The petitions asked permission to intervene at the September 10 hearing. Denial of CIO plea was accepted (Continued on Page 6)

## Webs-Stations Break Second Front Landing

Radio again came to the fore in bringing news of the Allies' invasion of the continent, with first bulletins which were heard at 1:19 a.m., EWT in New York on Friday morning, followed up by comprehensive coverage from all angles. Indicative of the ingenuity of the network newsroom servicing both net and key stations is the innovation and fast thinking by Paul White, CBS director of news (Continued on Page 3)

## New Television Scale Set By Musician Union

New musicians' scale for television is now in effect as per orders of international president James C. Petrillo and has been forwarded to all (Continued on Page 2)

## ★ THE WEEK IN RADIO ★

... FCC's Deferments  
By PEGGY BYRNE

NEW YORK session of the Cox Committee investigation of the FCC finally came to an end with the examination of Harold A. Lafount, supervisor of the Bulova stations, who added little to the previous testimony of other witnesses, and who denied any knowledge of an OWI-FCC tie-up to control the personnel on foreign language stations. . . Washington hearings were resumed on Monday. On this round the Committee is trying to prove that the FCC requested deferments for men undeserving of them. . . FCC chairman James L. Fly lashed out at the Committee twice last week, criticizing them for not entering all facts in the record. Accusing the Committee of violating an established precedent not to reveal names of deferred federal personnel, Fly defended the 39 Commission employees mentioned, listing those who have since gone into the service and the reasons for the others' deferment; (Continued on Page 7)

## Versatility

Every dog has its day, and this time the BBC photographer not only had his picture taken, but also turned actor. As BBC got set to transcribe its "Answering You" show last week, it was noticed that one of the cast had not shown up. Lensman, who was there to photograph the cast, filled the gap, while Stanley Stevens, publicity head, snapped the picture.



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### Armstrong—Lewis Howe Renew Programs On CBS

*(Continued from Page 1)*  
"Armstrong's Theater of Today" has been presented on the Columbia network since October 4, 1941. Broadcast Saturday from 12 noon-12:30 p.m., EWT, the dramatic program, featuring well-known names of radio, stage and screen, is aired in the interest of Armstrong's Quaker Rugs. "Armstrong's Theater of Today" is carried by the full United States CBS network.

Lewis Howe Company introduced the "Crunit & Sanderson" quiz program on CBS in October of last year. For the sponsor's Tums, the program currently is being heard Saturdays from 8:00-8:30 p.m., EWT, over a network of 53 CBS stations. Beginning October 9, "Crunit & Sanderson" will be heard from 10:15-10:45 p.m., EWT, on Saturdays, that time now being held by Pabst Sales Company's "Blue Ribbon Town." As of the same day, the latter program will be heard on the time hitch formerly occupied by "Crunit & Sanderson."

BBD&O is the agency for the Armstrong program, and Roche, Williams & Cunyngnam, Inc. handles the Tums CBS campaign.

### Breen Aide To Charipper

May Singhi Breen, national director or air raid precautions, has been named associate to Dr. Harry Charipper, civilian director of the Bureau of Operations and Training for the Air Warden Service for New York City. In private life Miss Breen is the wife of the composer, Peter De Rose.

**W M BLUE NETWORK**  
Plattsburg, N. Y.  
**F F**  
CONSISTENTLY SELLING THE NORTH COUNTRY'S RICHEST MARKET  
George P. Hollingbery, Rep.

### New Television Scale Set By Musician Union

*(Continued from Page 1)*  
locals. Prices are to apply to all "television broadcasts and rehearsals as follows: For one hour or fraction thereof, per man, \$18; overtime for each 15 minutes or fraction thereof, per man, \$4.50. Rehearsals for television broadcast: for the first hour or fraction thereof, per man, \$6; overtime for each 15 minutes or fraction thereof, per man, \$1.50.

"Leader (personnel manager) double in each instance. The Leader's scale of double applies in each instance whether one man alone or more are used.

"All television engagements are to be figured on the single engagement scale," is the final sentence of the notice.

### N. Y. Court Again Denies Injunction to Flamm

*(Continued from Page 1)*  
received the rehearing on the ground that he had only recently come into the new evidence backing his ground for suit. Justice Peck upon hearing the additional grounds for rehearing held to his original decision. Flamm may appeal to the higher court, which convenes in October.

### Seven More Stations Set On "Burns-Allen" CBS Net

With the addition of seven new outlets, Burns & Allen show on CBS now has a network of 124 stations. The Lever Brothers Company, sponsors, through Young & Rubicam, Inc., have added the following new CBS affiliates to the station line-up: WHOP, Hopkinsville, WPAD, Paducah, in Kentucky; WDWS, Champaign, WDAN, Danville, WSOY, Decatur, WTAX, Springfield, in Illinois and WLBC, Muncie, Indiana. "Burns & Allen" is broadcast Tuesday evenings from 9:00 to 9:30 EWT.

### WPB To Cut Tube Output To New Low For 6 Months

*(Continued from Page 1)*  
production, though low numerically, may be of a kind to ease existing shortages.

Meantime, newspaper advisory committee for WPB yesterday recommended another five per cent slash in use of newsprint for four 1943 quarters, bringing total cut to 15 per cent since January. Cut in publishers inventory also recommended.

THIS LITTLE BUDGET WENT TO  
**WORL BOSTON MASS.**



### NAB Defines Duties Of "War Director"

*(Continued from Page 1)*  
Place, former NAB counsel, now with the Office of Strategic Services.

Another appointment announced by Miller is that of Karl A. Smith, Washington attorney, as special legislative counsel, to work with the special legislative committee of NAB.

### Former Sun Music Editor Joins CBS Program Dept.

William G. King, formerly music editor of the New York "Sun" joins CBS program department today, King's first assignment will be the supervision of the 52-week season of United States Rubber—New York Philharmonic Symphony broadcasts on the Columbia network. Douglas Coulter, CBS director of broadcasts, who announced King's appointment said he would act as co-ordinator between the various elements of the Philharmonic program.

### Named To Peabody Post

Omaha—Mrs. W. F. Ottman has been named Nebraska member of a listening-post committee to aid the George Foster Peabody radio board and the NAB in their awards for excellence in news, drama, music, education and children's programs. It is the first time a Nebraskan has been asked to help name the "Pulitzer prizes of the air."

**6 HOURS OF SPORTS—NEWS AND MUSIC!**  
NEW YORK'S Great-Year 'Round  
**SPORTS PARADE**  
WITH **DON DUNPHY**  
Daily  
**1 P. M. TO 7 P. M.**

Sports results by Dunphy—Popular tunes picked by Tedd Lawrence—Latest AP and INS news hourly at a quarter of the hour!  
That's the WINS "Sports Parade"—a daily, year 'round, star studded feature with powerful appeal to men and women in America's number one market.  
It offers a real advertising opportunity. Want to know more about it?

For further information call  
**WINS**  
Bryant 9-6000

### COMING and GOING

**HARRY MAIZLISH**, general manager of WLS Los Angeles, arrived in New York last Tuesday spent the Labor Day week-end in Boston, due back in town today for a few week station business.

**C. E. ARNEY, JR.**, assistant to the president of NAB, is in town. He is making his headquarters at the local offices of the association.

**ROBERT BRENARD**, overseas press director of BBC, has arrived in the United States for a period of four to six weeks. He will make a number of conditions on this side of the water.

**WILLIAM WYSE**, manager of KWBW, Hull, Mass., who spent last week in New York on business, left over the week-end for home offices.

**ARTHUR J. KEMP**, sales manager of the Lumber Pacific Network, and **CHARLES MCGEE** of the San Francisco office of CBS Radio are in Chicago en route back to the West Coast.

**EARL GODWIN**, newscaster on the Blue Network, is at the U. S. Army proving ground Fort Knox, Ky. On his program tonight he interviewed Maj. Gen. Alvin Gillen, veteran of North Africa.

**GERALD H. WING**, manager of KROC, Rochester, Minn., is due back at the station following a short holiday spent in the northern lakes.

**WENDELL B. CAMPBELL**, sales manager of KMOX, left for St. Louis Sunday night after a series of conferences at the headquarters of the network.

**CLAIRE and MERNA BARRY**, vocalists on WHN's "Gloom Dodgers," are back in town after participating in a Labor Day War Rally in Newark, N. J.

**DON SEARLE**, manager of KGO, Blue Network outlet in San Francisco, has left for the Coast following a week spent in New York, has scheduled a stopover of several days in Chicago.

**W. R. "WALLY" LINK**, station manager of WGOV, Valdosta, is back at the home office in Georgia. He left New York Friday.

**KEN H. BERKELEY**, general manager of WJLA, Washington, D. C., paid a call Friday at Blue Network while passing through on his way home from Lake George.

**Ask REM**  
REM, one of the most astute buyers of radio time, has just contracted for an important news strip across the board on W-I-T-H.  
A few other news programs are still available. Better wire today!

**W-I-T-H**



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

# Stations Break Front Landing

(Continued from Page 1)

casts who shortly before 2 a.m. or the regular 2-2:05 a.m. news decided to shoot the news to the listeners without benevolent and preliminaries. news room plugged in the wire cold over which were come the direct reports from United Associated Press and other association correspondents. Al- it may have surprised the lis- who conjectured how the news being handled, the presentation virtually self-explanatory and ener got first hand info with- ther ad.

ork news rooms, which nor- would have operated over the Day holiday week-end with leton staff, were behives of y throughout Saturday, Sunday onday, fully staffed and pre- for any emergency. The turn- ts in the war news with the invasion resulted in many staff un- celled planned trips and re- g at their posts at NBC, Blue, and Mutual.

## Graham Hospitalized

on Graham, director of pro- at WABC, is in New Rochelle al, New York, being treated broken arm.

# ★ PROMOTION ★

## "Labor Arbitration"

Befitting the type of program, the presentation issued by Radio Arbitration Corp. on Samuel R. Zack's "Labor Arbitration" series is dignified and conservative in format. Done in black and white on craft paper, the brochure tells the story of the program quietly but readably, mainly through testi- monials.

"Labor Arbitration," presented over WMCA, New York, as a live show for the past three years, is now being offered to broadcasters in transcrip- tion form as a sustaining program. First page contains a half-tone of Zack and quotes of praise for the program, which claims "the largest listening audience in Greater New York on any local independent sta- tion." A description of the show fol- lows, and a reproduction of the award certificate presented to Zack and WMCA by Ohio State Univer- sity's Institute for Education by Radio.

Remainder of the booklet, in addi- tion to a list of guest arbitrators and picture of the show in action, is de- voted to allowing enthusiastic listen- ers sell the program. Testimonial letters are reproduced, reduced in size, superimposed on a background of letterheads of, presumably, other epistles of praise received by Zack. The letters are from executives of

large organizations such as RCA, Sheffield Farms, Chemical Bank & Trust Co., etc. At the bottom of each page containing a letter an excerpt is printed in a box, pointing up the most striking statement. Also in- cluded in the booklet is a panoramic spread of newspaper clippings about the program.

# WLB Opens Hearings On AFM Disk Dispute

(Continued from Page 1)

S. Meyer, chairman of the New York Mediation Board will preside. The hearings had originally been scheduled to start on Labor Day. After agreeing to postpone the open- ing until Tuesday the panel last Thursday was taken on a tour of the transcription studios.



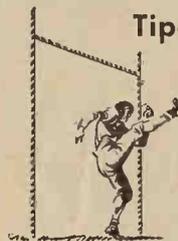
*Sam Hayes*  
scores again—with  
"TOUCHDOWN TIPS"

Nation's Top Forecaster to give

Tip-off on 30 major games

each week this fall in NBC

Recorded Programs



Football this fall will be crazy—but good! It'll be one of the most exciting seasons in years.

Upsets? What else can you expect with Navy and Marine all-star teams from the university training camps compet- ing against similar teams playing their former alma maters?

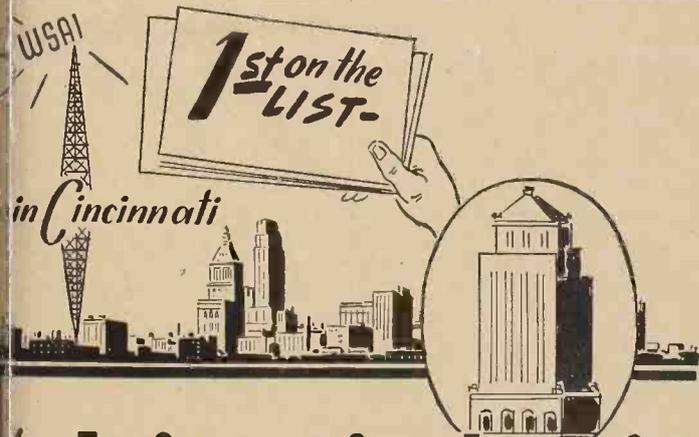
Yes, football is going to be big news to sport fans this year. And, it's good news for stations and sponsors who have Sam Hayes picking the winners. Last year, Sam topped all forecasters with a 72% score. As ace NBC sportscaster Bill Stern says, "If anybody can pick winners, I am sure Sam Hayes will be at the top. Sam knows his football, and knows how to tell about it."

Yes, "Touchdown Tips" is a prize package—one quarter-hour show each week for ten weeks, begin- ning September 24th. Sub- ject to prior sales.

Order audition records now!



Warm up  
... and get in  
there!



# 1st on the LIST

in Cincinnati

## for THE CINCINNATI GAS & ELECTRIC CO. AND ASSOCIATED UTILITIES COMPANIES

With a utilities company, the main selling job is building and maintaining public good-will.

The Cincinnati Gas & Electric Co. knows Cincinnati and Cincinnati sta- tions... has selected WSAI's Play-by-Play Baseball Broadcast as the major medium for its good-will messages... another emphatic endorsement of WSAI's leadership in Cincinnati!

BASIC BLUE NETWORK STA.  
Nat'l Reps. SPOT SALES, INC.  
New York, Chicago,  
San Francisco

# WSAI

5000  
WATTS  
•  
DAY AND  
NIGHT



**NBC Radio-Recording Division**  
NATIONAL BROADCASTING COMPANY

RCA Building, Radio City, New York  
Trans-Lux Building, Washington, D. C.

Merchandise Mart, Chicago  
Sunset & Vine, Hollywood

# Los Angeles

By RALPH WILK

THE Columbia Pacific sales promotion staff conducted an intensive promotional campaign to mark the addition of the Andrews Sisters to the cast of "Roma Show." The singers made their debut on the show Sept. 2 and will be featured throughout their stay on the West Coast. Buss Johnston produces for McCann-Erickson, and the program is sponsored by the Roma Wine Co., Fresno.

Herbert Marshall has been signed by C. P. MacGregor to appear on the Hollywood Radio Theater in "Heaven Is Like That," an original by Captain True Boardman.

When NBC Producer Andy Love calls for realism on "Adventure House," he gets it. The script recently called for an earthquake scene. Love pleaded with the sound effects department for more realism. He didn't realize that the moving chandeliers and waving furniture in the control room were not sound effects-man's efforts. They were the real McCoy, a genuine all wool tremor that lasted for 30 seconds.

Private Joe McMichael, formerly with the "Merry Macs," joins two other radio singers in the Army Air Force's "Air Crew" heard on the "Soldiers With Wings" and "Wings Over The West Coast" programs released over Mutual Don Lee from the Santa Ana Base of the West Coast Army Air Force. The other two men are Pvt. Tony Parisi and Pvt. Vincent Dugan, formerly with the "Six Hits And A Miss."

It doesn't have to be a long war, according to Upton Close, the news commentator. "The war would end quickly," says Close, "if General Wavell would make a working deal with the Indian Nationalists and then invade Burma, and if Churchill and F. D. R. would make a working deal with Stalin and invade the Balkans through Turkey while we land a thousand-plane expedition on an airport in Siberia."

The Crossley rating on NBC's "World News Parade" sponsored by W. A. Sheaffer Pen Co., and starring Upton Close, shows less than one-half the average drop of summer shows and has the highest daytime news-show rating on the network. Its rating is exactly the same as that of CBS's top Sunday evening news-show and already it is moving up to its winter standing.

Evelyn McCutcheon, author of "Thoroughfare For Freedom," the prize-winning play of the UCLA-NBC Radio Institute this summer, has been hired as an NBC staff writer.



## Memos Of An Innocent Bystander. . . !

• • • When the Bob Hope program returns to the NBCycles for the Fall semester beginning October 5, none other than the "groaner" himself, Bing Crosby, will do the clowning and emceeing on the first three shows for Bob, now somewhere in Sicily. . . . An audition recording was cut Friday at Brinckerhoff Studios. . . . the motif, a dramatic chronicle of the developments of the General Mills products. . . . Radcliffe Hall did the narration. . . . Two clients are dickering for the new comedy show, "Awake At the Switch," heard Monday nites on the Blue. . . . This column reported in Friday's pillar that Dick Haymes was booked into the Roxy for a weekly stipend of \$2,500.00. . . . the booking has been postponed (after the item ran here) until Dick's return from Hollywood, where he will be featured opposite Carole Landis in the Fox Flicker, "Command Performance" which starts rolling Oct. 4. . . . Jimmy Dorsey and his band will make with the music for the vehicle. . . . Dick's "Here's to Romance" number, will be heard from the coast during the filming. . . . Alex Hillman will toss a cocktail party at the Stork Club, Sept. 9 in honor of Ruth Waterbury, editor of Movieland mag. . . . Shep Fields and band leaves on a theater tour of the hinterlands, returning to New York November 6 to follow Sammy Kaye's orchestra into the Strand Theater. . . .

• • • Mike Boscia, who handled the publicity for the Kate Smith CBS Show, moved over to Young & Rubicam and will continue those chores from there. . . . Corp. Buddy (ASCAP) Feyne, stationed at Camp Hyder, Arizona is now writing a Music column for the 77th Infantry Div. Journal. . . . Chester (Hop Harrigan) Stratton, will do the role of Sir Galahad in the forthcoming Rodgers & Hart musical revival, "A Connecticut Yankee." . . . Phil Brito will guetrill on Paul Lavalle's "Basin Street" swingeroo, Sunday Sept. 26. . . . If Ork Pilot Chris Cross is seeking a talented sister duo for his musical comedy "Take It From Here," he might taxi over from Jack Dempsey's to the Copacabana Thursday where the Barry Sisters start an engagement. . . . We hear that Cal Kuhel, radio director for the Coast office of the Biow Company, is taking a three-week vacation—to decide whether to stay or leave that position. . . . Betty Russell, a former Kay Thompson Rhythm singer, will NBChant as guest vocalist with Bob Crosby, Sept. 12. . . . Adrienne Ames, beautiful WHN narrator (heard 20 times each week) is having 3,500 scripts bound into volume form. . . . a sort of history of contemporary life. . . .

• • • Chick Vincent's "Pepper Young's Family" NBC Celebrates Its 2,000th consecutive performance on that network next Friday for Procter & Gamble. . . . Ole Olsen, on Mary Margaret McBride's program told about the antics of his little daughter, whom neighbors called "a little brat" . . . "What do you call her?" asked M.M.Mc. . . . quoth the proud parent, "I call her a rugged individualist." . . . Raymond Gram Swing's new analytical book, "Preview of History," published by Doubleday Doran, goes into circulation Sept. 17. . . . Gracie Fields, whose "Victory Show" MB Starts October 10, plans to bring over two orphan tots when she returns to these shores. . . . When he directs the New York Philharmonic-Symphony Orchestra Sunday September 12, Howard Barlow will celebrate his CBSixteenth anniversary as conductor on that network. . . . Very few questions about baseball ever stump the one and only Babe Ruth and so what happened at a recent broadcast of the NBClouter, "Babe Ruth in Person," is one for the book. . . . an admiring youngster asked the bambino "who was the best pitcher the Red Sox ever had?" . . . the baseball immortal pondered but the impatient fan blurred out "Babe Ruth—and I have the figures to prove it." . . . he had and did. . . . Ted Straeter and his band return to the Plaza's Persian Room tomorrow. . . .

—Remember Pearl Harbor—

# Chicago

By BILL IRWIN

THERE will be a new Joey Brewster when the WBBM-CBS serial "Brewster Boy" starts its third on the air Friday Sept. 10. Dick York, 15-year old Chicago whose father is employed in a fense plant. Dick, a high school sophomore, will be making his appearance on a network program will be the third "Joey." The was first played by Eddie Firestone Jr., now in the Marine Corps. He succeeded by Arnold Stang York is a discovery of Owen Vin producer of the show, and was sig for the role after a number of p pective boys had been auditions for the past two years. Dick played leading parts in amateur auditions staged by the "Jack Jill" players.

More than 100 members of the network staff here attended Blue's First Annual Outing, Sept. 2, at the Knollwood Club in Lake Forest. Bill Wallace "Wimp" Thompson of the Fibber McGee program was guest of the day. A nouncer Mike Roy emcee at dinner in the evening.

Baritone announcer Gene Barlow ("Road of Life") has set himself a monthly task of rounding up a crop of entertainers to visit the hospital at Camp Grant, Ill.

"The Escorts and Betty," formerly heard from Chicago on the "Breakfast Club" and "Club Matinee" sessions and who recently went to New York to take over the harmony department in "Everything Goes" now have a new Betty. Their former "Betty" was really Helen Nash, who returned to Chicago last week to fill singing engagements. Replacing her is Betty Randall. The "Escorts" are Clark Peterson, Floyd Holm and Red Clark.

Frank Behrens, former NBC announcer on leave in Chicago from Camp Grant, Ill.

Tenor Wayne Van Dyne will be starred in a new 15-minute program of romantic ballads. Wayne Van Dyne serenades over WMAQ, 11:30 to 12 noon starting today under the sponsorship of Wyler and Company Chicago food manufacturers. Program will be heard Tuesday and Thursday. Musical accompaniment will be a piano clarinet, accordion ensemble. Louis Roen will announce.

NBC had added two girl receptionists to the guest relations staff, replacing male staff members who have gone into the armed forces. Two more girls are to be added shortly. The new feminine receptionists are Margaret O'Brien, 19th floor, and Barbara Kelly, 20th floor.

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

LEX. 2-1100

59 Stations Rave About  
**FUNNY MONEY MAN**

ALLEN A. FUNT RADIO PRODUCTIONS  
52 Vanderbilt Avenue New York City

**With the Colors!**

**LES URQUHART**, the program manager of the NBC central has resigned that post, effective September 5, to enter the forces. He will be succeeded by **Jacobson**, assistant production manager, known on screen and as **Henry Hunter**. **Jacobson** was recently named production assistant in charge of dramatics. His resignation has not been announced.

**QUAY**, of the WHK-WCLE, Cleveland, Ohio, engineering staff, has been named to become a Sargeant.

**JOSEPH**, announcer at WOODSIDE, Long Island, has been named to the Army as a private.

**McCUBBIN**, 17-year-old pianist at KLZ, Denver, Colorado, has been named to the Navy.

**Radio Newsreel Cut Half On CBC Network**

Canadian Broadcasting Company announced that "BBC Radio Newsreel," formerly a half-hour program imported from Great Britain and broadcast every night over the CBC's radio network, has been shortened to 15 minutes. Remaining quarter-hour will be used for the rebroadcast of BBC programs of current interest to Canadian listeners.

**Will Conduct Opera**

**Jean Beaudet**, director for the Canadian Broadcasting Company, will direct a matinee performance of the opera *Carmen*, in conjunction with the France Film Series to be presented at the Grand Theatre, with Canadian artists and impresarios.

**Anna vs. Bivins On MBS**

A heavyweight clash between **Bettina**, now a member of the *Army's Military Police*, and **Jim Bivins**, the second in the series *Gillette Cavalcade of Sports*, will be broadcast from the *Grand Stadium* over the Mutual network, Wednesday, Sept. 15, at 10 p.m. **Don Dunphy** will direct the action, and **Bill Corum** will provide the color.

☆☆ GUEST-ING ☆☆

**JUSTICE THURMAN W. ARNOLD** of the U. S. Circuit Court of Appeals for the District of Columbia, who until his recent appointment to the bench, directed the prosecution of anti-trust cases as Assistant Attorney General; **TOM C. CLARK**, Assistant Attorney General, who succeeded Justice Arnold in that field; **JUDGE ROBERT V. FLETCHER**, vice-president and counsel of the Association of American Railroads, and **GILBERT H. MONTAGUE**, New York attorney, who has been active in anti-trust litigation, discussing "Anti-Trust Enforcement Now and in the Post-War," on Theodore Granik's "American Forum of the Air," Tuesday (WOR-Mutual, 8 p.m.).

**FLORENCE PRITCHETT**, instructor to Powers' models, on the "Cisco Kid" program, today (WOR-Mutual, 9:30 p.m.).

**TED WEEKS**, editor of "The Atlantic Monthly," on Imogene Wolcott's "What's Your Idea," today, and **Charlotte Carr**, executive of the WMC, on the same program, tomorrow (WOR-Mutual, 11:50 a.m.).

**ALEXANDER KIPNIS**, basso of the Metropolitan Opera Company, on "Invitation to Music," tomorrow (WABC-CBS, 11:30 p.m.).

**CLAIRE** and **MERNA BARRY**, vocalists, and **IREENE WICKER**, on "The Battle of the Sexes," tomorrow (WJZ-Blue Network, 8:30 p.m.).

**RUTH WATERBURY**, editor of the magazine "Movieland," on Maxine Keith's "From Me to You," tomorrow (WOR-Mutual, 3:30 p.m.).

**LENNY KENT**, night club comedian, on the "Take-A-Card" quiz program, tomorrow (WOR-Mutual, 3:30 p.m.).

gram, tomorrow (WOR-Mutual, 8:30 p.m.).

**VICTOR REUTHER**, chairman of the War Policy Division of the Automobile, Aircraft and Agricultural Implement Workers; **JOHN L. LOVETT**, general manager of the Michigan Manufacturers Association of Detroit; **FRANK RISING**, general manager of the Automotive Parts and Equipment Manufacturers, and **DR. LELAND REX ROBINSON**, president of the Town Hall Club, discussing "Should All Industry Have Labor-Management Councils," on "America's Town Meeting," Thursday (WJZ-Blue Network, 8:30 p.m.).

**ALICE CORNELL**, singer and pianist, on "Nellie Revell Presents," Saturday (WEAF-NBC, 10:30 a.m.).

**REINHOLD NIEBUHR**, professor of Christian ethics at Union Theological Seminary, New York; **RALPH BARTON PERRY**, professor of Philosophy at Harvard University, and **GEORGE V. BOBRINSKOY**, assistant professor of Sanskrit at the University of Chicago, discussing "Russia's Foreign Policy," on the "University of Chicago Round Table," Sunday (WEAF-NBC, 3 p.m.).

**NEW BUSINESS**

**WHN**, New York: Gospel Broadcasting Assn., through R. H. Alber Company, Los Angeles, 52-week renewal of contract for the "Old Fashioned Revival Hour"; Long Island Employment Agency, through John A. Finnerman, Inc., NYC, 13-week contract for participation in the "Music Shop" program; Philip Morris & Co., Inc., through the Biow Company, NYC, 13 weeks of station breaks for Dunhill and Philip Morris cigarettes; Rockaway's Playland, through Ehrlich & Neuwirth, participation in Dick Gilbert's "Latin-American Rhythms" program.

**WNEW**, New York: Kitchen Bouquet, through Duane Jones Company, one-minute anns. for 38 weeks and five days, Monday through Saturdays; A. S. Beck Shoes, through Pettengell & Fenton, NYC, contract for 13 weeks, calling for participation in "Start the Day Right," Tuesday through Friday; "Ted Steele," Monday through Saturday; "Magic of Music," daily except Sunday and Tuesday, also a series of one-minute transcribed anns.; Miners Cosmetics, through Arthur Rosenberg, NYC, 52 weeks of participation in "Make Believe Ballroom," Monday, Wednesday and Friday; Wesson Oil, through Kenyon & Eckhardt, NYC, anns.

**WBAL**  
means business  
in Baltimore

Edward Petry & Co., National Representative

Another  
**WCKY**  
Star!

50,000  
WATTS  
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**DAVID CARTER DEANE**  
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THE *L. B. Wilson* STATION

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**WEVD**

NEW YORK'S  
STATION  
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DISTINCTIVE  
FEATURES

ENGLISH • JEWISH • ITALIAN

Most of advertisers using WEVD year after year reads like "Who's Who" in Radio Advertising. List on request.

**GREENFIELD**, MANAGING DIRECTOR  
117 W. 46th Street, New York, N. Y.

## Deny CIO-Blue Plea; 2 More Objectors File

(Continued from Page 1)

accompanied by a statement that under Commission rules, the CIO is entitled to present testimony during the hearings. CIO spokesmen indicated that this would be done. FCC announcement follows:

"The Federal Communications Commission in an en banc meeting September 2, denied the petition of the Congress of Industrial Organizations to intervene, as a party to the proceeding, at the September 10 hearing on the proposed transfer of the Blue Network from Radio Corporation of America to the American Broadcasting System, Inc., without prejudice to their appearing and presenting evidence at that time.

"In denying the petition, the Commission took the position that the CIO is not entitled to intervene in the proposed transfer of Blue Network facilities as a matter of legal right.

"However, under the Commission's rules, lack of legal interest does not preclude any person from appearing and giving relevant or competent testimony during the course of public hearings."

### Objection Laid to Confusion

Represented by Paul D. P. Spearman of the firm of radio lawyers, Spearman, Sykes and Roberson, American Network, Inc., organized with the intention of setting up an FM chain, objected that the Blue, under Noble's ownership, inevitably to be known by some such name as "American Network" leading to confusion. It was learned that Spearman anticipates that he will be able to compose his differences with the parties to the sale by negotiation, but filed with FCC for purposes of record.

Claiming to represent at least \$2,000,000 holders of contingent creditors, Ira Chase Koehn, objected that the transfer would endanger the claims of his clients. He refused to divulge the nature of the claims which, being contingent, are not shown in the balance sheet.

American Network, Inc., which expressed fear that its name would be confused with that of Blue, filed a petition with FCC to put up an FM station in New York City, to serve as origin for an FM network. The petition was withdrawn after war was declared, it was stated, "not because of any abandonment or intended abandonment of its ideas or purposes to seek authority to operate such station or the network which it then intended or still intends to operate as soon as the war situation will make possible the acquisition of necessary equipment and material."

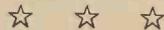
Declaring that when transferred that the Blue is to be called "American Broadcasting System, Inc.," the petition said that it is "inevitable that the network or chain operated by the Blue Network will be referred to and known as the American Network, thus bringing about a direct conflict with the name of the petitioner and the network it proposes to operate."

Koehn claimed to represent 31

## WORDS AND MUSIC

By HERMAN PINCUS

Millions of visitors to Radio City, gaping open-mouthed at the granite cliffs of the fabulous heights (unconsciously risking contraction of sun-burned tonsils), gaze in raptured awe at novelties and oddities, collected and distributed throughout "this city within a city".....most of these neck-craners, however, seem to overlook one of the oddest of all curios.....a wishing bowl, which (NBC page boys and guides aver, but stoutly) really is empowered with the magic of, may we say, the wishing well which answered little Snow White's prayers to meet a real Fairy Prince.....The receptacle, admittedly, was installed by Al Walker, assistant manager of the National Broadcasting Company's Guest Relations Department, strictly as a gag.....One day, several months ago, Walker, while deep in the throes of a devout hope that a certain event might come to pass, rested his eyes on the solitary glass bowl, resting on his desk situated on the mezzanine floor of the NBC building.....more in sport than in any possible belief that the ritual would mean anything (oh, a disbeliever eh?) Al flippantly tossed a penny into the bowl and went on his way.....the next day (just before he remembered that he had forgotten to recover the coin and about to remedy the mental lapse forthwith well, he'll be a—beg pardon, the phrase should really read, the next day, lo and behold, the wish came true.....it wasn't long ere the publicity hounds got wind of this phenomenon and soon employees and visitors alike, added their pennies to the "lone Lincoln Head," reposing in the wishing bowl.....later, delighted wishers, returned and added nickels and dimes to the collection as tokens of their own personal satisfaction at the wondrous workings of the bowl.....Friends of Walker, viewing the accumulation of the "coins of the realm" multiplying (almost a hair-raising duplication), mundanely ask the originator of the idea what his intentions might be, to which Walker, smiling enigmatically, answers, "One of my most ambitious wishes (lock almost a rhyme) will take care of that, I hope, I hope, I hope." This is probably the longest introduction to a request, that has ever been printed but there it is and looks like you're stuck with it. But in all seriousness, let's return to the vital subject, the request. Every American has a primary wish in common with his compatriots.....the zealous wish for an early Victory and a lasting Peace.....There are thousands of "Wishing Bowls" in every city, town and hamlet throughout the country, situated wherever they sell War Bonds; there you make your wish, and over your money and help your wish to come true.....visit those "Wishing Bowls" with the necessary nickels, dimes, quarters and dollars to successfully BACK THE ATTACK.....



"known" creditors having \$2,000,000 unsecured contingent claims against the company to be transferred and others. In substance, Koehn alleged that in buying the network, Noble, who is borrowing \$4,000,000 from New York banking group will pledge assets of Blue against this new debt, thereby subordinating the claims of Koehn's clients. In bringing his case before the FCC, which has no direct jurisdiction over creditors claims, Koehn declared that the transfer would weaken the company financially which would "concern public interest." On a matter of "public interest" FCC would be entitled to weigh such a petition as a factor in making the final decision.

The petition said that "it is the intent and purpose of the parties to transfer to the transferee the assets, or control thereof, of said Blue Network Company Inc., and to disburse the net proceeds of such transfer to the transferrer as the sole stockholders of the said transferred corporations." He continued that there "will exist a very large term

debt to banks" which he said "may doubtless be required to be secured by the assets proposed to be transferred and, in which event, said assets would, by reason of the \$8,000,000 in proposed payment therefor, render such claims of creditors minor and subservient to the lien of such security."

It is understood that FCC attorneys will question Koehn orally to determine the nature of the claims. Asked by RADIO DAILY what kind of creditors he represented Koehn said that he will not reveal it until the hearings. He said that he is preparing a brief which is to be filed at a court which he said, would have direct jurisdiction. The reason given by Koehn for not naming the creditors or even stating the nature of the alleged claims is that he does not want his "adversary to have any chance of going behind my back and going to my clients." Koehn would not comment on the prospect that if his "adversary" is indebted more than \$2,000,000 he would know automatically who these clients are.

## Appoint Spot Sales As AMP Library

(Continued from Page 1)

service, the Associated Recorded Program Service. Announcement of a new working affiliation, which is a major departure from the narrow scope of operations of both station reps and library sales, was made today by C. M. Finney, president of AMP.

By this tie-up Associated becomes the first library service to engage outside sales organization to market its product. By becoming sales representative for a library service, AMP becomes the first station to expand its scope of activity beyond original function of handling commercials for stations.

### Selvin Vice-President

Finney also announced the appointment of Ben Selvin as Vice-President and General Manager of Associated Recorded Program Service, while duties he assumes in addition to these activities as Recording Director of Associated. John R. Andrew has been appointed Service Manager of ARPS.

Loren L. Watson, executive vice-president of Spot Sales, Inc., formerly sales manager of AMP, introduced AMP's library service back in 1934, declared that the action of this new function to his organization was in keeping with expansions among other branches of the industry into other logical fields.

One of the purposes of the appointment of Spot Sales as sales representatives is to give the library service additional commercial usage value. Messrs. Selvin and Watson, working on new plans for building programs and providing stations with sales ideas, based on the needs of stations, Chicago and coast offices.

Spot Sales currently, has offices in New York, Chicago and San Francisco. Negotiations for additional offices have already been started.

Mr. Selvin has been with AMP since 1934. He was responsible for building the library, having been recording and program director, hired talent, supervising production and selecting tunes to be recorded. As violinist and orchestra leader, Selvin has made over 9,000 different recordings (titles) for nine different recording companies since 1919 when he made his first discs for Victor. In 1927 he joined the Columbia Phonograph Record Co. as liaison between the firm and the Columbia Broadcasting System, having engaged the musical talent which comprised that network's basic musical personnel.

Watson started in the recording phase of the industry in 1927 when he joined the artist and repertoire department of Victor Talking Machine Co. In 1931 he became vice-president and general manager of WGST, Atlanta, Ga. and later became general manager of WIBX, Utica, N. Y. Upon joining AMP in 1934, he sold the first contract for the new library service at the NAB convention in Colorado Springs. In 1938 he was affiliated with International Radio Sales and in 1940 organized Spot Sales, Inc.

**NEW PROGRAMS IDEAS**

**"Milestones for Americans"**  
 "Milestones for Americans" is a series to be presented over WLW, Atlanta. Each program will emphasize two pertinent and current items of war information through dramatizations or interviews. The first of the series is the first in which features an interview with a mother who is working on a war production line and who tells how her young son is being cared for at one of the Child Welfare Centers. Second feature is an interview outlining the engineering, design and management war training program offered by colleges and universities in the WLW area. Program will be heard Sundays at 11:30 A.M.

**"Citizenship Counsellor"**  
 A series being inaugurated on WLW, Woodside, Long Island, is "Your Citizenship Counsellor." This series is designed to acquaint foreign language groups listening to the program with nine different languages with procedure for becoming an American citizen. Listener's questions and answers will be a part of the program, conducted by Mary McLaughlin, director of radio for the series. Series will be heard Tuesdays 9:15 p.m., EWT.

**Lucas Resigns CBC Post**  
 Rupert Lucas, CBC producer of drama, has left the Canadian Broadcasting Corp. to go to New York. His resignation is announced officially. Lucas has been in the radio for 14 years. He was the staff of CKNC, Toronto, as announcer-producer and manager of that station and Toronto in 1933. He was a supervisor of drama in 1935 and filled that post with the CBC then. His most recent assignment was the production of the CBC's post-war "Of Things To Come," pre-empting the national network for the spring of 1943.

**"First Nighter" Returns**  
 "First Nighter" program returns to WJLA Balm starring Barbara with guest leading men returning to MBS for the 1943-44 season on Monday, November 7, over a network of 125 stations. Joseph T. Ainsley produces the show and Waltry-Hanley Advertising Agency again supervise for the sponsor. Ainsley has been a week in the lead for the past few weeks in effort to find a replacement for Mayne now in Hollywood.

**HOME ECONOMIST**  
 Midwest radio station is looking for a home economist. Position available Oct. 1. Excellent salary. Please send two scripts—also personal data. Radio Daily, 1501 Broadway, New York 18, N. Y.

**THE WEEK IN RADIO**

**... FCC's Deferments**

(Continued from Page 1)

In an earlier press statement he pointed out that Commission deferment policies were based on WMC and selective service requirements, and that federal deferments are handled by a central committee functioning for all government agencies. Hearings adjourned for a week on Thursday.

NAB president Neville Miller last week replied to the CIO charge that NAB Broadcast Code is unfair to labor. CIO's complaint was contained in a petition to the FCC requesting an active part in the hearing on the Blue Network's sale. Rapping sharply at the CIO for not knowing how to take advantage of its broadcast privileges, Miller stated that organized labor had received ample broadcasting time in 1942, and that the American Civil Liberties Union had approved NAB's Code. FCC is considering the petition and will make its decision this week.

Fifth annual AFRA convention, held in Chicago, ended last week with a unanimous vote approving AFRA's proposal to merge with AGMA. Formation of one talent union includes Actor's Equity, as well as AGMA, and both organizations must ratify the proposal before further action can be taken. AEA and AGMA national executive boards will take up the question at meetings later this month. WLB hearings on the AFM-transcription companies dispute were postponed a day, and are scheduled to start this morning. Panel of media-

tors went on a tour of transcription studios last Thursday to obtain information on the operation of ET companies. According to WLB surveys, radio's role in war production is growing rapidly, as increasing numbers of war firms are introducing the broadcast of news and music into their plants for morale purposes.

Robert Foot was appointed director-general of the BBC, succeeding Sir Cecil Graves, who recently resigned. War Advertising Council selected the last week in September and the first in October for commercial shows to promote the War Department's overseas Christmas package drive. Robert Bartley was named to fill the newly-created post of NAB war director. Blue Network announced a total of 121 hours and 53 minutes donated to the war effort during the month of July. General Electric's new electronic wire sound recorders and play back units are now being used in North Africa for news and the "Army Hour" show, it was announced last week. Treasury Department appointed Alfred M. Steele to handle the production of various radio shows for the Third War Loan drive. FCC last week decided to resume licensing of radio relay stations. USO-Camp Shows, through Sesac, has offered to broadcast gratis for the Third War Loan campaign. Stations may transcribe programs at Army and Navy posts where USO units are performing, or they may carry the shows through remotes.

**NAB 4th District Groups Discuss Current Problems**

(Continued from Page 1)

casting industry which include the manpower situation, recording ban and the plight of some of the small stations were among the subjects discussed. President Miller spoke at length regarding the legislative aspects of the broadcasting industry. Senator E. Smith was unable to address the gathering because of illness.

Among those in attendance at the gathering were Earl Gammons of CBS, Washington; Carl Haverlin, BMI, New York; Walter Huffington, OWI, Washington; Leonard Callahan, SESAC, New York; Edwin Otis, Mutual network and Easton C. Woolley, NBC.

Don S. Elias, WWSB, Asheville, presided as chairman at several of the meetings and G. Richard Shafto of WIS aided in the reception and planning of the conference.

Washington—Clyde M. Hunt, chief engineer for WTOP, CBS, Washington station, has accepted the chairmanship of the Engineering Committee for the Fourth District of the NAB. In this capacity Hunt will coordinate the activities on behalf of the industry of chief engineers of members stations. His term of office runs through the next annual NAB convention.

**Spot Newscasts Important To Future Tele—Whitmore**

"Spot newscasts will be an essential part of all television to come," John Whitmore said as he looked forward to tonight's news show on WOR-DuMont's television station. Producer of the news programs on WOR-DuMont and assistant director of War News Services, Whitmore's decision to use the current presentation was influenced by the favorable comment from the public regarding last week's news program.

While United Press bulletins are used to illustrate the progress of the war on bas-relief maps and the globe, it is planned to have a television camera focus on a United Press teletype machine in a technique similarly used by movie studios; whence the tele camera will swing and focus on the various maps in the DuMont newsroom.

Whitmore, who replaced Dave Driscoll, now assigned overseas as correspondent for WOR-Mutual, has made a number of innovations at

**AGENCIES**

HAROLD F. DOUGLAS has joined the staff of Benton & Bowles, Inc. in an executive capacity, effective immediately, it has been announced by Clarence B. Goshorn, president of the agency. For the past 13 years, Douglas has been an advertising associate of Arthur Kudner. Prior to going into the agency field, Douglas spent 15 years with the Curtis Publishing Company in Philadelphia, serving in its circulation and sales divisions. He is an alumnus of the University of Michigan where he taught for a year following his graduation in 1913.

PICTORIAL FILMS, INC., has named J. R. Kupsick Advertising Agency to handle its account.

THE EMIL MOGUL COMPANY has been appointed to place the advertising for The Graham Co., packers of mixed nuts and over 20 varieties of dried vegetables, under the "Redbow" brand name. An extensive campaign, employing radio, will be launched shortly in principal cities covering the Eastern half of the country. Plans are now being formulated for eventual national distribution.

COCA-COLA COMPANY, through D'Arcy Advertising Agency, will feature War Bond selling copy in its advertising for the week of Sept. 13.

GAROD RADIO CORP., shortly will institute a campaign having for its purpose the stressing of post-war potentialities. It will be directed principally to dealers and distributors. Shappe-Wilkes, Inc., is the agency.

the WOR-DuMont newsroom. He has experimented with bas-relief maps and model military equipment to illustrate to the television audience a more significant picture of the war. Recently, as part of Whitmore's programs, a British Government-made film titled "British Paratroops In Action," was used before a focused tele camera with Bob Considine, sports columnist and now International News correspondent overseas, narrating the action of the film, supplemented by a WOR-DuMont newscaster reading similar action from the United Press teletype news bulletins.



"Boy! WFDF, Flint, Michigan, comes in strong up here!"

**AVAILABLE AT ONCE!  
 RADIO ASSISTANT  
 SECRETARY**

14 years, network and agency experience. Production; Programming; Talent Management and Sales; Stations Relations. Reply to Box 747 RADIO DAILY 1501 Broadway N. Y. C.

# ★ ★ COAST-TO-COAST ★ ★

New York—Pina LaCorte, Pino Bontempi, featured artists, and Harry Hershfield, one of the principals heard on the NBC and Mutual show "Can You Top This," and Paul Romeo, and his orchestra playing songs of England, Austria and Italy, were heard last night in another series of "Unity At Home—Victory Abroad" programs on WOY.

Syracuse, N. Y.—Syracuse Radio Guild, a dramatic group, is presenting a series of plays over WSYR. Ray Servatius, of the WSYR staff, is directing the shows. First script was an original by Julia Chase, member of the Guild. Servatius is also writing and directing a new midnight mystery series soon to be aired over WSYR every Monday night. Initial show is entitled "Midnight Madness."

Portsmouth, N. H.—Bob Ahearn, continuity writer for WHEB, is now vacationing, while Ruby MacQuatters, of the commercial department, has returned to her desk from a sojourn in the country. Keith Field, commercial manager of WHEB, has been voted a member of the Portsmouth Rotary Club. Lucien Dumont, of Haverhill, Massachusetts, is making his radio debut as an announcer for WHEB.

San Francisco—Recent visitor to KPO's newsroom was Jack Hartley, chief of the radio section of the Navy's Office of Public Relations, Washington. Purpose of the visit was to inspect the tieup between KPO and Navy p.r. in San Francisco. Norman Cramer, former KPO mailboy, wrote the winning drama at the KPO-Stanford Radio Institute, titled "Woman and Child." It was produced by Sam Dickson and aired by all-student cast.

New York—Rad Hall, NBC newscaster, has left his Tuesday night stint with Hildegarde on "Beat the Band" in order to devote more time to his own forthcoming half-hour program, "The Gods Are A-Thirst," to be presented shortly in cooperation with BBC.

Boston—Navy Industrial Incentive Division reports that daily war newscasts during lunch hour periods at the Boston Navy Yard are proving successful in maintaining high morale among the workers. By arrangement with WBZ, five-minute broadcasts are piped in daily from the station's newsroom. Bulletins are

edited for the yard workers by the WBZ news staff, and include in each broadcast an incentive message, as well as stories showing how the armed forces are depending on home front production.

Seattle—In cooperation with the OWI and the Seattle, "Post-Intelligencer," KOMO, Seattle, is preparing disks for shortwave transmission to Italy. During the past six weeks 18 shows have been transcribed in KOMO's studios, sent to OWI for final censorship, and beamed to the Italians. Prominent Seattle Italian citizens have recorded their pleas for the democratic cause, to be sent to their former countrymen.

Washington, D. C.—Kenneth L. Young, assistant director of CBS in Washington, is vacationing in northern Wisconsin. Bill Henry, CBS correspondent, is covering the Republican Postwar Conference at Mackinac Island, having completed his assignment on the Quebec Conference. He returns to WTOP tomorrow.

Des Moines—Lyle Flanagan, war program director of KSO and KRNT, last week completed a six-day tour of Iowa army installations, which included visits at Betendorf, Burlington, Davenport, Clinton, Camp Dodge and Fort Des Moines. Tour was conducted for radio and newspaper men by Lt. Col. Robert Reed, public relations chief of the Seventh Service Command.

Baton Rouge, La.—Charley Sullivan, production supervisor for the past year with WJBO, has taken a position on the announcing staff of WMC, Memphis, Tennessee.

Louisville, Ky.—"Listen, Ladies," show based on the PA teletype of that name, is being broadcast daily over WINN, with Barbara Lang as commentator. WINN promotion department has added Mary P. Vaughn to its staff.

Nashville, Tenn.—Manpower shortages don't seem to bother the staff at WSIX. Walter Ferguson, Jimmy Kent and Buck Byrum have just finished painting the control room. Off on vacations this week are Clarence Waggoner, of WSIX sales, and Tommy MacWilliams, continuity.

Denver—Series of half-hour shows starting today over KOA, has been placed for the May Company of Denver by the Tagro Agency. Program includes a 15-minute ET, "Heroes of the United States Navy," produced under Navy's supervision. Second part of show is a dramatization of "Heroes of the U. S. Navy of Today." J. Bert Mitchell, KOA assistant program manager, is scripting the latter portion of the program, which is being produced by KOA under the supervision of T. Ellsworth Stepp.

Philadelphia—"The American Way," WIP revue celebrating the opening of the Third War Loan drive, September 9, will begin at 10:30 p.m. Headlining a list of stars from many branches of the entertainment field will be Olsen & Johnson with the cast of "Sons O' Fun." Other stars include Yvette, Wee Bonnie Baker, "The Four Blues," and the orchestras of Kay Kyser, Leo Zollo and Joe Frasetto's WIP orchestra. Bands will entertain alternately throughout the night and early a.m. between star appearances and remote pickups from London of Herbert Agar, special assistant to Ambassador Wynant, and Louise Morley, daughter of writer Christopher Morley.

Washington, D. C.—Editor of "FM," communique issued by FM Broadcasters, Inc., has penned another breezy bulletin close on the heels of his last one. Occasion is the celebration of recent FCC announcement that FM stations will be permitted to use four-letter calls, as suggested by the FMIB. Bulletin explains the new ruling and lists the reasons for the change, as cited in the FMIB request to the FCC.

Beckley, W. Va.—Vacation days are over at WJLS with the return from annual rest-periods of Mack Smith, staff announcer; Midge Lee, script writer, and Esther Tiller, traffic manager. Herb Kendrick, WLS general manager, is back at his desk after a business trip to New York.

Cleveland—Forum Cafeteria signed for a series of thrice-weekly shows on WHK. Programs on day and Friday, entitled "Hello You," will feature the recorded of Frank Sinatra and Bing Crosby. Wednesday's show is called "Clinics." Francis Pettey program will emcee all three programs, will be aired from 8:15 to 8:30 p.m. Cannon Tailoring Co. has retained WCLE's "Irish Program" for its year. Show is produced by, and aired by, Dick O'Heran, tenor, Wyant, station organist, and "Irish Ensemble."

Brooklyn, N. Y.—Heard on WLIB's "Party Forum" last Sunday were Mack Hayes, chairman of the Committee for Democratic Policy, and Victor Berke, member of the editorial staff of the New York paper. Subject discussed: "What is Wrong With Our State Government."

Atlanta, Ga.—Current vacated at WSB are those of program director Roy McMillan and talent director Chick Kimball. Both are using their vacations to supervise their farms. J. Leonard Reinsch, WSB general manager, has returned to the station after visiting Washington, New York, Chicago and Dayton, Ohio.

Boston—Florence Fisher, of Weller Mass., has joined the staff of WEEI as a transcription operator. Formerly was associated with the Kasper-Gor Recording Studios in Boston. Colonna, popular radio, film and stage star, was the guest of Evelyn Howler's "Five O'Clock Follies" show on WEEI last Friday. Bill Mezger pitched for Elmer Herskind on last Sunday's session of "Uncle Elmer's Show Circle," while Herskind dashed off a brief vacation.

**BEST RADIO BUY IN BALTIMORE!**

# W C B M

FREE & PETERS  
Exclusive National Rep.

John Elmer, President  
Geo. H. Booder, Gen. Manager

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## BIRTHDAYS

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

September 7

E. K. Cohan                      Alan Devitt  
William A. Ingoldsby        Dan Russel  
Birdie Marks                  John A. Stewart

## Sydney Moseley

is available coast-to-coast to Mutual stations for immediate local sale.



Ask Norman Livingston, WOR, 1440 Broadway, New York 18, for facts, figures, price.

**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

# RADIO DAILY

The National Daily Newspaper of Commercial Radio and Television



4, NO. 48

NEW YORK, N. Y., WEDNESDAY, SEPTEMBER 8, 1943

TEN CENTS

## Disk Ban Hearings Open

### Launches 3rd Bond Drive Tonight

Major networks and a large number of independent stations at 9 P.M. tonight will officially launch the Treasury Department's War Loan Bond Campaign as President Roosevelt will speak to approximately 75,000,000 people on the occasion of subscribing to a mini-

introducing the President, of Treasury Morgenthau (Continued on Page 8)

### Crumit, Radio Vet, Suddenly In New York

Crumit, aged 53, who with Julia Sanderson, was a radio favorite for 15 years, died suddenly at an attack early yesterday at 111 Gotham, New York. Crumit and Sanderson were musical favorites before turning exclusively to radio in 1928. They introduced the first "Battle of the Quiz" program in 1938, and at the time had been featured as "Mr. (Continued on Page 2)

### Retail Plan Ready for Early Presentation

Washington Bureau, RADIO DAILY Washington—First public statement of "Retail Plan" being worked by NAB will probably be made at an initial showing here, learned yesterday. In the meantime, NAB is building up broad support of the plan. Majority of NAB reported on the (Continued on Page 2)

### Weather Note

In contrast to the super air-traffic edifice in which the Cox committee held its hearing here, the NAB-AFM room is stifling. Everybody kept good naturedly useless. ET attorney Socolow and Petrillo he was wearing him with the brief cases he had. Petrillo said he would pick up if he fell, but God help Petrillo if he slipped.

### Troubles

Imagine the chagrin of band leader, D'Artega who recently organized an all-girl orchestra because the draft had abolished his male band. His first booking was a sixteen-week tour of army camps and this week four of his gal musicians tendered resignations. Why? They joined the WACS!

### Radio Important Media For Loan Campaign

Washington Bureau, RADIO DAILY Washington—An insight into the important role radio will play in the Third War Loan drive can be gained from some Treasury department figures released yesterday. A series of 396 special network programs have been scheduled for the 21 days of the drive and in addition more than 1,000 local broadcasts and 4,000 special announcements have been scheduled. It is anticipated that the listen-

(Continued on Page 2)

### Peluso Named Music Head Of NBC Western Division

San Francisco—Thomas Peluso, effective Sept. 12, will assume the post of musical director of the NBC western division, replacing Charles Dant, who resigned to devote his full time to commercials.

Peluso has spent 28 of his 44 years in show business, having written music for Universal and Columbia (Continued on Page 2)

## Outlook For Radio Tubes Brighter For The Industry

### AMP Extends Licenses With Independent Outlets

Associated Music Publishers, Inc. have extended music licensing agreements between and with the following stations: KFAC, Los Angeles; KGY, Olympia; KOME, Tulsa; KOY, Phoenix; KSLM, Salem; KVID, Denver; WBAX, Wilkes-Barre; WBML, Macon, Ga.; WBNS, Columbus, O.;

(Continued on Page 2)

### WLB Panel Hears ET Trade Counsel; Testimony By Petrillo, AFM Head; Radio, Recording Leaders Attend

### FCC Denies NBC Move; Other Action By Comm.

Washington Bureau, RADIO DAILY Washington—First FCC decision on its new regulations promulgated June 14, was issued yesterday with a denial to NBC of a petition for modification of Rule 3.104 which marks out the periods of the day during which affiliates may option time to networks. Regulation divides the day into four segments and allows a maximum

(Continued on Page 8)

### Earl G. Thomas Made V. P. Of A. & S. Lyons Agency

Earl G. Thomas has been named executive vice-president of A. & S. Lyons, Inc., Arthur S. Lyons, announced yesterday. During the past year Thomas has been serving as a captain in the Army and was com-

(Continued on Page 2)

### CBS Affiliate Board Meets In N. Y. Sept. 15-16

Fourth meeting of the CBS Affiliates' Advisory Board, has been scheduled for Sept. 15 and 16 in New York, at the network's headquarters. The nine members of the board are:

(Continued on Page 2)

With the transcription companies holding that the recording stoppage by the AFM is a "cessation of employment with a desired objective" and therefore a clear cut problem for the National War Labor Board, hearings by that body got under way yesterday morning in New York before a tripartite panel consisting of Arthur S. Meyer, chairman; Gilbert Fuller and Max Zaritsky.

Panel, during the forenoon session which lasted to 12:30 p.m. and then recessed to 2:30, listened to the pre-

(Continued on Page 7)

### Equity Names Special AFRA Merger Group

Actors' Equity Association yesterday afternoon formed a special committee to confer and negotiate a possible merger with the American Federation of Radio Artists. However, formal meeting of the two organizations will not be held until AFRA appoints a similar committee of nego-

(Continued on Page 7)

### Mutual Covered Wreck Of Penn. R. R. Express

Mutual scored a news scoop with only eye witness account of the wreck of the Pennsylvania railroad's Congressional Limited at 12:30 a.m., Sept. 7. Broadcast originated with WIP, Philadelphia, with Ed Wallis at the mike.

### Letter Answered

Denver—KOA recently broadcast a special show on which Frank Brown, Jr., of Breckenridge, played his Hawaiian guitar and met Governor John C. Vivian. All this was result of Frank's letter to the Governor, turned over to KOA, appealing to him for a chance to have his talents recognized, as he was stifled in his hometown. KOA arranged for the reality.

(Continued on Page 6)



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

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FINANCIAL

Tuesday, September 7

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 CURB EXCHANGE

Table with columns: High, Low, Close, Net Chg. Rows include Hazeltine Corp., Nat. Union Radio.

OVER THE COUNTER

Table with columns: Bd, Asked. Rows include Farnsworth Tel. & Rad., WCAO (Baltimore), WJR (Detroit).

CBS Affiliate Board Meets In N. Y. Sept. 15-16

(Continued from Page 1) Franklin Doolittle, WDRC, Hartford; I. R. Lounsbury, WKBW, Buffalo; C. T. Lucy, WRVA, Richmond, Va.; John M. Rivers, WCSC, Charleston; Clyde Renbert, KRLD, Dallas; Hoyt Wooten, WREC, Memphis; Leo Fitzpatrick, WJR, Detroit; Arthur B. Church, KMBC, Kansas City and C. W. Myers, KOIN, Portland, Ore.

Last meeting of the affiliate board was held in Chicago during the NAB convention last spring.

Two Stations Appoint McGillvra

KMO, Tacoma, Wash., and KIT, Yakima, both Mutual affiliates, have appointed Joseph Hershey McGillvra, Inc., New York, to represent them throughout the national field.

TOP PRODUCERS & WRITERS

AVAILABLE NOW—CALL FRANK McGRANN POSITION SECURING BUREAU, INC. (Agency) 331 MADISON AVE., N. Y., MU. 2-6494

AMP Extends Licenses With Independent Outlets

(Continued from Page 1) WCOL, Columbus, O.; WBRK, Pittsfield, Mass.; WCOU, Lewiston, Pa.; WCSH, Portland, Maine; WFEA, Manchester, Vt.; WHAI, Greenfield; WHEC, Rochester, N. Y.; WHYN, Holyoke, Mass.; WLBZ, Bangor, Maine; WLNH, Laconia; WMFR, High Point; WNBH, New Bedford, Mass.; WNLC, New London, Conn.; WOOD, Grand Rapids, Mich.; WRDQ, Augusta, Maine; WRNL, Richmond, Va.; WSAR, Fall River, Mass.; WSPR, Springfield, Mass.; WSYB, Rutland, Vt.; WTAG, Worcester, Mass.; WTHT, Hartford, Conn.

A new agreement has been completed with WSyr, Syracuse, N. Y.

Peluso Named Music Head Of NBC Western Division

(Continued from Page 1) motion picture studios. He's created and conducted the NBC "Symphonic Rhythm" hour; has spent five years as musical director of the William Fox chain of theaters; toured as musical director for the Marx Brothers for two years; and has been musical director for C. P. McGregor, transcription firm, for three years, turning out more than 800 discs in three years.

Radio Is Important Media In Third War Loan Drive

(Continued from Page 1) ing audience which will hear President Roosevelt's speech on the major networks tonight will be at least 25 per cent larger than during the April war loan drive.

Frank Crumit, Radio Vet, Dies Suddenly In New York

(Continued from Page 1) Adam and Miss Eve" over a CBS network as well as a five-day afternoon program as "The Singing Sweethearts."

Funeral services and burial will be held Thursday in Springfield, Mass., where the Crumits had a summer home.

Stork News

Alfred J. McCosker, chairman of the board of directors of Mutual, has become a grandfather with the birth of a daughter to Mrs. Sheldon Van Dolan. Grandpa and Grandma are doing well.

Announcing Carleton Day Pearleton, son of Carleton Pearleton, member of the press information department at CBS.

Two Join WOWO-WGL

Fort Wayne, Ind.—New additions to the WOWO-WGL, engineering staff are Cecil Humbarger, formerly of WEXL, Royal Oak, Michigan and Paul Schafer, who came to the Westinghouse stations from WJOB, Hammond, Ind.

Earl G. Thomas Made V. P. Of A. & S. Lyons Agency

(Continued from Page 1) missioned from civilian life to function as Theatrical Advisor. Upon completion of this task he was placed on an inactive duty status, thus enabling him to resume civilian activities. Prior to entering the army, Mr. Thomas was radio director in the Chicago office of McCann-Erickson, Inc., and was founder and first president of the Chicago Radio Management Club. Thomas was radio director of A. & S. Lyons, Inc., from 1928 to 1936 and is thoroughly conversant with agency's artists and policies. Irene Etkin will serve as assistant to Mr. Thomas.

NAB "Retail Plan" Ready For Early Presentation

(Continued from Page 1) plan at a meeting of the NAB Fourth District over past week-end. It was reported that broadcasters in the district, which covers North and South Carolina, Virginia and West Virginia indicated enthusiasm.

Joins NCAC Sales Staff

Joseph M. Barnett has joined the radio sales staff of NCAC's popular division, it has been announced by Daniel S. Tuthill, vice-president of NCAC and director of the division. Barnett has been in radio since 1921, when he began as a singer and announcer.

6 HOURS OF SPORTS—NEWS AND MUSIC!

NEW YORK'S Great-Year 'Round SPORTS PARADE WITH DON DUNPHY Daily 1 P. M. TO 7 P. M.

Sports results by Dunphy—Popular tunes picked by Tedd Lawrence—Latest AP and INS news hourly at a quarter of the hour! That's the WINS "Sports Parade"—a daily, year 'round, star studded feature with powerful appeal to men and women in America's number one market. It offers a real advertising opportunity. Want to know more about it?

For further information call

WINS

Bryant 9-6000

COMING and GOING

GEORGE CRANDALL, CBS director information, has returned from Hancock where he spent three weeks under for virus pneumonia.

JEAN COLBERT, writer of the "For Only" program on WCAU, Philadelphia Monday by plane for Mexico City, where scheduled for a radio and writing assignment of the Government of Mexico.

C. A. "FRITZ" SNYDER, of the Blue work stations department, is back from to the Middle West. O. M. "PETE" of the same department, left yesterday swing through New England.

NORMAN J. SUGG, commercial manager KGW-KEX, Portland, Ore., leaving for following a week in New York.

STERLING FISHER, assistant to the service director of NBC, is back at his desk after a vacation trip.

GEORGE J. BISSELL, president and manager of WMFF, Plattsburg, N. Y., town for conferences with the local representatives of the station.

J. PORTER SMITH, commercial manager WGRC, Louisville, is in New York for days on station business.

CLARE DAVISON, assistant trade news editor at CBS, left last night for a vacation in Chicago, her home town.

CHRIS CROSS, band leader at Jack Dem Restaurant, back in New York from a War rally in Philadelphia.

HAROLD H. MEYER, station manager WSRW, Stamford, was in town from Connecticut yesterday. Paid a call at the Blue Network.

HILDEGARDE, vocalist and femcee of "Beat the Band," is in Washington, today she will open an engagement of two weeks at the Embassy Room of the Statler.

T. S. MARSHALL, president and commercial manager of WOLF, Syracuse, has returned to update headquarters after a short business trip to New York.

Introducing A New Product? READ THIS:

"We give WITH full and complete credit for putting across a new product in an extremely difficult market, at a time when competition was at its keenest."

NAME OF SPONSOR ON REQUEST.



IN BALTIMORE TOM TINSLEY, President REPRESENTED BY HEADLEY-REED



*behind* **WMAQ**

**STAND THE GREATEST RADIO  
RESOURCES IN THE WORLD!**

The NBC Music Library (more than 100 tons of tunes) —the largest working collection in the world—is at the disposal of every local and spot WMAQ advertiser.

This and all the other vast resources of NBC stand behind the production and broadcasting of your campaign when it is placed on

**WMAQ**

*The Chicago Station Most People Listen to Most!*

50,000 WATTS • 670 KILOCYCLES

Represented Nationally by the NBC Spot Offices in: NEW YORK BOSTON CHICAGO  
WASHINGTON CLEVELAND DENVER SAN FRANCISCO HOLLYWOOD





## ... all in knowing HOW

One pull—in the right direction—the entire knot comes apart and falls free from the spar. But . . . you have to know how.

The knotty problems of spot radio are made easy by the "know how" of research, study and experience.

By cooperating closely with agency men and advertisers alike, the Raymer Company have demonstrated for more than ten years through research that they know the—who, when, what, where, and how—of spot radio advertising.



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

## PROGRAM REVIEWS

**"Mediation Board"**

Mutual's ace mail puller, A. L. Alexander's Board of Mediation, heard Sundays from 8 to 8:45 p.m., EWT, over WOR and a network of 110 stations, deserves classification as being radio's outstanding contribution to public education in the humanities.

Mr. Alexander, champion of better human relations, personally interviews all cases submitted for the program, shepherds them to the broadcast, and takes over presentation of their cases in a dignified professional manner. Each Sunday night three guest personalities are members of the "mediation board." Last Sunday night Dr. Ira S. Wile, eminent psychiatrist; Norman Thomas, liberal and Dr. L. Wendell Fifield, minister, sat in judgment at the private radio session.

Four cases, each one a problem that might arise in any average American home, were before the board for consideration. One case was where an intelligent, well groomed 18-year-old girl took her father to task for jeopardizing his executive position by allowing his personal opinions on labor and management to enter his relations with superiors; another was a 17-year-old high school boy who sought the board's opinion as to whether or not his mother had a right to prevent his enlisting in the armed forces; next, two sisters, one charging the other with misrepresenting her age of 52 at 40 as she contemplated marriage and the last was a hearing packed with dramatic punch which involved a husband and wife and the husband's mistrust. Both the complainants and defendants were allowed to tell their stories and the board ruled in each case.

Contrary to some impressions, A. L. Alexander's Board of Mediation does not exploit the cases of tragic unfortunates. Selection of the cases seems based on the intelligence, sincerity and national appeal of the complainants problems.

Summing up the object of the program, Mr. Alexander in his opening remarks declared: "This proceeding was designed and intended to be a program of education. The intention is not to help a few people each week, but as a nation-wide broadcast, to awaken the public interest in matters of social importance."

In closing the program, Mr. Alexander offered two well read short poems from his printed collection, "A Rose to the Living" and "Too Late." Bernard W. Dudley is the announcer; Electra Allison, organist and George Willard, producer. Sponsor is Serutan through Raymond Spector.

**Radio Writer Available**

Columns, Articles, Publicity, Scripts-Producing. . . . Long experience. Write RADIO DAILY, Box 746, 1501 Broadway, New York City.

**Notes From A Ringside Seat. . . !**

● ● ● The untimely passing of Frank Crumit, for many years, a headliner in the old days of vaudeville, recalls to mind the fact that the genial singing-emcee was one of the first to have recognized the possibilities and promise of Radio, and to have successfully and gracefully negotiated the transition from the footlights to the 'microphone end' of show business. . . . Frank was a credit to his profession and we would like to reminisce for a mite, citing two instances to prove his innate gentleness and strength of character. . . . two years ago, our mutual friend Sgt. Sid Weiss and Ol' Scoops, appeared as part of a team of newshawks on the "Battle of the Sexes" program. . . . after the show, Sid, admiring the Bulova Watch (all contestants were thus handsomely rewarded) said, "Come on Frank, ask me what time it is. . . . now that I've got the answer" . . . . ever obliging, Crumit said, "Okay Sid. What time is it?" . . . . "The time is now nine-thirty-four" answered the beaming Sid. . . . "That's correct," was Frank's rejoinder, "but it is also time to be happy, time to do what's right, to help those who need your help, make very one of those seconds, ticking away under the watch crystal, register the fact that it is always time to smile." . . . . Listening to Frank's words, synchronized to the wide smile on his ruddy face, one instinctively felt that if what he had given voice to could be called "preaching," then Frank Crumit was definitely "one who practiced what he preached" . . . . only last week, just outside the entrance to the CBS studios, we met Frank who stopped to chat. . . . a moment later, spying his wife, partner and devoted companion, Julia Sanderson, he called across the lobby, "Hello Sweetheart" . . . . yes, we repeat, that's the type of man Frank Crumit was. . . . a credit to his profession. . . . a man we're proud to have called "Friend" . . . .



● ● ● After several months of dickerings with Motion Picture people, Axel Gruenberg has closed a deal which will take him to the cinema capital. . . . Though directors for "Open Door" and "Right To Happiness," programs haven't yet been named to succeed him, Charles Martin will be his successor on the Gertrude Lawrence Show which Blue-debuts September 30. . . . Diane Courtney and the Jesters have been renewed for another year on that twice-weekly songfest for R & H Beer. . . . Fox, Paramount, MGM and United Artists, bidding for Sammy Kaye's services with the swing and sway maestro holding out for 100 grand per flicker. . . . Marian (Nikki) Shockley of the "Ellery Queen" whodunit series, expects a visit from Sir Stork next month. . . . Since returning from a six-month entertainment tour overseas, Blonde bombshell of song, Yvette, has offers from two sponsors to appear on the air, and on the screen from three major studios. . . . her voice, looks, courage and tireless efforts rate "the breaks."



● ● ● The mastoid operation, which Arthur Elmer underwent recently, has healed. . . . and just in time for the comic is due to start clowning on the new Eddie Pola gag-show, "That's A Good One," which bows in Sunday (8:15 p.m.) over the Blue Network. . . . We strolled into Studio 3B yesterday expecting to find Ray Paige, Morton Downey, David Ross et al, deeply engrossed in the business of rehearsing the "Songs By Morton Downey" songfest for Coco-Cola. . . . true, the rehearsal was in progress but we arrived just in time to witness clownings and fun-making to such an extent that we momentarily thought we had blundered into the wrong studio. . . . a most amazing type of rehearsal for a straight-singing show, yet later in the control booth, during the broadcast, we marvelled at the perfect timing with which the performance was given.



— Remember Pearl Harbor —

## GUEST-ING

ALLEN REED, the "Falstaff Opshaw" of Fred Allen's show, on Bob Crosby's "Kraft Music Hall," tomorrow (WEAF-NBC, 9 p.m.).

MAJ. ALEXANDER P. DE SEVERSKY, author of "Victory through Power"; LENA HORNE, vocalist, and CAPT. CLARK GABLE, the late speaking from "Somewhere in England," on Don Ameche's "What's New" program, Saturday (WJZ-B Network, 7 p.m.).

FREDERICK M. VINSON, director of economic stabilization, on "Washington Reports on Rationing," Sunday (WEAF-NBC, 3 p.m.).

DOROTHY MAYNOR, soprano, the Coca-Cola program, Sunday (WABC-CBS, 4:30 p.m.).

SECRETARY OF THE TREASURY HENRY MORGENTHAU, ERN PYLE and SGT. FRANK B. KOZAK, bombardier, on "We, the People," Sunday (WABC-CBS, 7:30 p.m.).

CONSTANCE BENNETT, on the "Jerry Lester Show," Sunday (WABC-CBS, 6 p.m.).

DOROTHY MAYNOR, soprano, the Coca-Cola program, Sunday (WABC-CBS, 4:30 p.m.).

**Outlook For Radio Tubes Brighter For The Industry**

(Continued from Page 1)

comparable number in the month of August.

With major companies better stocked with tubes preliminary WPB's scheduling move, reports are widespread that they are engaging in active competition for dealer outlets, one company, for instance, which had done rather badly in obtaining recent army orders, is said to have compensated itself by bringing large numbers of dealers into its distribution chain. It was able to point to its available capacity for civilian production, it is said.

The scheduling directive planned by WPB will call upon particular companies to make given amounts of critical tubes of specified types. Such plans have been under discussion almost since the start of the year but were deferred repeatedly. The present plan in form is a victory for proponents of higher civilian production but in substance gives the palm to the army. Army's victory resides in low volume of tubes to be scheduled for civilian use.

Manufacture will be concentrated on tubes suitable for AC-DC sets which were sold in great numbers before the war. Among scheduled types are 12FA7, 1A7GTG, 5Y3GTG, 12K7GT, 12SQ7GTG, 3525GTG, 60L6GT.

These are included among the types which in a survey by NAB this spring to have been most critical. Survey results were then used as a guide to future civilian production.

# WLB Panel Hears Disk Companies As Recording Ban Sessions Open

(Continued from Page 1)

tion of the electrical transcription companies through attorney A. Socolow. Socolow took the first part of the time in giving the panel a chronological history of the case leading up to the dispute with the AFM and the fruitless attempt at negotiations.

Socolow represents Associated Publishers, Inc.; Empire Broadcasting Corp.; Lang-Worth Feature Films, Inc.; C. P. MacGregor; Recording Division of NBC; Standard Radio, Inc.

## Richmond Says Coverage Adequate

John Diamond, attorney for Decca Records and World Broadcasting, although not down as a party to the proceedings, was on hand and the panel he did not wish to support Socolow's presentation since it had not previously been in attendance at various meetings with the AFM nor the negotiations that took place through. He believed that Socolow had covered the ground to his satisfaction.

Joseph A. Padway, counsel for the AFM, arose at one point to answer a query from the chairman and he argued that he would not interpose his argument until the transcription companies had fully presented their case. Padway stated: "We were not here—someone filed a complaint—we want to know what they are doing." This tended to slant the hearing toward the transcription companies presenting their case of the AFM's ban and then leave the argument on both sides for the close of the hearing.

## Socolow Cites AFM Interference

Socolow gave ample time to the AFM of the small station and its ban on transcriptions. He pointed out toward the close of the series of meetings and negotiations, the AFM sought to set up a method by which transcriptions would be prohibited but that the companies would be prohibited from doing business with any station placed upon the AFM's list. Since there was no such ban then or now in existence, Socolow said the negotiations at that particular point fell through because the transcription and recording companies could not undertake to police the industry. Also that should a position of 500 stations be placed on the AFM's list, which was probable, then the companies would not see their way clear to operating on a profit basis—a serious curtailment of their

market would make increased payments to the AFM untenable.

Petrillo sat next to attorney Padway, also Henry A. Friedman, New York AFM counsel. Several other officials of the AFM were also present along with lesser legal lights.

Radio and transcription industry was well represented, headed by Neville Miller, president of the NAB; C. E. Arney, Jr., secretary and treasurer, also Joseph L. Miller, director of labor for the NAB; C. M. Finney of AMP; Lloyd Egner of NBC recording division; Cy Langlois of Lang-Worth Features; Sydney Kaye, BMI, vice-president and general counsel, and Carl Haverlin, also of BMI. In all less than 100 attendees were at the hearing.

## Hays Counsel for WLB Panel

Paul Hays, professor of law at Columbia University and member of the New York State Board of Mediation, was designated as Counsel to the panel. Nathan P. Reinsinger, War Labor Board Associate General Counsel in charge of dispute cases, will serve as special assistant to the panel.

In taking its recess yesterday, the chairman of the panel stated that the group wished to discuss the case between themselves before resuming in the afternoon. The WLB in the opinion written by its chairman William N. Davis, on August 4, 1943 said that the panel at its own discretion may, in accordance with WLB procedure, speak to either side separately or to any individual. Findings of the panel, however, or recommendations, will be based solely on the record. Hearings are not subject to the technical rules of evidence and all relevant testimony will be received and its weight is to be accorded to accepted testimony within the discretion of the panel. Witnesses will not be sworn.

## Petrillo Counter-Points Vociferously

Afternoon session opened with attorney Harry A. Friedman for the AFM giving details of the various moves in connection with radio and recording company relations. At the question put by Chairman Meyer as to why the recording companies were not represented at the hearing along with the transcription organization, Petrillo arose and said that while he was not under oath, he would nevertheless tell the truth. In a long oration in which he pounded the table with his fists in no uncertain manner, Petrillo took a blast at the network owners and the transcription companies, stating that the latter, according to a survey which FCC Chairman Fly agreed to turn over to the WLB, has made more money in 1943 than any other comparable period.

Petrillo got the usual number of laughs with his vehement and colorful delivery and frequently used the term "and rightfully so." He mentioned the analogy of Singin' Sam and the fact that Coca-Cola has gone

merrily on its way with live programs and selling more Coca-Cola than ever before; that in the case where the Ringling Bros. circus fired the band after a wage dispute, records of well known band leaders were used to compete with the musicians out of work and in itself was the crux of the present case before the WLB.

The AFM president further attacked the recording companies for continuously bringing in government agencies to help them but no one in the AFM asked for or received such help. Also that all these hearings and probes cost the AFM much money. He mentioned that the President of the United States called for him and said he wanted the people to have music and that he (Petrillo) suggested and agreed to send out live musical organizations with upward of \$250,000 expense to the union.

## AFM Head Offers Proposition

Petrillo stated that the transcription business did a business of \$4,000,000 annually and that at least \$250,000 of this sum was profit. He was willing he said, to give the transcription companies that amount each year if they would go out of business. He brought up the services to the army and navy and other government departments and had letters read which in one case the army was quoted as saying it could not accept a free gift with strings attached. This was in answer to the AFM's offer to give free disks to juke boxes in army camps, etc. if the juke box owners did not require a nickel in the slot.

Some \$7,000,000 in recording fees have been lost by members of the AFM since the ban went into effect, according to Petrillo, but this he said, had to be chalked up to a pioneering effort.

Chairman said he didn't mind elucidations later on but requested that when a question was asked directly, it be answered first. He believed Petrillo had something on his mind and Petrillo seeking to explain his position brought up Elmer Davis and said if the WLB thought this was a labor dispute, that the AFM did everything the government asked and that Manpower Commissioner McNutt was drafting musicians who were not in war plants, therefore they could not be considered as being essential industry, and by the same token if the many radio outlets who used music made by musicians could not therefore claim differently than McNutt.

Zaritsky of the panel asked Petrillo if the WLB ultimately rendered a decision and that of the recording men. Petrillo subsequently stated that temporary agreements wherein recordings could be made meanwhile would kill the AFM's chances of ever winning because enough records could be made in a few weeks to last for the coming year. That he gave the recording companies enough time to do this when he put the ban into effect. Chairman Meyer at this point

# Equity Names Special AFRA Merger Com.

(Continued from Page 1)

tion and announces the date of conference.

Selection of Bert Lytell, president; Paul Dullzell, executive secretary; Ruth Richmond, executive secretary of Chorus Equity Association; Rebecca Brownstein, associate counsel of CEA; Philip Loeb; Rhys Williams and Alfred Harding was made at the Equity meeting yesterday in view of the formal proposal received from Mrs. Emily Holt, national executive secretary of AFRA.

The AFRA proposal, as Mrs. Holt wrote to Equity under the date line of September 3, was passed and unanimously approved at the National Convention of American Federation of Radio Artists held in Chicago August 28 and 29 at the Ambassador Hotel. It was submitted for due consideration by Equity with the hope that Equity's acceptance would be one step nearer to a union of all American Association of Actors and Artistes.

hoped that since the war angle was now taken care of, the speakers would confine themselves to pertinent items that would go toward a settlement.

Chairman Meyer made it clear that there had been hundreds of cases where the war effort was "more incomparably indirectly" concerned or affected than in the disk case and that this particular hearing had a similar status.

Late in the afternoon, following a 10-minute recess, Chairman Meyer announced that there would be an executive session immediately following with the AFM. That a similar closed session would be held with the transcription men in the morning at 10:30 a.m. Hearings are being held at the offices of the New York Labor Mediation Board in the Fiske Bldg.

Additional observers dropped in at the afternoon session, including A. L. Ashby, NBC counsel and E. C. Mills, of the Song Writers Protective Assn.

**WENR**  
Blue Points

WENR recently delivered 700% more returns than the advertiser expected! Here is real pulling power!

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

**EXPERIENCED MAN AVAILABLE**  
Pianist, vocalist, announcer, production or Program Director; 15 years in radio and show business; best references; currently employed; prefer midwest or western station; Opportunity more important than salary. Age 33, married, one child; 4-F  
Press Box 749  
1 Broadway  
RADIO DAILY  
N. Y. C.

# Radio Launches 3rd Bond Drive Tonight

(Continued from Page 1)

will follow with a brief address. Whereupon the Hollywood Victory Caravan, en route to New York to participate in a gala bond rally at Madison Square Garden next Wednesday night, will entertain the radio audience with a variety show until 10 p.m. Edgar Bergen and Charlie McCarthy, Bing Crosby, Burns and Allen, Ronald Colman amongst others as guests of the White House, joined via special hook-up from Hollywood with Dinah Shore, Jimmy Durante, Akim Tamiroff, Robert Young and Gordon Jenkins and his orchestra, will present a program of songs, comedy and drama.

### Program Types Listed

Commercially sponsored and sustaining shows, specially transcribed programs and announcements, promotional tie-ups with theatrical and camp shows and every other conceivable theme will be used by Radio during the September 9-30 campaign in view of the Treasury Department's request that the individual subscribe to the \$15,000,000 campaign exclusively. Consequently, the special events departments of NBC, CBS, Mutual, Blue and all independent stations have made arrangements with all their commercially sponsored programs to turn their time to specially written and prepared bond shows. Each and every station will maintain a special staff of telephone operators supplemented by the American Women's Volunteer Service to receive bond pledges from the listening radio audience. Stations maintaining language programs have contacted prominent foreign stars of radio, stage and screen to promote in their own tongues the need of meeting the bond quota. The pleas will be presented variously in specially prepared speeches, as well as through the medium of musical, comedy and dramatic shows.

### Cleared Through OWI

Cleared through the Office of War Information the four major networks will present a wide variety of shows on behalf of the drive. Local affiliates and independent stations have been working directly with the local special events department of the State War Finance Committee and through specially created coordinating committees such as the National Entertainment Industry Council. Sesac, through NEIC with the cooperation of the United Theater War Activities Committee and the USO-Camp Shows, have arranged talent shows at army, navy, marine, coast guard and merchant marine bases for as many as 400 stations to pick-up via remote control.

### NBC Account To J. W. T.

National Broadcasting Company has placed its advertising account with J. Walter Thompson Co., Charles B. Brown, NBC director of advertising and promotion, announced.

# Coast-to-Coast

**DES MOINES, IA.**—Eddie Truman, musical director of KSO and KRNT, is the composer of "Broadcast Mood Music," book just released by the Van Brunt Music Publishing Co. of Hollywood. Booklet, containing 50 selections of transition music, is primarily for studio organist and music arrangers.

**PORTLAND, ORE.**—Montgomery Ward & Co. of Portland, has purchased a quarter-hour musical show once weekly on KGW-KEX. Johnny Harrell, vocalist on the stations' staff, is featured on the shows, accompanied by Glenn Shelley on the organ. Purpose of the broadcasts is to obtain personnel for M & W's Portland mail-order house.

**MISSOULA, MONT.**—New program heard on KGVO is "Future Unlimited," a five-minute spot across the board, outlining post-war development in home and building equipment. Series is underwritten by Western Montana Building and Loan Association. Arthur Jacobsen is the latest addition to the KGVO announcing staff. A. J. Mosby, KGVO general manager, is vacationing this week. New staff lounge at KGVO was opened last week. Features of decoration are knotty-pine furniture and modernistic murals on radio themes. Staff is utilizing the lounge for a daily coffee hour.

**BECKLEY, W. VA.**—New on the announcing staff on WJLS is Louis Rigsbee, who formerly was a mike man for WCNC, Elizabeth City, North Carolina.

**MEMPHIS, TENN.**—Board of directors of the Memphis Broadcasting Co. have elected Harold R. Krelstein, general manager of WMPS, to the position of vice-president. Krelstein has been with the station since 1939, when he started as a salesman. He was made commercial manager in 1940 and general manager in 1943.

**PRINCE ALBERT, SASK.**—"Songs of the West" is the new program on CKBI which holds down the 7:15 a.m. spot Mondays through Fridays. Show is aimed at the rural audience. Loretta Gaboreau, continuity and traffic, is back at CKBI after a summer holiday, and manager Lloyd Moffat is away at Banff

attending the annual meeting of the WAB. CKBI covered the annual Exhibition at Prince Albert, making ET's of interviews with district people and featuring complete coverage of the stock show. Broadcasts of transcriptions were delayed so that interviewees could have a chance to listen to themselves.

**WORCESTER, MASS.**—Novel idea of sending flowers to your Mother on your birthday is being promoted over WAAB by the Worcester Florist Association. They will use the across the board spot before the one o'clock news.

**DENVER, COLO.**—Air premiere of a new piano concerto by Roy Harris was presented during a special War Bond program of the KOA Music Center for Enlisted Men last Friday. Show featured the Fort Logan Band and guest artist Johanna Harris, wife of the composer, who played the new work. Clarence H. Adams, state chairman of the U. S. Treasury War Finance Committee, was guest speaker on the program.

**BUFFALO, N. Y.**—Mac Twamley, 10-year-old radio actor and son of Edgar H. Twamley, director of WBEN, is appearing in his first Broadway play, "Tomorrow The World," at the Barrymore Theater, New York.

**DAYTON, O.**—WING has sold Martin Agronsky across the board to Hearst-Stone Service Corporation of Dayton.

**FARGO, N. DAK.**—Ten entertainers from WDAY leave next Monday on an extensive War Bond tour. Cast presents a two-hour variety stage show. First leg of tour will cover the state of North Dakota in six days, with broadcasts from various cities on the schedule. Entire unit, which is under the direction of WDAY program director Ken Kennedy, is donating its services for these bond appearances.

**COLUMBUS, MISS.**—Mobile transmitter WJWA, operated by WCBI, will be used to make a series of pickups from the practice field of the Lee High Generals prior to the opening of the high school football schedule. Interviews with the new coach and other officials and players will be the topic of the broadcasts, which are being made in cooperation with the school to promote its opening game. Due to previous commitments, WCBI for the first time will be unable to broadcast the games themselves.

**VINCENNES, IND.**—Coca-Cola Bottling Co. of Washington, Ind. has placed five announcements containing UP headlines daily except Sunday over WAOV. "George Field At Work," series of daily broadcasts from the George Field flying line, link-trainer school, ground school, etc., is a new program added to the schedule of WAOV at 2 p.m. WAOV will use portable equipment to air the shows.

# FCC Denies NBC Motion Other Action By Comm

(Continued from Page 1)

of three hours in each upon which broadcast stations may carry optional on affiliate facilities. NBC had requested that it be allowed 3 1/2 hours week-days and four hours Sunday during the evening segment from p.m. to 11 p.m. In return, it offered to surrender double that amount of time from the morning segment from 8 a.m. to 1 p.m.

In denying the petition FCC mentioned on its daily list of Commission actions: "National Broadcasting Co. Inc. denied petition for modification of Regulation 3.104." Among broadcasters, however the action was considered significant. Broadcasters held that it pointed to strict interpretation of the rules issued in June.

FCC also extended authority NBC to transmit recorded program to all broadcasting stations under control of the Canadian authority that may be heard consistently United States. NBC was given extended authority to transmit to CBL and CBL and other stations controlled by Canadian Broadcasting Corp.

### WLWL Plea Approved

Commission approved transfer of control of Independent Merchant Broadcasting Co. licensee of WLWL from Beatrice L. Devaney to Ralph L. Atlas for \$6,319.

Maine Broadcasting Co., Inc. asked for a modification of its construction permit to increase power and to install new equipment for WLBC. It asked that the completion date be extended from Sept. 11 to Sept. 25.

Michigan University, Ann Arbor requested a permit for a new non-commercial station to be operated on 42,900 kilocycles, power of one kilowatt and special emission for frequency modulation. Hours of operation would be unlimited. Everett Broadcasting Co., Everett, Wash., sought modification of its license to increase power from 100 watts night to 250 watts day to 250 watts 24 hours.

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				

September 8

Lynn Bernhak	Joe Bolton
Al Bernhard Clapper	Al Hoffman
Niela Goodelle	George Mannina
Mel Marvin	Jack R. Overall
John Harold Ryan	Nora Sidney
Milton Watson	Emma Rosenberg

# WDRRC

CONNECTICUT'S PIONEER BROADCASTER

## RETAIL SALES UP

Again In October

A predicted increase, according to Sales Management, of 16.8% over last year's record high in Hartford. WDRRC will sell your product in Connecticut's Major Market. Basic CBS for Connecticut.



## Resume ET Presentation

### ... Launches 3rd ... Bond Campaign

Local network and independent stations joining with other stations throughout the nation in carrying out Roosevelt's address and program of the Third War ... last night radio's greatest sell war bonds got under way. ... broadcast, New York stations, network and independent, today

(Continued on Page 4)

### ... High Frequency ... To Produce Tools

... Harnessing high frequency radio waves as a method of ... heat for moldings in the ... of airplanes, gliders, and ... war-essentials was forecast ... at the annual fall meeting ... American Chemical Society. ... "heatronic molding" the ... development employs ... manner used to produce ... fever in the treatment of

(Continued on Page 2)

### Grimes, Philco Exec., ... In Airplane Crash

Philadelphia—David Grimes, vice-president in charge of engineering at Philco Corporation, was killed when the transport plane in which he was traveling with Comdr. James A. Logan, commandant of the United States Naval operating school at Londonderry, crashed into a bog in Northern Ireland. Grimes, who was abroad on a special mission, was last seen on Sept. 7.

(Continued on Page 2)

### ... Inquiring Iowan!

Moines, Ia. — Most people at an invitation out to dinner these days, but one KSO listener considers a few points not worth the risk of missing out on Dale Morgan's telequiz. Before accepting a deal, lady phoned station to see if rules permitted her call to be made to host's home, should time turn up.

### Close Shave?

Leo Cherne, thrice weekly commentator heard on Mutual, had an exciting 32nd birthday yesterday. Taking a quick shave at the offices of the Research Institute in preparation for a luncheon engagement, someone burst into the room with the news of Italy's surrender and Leo cut off half of his treasured mustache. Then, for appearance's sake, he had to cut off the other half.

### Says Unfiled Suits Intervention Grounds

Washington Bureau, RADIO DAILY Washington—Ira Chase Koehne, Washington attorney, who sought last week to intervene in the transfer of the Blue Network on behalf of alleged holders of \$2,000,000 unsecured, contingent claims against the Blue, told RADIO DAILY yesterday that the claims arise out of alleged libelous broadcasts.

(Continued on Page 7)

### Program Problems In Ohio Cities With New CWT

Columbus, Ohio—With many Ohio cities adopting central war-time broadcast schedules, network program schedules to conform with new time. Cities of Cincinnati, Cleveland and Youngstown go on central war-time Sunday, Sept. 26, and on Sunday, Oct. 3, Akron, Columbus and Dayton join the list.

### Musician Unemployment Is Discounted By Disk Men, As Case Proceeds Before War Labor Board

### "Listening Post" Units For Peabody Awards

Athens, Ga.—To aid the George Foster Peabody Radio Awards Board in its annual selections, listening-post committees have been set up throughout the United States, according to Dean John E. Drewry, Henry W. Grady School of Journalism, The University of Georgia, which, with the assistance of the National Association of Broadcasters, administers these "Pulitzer prizes of the air."

Under the direction of Mrs. Dorothy ... (Continued on Page 6)

### Sign Contracts On Seven NBC Network Renewals

Completion of contracts renewing seven NBC programs for 52 weeks each was announced yesterday by the network sales departments in Chicago and New York.

Bob Hope, sponsored by the Pepsi-Cola Co., ... (Continued on Page 7)

### Chicago Bears Football Schedule Gets Sponsor

Chicago—Atlas Brewing Company, through Arthur Meyerhoff agency, have signed for the exclusive broadcast rights to the Bears' football games.

(Continued on Page 4)

## Alert Radio News Staffs Flash Italian Surrender

### WOR Sells Three Shows; Gets Renewals on Four

Sale of three shows, addition of a participating sponsor and four renewals have been announced by WOR, New York. Grove Laboratories has added three programs to the two it already sponsors, swelling its total to two and a half hours over WOR. Allen S. Smith Co., for Smith's Split ... (Continued on Page 2)

War Labor Board hearing in New York on the dispute between the AFM and the transcription companies went into its second day yesterday with A. Walter Socolow, attorney for the ET men resuming his presentation in which he sought to indicate that unemployment, such as the AFM pleaded, did not exist on a major scale in any one locality and in the majority of cases did not exist at all. Toward this end Socolow presented several exhibits, some worked up by the NAB via an independent research ... (Continued on Page 5)

### Blue Net Spot Sales Staff Reorganized

Jack Brooke has been appointed Eastern Sales Manager of Blue Spot Sales in a reorganization and expansion revealed today by Murray B. Grabhorn, manager of the departments.

At the same time, D. B. Buckham, Eastern Sales Manager of the Blue Network announced the appointment of Theodore W. Herbert to the net ... (Continued on Page 2)

### Tentative Take-Overs For Crumit-Sanderson

Temporary replacements for the Crumit-Sanderson shows, necessitated by the sudden death of Frank Crumit, were announced yesterday by Kenyon ... (Continued on Page 2)

### Backing With Bonds

New York—Good news is worth more than just cheers, says WQXR. Taking advantage of the coincidental unconditional surrender of the Italians with the start of the Third War Loan drive, WQXR will swell the campaign's coffers today with a special stunt. Station will auction for bonds the original news bulletin which came through flashing the surrender announcement.



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JOHN W. ALICOATE : : : Publisher
FRANK BURKE : : : : : Editor
MARVIN KIRSCH : : : Business Manager

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FINANCIAL

(Wednesday, September 8)

NEW YORK STOCK MARKET

Table with columns: Am. Tel. & Tel., CBS A, CBS B, Crosley Corp., Gen. Electric, Philco, RCA Common, RCA First Pfd, Stewart-Warner, Westinghouse, Bid, Asked. Includes sub-section 'OVER THE COOUNTER' with entries like Farnsworth Tel. & Rad, Stromberg-Carlson, WCAO (Baltimore), WJR (Detroit).

WOR Sells Three Shows; Gets Renewals on Four

(Continued from Page 1) Peas, has bought time on the station's "Food and Home Forum," conducted by Dr. Walter H. Eddy; John F. Trommer Inc., for Trommer's White Label Beer, has renewed WOR's "Answer Man" for another 52 weeks; and Conformal Footwear Co., Humphrey's Homeopathic Medicine, and Burlington Mills have renewed their contracts for 52 weeks on "Peegen Prefers," women's program conducted by Peegen Fitzgerald. Walter Preston's "Show Shop" is one of Grove's new buys, contracted for 13 weeks. Show has been moved from Sunday at 2 p.m. to the 6 to 6:30 p.m. spot Sunday nights.

THIS LITTLE BUDGET WENT TO WORL BOSTON MASS. Image of a small dog.

Alert Radio News Staffs Flash Italian Surrender

(Continued from Page 1)

anean, speaking from Radio Algiers to officially proclaim Italy's surrender "at this instant," was picked up by the monitors of the four networks at 12:30 p.m. and relayed to the radio audience in a clear, distinct airing. Italy's surrender on the eve of the Third War Loan Bond Campaign caused considerable apprehension in Washington, D. C., it was learned yesterday. Kurt Jadassohn, Treasury Department's radio division, filed a formal appeal to all networks and independent stations not to minimize any proposed plans on behalf of the Third War Loan Campaign, Sept. 9-30, and to intensify radio campaign despite highly favorable war news.

Although electrified by the sudden surrender of Italy, the newsrooms quickly relayed the news dispatches of the United and Associated Presses. Breaking in on the program "Living Should be Fun," Don Lowe, Blue announcer, relayed the news on the Blue Network at 11:47:10 a.m. Bob Trout interrupted "Aunt Jenny" to flash the announcement at 11:47:15 on CBS, while Don Goddard broke in the commercially sponsored program "David Harum" at 11:47:45. Bruce Elliott did the honors for WOR at 11:49, while Tro Harper announced Italy's surrender at 11:50 on Mutual during the program "What's Your Idea."

Following on the heels of the capitulation the newsrooms and the special events departments arranged special broadcasts from Washington, D. C. as well as in their own studios, featuring their top-flight newscasters and commentators to take over as further details came over the teletype pending overseas broadcasts.

The Blue at 11:55 a.m. called in Bill Hillman at the capital to present any further developments that the War Department might issue. A half-hour later the monitors picked up Radio Algiers with Gen. Eisenhower speaking for eight minutes on the formal surrender. The Blue followed the overseas broadcast with a round-

up of news as gathered by the BBC correspondent, Robert Dunnett at the Allied headquarters in North Africa. At 1 p.m. Baukhage presented a round-up of news as received on the wires, followed by a general appraisal of news from Washington, D. C. with Bill Hillman and Martin Agronsky. At 2:30 Dunnett again presented later developments in view of Marshal Badoglio's broadcast to Italy at 1:45 p.m., EWT, substituting for the program "Ladies Be Seated." By 3:45, at this writing, Hillman, Agronsky and Baukhage, in a special round-table of news, spoke of the subsequent developments in the Mediterranean.

CBS, in addition to the General Eisenhower and the Robert Dunnett broadcasts, Ted Collins, on the Kate Smith food program, read a few more dispatches, covering any other details not found in the original release. At 12:40, following Eisenhower, Major George Fielding Eliot presented an analysis of the news and commented on the possible effect on the war in the Mediterranean. George Moorad, speaking from Washington, covered any further news from the War Department, followed by John Daly from Algiers, and concluding with the political aspects of the surrender by Quincy Howe at 12:54 in an hour's round-up of news.

Mutual, after flashing the announcement, presented Boake Carter on his regular noon broadcast, devoting most of his time to the news from the Mediterranean. Following Eisenhower's announcement, Jack Thompson, speaking from Allied headquarters in Algiers broadcast the latest communiques. At 1 p.m. Sidney Moseley devoted his commentary to new developments on the situation. One hour after Eisenhower made his official announcement, Mutual played back his recording. At 2:02, Mutual carried the flash of the surrender of the Italian fleet. General Eisenhower's proclamation was also rebroadcast at 8:30 p.m.

Harnessing High Frequency Waves To Produce Tools

(Continued from Page 1) disease. The waves are transformed into heat and the heat energy used in the molding process. It was explained that higher frequencies in the range of 2,000,000 to 40,000,000 cycles have unusual characteristics which make them especially valuable for heating materials which are not metallic in nature and which are good insulators for ordinary low frequency power.

David Grimes, Philco Exec., Killed In Airplane Crash

(Continued from Page 1) cial war mission, joined Philco in 1934 as engineer in charge of home radio set research and engineering.

Tentative Take-Overs For Crumit-Sanderson

(Continued from Page 1) & Eckhardt, Inc., agency for the Southern Cotton Oil Co., and Roche, Williams, & Cunnyngham, Inc., agency for Lewis-Howe Co., sponsors of the programs. "Singing Sweethearts," the five-a-week afternoon show over CBS, sponsored by Southern Cotton Oil, will continue this week with Irene Beasley, Dick Stark and Bob Downey filling the spot. Trio pinch-hit on the program last Tuesday on very short notice, and were so well received that they may be awarded the permanent assignment. Saturday night quiz show, sponsored by Lewis-Howe over NBC from 8 to 8:30, will substitute Horace Heidt and his orchestra for the next two weeks.

Blue Net Spot Sales Staff Reorganizing

(Continued from Page 1)

work sales staff, effective Sept. 8. Both Brooke and Herbert are members of the Blue Spot Sales. Herbert will replace Philip F. W. who has resigned to become National Sales Manager of Muzak Corporation. In announcing the appointment of Brooke to head sales activities in New York office of the Spot department, Grabhorn revealed estimated business for 1943 will be nearly double that of 1942 when department was first organized to represent WJZ, New York; WCAO, Chicago; KGO, San Francisco; WMAL, Washington, D. C. and Pacific Blue Network.

The reorganization of Blue Sales as Grabhorn pointed out, is from the tremendous strides made in spot broadcasting during the past war time years. Marketing conditions change rapidly in wartime and inability of advertisers to plan ahead leads to an increased demand for flexibility in all forms of advertising. Spot broadcasting, which provided flexibility in radio advertising specifically, has benefited by this situation.

Looking ahead to the future Grabhorn predicted that spot broadcasting will hold the gain created by emergency situation since many advertisers have now experienced effectiveness of the medium and undoubtedly continue to use it.

WWL Claims News Beaten

New Orleans—WWL claims to have beaten all competition in breaking news of the Italian surrender. WWL broke the news at 10:45:30 a.m., C.

98% on WITH! The largest drug chain in the Baltimore area places 98% of its radio money on WITH. Follow the leader!... that's good business. WITH IN BALTIMORE TOM TINSLEY, President REPRESENTED BY HEADLEY-REED

# ***FIRST TO FLASH NEWS OF ITALY'S SURRENDER***

---

Forty-four minutes before General Eisenhower made his dramatic radio announcement of Italy's unconditional surrender, United Press Correspondent Richard D. McMillan flashed the news direct from North Africa.

The United Press was well ahead of any other service.

This world beat is a fresh example of alert reporting and split-second transmission—two qualities which contribute to “the world's best coverage of the world's biggest news” by United Press.

---

# **UNITED PRESS**

## Radio Launches 3rd War Bond Campaign

(Continued from Page 1)  
open a series of programs which will continue through the Third Loan Bond Drive. These programs, representing the best in ideas, production, and writing efforts are varied in nature and all designed to stimulate interest in bond purchases.

WABC starts a 24-hour, 'round-the-clock schedule today as its contribution to the War Bond campaign with several all-star programs featuring CBS personalities and other radio, stage and screen stars included.

With goal of \$5,000,000 war bond sales within reach WJZ has practically sold out premiere of "Icecapades" at Madison Square Garden, Sept. 14, at which bonds are being used instead of tickets for "celebrity loge" seats.

Mayor Fiorello H. LaGuardia, President Branch Rickey of the Brooklyn Dodgers, and several name orchestras have been added to the long list of entertainers for "The Battle of New York," station WJZ's two and one-half-hour Third War Loan program on Saturday, Sept. 11, 1:30 to 4 p.m.

### Include Foreign Language Appeals

At WQXR, Leonard Lieblich, pianist-author-critic, will act as bondmaster during a broadcast from 9 a.m. to 12 midnight, today, featuring the station's opening day participation.

WOR and Mutual likewise have a impressive list of special events scheduled for the coming weeks of the Third War Loan drive.

Every one of the foreign language as well as English programs on WBNX is participating in the Third War Loan drive. Personalities on all broad-comparable to the Baseball Bond League WNEW will during the course of the war bond campaign conduct a "Crooners Bond League."

In addition to the pick-up from Carnegie Hall tonight at 9:30, WMCA will carry the talent bond shows at Victory Square, 50th St., 6th Ave.

As a language station WOV will present prominent stars of the opera, stage, screen and radio in specially prepared scripts, featuring comedy and drama as well as song and musical recitals for its Italian audience.

## Chicago Bears Football Schedule Gets Sponsor

(Continued from Page 1)  
cast over WIND of all ten games of the 1943 Chicago Bears football schedule starting Sunday, Sept. 26. All home games will be aired direct from Wrigley Field while games played at New York, Detroit, Washington and Green Bay will be handled by special wire direct from the playing fields.

America's Greatest Syndicated Show

## FUNNY MONEY MAN

ALLEN A. FUNT RADIO PRODUCTIONS  
52 Vanderbilt Avenue New York City



### Radio Is My Beat. . . !

• • • Radio has served in many capacities (and we might add with due credit to itself and the personnel from the page boy to "Mr. Big" himself) but tomorrow night it will be called upon to act as a sort of intermediary in the transition of a story in reverse. . . . because it is planned to create a Broadway dramatization of the Leo McCarey film "sleeper" of a few years ago, namely, "Make Way For Tomorrow," (in which the old order reverseth since in every past case, the stage presentation always preceded the motion picture adaptation) special attention will be paid to the radio version of that vehicle which will be aired on Charles Martin's "CBS Playhouse" . . . . James Cagney, Academy Award Winner, whose initial production, "Johnny Come Lately" opens at the Capitol Theater in Gotham September 23, will guestar Sunday in a dramatization of the exploits of an RAFlier, on Radio Readers' Digest program over CBS. . . . Abbott & Costello will resume on the NBCamel program, starting Thursday, Oct. 7. . . . the Garry Moore-Jimmy Durante CBSshow for the same sponsor will continue to emanate from the coast until the "Schnozz" has completed his current M-G-Movie. . . . Songbird Kay Lorraine has been renewed for an additional six weeks to provide the vocals for "Raymond Scott Presents" heard over CBS every Tuesday nite. . . .

★ ★ ★ Jimmy Lytell whose orchestra supplies the rhythms and musical backgrounds for the voices of Liza Morrow and Ella Fitzgerald, respectively, will be heard on a program of his own starting next month, over the Blue Net. . . . Spencer Tracy may be heard regularly on a half-hour show this Fall, if everything goes well with certain plans. . . . The George (Swing music critic) Fraziers expect Sir Stork any day now. . . . Tunesmith Jimmy (Comin' In On A Wing And A Pray'r) McHugh might be called "a bit busy" these days. . . . having recently completed ditties for Kay Kyser's "Around the World" flicker for RKO, Jimmy is currently composing tunes for Frank Sinatra's "Higher and Higher," for the same company, for M-G-M's "Two Sisters and a Sailor" and for Twentieth Century-Fox's "Command Performance," which will feature the voice of Dick Haymes and the music of Jimmy Dorsey's Band. . . . If you've had announcing experience and would care to live in Texas, drop a note to James R. Curtis, KFRO, Deep in the Heart of Longview, Texas. . . . you're welcome, J. R. . . .

★ ★ ★ Fred Weihe, former Blue Network Director, who a year ago left to do free-lance work in Chicago, has returned to Gotham and will take over the directorial chores on the "Open Door" and "Right To Happiness" NBC programs, succeeding Axel Gruenberg who will leave for Hollywood (as reported yesterday). . . . Through ingenious use of filters, Cyril Armbrister's under-water fantasy sneak-preview heard last Sunday over the Blue, proved effectively-interesting to the grownups as well as children. . . . Percy Faith's Carnation Contented NBChicago program, now in its 12th year, celebrates the 600th consecutive broadcast Monday, September 27. . . . Harry Wismer's fine announcing job of the tennis finals at Forest Hills earlier this week over the Blue Network, rated this reporter's rapt attention, even though the last time we swung the cat-gut was back in the days when Coveleskie won the pennant for Cleveland. . . . (my but Ol' Scoops is really OLD). . . . The Bonnie Williams, who will be heard as guest vocalist, September 19 on the "Bob Crosby & Co." program is the NBChanteuse, who under the name of Betty Lou Smith, sang with Bobby Sherwood's Orchestra. . . . Les Damon, heard for the past few seasons as narrator on the CBS daytime, "Big Sister," will play the role of "Doctor John Wayne" in the strip, starting Monday. . . .

— Remember Pearl Harbor —

Now Open for  
LOCAL  
SALE

## "THE GREEN HORNET"

Currently  
BLUE Network  
6:30—7 P. M.  
Sundays

Five Years  
Coast-to-Coast  
Build-up

## "Ned Jordan - Federal Ace"

Broadcast  
Four Years  
Coast-to-Coast  
over Mutual

KING-TRENDLE  
BROADCASTING CORP.  
1700 Stroh Building  
Detroit, Michigan

# Recording Firms Continue Argument At Hearing Before War Labor Board

(Continued from Page 1)

tion, others by stations, while national statistics were taken from C. chart showed that a study of es showed that two-thirds of musicians in the AFM register ere looked up in city direc- were found to have occupa- than that of musician, the avocations ranging to 231 in These 112 cities excluded ge centers such as New York, geles or Chicago, etc.

### Charts Exhibited

exhibited were charts on the localities in which no AFM existed or, where no AFM Local jurisdiction. Max Zaritsky, of the WLB panel represent- or asked for clarification of art regarding the musicians orked at various other trades these came under the head of "unemployed" because possibly ould find no work as musicians, part time as such. Socolow d that while the AFM may list

them as "unemployed" he did not regard them as such.

Rex Ricardo, president of the Philadelphia local of the AFM sitting at the AFM table stated that he knew several members of the Philadelphia Orchestra for instance who played the orchestra's season and then went to their lawyer or doctor profession for the remaining months of the year. However, no argument on this developed since Chairman Meyer suggested it be left until Socolow finishes his presentation.

Earlier in the afternoon when the open record session got under way, Socolow opened with a strong rebuke to the Petrillo tirade of the day before when he referred to the representatives of the transcription companies as "stooges." Socolow listed the companies and the ownership, revealing that NBC for instance operated the transcription and recording division entirely separate and NBC made no ETs itself. Therefore he saw no reason for David Sarnoff to be on hand nor Paley of CBS since that

network also had no part in making transcriptions. Columbia Recording Corp. he pointed out was a self sufficient subsidiary.

Attorney for the transcription companies also resented the implication that he and those he represented had been careless with the truth as Petrillo inferred and stated that as a member of the bar he could be disbarred should he so operate.

Socolow also clarified the belief by Petrillo that networks always paid someone a 15 per cent commission on all their shows. He pointed out that certain agency commissions on commercials are the usual procedure.

Transcription attorney told the panel that he did not represent the radio station and that it was a separate story in the picture although these stations were a vital part in bringing music to people and without the transcription they could not do so in the majority of cases. Also he said, he held no brief for the phonograph recording firms. He said the industry was desirous of a weekly scale for musicians rather than an hourly one and brought up the Singin' Sam argument which Petrillo had mentioned the day before. Petrillo said that in taking the singer off the air via transcription, he had acquired a sponsor who put him on the flesh.

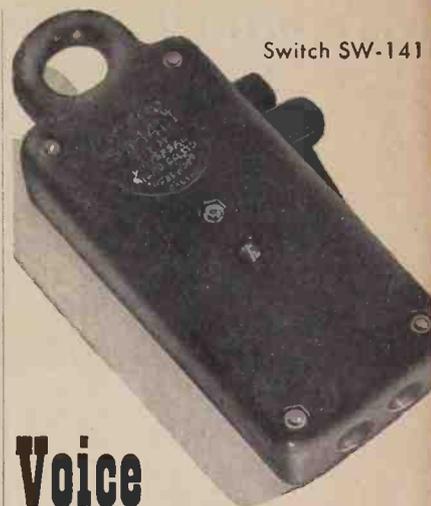
To this, Socolow pointed out that Singin' Sam had been sponsored on more than 300 stations by Coca-Cola and the musicians who made his ETs earned \$72 per week. When the artist went on in the flesh for another sponsor (Barbarsol) he was heard only on 55 stations and the musicians who accompanied him earned but \$36 a week doing his shows as per union scale.

### Padway Hits Petrillo Statement

But in this case there were 245 stations in the industry who lost out by not having the ETs and the 55 outlets that did play the live show were not the same ones that played the disks.

Joseph A. Padway attorney for the AFM asked for a few minutes when Socolow finished his early talk in which he resented Petrillo's scathing remarks of Tuesday.

Session proceeded to nearly 5 p.m. when Chairman Arthur S. Meyer, adjourned the hearing to this morning. In the meantime he called for an executive (closed) session with the transcription men. The executive session with the AFM was held Tuesday evening and early yesterday morning. It is expected that the ET men will confer with the WLB panel for awhile this morning as well as holding the one last night.



Switch SW-141

## Voice Communication Components



Plugs PL-54 and PL-55



UNIVERSAL high quality plugs, jacks and switch assemblies have been made available to prime and sub-contractors for earliest quantity deliveries. Catalog No. 830 contains complete details.

## Universal Microphone Co. Ltd.

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FOREIGN DIVISION  
301 Clay Street, San Francisco 11, Calif.  
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**buy  
station promotion  
—for PEANUTS**

• When you use FILMACK to lure tremendous movie theatre audiences to your wave length—you don't spend dollars—you only spend pennies.

FILMACK—a powerful radio station promotion—uses unprofitable sustaining time as the major portion of every promotion dollar.

So keep your money in the bank—and spend sustaining time for program promotion. Write FILMACK and we'll send you the details.

7 S. Wabash Ave. Chicago, Illinois

Our recorders love to make little ones out of big ones—You know—Take a 15-minute 16-inch record and make 3-minute ten inchers out of them—Then you can play them in your home—or give them to friends—They're swell gifts.

DUPLI-KUT RECORD CORP.  
236 W. 55th St., N. Y. C. CI-6-4288

# Appoint Peabody Awards "Listening Post" Groups

(Continued from Page 1)

Lewis, Coordinator of Listener Activity, National Association of Broadcasters, New York City, arrangements have been made whereby about 2,000 persons in over 100 cities in more than 40 states will evaluate programs in their own communities and make recommendations to the Peabody Board through Dean Drewry's office.

Similar listening-post committees have been set up in the following universities: Boston, Colorado, Georgia, Idaho, Illinois, Iowa, Kentucky, Louisiana, Minnesota, Missouri, Montana, North Carolina, North Dakota, Ohio, Pennsylvania, Rutgers, South Carolina, South Dakota, Southern California, Utah, Washington, West Virginia and Wisconsin.

#### Members Listed

Members of the national advisory board of these awards are: John H. Benson, president, American Association of Advertising Agencies, New York City; Dr. Ralph Casey, director, School of Journalism, University of Minnesota; Jonathan Daniels, editor, Raleigh (N. C.) News and Observer; Mark Ethridge, publisher, Louisville (Ky.) "Courier-Journal and Times"; Joseph Henry Jackson, literary editor, San Francisco (Cal.) Chronicle; Waldemar Kaempffert, science editor, "New York Times"; Alfred A. Knopf, publisher, New York City; Dr. I. Keith Tyler, director of Evaluation of School Broadcasts, Ohio State University, Columbus, Ohio; Mrs. Marjorie Peabody Waite, daughter of George Foster Peabody whose name the awards bear, president "Yaddo"; Edward Weeks, editor, Atlantic Monthly, Boston, Massachusetts; Dr. S. V. Sanford, chancellor, University System of Georgia, and Earl J. Glade, vice-president, station KSL, Salt Lake City, Utah, representing the NAB.

Awards this year are to be made for news, drama, music, education and children's programs, and to individual stations, large and small, rendering meritorious public service.

December 10 is the closing date for 1943 entries or recommendations.

The personnel of the committees in the various universities of the country is as follows:

University of Southern California: Dr. Ivan Benson, chairman, acting director of the School of Journalism; Dr. Max T. Krone, professor of music, assistant director of the U. S. C. School of Music, and director of the radio department, and Herbert E. Farmer, member of the cinematography department.

University of Georgia: Miss Carolyn Vance,

assistant professor of journalism, chairman; Hugh Hodgson, professor of music; Dr. Albert Saye, professor of political science; Dr. B. O. Williams, professor of sociology, and Tyus Butler, assistant professor of journalism.

University of Illinois: F. S. Siebert, director of the School of Journalism, chairman; Frank E. Schooley, instructor in journalism and program director of radio station WILL; Lansom F. Demming, director of music for radio station WILL; George Jennings, acting director, Radio Council, Board of Education, Chicago, and Albert Crews, director Radio Department, School of Speech, Northwestern University, Evanston.

State University of Iowa: Wilbur L. Schraumm, director of the School of Journalism, chairman; Charles L. Sanders, assistant professor of journalism; H. Clay Harshbarger, associate professor of speech; Mrs. Pearl Bennett Broxam, program director of station WSUI; Carl H. Menzer, director of station WSUI and associate professor of electrical engineering.

University of Kentucky: Leonard Niel Plummer, head of the Department of Journalism and director of student publications, chairman; Maurice F. Seay, Bureau of School Service and head, Department of Educational Administration, College of Education, and Elmer G. Sulzer, director of public relations.

Boston University: Max R. Grossman, professor and head of the Department of Journalism; Dr. Howard M. LeSourd, dean of the Graduate School, and Miss Eleanor K. Mosely, director of the bureau of publicity.

University of Minnesota: Dr. Ralph D. Casey, director of the School of Journalism, chairman; Mitchell V. Charney, professor of journalism; Burton Paul, manager of University radio station WLB, and Tracy F. Tyler, College of Education.

Montana State University: James L. C. Ford, dean of the School of Journalism, chairman; Ralph McGinnis, speech department, and radio program director of the University, and Dan Treloar, owner and operator of KGEZ, Kalispell, Montana.

University of North Carolina: O. J. Coffin, head of the Department of Journalism, chairman; C. Phillips Russell, professor of Journalism, University of North Carolina; A. A. Wilkinson, Duke University, Durham; Mrs. Agnes Cooper, Meredith College, Raleigh, North Carolina, and Miss Nell Craig, Woman's College of the University of North Carolina.

University of North Dakota: Arnold F. Ceeka, head Department of Journalism, chairman; John S. Penn, assistant professor of public speaking; Donald J. Robertson, assistant to the President, English faculty; Richard O. Hale, assistant professor of English; Fred J. O'Neil, journalism, faculty and night editor, Grand Forks "Herald"; and Dr. Richard Beck, professor of Scandinavian languages.

Ohio State University: James E. Pollard, director of the School of Journalism, chairman; Dr. Edgar Dale, Bureau of Educational Research; C. Wilbert Pettigrew, program director, radio station WOSU, the campus station; N. N. Luxon, journalism department, and R. C. Higgy, director of WOSU.

Pennsylvania State College: Prof. Franklin Banner, director, Department of Journalism; Arthur C. Cloetingh, head, Division of Dramatics; Hummel Fishburn, head, Department of Music, and Raymond W. Tyson, professor of public speaking, in charge of radio courses in Department of Speech.

University of South Dakota: E. G. Trotzig, head of the Department of Journalism, chairman; Hale Aarnes, acting head of the Department of Speech, and director of KUSD, University radio station; G. Russell Bauer, Director of Information Service, assistant professor of journalism, and Dr. George Lawrence Abernathy, head, Department of Philosophy and Psychology.

West Virginia University: F. I. Reed, director of the School of Journalism, chairman; Volney W. Shepard, head of the piano department of the School of Music; Dr. Frances F. DeLaney, assistant professor of political science; Paul A. Flowers, assistant professor of journalism.

University of Wisconsin: Grant M. Hyde, director of School of Journalism, chairman; Henry L. Ewbank, professor of speech; Edward B. Dean, lecturer in Journalism, and William G. Harley, program supervisor of the University of Wisconsin station WHA.

**WHOM** outsold  
1/2 of California's  
58 Radio Stations

Hardly plausible! Yet, in measuring response to war loan drives from July 1942 to July 1943 WHOM outsold every other station in the country, and half as much as the entire state of California. Figures just released prove the powerful selling ability of radio. 455 stations sold \$80,243,968.00 worth of bonds and stamps. In the New York area alone, 20 stations totaled \$15,536,256.86.

WHOM with 1000 watts turned in the amazing total of \$2,359,325,00. More than 15,000 separate transactions were handled, with men and women traveling 25 miles or more to buy bonds from WHOM.

That's response! That's loyalty!

We're preparing to boost our bond sales even further. On September 9th the 3rd War Loan Drive gets under way. We'll "BACK THE ATTACK" to bring our boys back.

## International Music Hall

This program heard twice daily is beamed to America's greatest audience, the vast New York, upper New Jersey market. Let us tell you the complete story of this program and WHOM . . . the sales-wonder station.

1480 Kilocycles

Full Time Operation

# WHOM

FOR BETTER THAN AVERAGE RESULTS

Joseph Lang, Gen. Mgr.

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

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

September 9

S. James Andrews      J. F. Burke  
Billy Dauscha      Arthur Henley  
Betty Howard      Gail Northe  
Angelo Palange      Ed Prentiss  
Henry Sholly

# Declares Unfiled Suits Re Pearson Grounds For Blue Sale Intervention

(Continued from Page 1)

Drew Pearson defaming his name said that he intends to file within a few days in the Federal court. He refused to name the clients. In the meantime, the FCC yesterday morning denied without prejudice petition to block the transfer. The decision of the FCC as expressed at the hearing on the question, was that the names of the creditors and the grounds of their claims had not been set out in the petition, the FCC had no authority for judging their validity. The commission will permit Koehne to submit his petition including the names of his clients. Koehne said he will make this action.

Commissioner Case, who presided at the hearing, referred to the full commission the petition of American Broadcasting System, Inc., to stop the transfer grounds that the Blue, after transfer might be known by a title which might be confused with "American Broadcasting System, Inc.," there will be a hearing tomorrow.

### Tries To Avert Confusion

D. P. Spearman, attorney for the intervening company, said that he does not intend to intervene generally but merely with respect to the possibility of confusion should the name be called American Broadcasting System. He told the FCC that a confusion exists which might lead to suits at the commission should there be an attempt to prevent its coming to a head.

In reply, Radio Corporation of America and American Broadcasting System, Inc., said that the petition is premature. The reply declared that the issue is not "pertinent" on the existing grounds:

The American Broadcasting System, Inc., has been authorized to do business under that name by the state of Delaware, the state of its incorporation, and the states of New York, Illinois and Pennsylvania.

This proceeding is limited to a consideration of the proposed transfer of the Blue Network Co., Inc., to American Broadcasting System, Inc., which latter company will operate solely in the capacity of a holding company until such time as the Blue Network Co., Inc. may be liquidated and merged into American Broadcasting System, Inc.

The American Broadcasting System, Inc., does not intend to operate Blue Network Co., Inc., under any other name than its present corporate name so long as it continues as a separate company.

So long as Blue Network Co., Inc., continues to operate under its present corporate name as a separate company there obviously is no opportunity for confusion or element of unfair competition involved.

The conversion of American Broadcasting System, Inc., from a holding company into an operating company can be effected only by liquidation or merger of the Blue Network Co., Inc., into American Broadcasting System, Inc., which cannot

occur without the approval of the Federal Communications Commission.

"(6) Assuming that the FCC will take jurisdiction of the question of the propriety of the use of the name 'American' in the corporate name of the American Broadcasting System, Inc., when and if it may be converted into an operating company, it is submitted that such question cannot properly be passed upon at this time, since that question will necessarily involve facts and circumstances existing at the time such conversion occurs."

There was a brief oral argument as to whether the reply stipulating that Blue would not be operated by any other name was binding upon the company. The matter was then placed before the Commission for ruling, with consent of both parties.

Koehne objected last week that claims against Blue which he said he represented would be subordinated to bank indebtedness in the event Blue's assets were pledged against borrowing by the buyer of the networks. In reply, RCA and ABS declared that the petition failed to list any creditors and that, granting their existence, the threat to their claims had not been demonstrated. The companies objected as follows:

"(1) Radio Corporation of America and American Broadcasting System, Inc., the applicants herein, object to the intervention in the above entitled proceeding of Ira Chase Koehne upon the ground that the petitioner has failed to show any interest in the proceeding which entitled him to intervene.

"(2) Section 310 (B) of the Communications Act of 1934 provides that no station license, frequently authorized to be used by such licensee, or right granted in a license may be transferred unless the commission shall . . . decide that the said transfer is in the public interest . . . the purpose of the hearing, therefore is to determine whether the transfer of control of Blue Network Co., Inc. hereinafter referred to as 'Blue' is in the public interest. The petitioner bases his request for intervention, however, upon his alleged status and the alleged status of certain other unidentified persons as creditors of Blue and seeks in the proceeding to protect the entirely private interests of such persons as creditors. Matters relating to such private interests are irrelevant to the proceeding.

"(3) Although the petitioner purports to be one of, and to act for all of a class of creditors of Blue Network Co., Inc., he has failed to show the amount and nature of his claims against Blue, to identify the other persons whom he purports to represent, and to show the amount and nature of the claims of such other persons. The petitioner refers throughout the petition to the 'petitioning creditors' but at no place does he identify such 'petitioning creditors' or show any authority, to act for other creditors. Indeed, the

petitioner presumes to act for creditors many of whom, according to the petitioner, are unknown.

"(4) The petitioner has shown no threatened injury to the creditors of Blue. Petitioner claims of interest as an alleged creditor of Blue are based upon a misconception of the nature of the proposed transaction.

"These claims of interest arise out of the petitioner's misunderstanding that the assets of Blue will be transferred to the transferee and the liabilities of Blue will be assumed by the transferee. This of course, is not the nature of the transaction here involved. The application is for approval of the transfer of control of Blue. The assets and liabilities of Blue will occupy exactly the same status after the transfer as before and the interests of creditors will be unaffected by the transfer. There is no basis for the petitioner's assertion that the assets of Blue will be used to secure the transferee's obligations to the banks for the loans which are to be made by the banks in connection with the proposed transfer.

"(5) The petition for intervention contains a number of allegations which are entirely unrelated to petitioner's capacity as an alleged creditor or representative of other alleged creditors of Blue, the capacity in which the petitioner bases his standings as an intervenor.

"(A) The petition contains baseless and entirely unfounded charges with regard to the truth of statements contained in exhibits supporting the application. The petitioner has failed to show, however, how any such statements affect his interests as an alleged creditor or representative of other alleged creditors of Blue which would entitle him to participate in the proceedings as an intervenor. The veracity of statements concerned in the application is a matter for the satisfaction of the commission and is of

# Sign Seven Renewals Over NBC Network

(Continued from Page 1)

General Electric Company, will be heard this year on 133 NBC outlets, an increase of six stations over 1942.

General Electric Company has renewed "Hour of Charm" over the full NBC network beginning Sept. 12 and the E. I. Du Pont de Nemours & Company, Inc., will continue Cavalcade of America also over the full network beginning Sept. 27. BBD&O, placed both accounts.

The National Barn Dance sponsored by Miles Laboratories for Alka-Seltzer will continue its present network of 70 NBC stations.

The same agent also handled renewals for "Reveille Roundup" sponsored by Grove Laboratories, Inc. and for "World News Parade" for its client W. A. Shaeffer Pen Company.

no interest to the petitioner.

"(B) The petition contains entirely unfounded and baseless charges that the proposed transferee is the 'alter ego' of the transferor and that Blue will continue to be controlled by the transferor after the transfer. This again, is a proper subject of inquiry by the commission, but is of no interest to the petitioner.

"(C) The petition contains certain allegations that the transfer of control of Blue will not be in the public interest. For example the petition states that the proposed transferee will have sufficient financial strength to operate the Network and that it would not be in the public interest to transfer the control of Blue to a corporation controlled by one person. These also are proper subjects for inquiry by the commission but are of no interest to the petitioner."

## KMYR, DENVER AGAIN IS FIRST WITH THE NEWS

### SEPT. 8, 1943

## ITALY SURRENDERS

Denver's own station scores another great news beat (Denver listeners first heard this news story on KMYR.) KMYR's 18-hourly newscasts are sold. Your reservations . . . for hourly newscasts are invited.

KMYR now features half-hour news headlines. KMYR gets the news, and gives the news first, because of its outstanding local news staff, plus the radio wires of two great news-gathering agencies, United Press and Associated Press.

Get on the KMYR bandwagon. Ride with a winner. A few half-hour headlines are now available for sponsorship. Contact the William G. Rambeau Company representative in New York, Chicago, or Hollywood or wire KMYR, Denver.



Renewals Prove Results

# WTBO

Kc. Cumberland, Md.

# ITALIANS SURRENDER!

“We used AP for the first break. Throughout, AP showed great writing, swell background, full detail. Prescott Robinson says his regular 2:30 p.m. show, all devoted to Italy, was a real AP wrap-up. *Thanks a million.*”—

JOHN WHITMORE  
*Acting Director of War Service News*  
WOR, New York

## WLB Adjourns ET Meet

### May Reappear FCC-Blue Hearing

Washington Bureau, RADIO DAILY  
 Washington—CIO is expected to reappear today as hearings open before transfer of Blue Network. It is understood that chief witness is Len Decaux, publicity director in charge of radio, who will contest that observance of NAB code of labor and makes transfer of public interest.

In CIO brief was first submitted denied petition but permitted showing of evidence if relevance

(Continued on Page 5)

### Survey By Muzak To Get Listener Reaction

Washington Bureau, RADIO DAILY  
 Audience survey to determine listening preferences of W4TNY, New York's FM station, is being made by Muzak, president of Muzak, Inc. Questionnaires mailed to the station today. The questionnaire asks for the listeners purchased an FM receiver, types of programs and artists listened to, and their opinion regarding the superiority of FM receivers. The survey will continue until September 25.

### "I. Q." Show Renewed On Full NBC Network

Chicago—Renewal of "Doctor I Q" program for another 52 weeks beginning October 4th was announced today by Paul McCluer, sales manager of the NBC central division. The Advertising Inc., handled the deal for Vick Chemical Co. (Mains Plus). The program, aired

(Continued on Page 2)

### Daily Double

Chicago—Daily double nominations are Robert Kessler, Dean Reed and Walter Preissing, NBC artists, who today start doubling between radio work and defense jobs. They'll be aviation riveters along with their daytime network musical chores at the Merchandise Mart Studios.

### FCC Renders Decisions On Station Matters

Washington Bureau, RADIO DAILY  
 Washington—The Federal Communications Commission announced yesterday that it had granted the application of O. R. Richardson, Fred L. Adair and Robert C. Adair, as radio station WJOB, Hammond, Ind., for a construction permit to make changes in transmitting equipment and increase operating power on 1,230 kilocycles, from 100 watts to 500 watts, unlimited time.

At the same time the Commission adopted an order granting application of WIBC, Indiana Broadcasting

(Continued on Page 3)

### Webs Stations Maintain Pace in Third Bond Drive

Following President Roosevelt's inspiring prelude to the official inception of the Third War Loan Bond Campaign, the networks and independent stations maintained the pace in a drive that is expected to exceed

(Continued on Page 5)

### AFM Granted Delay To Sept. 17 To Get Answers To 126 Questions For Panel; Diamond Talk Strikes New Note

### Editors Hear NBC News Chief's Problems

Chicago—Declaring that NBC now schedules more than four times the amount of news reports, news analyses and special events than it programmed in 1938, William F. Brooks, NBC news and special events chief, addressed AP managing editors at a meeting held yesterday at the Drake Hotel, Chicago. According

(Continued on Page 6)

### KVOO Exec. Calls Meeting Of Broadcasters in Chicago

Tulsa, Okla.—Declaring himself against the practices of "cow-catcher" and "hitch-hike" announcements, William B. Way, vice-president and general manager of KVOO, has invited broadcasters to gather at the

(Continued on Page 2)

### Cox Comm. Brief Re FCC To Congress On Monday

Washington Bureau, RADIO DAILY  
 Washington—Cox Committee, which has been silent for more than a week, expected to become articulate again Monday. Generally supposed that

(Continued on Page 2)

After a day in which neither side seemed to get down to fundamentals, the War Labor Board hearing in the AFM-transcription men's dispute took an entirely different status, following the address of Milton Diamond, attorney for Decca and World Broadcasting System, two companies not directly down as a party to the hearings. At the end of the day,

(Continued on Page 6)

### NAB News Committee Meets In N. Y. Sept. 15

Washington Bureau, RADIO DAILY  
 Washington—Completing his appointments to the newly-formed radio news committee of the National Association of Broadcasters, Neville Miller, NAB president, announced yesterday that the news committee and the NAB public relations committee will meet Sept. 15-16 in the

(Continued on Page 2)

### Lyons' Agency Announces Two New Staff Members

In line with the agency's expansion program in anticipation of increased post-war activity, A. & S. Lyons, Inc., announced the appointment

(Continued on Page 2)

## Mutual To Inaugurate New World-Wide News Service

### Hero Award Scheduled For KVOB Program

Denver—The quarterly \$1,000 Hop Harrigan Award to the nearest of kin of an American aviator who died in his country's service, will be awarded to the parents of Sgt. G. P. Corl, of Denver, Colo., on the regular "Hop Harrigan" program, WJZ Blue

(Continued on Page 2)

Utilizing the world-wide news gathering facilities of the Christian Science Monitor, Mutual will inaugurate a daily series of overseas shortwave broadcasts starting Monday, Sept. 20, according to a joint announcement made yesterday by A. Warren Norton, manager of the Christian Science Publishing Society and Miller McClintock, president of the Mutual Broadcasting System.

The broadcasts to be heard Monday

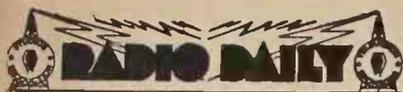
(Continued on Page 3)

### Recompense

Somehow of an unequal stipend appears to the lot of the tripartite B panel that is hearing the AFM-transcription men dispute. Norman Arthur Meyers gets \$25 a day because he is National Association Member of WLB; Max Zaritzky, National Board Panel Member, gets \$18.05 while Gilbert Fuller, National Board Member is down a little over \$10.

### Wartime Reunion

Bill Kelson, of U. S. Navy, who was chief boatswain's mate and survivor of the aircraft carrier "Yorktown," and a close friend of Lt. John Powers, who was lost with the ship in the Pacific, delivered a bond talk yesterday to Blue employees. At the close of the talk he was presented to Betty Powers, of the network's research department, sister of Lt. Powers.



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JOHN W. ALICOATE : : : Publisher

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

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Coming and Going

MARK WOODS, president of the Blue Network; EDGAR KOBAK, executive vice-president; CHARLES RYND, treasurer; ROBERT SWEZEY, legal counsel; GEORGE MILNE, chief engineer and ALEXANDER C. NICOL, controller, are in Washington, D. C., to participate in the FCC hearings concerning the sale of the Blue Network to Edward J. Noble.

BENEDICT GIMBEL, JR., president of WIP, Philadelphia, arrives in Chicago today to confer with Mutual directors and business executives over the week-end.

PHIL LaLOND, director of CKAG, Columbia affiliate in Montreal, and OLIVIER CARIGNAN, Canadian advertising agent, visitors this week at CBS headquarters.

B. A. McDONALD, sales manager of Westinghouse Radio Stations, here for conferences at NBC.

WALTER A. CALLAHAN, manager of WSAI, Cincinnati, and BRETT HOWARD, promotion manager of the station, in New York on station business.

EARL GODWIN, newscaster on the Blue Network who has been visiting Fort Knox, Ky., has returned to Washington.

CHARLES B. JORDAN, managing director of WRR, Dallas, has arrived from Texas on a short business trip.

C. HERBERT MASSEY, station manager of WBZ, Boston outlet of NBC, was here Wednesday for confabs at Rockefeller Center.

J. A. DUPONT, commercial manager of the Quebec division of CBC, is in New York. Paid a call at CBS.

BEN GRAUER has returned from Washington, D. C.

BOB HOWARD, of the WHN "Gloom Dodgers" program, is back in town following participation in a War Bond rally in Albany.

ELMER KITELL, of NBC Spot Sales, off on a short trip to Boston.

DR. JAMES ROWLAND ANGELL, NBC Public Service Counselor, has returned from a vacation at his summer home, Seal Harbor, Maine. He is completing plans for the annual meeting of the network's public service division which will be held Tuesday, Wednesday and Thursday of next week.

WILLIAM SCHUDT, JR., Eastern division field manager of the station relations department at CBS, has returned from Asheville, N. C., where he attended the meeting of the Fourth District of the NAB.

H. A. WOODMAN, traffic manager of NBC, off on a vacation for the next two weeks.

CHARLES MIDCLEY, JR., of the sales service division of CBS, has returned from his annual holiday.

"HAP" HADLEY, artist, left yesterday for Atlantic City, where he will perform what he refers to as his "solemn duty" of helping to pick Miss America in the annual bathing beauty contest.

LUCILLE MANNERS arrived yesterday in Syracuse, N. Y., for a bond-selling tour in the upstate city and its environs.

C. C. BRIDSON, visiting writer and producer for BBC, left last night for Kansas City and the West Coast to gather material for his new series, "An Englishman Looks at America."

SARA ANN McCABE, vocalist heard in the "Ziegfeld Follies," off to entertain the soldiers at Bainbridge, Md.

CHARLES E. DENNY, general manager of WERC, is in town from Erie, Pa., on business. The station is a CBS outlet.

DICK POWELL and LUD GLUSKIN in New York tomorrow to promote bond sales on the "Campana Serenade" over CBS.

HOWARD J. LONDON, radio director for the National Foundation for Infantile Paralysis, leaves today for Hollywood, where he will confer with radio and film executives on plans for the 1944 "March of Dimes" campaign.

NAB News Committee Meets In N. Y. Sept. 10

(Continued from Page 1)

Waldorf-Astoria, in New York City. News committee roster includes Karl Koerper, managing director of KMBC, Kansas City, Mo.; William Dowdell, news editor, WLW, Cincinnati; Tom Eaton, news editor, WTNH, Hartford Conn.; Rex Howell, manager, KFXJ, Grand Junction, Colo.; L. Spencer Mitchell, manager, WDAF, Tampa Fla.; Paul White director of news broadcasts, CBS; Bill Brook news and special events director, NBC, and Walt Dennis, NAB new bureau chief who will serve as committee secretary.

The two committees will meet jointly, the first session on Wednesday, and will hold a joint luncheon that day to which members of the Association of Radio News Analysts have been invited. Major George Fielding Eliot, ARNA president, and H. V. Kaltenborn will talk briefly. Separate sessions will begin the same afternoon.

Other news committee business will concern discussions of standards, newscasting, recognition of the medium, its news personnel, handling of its own news, editorializing on the air and the future of radio news.

The public relations committee sessions will be taken up with discussion of the NAB public relations working plan, which has been in preparation by Willard Egolf, NAB assistant to the president, since last June. Mrs. Dorothy Lewis, NAB coordinator of listener activity, will report on her work to the public relations committee.

Neville Miller, NAB president, will attend the sessions.

FINANCIAL

(Thursday, September 9)

NEW YORK STOCK EXCHANGE

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

NEW YORK CURB EXCHANGE

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

OVER THE COUNTER

Table with columns: Farnsworth Tel. & Rad., Stromberg-Carlson. Bid, Asked.

KVOO Exec. Calls Meeting Of Broadcasters in Chicago

(Continued from Page 1)

Hotel Sherman, Chicago, on Monday, Sept. 20, to discuss these problems. Mr. Way points out that this meeting has nothing to do with any NAB activity and is being called entirely at his instigation. Invitations were directed to the larger stations and network executives.

Hero Award Scheduled For KVOD Program

(Continued from Page 1)

Network, September 15, 5 p.m., EWT. His parents will receive the Flying Heroism Award at the studios of KVOD, Denver, Colo.

"Dr. I. Q." Show Renewed On Full NBC Network

(Continued from Page 1)

Mondays 8:30-9 p.m., CWT, features Jimmy McClain, mental banker, as emcee, it is carried by full NBC network. There is no change in station alignment.

Lyons' Agency Announces Two New Staff Members

(Continued from Page 1)

ment of two new executives yesterday.

Irene Lee, for many years story editor for film producers, among them Samuel Goldwyn and Warners, joins the Lyons organization next week. Miss Lee will work under Earl G. Thomas, newly appointed executive vice-president. Another recent addition is Richard Krakeur, who will function in the musical comedy field for the Lyons agency.

Sportscasters Bat For Bonds

In the interest of the Third War Loan, the metropolitan sportscasters' softball team will play against a team from the U. S. Merchant Marine Station of Kings Point, L. I., this Sunday afternoon at the Newtown High School in Jackson Heights, Queens, Ted Husing announced.

Admission to the game will be the purchase of War Stamps, and a Bond auction will take place during the afternoon. At the public address mikes will be Bill Stern of NBC and Sam Taub of the Blue Network, who will plug War Bonds and interview various players.

Cox Comm. Brief Re FCC To Congress On Monday

(Continued from Page 1)

its statement on that date will be an interim report to Congress which is about to resume its sessions.

Committee members, however, refused to give preview of interim report. General opinion is that it will give most emphasis to proposal brought out in hearings, to transfer Foreign Broadcast Intelligence to another agency, presumably OWI. This would fit in with the fact that the Committee got the best press on this subject and with the report that one of its members will introduce a bill, with committee endorsement, to take away FCC war functions.

Less emphasis expected on foreign radio activities of the Commission and on draft deferments of the Commission. Former brought forth editorials in the press defending the Commission; latter was treated indifferently.

It is understood that Eugene Garey is now in New York writing a report. Since the records presumably are in Washington, it is considered probable that interim findings will be brief. Short period for compositions supports this forecast.

SPECIAL!!

For \$165.00 a week you can dominate the large Baltimore night-worker market.

40 five-minute news programs! On the hour every hour from 1:00 A.M. to 6:00 A.M. Seven days a week!

W-I-T-H



IN BALTIMORE

TOM TINSLEY, President

REPRESENTED BY HEADLEY-REED

# Renders Decisions On Station Matters

(Continued from Page 1)

Indianapolis, Ind., for con-  
 tion permit to make modifica-  
 in the equipment of station  
 C, (which is now authorized to  
 te with one kilowatt power  
 , five kilowatts day), for opera-  
 of the station with five kilowatts  
 r, unlimited hours, employing a  
 ronal antenna during night-time  
 subject to the express condition  
 (A)—Objectionable interference  
 not be caused to the secondary  
 -time service of station CBA,  
 ville, NB., within the terms of  
 rth American Regional Broad-  
 g agreement and (B)—That as  
 as materials becomes available or  
 notice from the Commission the  
 ittee will provide and install  
 ment necessary to comply in all  
 ets with the standards of good  
 eering practice.

### Grants WGAR Request

another action, the Commission  
 ed proposed findings of fact and  
 sions granting application of  
 R, the WGAR Broadcasting  
 any, Cleveland, Ohio, for con-  
 sion permit to change frequency  
 1,480 to 1,220 kilocycles, in-  
 e night-time power from one to  
 kilowatts, make changes in direc-  
 antenna for night-time use,  
 move transmitter site locally.  
 grant is subject to condition that  
 Applicant shall take whatever  
 are necessary to improve the  
 of WGAR over the Cleveland  
 istrict to comply with the  
 mission's rules and regulations  
 materials and equipment again  
 ne available for construction of  
 cast facilities; and (B)—That  
 ant shall submit proof that the  
 sed radiating system is capable  
 roducing a minimum effective  
 of 175 MV/M at one mile for  
 ilowatt power (or 392 MV/M  
 ve kilowatts power). Con-  
 upon this action of the WGAR  
 ation a grant of construction  
 t was also made to the WHBC,  
 Ohio Broadcasting Co., Canton,  
 to make changes in transmit-  
 equipment, install directional  
 na for night-time use, change  
 ency from 1,230 to 1,480 kilo-  
 s, and increase power from 250  
 to one kilowatt.

at the same time the application of  
 C, Allen T. Simmons, Talmadge,  
 to use the 1,220 channel, in-  
 e power to 50 kilowatts and  
 transmitter site locally, was

# ★ PROMOTION ★

### Victory Garden Promotion

To promote interest in victory  
 gardening in its area and to provide  
 a substitute for the lack of the annual  
 county fairs, KMJ, Fresno, Cal.  
 recently sponsored a unique indoor  
 garden festival. Fresno, like many  
 other communities, was unable to  
 hold its annual county and district  
 fairs because of gas and rubber ra-  
 tioning. As an alternative KMJ or-  
 ganized a contest and display of select  
 specimens of garden produce and  
 home processed foods.

In answer to a well-planned pub-  
 licity build up and invitations to  
 home farmers and housewives, entries  
 poured in. A two-day show of fruits  
 and vegetables, held in Fresno's  
 Memorial Auditorium, was attended  
 by some 9,000 visitors. Awards were  
 given for winning produce, and spec-  
 tators found almost everything at the  
 festival to which they were accus-  
 tomed in district fairs.

Entertainment for visitors was pro-  
 vided during the hours of the show  
 which was open from 2 to 9:30 p.m.,  
 some of which was broadcast by re-  
 mote control over KMJ. Booths fea-  
 turing educational displays and in-  
 formation or amateur gardeners were  
 prepared by various Fresno organi-  
 zations, and representatives of the  
 State Director of Agriculture were on

### "Here's To Romance"

Fans of Dick Haymes, star of  
 "Here's To Romance," over the Blue  
 Network, were given a break in a  
 stunt promotion run by Bourjois,  
 sponsor of the show. Special invita-  
 tions were sent out to a selected  
 group of 100 fans to attend Haymes'  
 6:05 p.m broadcast last Sunday night.  
 After the show Haymes presented  
 them personally with his autograph.  
 Following that the honored gathering  
 sojourned to a rendezvous to sup with  
 their crooner—all on the house.

### Mail-Pull Brochure

Five by seven card mailed out by  
 WSPA, CBS affiliate in Spartanburg,  
 South Carolina, has a black back-  
 ground with message in white and  
 gray relief. Concerning the mail-pull  
 on a single offer of talent pictures,  
 the whole story is contained in a  
 short to-the-point sentence placed  
 beside a long bracket enclosing the  
 station's call letters, wattage, etc.

hand to discuss and present lectures  
 and movies on insecticides and pest  
 control.

That the "Victory Garden Harvest  
 Festival" was a success was proven  
 by enthusiastic praise of spectators  
 and calls for an early or at least an  
 annual repeat performance.

### European Diplomats Guests On Special MBS Program

Nine ambassadors and ministers of  
 European nations now under the heel  
 of Nazi boot will join together to  
 mark the "Beginning Of The End"  
 for the axis when they speak in a  
 special broadcast to be heard exclu-  
 sively over the Mutual network, Mon-  
 day, Sept. 13 from 1:30 to 2:00 p.m.,  
 EWT. This will mark the first time  
 that all nine nations have been repre-  
 sented on a program a single occa-  
 sion.

Representatives will be guests at a  
 luncheon in Washington as America  
 pays tribute to its "Conquered but  
 Unconquerable Allies." Ambassador  
 Wilhelm Munthe de Morgenstierne  
 of Norway will act as Master of Cere-  
 monies.

denied. This station now operates on  
 1,350 kilocycles with five kilowatts,  
 unlimited time, using directional an-  
 tenna both day-time and night-time.  
 The Commission in a fourth action  
 adopted proposed findings of facts  
 and conclusions (B-188), denying  
 without prejudice the application of  
 United Broadcasting Co., WHKC,  
 Columbus, Ohio, to change frequency  
 from 640 to 610 kilocycles, increase  
 power from 500 watts to one kilo-  
 watt, and hours of operation from  
 limited to unlimited time, relocate  
 transmitter site, and install direc-  
 tional antenna for night-time opera-  
 tion. This action is in conformity  
 with the policy of the Commission  
 with respect to use of critical mate-  
 rials during the war period.

### President's Address Heard By 35,482,000—Hooper

President Roosevelt's radio address  
 to the nation Wednesday night in  
 which he opened the Third War  
 Loan Drive, was heard by a listening  
 audience of 35,482,000 persons, ac-  
 cording to a survey made by C. E.  
 Hooper, Inc., research firm, and re-  
 leased by CBS.

The Hooper rating for the broad-  
 cast throughout the United States  
 was 47.0.

### Toronto Radio Exec. Killed During Invasion of Sicily

Montreal — Sturdee Jarvis, 29,  
 former head of the radio department  
 of a Toronto advertising agency  
 Vickers & Benson, Ltd., has been  
 killed in Sicily, it was learned yester-  
 day. At one time an employee  
 of the radio station at Sault Ste.  
 Marie, Ont., where his widow now  
 lives he joined the Canadian Army  
 Tank Corps in Toronto in April, 1942.

### Eliminates Commercials

Harvell Watches have eliminated  
 all commercials from the broadcasts  
 of John B. Hughes, Mutual commen-  
 tator, for the duration of the Third  
 War Loan drive, replacing them with  
 War Bond messages. In addition, each  
 program will feature an interview by  
 Hughes of a service man who has  
 recently returned from active duty.  
 On behalf of Harvell, the commen-  
 tator will present each guest with a War  
 Bond and a service man's wrist watch.

# Mutual-C. S. 'Monitor' In World News Tie-up

(Continued from Page 1)

days through Fridays, 6:30 to 6:45  
 p.m., EWT, coast-to-coast, will feature  
 daily exclusive reports from at least  
 three Christian Science Monitor staff  
 men reporting from vital news points  
 the world over. The programs will  
 open and close each day from the  
 news room of the Monitor in Boston  
 with a news resume and analysis by  
 Volney Hurd, director of broadcast-  
 ing for the Monitor.

Arrangements to merge the world-  
 famous news gathering facilities of  
 The Christian Science Monitor and  
 the vast news distribution facilities  
 of Mutual—with its 211 stations—  
 came after months of negotiation be-  
 tween the two organizations. It is  
 believed to be the first time that a  
 great newspaper's overseas facilities  
 have been made available to a major  
 U. S. radio network.

"The Christian Science Monitor  
 since its founding in 1908 has always  
 prided itself on its world wide news  
 coverage," said Norton. "Although  
 our paper has a wide circulation we  
 have long seen the possibilities of  
 vastly amplifying its influence  
 through the use of network radio."

### McClintock Issues Statement

A statement was also issued by  
 Mr. McClintock. He said "The Mut-  
 ual network is proud to be the net-  
 work selected to bring the the world-  
 famed and far-flung correspondents  
 of one of America's great journalistic  
 institutions to its many listeners.  
 From this arrangement I am con-  
 fident the American radio listeners  
 will benefit, safe in the knowledge  
 that two great champions of free  
 speech are working together in full  
 accord and cooperation."

McClintock pointed out that "these  
 projected newscasts will be far dif-  
 ferent from any currently in use.  
 Volney Hurd will be in constant con-  
 tact with the Monitor's overseas staff  
 by cable prior to each broadcast. In  
 this way he will be able to intergrate  
 the pickups into a pattern against  
 a background of sound analysis. For  
 the first time such a program will  
 have the cohesion and unity of a  
 well-edited newspaper."

Mr. McClintock pointed out that  
 Mutual's regular corps of overseas  
 correspondents will be retained. The  
 overseas transmission facilities of  
 RCA, Press Wireless and A T & T  
 will be used for the pickups.

A special dedicatory program of a  
 half-hour length will be heard on  
 Monday, Sept. 20.

**WBNX NEW YORK**  
 WITH THE MOST INTIMATE AND  
 EFFECTIVE PROGRAM APPROACH  
 TO AMERICA'S LARGEST MARKET

**500 WATTS Directional**  
 OVER METROPOLITAN NEW YORK

**THIS LITTLE BUDGET  
 WENT TO  
 WORL  
 BOSTON  
 MASS.**



Los Angeles

By RALPH WILK

THE Blue is conducting a contest to find a girl, with a Brooklyn accent, to become a regular member of the "Duffy's Tavern" cast. Ed Gardner, author, producer and actor, has auditioned many candidates without success, hence the contest. Blue stations are asked to send out records of likely candidates, while KECA, Los Angeles, is conducting a telephone audition, Gardner to listen to the best prospects.

Richard Compton of the Compton Advertising Company, New York, was guest of honor at a party given by Carleton E. Morse, producer of "I Love A Mystery." Members of the cast were among the guests.

Arnold Schwarzwald, KNX transcription operator, is blossoming forth as a song writer. He wrote "You Belong," which Anita Ellis introduced on her "Songs Overseas" program.

Jimmy Durante will record his own theme-composition heard Thursdays on the Durante-Garry Moore air series, for his new picture at M-G-M. The ditty is tagged "Who Will Be With You When I'm Far Away?"

Maestro Xavier Cugat, who believes the pencil is at least as mighty as the baton, begins his chores as a cartoonist doing a daily stint for a national syndicate Sept. 13.

Shirley Mitchell, radio's sweetheart, who spent last season as "Sweetheart" of the "Great Gildersleeve," among several others, is back with Gildersleeve this fall, working up to another sweetheart role.

Robert Hatch, 14-year-old son of Wilbur Hatch, musical director on "American — Ceiling Unlimited," "Screen Guild" and "Your Home Front Reporter," is mighty proud of a 50-year-old cornet he plays in his school's band. It is a stubby model, outdated and a bit aged-looking, but it is a family heirloom handed down through three generations. Back in 1893 Wilbur Hatch's father bought the instrument when he was a member of the Mokena, Illinois Silver Cornet band. Wilbur mastered the cornet at an early age and played it during the four years he was a member of the Nicholas Senn high school band in Chicago.

Mildred Snell, pretty materiel clerk for Northrop Aircraft, Inc., of Hawthorne, Calif., was guest singer on the "Bob Crosby & Co." airshow for Old Golds, Sept. 5. She is a member of the Northrop Mobile Unit, which has entertained more than 60,000 servicemen at camps during the past 15 months. Her husband is a major in the U. S. Army, somewhere in the South Pacific.

TOP PRODUCERS & WRITERS

AVAILABLE NOW—CALL

FRANK McGRANN

POSITION SECURING BUREAU, INC.

(Agency)

331 MADISON AVE., N. Y., MU. 2-6494



Reporter At Large. . . . !

THE wonderful news, heard Wednesday over the loudspeakers, in which America was thrilled with the news of the UNCONDITIONAL SURRENDER of Italy to the United Nations, taking place simultaneously with the launching of the "Back the Attack" War Bond Drive to raise an additional \$15,000,000,000, is an omen of good fortune. . . . but we cannot, must not, relax for a single instant. . . . the laudatory past efforts of Radio must not only be sustained but increased in order to offset any possible over-confidence which the current victories from the battle fronts, might instill in John Q. Public. . . . As our Commander-in-Chief advised in his radio address, the American People must continue with renewed vigor. . . . Radio must do its part to keep that thought constantly alive. . . . we know that Radio can be depended upon to BACK THE ATTACK. . . . After eighteen consecutive years on the 6-6:15 p.m. spot, Mondays thru Saturdays on WOR, Uncle Don leaves with Commentator Sydney Moseley replacing starting Monday. . . . Moseley's newscasts will be sponsored by Grove Laboratories. . . . Vincent Lopez, on his "Luncheon With Lopez" MBSHOW tomorrow, will salute the Troop Carriers stationed at Bergstrom Army Air Field, Texas, the program to be carried over the entire Texas State Network, arranged by Pat Adelman, manager of KNOW, Austin. . . .

BARRY WOOD, "Million Dollar Band" emcee-songster and 20th Century-Fox are near the signing stage. . . . if deal is concluded the 'Barrywood will go to Hollywood' next Spring. . . . Mrs. Jimmy Doolittle will make another appearance next Friday on Fletcher Wiley's "Your Home Front Reporter" program over CBS. . . . Carol Hughes former editor of "Tune-In," is now associated with Lois Maxon and Ruth Schwartz on Magazine Digest. . . . The American Theater Wing's newest stage door canteen, located at the Copley Square theater building in Boston, will be officially opened Thursday with a special New York-to-Boston-to-New York broadcast by the CBStage Door Canteen. . . . Gertrude Lawrence and Helen Menken will act as co-emcees at the Boston end of the festivities. . . . Bob (Thanks to the Yanks) Hawk, henceforth answers to the name of "Cetan," the Indian name for 'Hawk,' conferred upon him by the Chief of the Sioux Tribe during the quipster's recent visit to the dedication of WNAX's new tower at Yankton, South Dakota.

SCRIPTER Fred Norman leaves for Hollywood tomorrow to write plots for the Jack Carson Campbell's CBSHOW. . . . contract is for eleven programs with options. . . . Jan Murray, comic who was signed for one appearance on the WOR "Keep Aheadliner," then rehired for another two shows, has been signed to clown on that Edelbrew program through September. . . . When the Dick (Radio City Music Hall Organist) Liebert program is launched over the NBCcycles, Sunday September 19, Martha King, will be the vocalovely. . . . The voice, heard singing the slogan song of the Third War Bond Drive, titled, "Back the Attack," belongs to Mary Small, Radio's gift to the stage. . . . the star of the musical "Early to Bed," was chosen by the Treasury Department to make the official recording of the song which will be distributed for the duration of the drive to Radio Stations, theaters and all other places of assembly. . . . Raymond Edward Johnson, who played the role of Thomas Jefferson in the recent stage hit, "The Patriots" and who will read the Jefferson Inaugural Address, Sunday during the intermission of the New York Philharmonic Symphony program over CBS, is a native of Kenosha, Wisconsin, the birthplace of Orson Welles and Don Ameche. . . . Bobby Sherwood and his band will be "Spotlighted" by the Coca-Cola people, for the sixth time, on the 24th of this month. . . . The Spirit of 1776 won the War for Independence. . . . the spirit of 1875 will win this war. . . . BACK THE ATTACK. . . . Buy War Bonds. . . .

Remember Pearl Harbor

Chicago

ABOUT five hours after the news of Italy's surrender WBBM aired transcribed interviews with Italian residents of Chicago. The static mobile unit traveled throughout "Little Italy" section picking interviewees at random.

Ralph Brooks, NBC maintenance engineer, accompanied by his wife and friends, is spending his vacation on Lake Michigan in a 37 foot yacht the Dolphin which he recently purchased. Brooks is no novice in matters nautical. He was a member of two Arctic expeditions. Other NBC vacationers are A. W. Kaney, station relations manager for the central division, James McEdward, sales staff and Jack Ryan, manager of the press department.

WBBM has signed Barbara Marshall, soprano to a WBBM-CBS studio artists contract. The 22-year-old singer a native of Cedar Rapids, Iowa, is a comparative newcomer to radio. She first auditioned at WBBM after leaving Northwestern University in 1939 but was told she needed more experience. In California, 1942, while fulfilling night club engagements, she studied voice under a private coach. Back in Chicago this year, Barbara again auditioned at WBBM and this time she really clicked.

Three hill-billy headliners will join the cast of WJJD's early morning "Breakfast Frolic" Monday, Sept. 13. The newcomers are Yodeling "Skeeter" Shepherd, formerly of WMBD, Peoria, where he became known as one of the world's highest yodelers, and Wilma Lee and Stormy Cooper, husband-and-wife harmony team. The Coopers who came WJJD from WIBC, Indianapolis, play the fiddle and guitar.

William Miller, tenor, has taken over the WBBM-CBS 1:55 to 2 Sunday spot for Quaker Oats' Aunt Jemima.

Wedding bells rang Sunday, (Sept. 4) for NBC announcer Don Elder and Irene Schjeldahl of Northwood, N. D. at Chicago's St. Chrysotom's Church.

WBBM's Public Welfare series "That Men May Live" presented in co-operation with the Chicago Council of Social Agencies, resumes its weekly broadcasts Saturday, Sept. 11. The series dramatizes the work of the council's 200 member organizations.

Charles Urquhart, who resigned as NBC central division production manager to enlist in the Army as a private, reports at Camp Grant for active duty the latter part of September.

Drake Joins Blue Staff

Francis Drake, writer and expert on aerial warfare, has been added to the Blue's roster of newscasters and commentators, G. M. Johnstone, director of news and special events announced today.

**AGENCIES**

**ERICK B. DUNCAN**, vice-president, Fuller & Smith & Ross Inc., has been appointed vice-chairman of Advertising and Selling Course of the Advertising Club of New York. The Course opens its 11th year October 18.

**ANGELL**, for the past two years supervisor of the field staff of Cooper, Inc., has announced the formation of her own office under the name of Bee Angell and Associates. Activities will be confined to the middle west with offices in Chicago.

**AM K. ZIEGFELD** has been appointed vice-president of Young & Rubicam, Inc., in charge of copy at the Chicago office of the agency. He previously was associated with the J. Jones Co., Cincinnati.

**DA, LTD.**, silver-plate design-manufacturers, is planning a campaign through BBD&O. It is built around the theme "Back to the 1920s."

**May Reappear At FCC-Blue Hearing**

(Continued from Page 1)  
The hearing is expected that the relevance will be based on the fact that unions have no medium grievances against broadcast except before hearings for renewals or transfers. In the case of other medium, CIO is expected to contend that FCC should not renew and refuse renewals if they hurt public interest. It will be charged that labor gets radio time under code. Rule of solicitation of members will be attacked, it is under-

stood that at 1941 CIO resolution was passed that if grievances against radio could not be remedied by FCC, new legislation should be sought. It is understood now that if CIO petitioned, organization will petition for Wheeler hearings shortly. It is considered more likely that they will ask for creation of powers to hear labor grievances rather than for direct legislative points of code they will be adverse.

firm of Wright, Gordon, Parlin & Cahill will represent A and Chapman & Toomey present American Broadcast system as hearings open. Based on their steps, it is expected firms sent joint brief. Blue will not be fully represented.

Ira Chase Koehn, who claims to represent potential judgment of Blue on alleged defamations. Drew Pearson stated to RADIO on Wednesday that he intends to appear again with amended petition to his clients. There have been reports thus far that he has asked Pearson to do so. Pearson told

**NEW PROGRAMS—IDEAS**

**"Washington At War"**

Recent program presented over WTOP, Washington, D. C., for the purpose of backing the local OCD recruiting campaign proved so successful that the half-hour program idea is being continued as a weekly feature on the station. Titled "Washington At War," the shows are designed to boost home-front activities, particularly in the District of Columbia, with the programs open to suggestions from organizations connected with the war effort.

Designed to generate public interest in home-front battalions, "Washington At War" highlights in dramatized form the work of such organizations as the Stage Door Canteen, the USO, and branches of the armed services.

Series is being written by Betty Grove, produced by Bob Ehrman and directed by Martin D. Wickett. Gunnar Back, chief announcer at WTOP, narrates and talent is recruited locally to participate in as many war activities as possible.

**Board Of Directors Sets REC Policies For 1943-44**

Organizational improvement was the keynote of the third summer meeting of the Board of Directors of the Radio Executives Club, held yesterday afternoon in the Board Room of the Blue Network.

It was decided, as a war-time measure, that meetings will be held on the first and third Thursday of each month, rather than once weekly as in former years. This season's luncheon sessions, which open October 7, will be held in the Gothic Room of the Sheldon Hotel. With the intention of improving the calibre of talks at these meetings, the Board voted to have all guests arranged for by Speakers Committee. Important people in the industry will be called upon to give informative and instructive talks about their fields.

Membership regulations will be revised to equalize representation within the Club, it was decided. Certain qualifications will be set by the Membership Committee allocating membership on a quota basis to all branches of the industry, e.g., sales, transcription, program, etc. Board also ruled that membership dues will be increased in the near future.

RADIO DAILY that he cannot recall ever having heard of Washington attorney.

American networks will not appear. Their request for halting the transfer, based upon concern lest the names of Blue and their own system might be confused, has been referred to the Commission so that further appearances are not indicated.

It is anticipated that FCC general counsel Charles Denny will represent Commission and that he will be backed by R. Hyde, assistant and Harry M. Plotkin, chief of litigation division.

**KOIL News Variety**

"Today!" is the title of a new variety news show inaugurated by KOIL, Omaha, Nebraska. Format combines features of the AP radio wire with local tie-ins. Harry Peck concludes "Freedom's Heroes" with a tribute to a local hero, and Belle West, who handles the women's angle, includes the story of a local woman whose war work is outstanding in the telescript "Women Today." PA's "Behind the War News," announced by news director Kerm Trimble, concludes the show.

**Workers' Interviews**

To publicize the activities of one of the largest army supply depots in the southeast, WSB, Atlanta, Georgia, has begun a new series of transcribed interviews made with workers-on-the-job at the Atlanta Army Service Depot at Conley, Ga. First interview was with a chemist testing the nutritional values of Army K ration. Bet. Barnes, WSB special events reporter, handles the program.

**Webs Stations Maintain Pace in Third Bond Drive**

(Continued from Page 1)

Radio's previous contribution as the program gains momentum.

The Blue last night began the first in a series of broadcasts dramatizing the life of six men, one to each program, now recuperating in hospitals throughout the United States. Each program, narrated by Jane Cowl, includes a two-minute personal pick-up from the hospital. In addition the Blue carried the "Fighting Coast Guard" program from Washington, D. C., preceding the Army show, "Back The Attack." Interspersed on various spots of the day and night were bond announcements as part of the 97 specially written for the first week. WJZ carried several of the 12 station-break recorded announcements with Hugh James speaking through an echo chamber for emotional effect.

As part of the 24-hour overall promotion of the bond drive, WABC and CBS devoted the following programs: "This Life Is Mine," "Sing Along," "Joe and Ethel Turp," "Green Valley, U. S. A." "Perry Como," "Judith Evelyn Reads," "Mother and Dad," "Are You A Genius," "Open House," with Milton Berle, Frank Parker, Jeri Sullavan and Paul Barron and his orchestra. Immediately after the program, the stars received orders for bonds over the phone. "Among My Souvenirs," a nightly series on the lives of radio and theater personalities, was also devoted to the sale of bonds. At 1:05 this morning Arlene Francis, armed with a mike in her hand, visited the Stork Club in a unique war bond auction. Girls of the Zeigfeld Follies traded kisses for the purchase of bonds.

All WMCA programs yesterday devoted their time to the sale of war bonds. WMCA followed the proce-

**GUEST-ING**

**MARY HEALY**, film actress, on the "Keep Ahead" variety show, today (WOR--Mutual, 7:30 p.m.).

**MORGAN BEATTY**, commentator, on "Nellie Revell Presents," tomorrow (WEAF-NBC, 10 a.m.).

**PAUL G. HOFFMAN**, president of the Studebaker Corp., **DeWITT M. EMERY**, president of the National Small Business Men's Assn., and **FREDERICK C. CRAWFORD**, president of Thompson Products, Inc., of Cleveland, discussing "Post-War Jobs: Responsibility of Business," on "For This We Fight," tomorrow (WEAF-NBC, 7 p.m.).

**JOE MARSALA**, clarinetist, and **ADELE GIRARD**, harpist, on the "Million Dollar Band" program, tomorrow (WEAF-NBC, 10 p.m.).

**PHIL BAKER** and **KAY PENTON**, on "It's Maketime," tomorrow (WABC-CBS, 5 p.m.).

**BYRON JANNES**, 15-year-old pianist, on the program of the General Motors Symphony, Sunday (WEAF-NBC, 5 p.m.).

**BETTY RUSSELL**, vocalist, on "Bob Crosby & Company," Sunday (WEAF-NBC, 10:30 p.m.).

**RICHARD W. CLARKE**, managing editor of the New York "Daily News"; **WALDO L. COOK**, editor of the "Republican," Springfield, Mass.; **E. Z. DIMITMAN**, executive editor of the Chicago "Sun," and **GEOFFREY PARSONS**, chief editorial writer of the New York "Herald-Tribune," on "The Editors Speak," Sunday (WEAF-NBC, 4:30 p.m.).

dure with a pick-up from Carnegie Hall, heralding the New York bond drive of over \$4,000,000.

New York City Council will hold an extraordinary radio session tonight at 10:03 p.m. at City Hall to be broadcast by WMCA direct from the councilmanic chambers. The session will be held to stimulate competitive buying of bonds among the boroughs.

WMCA has installed telephones into the City Council for residents of the borough to call directly and pledge bond orders. Councilmen of the various boroughs will broadcast to their constituents urging them to support the drive with large subscriptions. The broadcast will be repeated each Friday evening during the drive.

Alan Courtney during the WOV program "Do You Know the Answer," devoted his time on behalf of the bond drive, calling four people for the "right" answer. War bonds were issued to those who answered correctly. During the "Opera Hour," a WOV guest personality of the opera was present to take war bond orders over the phone. Hans Jacob, the WOV commentator, also devoted his time to the sale of bonds.

# WLB Grants AFM Delay To Sept. 17; Diamond Talk Strikes New Keynote

(Continued from Page 1)

Chairman Meyers of the panel granted the AFM request for a week's adjournment.

Following Diamond's talk, James C. Petrillo, AFM head, jumped up and thanked Diamond for making the first contribution which admitted to the AFM and the WLB that a problem did exist and should be negotiated over a round table.

At the same time Petrillo, during course of his fiery speech accused Sydney Kaye and Neville Miller of the NAB as plotting his downfall and shouted that even if he were displaced as president of the AFM the "fight would go on." Petrillo stated that thanks to the NAB's own charts supplied to the transcription men for exhibits, the 160 stations not employing musicians and not within jurisdiction of any AFM local, would be employing musicians within the next 60 days.

[Radio Daily, June 10, 1943 carried a story to the effect that the AFM had carried out a survey and found that 165 stations were located in areas not covered by AFM locals. Check-up was undertaken some time ago after the NAB had stated that the AFM was seeking to have stations hire staff musicians where there were no unions. The survey was mullied at the AFM executive board meeting earlier that same week and it was held likely that the union would assign locals to take over jurisdiction. Of the 165 outlets 46 were described as independent stations and 119 as network affiliates, either regional or national. It was indicated that some areas were 300 miles from the nearest AFM local including places in Texas and New Mexico. Texas had 26 stations not within jurisdiction of musical locals.]

## ET-Network Comparison

Diamond in his speech started off with an answer to Padway's statement of the forenoon which referred to the transcription industry as a "baby" being pushed to the front while Ma and Pa remained in the background. To this Padway later said he wished to correct himself and stated he meant the NAB was whom he meant as the parents rather than the other recording companies or networks when he mentioned the "father and mother."

Diamond stated that the nomenclature of the electrical transcription should be clearly defined and he said there was no difference between a transcription and a network. A network originated a program in its studio and it went only to its designated affiliates. A transcription, explained the attorney, was a specially made recording (commercial) which went only to certain outlets and that its playing was controlled. Phonograph records and certain library ETs, Dia-

mond said, could not be controlled and possibly this was the crux of the problem at hand. He believed that the problem could be ironed out.

Just how it could be settled he did not venture to say, but intimated that perhaps the recording firms could exact a fee from the disk users and this in turn handed back, all or in part, to the musicians. He said that the court in one instance had granted one company such rights but other courts had not. (Diamond probably alluded to the RCA-Victor effort some time ago to license phonograph records for use by stations. Victor at the time sought to divide the sums accrued via licenses among writers and others who believed they had vested rights in recordings).

## Control of Disks

Thus he considered the phonograph record and the commercial transcription "entirely unrelated." And if the library transcription and the home phonograph record could be controlled, then perhaps they could arrive at some regulatory method in the future, Diamond further remarked. He reiterated that the network, as we know it, is a hookup by telephone wire while a transcription was virtually a hookup by use of the U. S. mail or express. The concept, he said, was identical.

Transcriptions, he continued, should be treated by the AFM just as a network is treated. The networks pay musicians by the week and there would be nothing more desirable than to pay transcription musicians the same way, instead of by the hour. He said a complete divorce should be made of commercial ETs from all other forms of recordings. Earlier he outlined the start of World Broadcasting System 15 years ago which pioneered the ET so that many stations could get good music and programs comparable to the network fare.

## Socolow Outlines Points

As attorney for the transcription men, A. Walter Socolow, during the forenoon session, continued his presentation, listing several points upon which he sought to clear up AFM items brought up the day before. Regarding the NAB, he stated that transcription companies who might belong to the NAB did so as associate members and had no voting powers, nor were they represented on the NAB directorate. They did, however, use the NAB's services since the trade association was constantly engaged in research and it was natural that his clients should avail themselves of its services. This is how, he explained, the ET men came to use charts, etc. supplied by the NAB and produced in cooperation with independent research organizations such as the Polk Company. Obtaining use of the NAB facilities is why the ET men were members for one thing.

Socolow asked whether the AFM members, when joining, also received

the right to expect permanent livelihoods as musicians. He told the WLB panel that AFM members who made transcriptions received a high wage scale; that the AFM members did not call the strike but that the officials did so; that the union should state its grievances so that a remedy could be found; that the transcription men lived up to existing AFM pacts, and several other items he considered pertinent.

## Related Arts

Additional exhibits were offered, including an excerpt from a book by Lord Beveridge in which he cited the instance of men who had a craft but who, when receiving certain outside benefits, may develop into malingerers. Definition of what the AFM considers "unemployment" was also asked by Socolow. There followed some argument on post-war unemployment and Socolow said the union should not start a strike now in order to remedy certain expected post-war problems. He contended that the government was doing an over-all job on this and it was not the province of any one union to work at it alone, but cooperate with the government.

There was no broad displacement of musicians as a result of either radio or transcriptions, Socolow held, but rather there was more employment now than before the advent of these developments.

Juke boxes and Muzak and sound films were brought into the picture as well as a lengthy discourse on Ascaph and how it operates. At one point Llyod Egner of NBC recording division gave a clarifying talk for the benefit of the panel. He also said the arts such as radio and records had increased the love of music in America which heretofore was not regarded as a great music-loving country.

Padway agreed with Egner but brought up the question of recordings in the home vs. recordings used on the air. Edward Canavan of the AFM spoke against the displacement of musicians in motion picture theaters during the past 20 years and since the advent of sound films.

## AFM Obtains Adjournment

Joseph Padway, AFM attorney asked for a one week delay in the hearings so that his organization could collate its presentation. He said that the AFM had sent out questionnaires to 746 locals which must answer 126 questions each. This must be studied and presented for the benefit of the panel. (Chairman Arthur Meyers told RADIO DAILY that the panel had requested the answers to these questions during the executive session of the panel with the AFM).

Socolow who previously had asked Petrillo if he were willing to let the ET men go back to work pending a settlement, and to which Petrillo said he could not now give such a decision, asked Chairman Meyers why the hearing couldn't go on. Meyers

# Editors Hear NBC News Chief's Problem

(Continued from Page 1)

to Brooks, this increase, represents a gradual expansion from 3.8 per cent of all broadcast time to 15.4 per cent in 1943, is about the ultimate proportion. A further increase, he told editors, would be considered bad programming.

Yet with nearly one sixth of the network's operating time devoted to news and special events, he continued, NBC has its space problem. "With so many momentous news-breaking," he said, "we sometimes feel that we don't have much room to turn around in. Our men use frequently radio us for special news on the air when news breaks unexpectedly in their areas, or when they have turned up some feature which believe merits broadcasting over the network. The NBC news room now has six to a dozen different news items every day for which we would like to find time but it would be programming to overemphasize news angles. Such a wave of programming would result in the loss of listeners."

## Peace News "Dramatic"

News of the peace, he prophesied, will not be less important than the news of the war. "As a matter of fact," he added, "I think it will be even more dramatic in some respects and affect more people directly than the actual fighting. Both radio and the press will have one of their greatest jobs keeping people informed of the readjustments and compromises which will have to be made by the world can completely disarm and embark on any safe program for the future."

Brooks explained that a major portion of NBC's news and special events and the 50 radio reporters assigned to foreign posts, were veteran newspapermen, and praised them for their high principles and awareness of responsibility to the public which they have carried over into radio in their newspaper days.

## Describes Post-War Possibilities

In speaking of post-war prospects, Brooks mentioned some of the service facilities that wartime activities have developed.

"We are on the verge of new services and a new industry through wider use of ultra-high frequency in the fields of television, frequency modulation and facsimile," he said. "These services are certain to assume a revolutionary influence upon social and economic life in the years to come. It is just as certain that both the press and radio will add to these new discoveries in their respective fields for greater service to the listening and reading public."

said it was not unusual for such delays to be granted and possible, Padway said, much time would be saved eventually. It was finally decided that the hearing would adjourn until Friday Sept. 17, at 10 a.m. in the same room in the Fiske Building



Honorable Franklin Delano Roosevelt

President of the United States

The White House

Washington, D. C.

Dear Mr. President:

We of the radio industry were electrified by the thrilling news of Italy's unconditional surrender. And we of radio pledge all at our command to aid in final attainment of Victory.

In pledging our allegiance, we are mindful of our job to "Back The Attack" through the promotion of the Third War Loan Drive. And again, we of radio give our solemn promise that this job will be done.

Respectfully yours,

*The Radio Industry*

# ★ ★ COAST-TO-COAST ★ ★

**GREENSBORO, N. C.**—"On the Beam" is the title of the new show of Basic Training Center No. 10 which premiered over WBIG yesterday. In the language of the Army Air Force, of which BTC10 is a part, the program "throws a highball" each week to some service organization which has particularly distinguished itself in foreign fields. First salute went to Lt. Gen. George S. Patton's 7th Army.

**NEW ORLEANS**—Virginia Freret is replacing Terry Brick temporarily on the "Listen Mothers" program over WWL, which is produced in cooperation with "Parent's Magazine." Terry, who is Mrs. Leonard Fletrich in private life, has been given an eight-week leave from the station to await her own bundle from heaven. . . . Two new 15-minute shows have been scheduled on WWL, both scripted by Virginia Freret. Saturdays at 5:15 p.m. "Yours Truly" is heard, with Claire Nunn at the piano. Mondays at 6:15 p.m. Phil Gully does a similar stint on "Especially For You."

**KNOXVILLE, TENN.**—It's been "hello and goodbye" at WNOX these past two weeks with staffers off to war duties and replacements following just as fast. Charles Mallon, announcer, has joined the Merchant Marine. . . . Jack Larrabee has transferred from the announcing staff to the continuity department, replacing Kenneth Wright, now with Tennessee Eastman Co. . . . Latest additions to the announcing ranks include Kurt Webster and Newt MacMann, both previously with WBIR, Knoxville; Leslie Williams, from Macon, Ga.; and James McClelland, recently in the Army. . . . David "Jack" Rowe, new to radio, has been named to the sales staff, replacing Fred Shepherd, now in the Army.

**OAKLAND, CAL.**—"Stockmen's Trails," a new series of programs prepared and presented by the Farm Credit Administration, has been scheduled over KROW. Aired Sunday mornings, the shows tell in dramatic form of the problems faced by cattle and sheep men and how they have dealt with them. . . . Bill Bohannon, formerly of KOH, Reno, Nevada, has joined the KROW staff as an announcer.

**OKLAHOMA CITY**—Jerry Bernstein, formerly program director for KTHS, Hot Springs, Arkansas, has joined the staff of KOMA as staff announcer and newscaster.

**BROOKLYN, N. Y.**—Broadcast of the invasion of Brooklyn by a convoy manned by radio and stage stars, plus a group of Army and Navy heroes was carried over WBYN Wednesday. Army vehicles transported these distinguished personalities through Brooklyn on a six hour Bond barrage, previewing the opening of the Third War Loan drive. WBYN's short wave transmitter with six engineers aboard followed the troupe, broadcasting highlights of the tour.

**DENVER, COLO.**—Fred Davis has renewed his string of daily, unbroken newscasts, "Fred Davis Furniture Company News," for the ninth year over KLZ. Celebrating the anniversary last week, Davis was interviewed over the air by KLZ's manager Hugh B. Terry. . . . New public service feature on KLZ is the "Buckley Field Symphony Orchestra." Nearly a 100 strong, the group is composed of men who were outstanding musicians in civilian life.

**OMAHA, NEB.**—When Omaha Post No. 1, one of the largest American Legion posts in the country, opened its new Legion club in the Rome Hotel, KBON carried a broadcast of the festivities at which Lyle DeMoss of WOW served as master of ceremonies.

**ROCHESTER, N. Y.**—A "first" is claimed by WHEB on its broadcast of the induction of two Army Nurses by a WAC officer. Program, picked up from the stage of the RKO Palace Theater between showings of "So Proudly We Hail," featured the induction of Albert Carlson and Betty Parsons by Captain Helen J. Crabtree. Local Army officials say it was the first time in the history of the Army that the oath was given by a WAC officer.

**BOSTON, MASS.**—Jack Stanley, WNAC announcer, emceed the entertainment and Bond rally yesterday from 12:15 to 2 p.m., in Copley Square. As in other cities, celebrities of radio, stage and screen were on hand for the show.

**JAMESTOWN, N. Y.**—Retailers War Campaigns Committee of Jamestown is sponsoring a series of ten transcribed shows over WJTN, as a special

promotion for the Third War Loan. ET's were made at the U. S. Naval Training Station, Sampson, N. Y., and feature interviews with sailors from the Jamestown area.

**HARRISBURG, PA.**—Ceremonies attendant to opening of the school seasons in Harrisburg were broadcast by WHP from the terrace of the William Penn High School. Festivities included a talk by Clarence Zoeger, Harrisburg superintendent of schools, a speech by the principal of William Penn, plus musical numbers by the high school orchestra and chorus. Broadcast, arranged by WHP's educational department, was another in its series titled "Schools At War."

**DAYTON, O.**—WHIO's demonstration of how news is handled by radio recently presented before the Kiwanis Club has proved of such interest that it will be repeated before other local clubs. Next on the list is the Optimist Club. . . . New series of broadcasts from the office of the Dayton Safety Council has been inaugurated by WHIO. Noted safety experts are featured on all phases, including industrial precautions, home safety, traffic "do's and don'ts" and war-time measures.

**WASHINGTON, D. C.**—Round-the-clock schedule of WOL proved of value to Washingtonians last Monday when news of the wreck of the Congressional Limited was broadcast to the anxious public throughout the night. By special arrangement with the Washington "Times-Herald," the station aired frequent announcements advising that the newspaper would supply all available information regarding those definitely known to have been aboard the train.

**BOSTON, MASS.**—Jack Stevens and Bill Elliot, announcers for WORL, have been appointed official radio announcers for the Third War Loan drive in New England. Stevens and Elliot were chosen for the posts by a committee composed of members of the Amalgamated Department Stores of Greater Boston.

**BROOKLYN, N. Y.**—"Which Way Franco Spain," will be this Sunday's topic on WLIB's "Liberty Forum," conducted by I. Max Weis of World Peaceways. Guest speakers will be Henry J. Taylor, correspondent, commentator and analyst, and Allan Chase, author of "Falange."

**WORCESTER, MASS.**—In cooperation with the Overseas Branch of the OWI, WTAG lent its studios last week for the development and execution of a project for the Scandinavian Section. Under the direction of Gunnar Fagrell, chief of the Section, and Oliver W. Nicholl, producer, a set of recorded broadcasts was completed describing a typical American community. Built around Worcester as a

sample American city, the ET's introduce prominent local citizens of Swedish ancestry speaking in mother tongue, describing Sweden as well as American, activities. Transcriptions will supply basis for OWI Swedish programs, some the material to be re-broadcast in London, and some possibly to go on records made for broadcast in Sweden.

**LYNCHBURG, VA.**—Claude T. program director and production manager of WLVA, has returned to his desk after a brief vacation in New York. . . . Chas. Ledingham is the name attached to a new voice heard over WLVA's. He recently became a member of the 1st Airborne Division's announcing corps. . . . WLVA announcer Jim McKinney is spending a silent vacation. He is having his hair removed.

**HARTFORD, CONN.**—Al Larabee, recently honorably discharged from the Army, has joined the staff of FM station W65H as "trainer" for an operator's post. E. L. Knowles, Inc. has contracted with WDRC for a series of 26 weekly 50-word announcements. . . . 26 weeks for its product "Rub Account" was placed by Charles Hoyt Agency, New York.

## NBC Employees Awarded Bonds For Program Ideas

Rewarding their efforts for submitting the best slogans, promotion program ideas in connection with WEAF's Third War Loan Drive campaign, NBC has distributed war bonds to a group of employees.

Sally Warren, press department, won a \$25 bond for the best program idea; Marion Haynes, manager of literary rights section of the station, division received a \$25 bond for best promotion idea.

Six \$25 war bonds were presented to winners of the best slogans. . . . can be used in connection with WEAF's call letters throughout forthcoming bond-selling campaign. By a coincidence, four winners submitted the same slogan, "War Effort Always First." The No. 1 slogan, the opinion of the judges, was "All Fight When We Sell a Bond." Submitted by Maryann Hendershott, secretary to C. L. Menser, vice-president in charge of programs. Runner-up was Neal Hopkins, NBC script writer, who submitted "Sell a Bond to Your Neighbor—That's Your Job Today."

Contributors of the "War Effort Always First" slogan were Edward Kishkill and Stanley Hebell (co-authors) of Stockroom Supply; Edward Prince and Thomas McCormick (co-authors) of the Engineering Dept.; Marian Hartigan of Communications, and Augusta Comora, Research Division of the Advertising and Promotion Department.

**1943 BIRTHDAYS**

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

**September 10**

Don Briody      Emery Deutsch  
Ira Herbert      Dorothy Lowell  
Jess Pugh      Lyle Van  
J. D. Van Amburgh      Emily Vass  
Samuel Woodworth

**September 11**

Gus Arnheim      Bill Comstock  
Herb Hollister      Al Reiser  
Anne Seymour      Charles Stark

**September 12**

Bev Barnett      Helene Daniels  
Adelaide L. Carrell      John G. Gude  
Eddy Howard      David S. Lelstner  
Richard Maxwell      Ella Mae Morse  
John Taylor      Miriam Traeger  
Jack Treacy

# 'CC-Blue Hearing Opens

## Spotlight Bands" Renewed On Blue

Renewal of the "Victory Parade of Spotlight Bands" for a second 52-week period over the Blue Network of 154 stations effective September 20 was announced through the D'Arcy Advertising Company, New York, agency representing the Coca-Cola Company announced Sept. 21, 1942, on 134 Blue Network stations, "Spotlight Bands" has provided entertainment to the armed forces.

*(Continued on Page 3)*

## Mayors Agree To Plead For Fats On CBS Show

Nearly 20 mayors of cities in which affiliated stations are located have agreed to join in a plea for fats during the latter part of the Al Barrely program "Mayor of the Town" which will be heard Wednesday night over the network. Thirty-three mayors were invited and 13 acceptances were expected the week-end.

While the mayors are making pleas to their respective communities over the program.

*(Continued on Page 2)*

## Wolff Leaves OWI To Head M-G-M Tele

West Coast Bureau, RADIO DAILY Hollywood—Nat Wolff, West Coast manager of the OWI Radio Bureau, has resigned to join Metro-Goldwyn-Mayer head of the studio's new television department. He will use several direct writers currently in the radio industry in formulating plans for post-war use of television.

## Mails Jap Souvenir

Stanley Frankel, courteous, soft spoken young man who'll be remembered as a clerk in the CBS Press Information department, New York, sent a Japanese post card from the Pacific theater of war to friends at CBS. Writing as Second Lieutenant Frankel, Stanley said: "The Little son of Heaven that I got this card from, needs it longer."

### "Sho' 'Nuff"

The porter problem had become quite desperate at WMCA, New York. Wondering where the station could gain the required number of employees to replace those drafted, someone suggested that the station try its own public service program "Help Wanted." That they did. However, it was still a question whether anyone would reply. Twelve did, more than enough.

## Mutual Personnel Shows 79% Increase

In a general expansion move that has been in progress since the first of the year, Mutual has appointed John W. Boler, as special representative in the Northwest to act in an advisory and consultant capacity on sales, merchandising and station relations. Boler, who is president of the North Central Broadcasting System, has

*(Continued on Page 3)*

## Two Network Renewals Announced By CBS

R. J. Reynolds Tobacco Company, now in its tenth consecutive year as a CBS advertiser, renews its "Blondie" program on the full network effective Sept. 27 while Bowey's Inc., continues its "Stars Over Hollywood" for a third season on the Columbia network beginning Sept. 25. R. J. Reynolds broadcasts its drama.

*(Continued on Page 2)*

## Mark Woods Commission's 1st Witness; Decaux Testifies For CIO Group; Sessions Will Resume Today

### NBC Public Service Groups In Fall Meeting

Annual fall meeting of NBC's public service department will be held at Radio City tomorrow and Wednesday, Dr. James Rowland Angell, public service counsellor, has announced. Representatives from all divisions of the department, including Judith Waller, manager of the central division public service department, Chicago, and Jennings

*(Continued on Page 5)*

### Don Pryor Goes To CBS Washington Bureau

Transfer of Don Pryor from Columbia's newsroom in New York to the network's Washington Bureau, as successor to correspondent Leigh White, who this week was awarded a Nieman Fellowship for a year's study of post-war problems at Harvard

*(Continued on Page 2)*

### G. E. Appoints Three Electronic Executives

Schenectady—Three appointments to key positions in General Electric's electronic department have been announced by Vice-President

*(Continued on Page 2)*

Washington Bureau, RADIO DAILY Washington — Blue Network will sell time freely to large business companies because they sell advertised products but will only allocate sustaining time to associations, both trade and labor, cooperatives and other organizations, Mark Woods, president of the network, said Friday before the FCC hearing on proposed transfer of the system to Noble. During the hearing he said he is always ready to reconsider present standards.

In selling time to big companies, the

*(Continued on Page 6)*

## AP Managing Editors Hear Radio News Men

Chicago—Radio news broadcasting has contributed to the sale of newspapers and whetted public appetite for more news. That was the consensus of a general discussion of "The Press and The Radio" at the Associated Press Managing Editors' Association war-time conference at the Drake Hotel Thursday. The discussion

*(Continued on Page 5)*

## Railroad Buys Network Time For Special Program

Using a radio network for the first time in their employees relations program, the New York Central Railroad engaged the facilities of the Blue Network, yesterday for a special

*(Continued on Page 2)*

## ★ THE WEEK IN RADIO ★

... WLB-AFM Sessions Start  
By PEGGY BYRNE

WAR Labor Board hearing of the AFM-transcription companies controversy started last Tuesday with a resumé by Walter Socolow, attorney for the ET companies, of the history of the case from its inception. Tripartite panel, consisting of Arthur S. Meyer, chairman, Gilbert Fuller and Max Zaritsky, heard Socolow's review and his summary of the position of the transcription companies and small stations as a result of the ban. Socolow maintained, in effect,

that the ban is a coercive measure; that there is no real problem, except that manufactured by the union. He used charts and statistics supplied by the NAB to show that the "unemployment" of musicians, claimed by the AFM, was negligible, if not actually non-existent. On Thursday the tone of the hearings took a turn when Milton Diamond, attorney for Decca and World Broadcasting—two companies not listed as active participants

*(Continued on Page 3)*

## Peter Pays Paul

With radio batteries difficult to obtain, one determined rural listener wrote KSTP, Minneapolis-St. Paul, Minnesota, she had solved the problem—only to create another. This listener takes the batteries from her telephone and uses them in her radio. Works fine, but phone company is beginning to wonder why her phone batteries wear out so quickly!



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

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# FINANCIAL

(September 10)

NEW YORK STOCK EXCHANGE				
	High	Low	Close	Net Chg.
Am. Tel. & Tel.	157 7/8	157 7/8	157 7/8	+ 1/4
CBS A	22 3/8	22 3/8	22 3/8	+ 1/8
CBS B	21 3/4	21 3/4	21 3/4	—
Gen. Electric	38	37 1/2	37 3/4	— 1/8
Philco	24 7/8	24 1/2	24 1/2	— 1/8
RCA Common	10 7/8	10 3/8	10 5/8	— 1/8
RCA First Pfd	69	69	69	—
Stewart-Warner	11 1/2	11 1/2	11 1/2	— 1/4
Westinghouse	96	95	95	— 1
Zenith Radio	34 3/4	34 1/4	34 3/8	+ 1/8
NEW YORK CURB EXCHANGE				
Nat. Union Radio	3	3	3	—
OVER THE COUNTER				
		Bid	Asked	
Farnsworth Tel. & Rad.		8 3/4	8 3/8	
WCAO (Baltimore)		20 1/2	22	
WJR (Detroit)		27 1/2	29	

## Mayors Agree To Plead For Fats On CBS Show

(Continued from Page 1)  
the affiliated outlets, Barrymore will make the same plea over the rest of the network. Appeal is being made as a result of the OWI report that the monthly collection of fats is 8,000,000 pounds less than is needed to keep a safe reserve for vital war needs.

## Paula Stone Gets Sponsor

Paula Stone, daughter of Fred Stone, who has had a year's sustaining buildup with her "Hollywood Digest" over WNEW, will be sponsored by Miles shoes, starting today. Miss Stone will be heard Monday through Friday 4:45 p.m., and on "Broadway Beam," Saturday, 4:45 p.m.

**BEST RADIO BUY IN BALTIMORE!**

FREE A. PETERS  
Exclusive National Rep.

John Elmer, President  
Geo. H. Beedor, Gen. Manager

## Don Pryor Goes To CBS Washington Bureau

(Continued from Page 1)

University, is announced by CBS Director of News Broadcasts Paul White.

Pryor, born in Council Bluffs, Iowa, and reared in California, joined Columbia's San Francisco news bureau in 1941, was transferred to New York last July. He has been heard on "Report to the Nation" and on other network news programs.

## G. E. Appoints Three Electronic Executives

(Continued from Page 1)

Walter R. G. Baker, Arthur A. Brandt has been named general sales manager, George W. Henyan has been named assistant to the vice-president in charge of the department, and V. M. Lucas has been named manager of the government division. All three appointments are effective immediately.

## 80 Outlets Inaugurate New Grocers Disk Series

"Sam Adams, Your Home Front Quartermaster," a continuous series of recorded dramatizations of a typical American grocer and his current food problems in time of war, opens today on almost eighty stations coast to coast under the sponsorship of the local baker and food company selling through the grocer. An extensive pre-broadcast promotion through the local grocers, newspapers and magazines herald the series recorded in the WOR Recording Studios in New York.

### Cast of Top-flight Stars

Fritz Blocki directed the scripts by Nancy and Jean Webb. William Perry Adams enacts the leading role of Sam Adams, while Jackie Kelke, more familiar to radio audience as Homer of the "Henry Aldrich" comedy show, plays the part of Victor, Adam's son. Sam's right-hand man and stooge, is created by Carl Swenson, who is heard as "Lorenzo Jones," the NBC serial. Miss Pringle, the intrepid spinster who makes Charlie's life rather difficult, is played by Iona Hubbard, of the "Widow Brown." "Light of the World," and other NBC shows. Dick Willard is the announcer. "Sam Adams, Your Home Front Quartermaster" is distributed through Harry Jacobs Productions.

"Sam Adams, Your Home Front Quartermaster," is produced and recorded in the WOR Recording Studios three times a week, a week in advance of actual broadcast, to retain currency of topical food problems confronting the every day grocer and the consumer. Ration tips and food hints are worked in the scripts and delivered as educational entertainment rather than through the commercials by the announcer.

## Wolcott Show Changes Time

Imogene Wolcott's "What's Your Idea?" heard at a new time 11:45 a.m., EWT, beginning today over Mutual.

## Two Network Renewals Announced By CBS

(Continued from Page 1)

matic-comedy starring Arthur Lake and Penny Singleton for Camels and/or Prince Albert Smoking Tobacco on CBS Mondays from 7:30 to 8:00 p.m., EWT, with rebroadcast at 10:30 p.m. Originating from Columbia's Los Angeles outlet, KNX, "Blondie" has been aired on CBS since July, 1939. William Esty & Company, Inc. handles the account. Other R. J. Reynolds programs broadcast over the full CBS network are "Thanks to the Yanks" starring Bob Hawk and "Gary Moore-Jimmy Durante" program which makes its debut on Columbia October 8.

Broadcast for Dari-Rich products, Bowey's "Stars Over Hollywood" is heard on a network of 48 CBS outlets. The sponsor made its debut on the network June, 1939 and began its current program—now well into its third year on Columbia—in May of 1941. Sorenson & Company of Chicago, handles the account.

## Railroad Buys Network Time For Special Program

(Continued from Page 1)

half-hour program signaling purchase of a bomber by the railroad's 125,000 employees. Broadcast opened at the Glenn L. Martin factory at Baltimore and switched to New York where Mayor F. H. La Guardia, railroad officials, and high ranking Army Air Force officers participated. Geyer, Cornell & Newell, New York, was the agency handling the broadcast for the New York Central.

## Skouras Theaters Sponsor 38th 'This Is Our Cause'

Reporting on the progress of the first stage of the Third War Loan Bond Campaign, the Skouras Theaters, sponsors of "This Is Our Cause," presented the 38th in a series of programs on behalf of the Treasury Department and the State War Finance Committee on WINS last night. A galaxy of stars entertained the radio audience with Henry Sylvern and his orchestra providing the musical effects. Guest speaker of the evening was Francis Harmon, executive chairman of the War Activities Committee of the Motion Picture Industry.

Among the stars appearing as guests of the evening were Ann Cornell, songstress; the United States Coast Guard Quartet singing several patriotic songs; Captain Kay Parsons; and "Whispering" Jack Smith of the WJZ Victory Troupe. Foster Williams acted as master of ceremonies. The show was produced by Nick Matsoukas and Harry Alexander Fuchs.

## Joins RCA Information Staff

Winchester H. Heicher, writer, has joined the staff of the Department of Information of the Radio Corporation of America. Mr. Heicher formerly served as research consultant for the Senate Committee of Affairs of Cities of the State of New York. He is a graduate of Stamford University.

## COMING and GOING

W. A. WILSON, president and general manager of WO-1, Bristol, Tenn.; HAROLD THOMPSON, president and station manager of WISE, Bristol, Tenn.; and JESS SWICEGOOD, general manager of WKPT, Kingsport, Tenn., are expected today for conferences with their New York representatives. All are executives of the Daniel Boone Network.

LOUIS J. F. MOORE, of Radio Advertising Corp., plans to leave tonight on a short business trip to Pennsylvania.

HUGH R. NORMAN, station manager of WNBH, Blue Network outlet in New Bedford, Mass., left for the home offices Friday morning having been in town for a few days.

JOAN LANE, trade press editor at CBS, turns today from Hartford, Conn., where she went on Friday to attend funeral services for her father, Thomas Lane, Sr.

J. PORTER SMITH and CHARLES HARRIS have returned to the home offices of WOL in Louisville.

WALTER A. CALLAHAN, manager of WJZ Cincinnati affiliate of the Blue Network, left for home Saturday after a few days in New York.

FULTON LEWIS, JR., Washington correspondent of Mutual off on a combination lecture and news gathering trip that will take him to the leading cities of the South.

MARY ANN MERCER, network singer, has cancelled programs from Chicago and has departed for Hollywood, where she is scheduled for screen tests and network commitments.

SAMMY KAYE and the members of his orchestra will be back in New York on Wednesday and will air his program on CBS from city on that night.

DON DOUGLAS, of Mutual's "Black Cast" program, has returned from Boston, where he served as master of ceremonies at a War Reliance rally.

JAN GARBER is in Terre Haute, Ind., the broadcasting of tonight's "Spotlight Ban" program from the Navy College Training School.

**40%**  
**of the returns—**

At less than one-tenth the cost. A finance company used Station W-I-T-H and newspapers to attract new accounts. The W-I-T-H investment was less than one-tenth the newspaper budget.

YET W-I-T-H produced 40% of the inquiries.

Yes, the radio appropriation was increased!

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

# Spotlight Band' Show Renewed On Blue

(Continued from Page 1)

ces and war plant workers of the United States on a tremendous scale. Each night a different name band appears at an Army camp, Marine or naval base or war plant, a total of approximately 312 having been entertained to date.

More than 150 top name bands have traveled 400,000 miles to entertain 400,000 men and women in 46 of the 48 states under Coca-Cola's austerities since the show was launched. On Christmas Day, Coca-Cola sponsored a series of broadcasts starting at noon and running until midnight, with 15 minutes allotted to each of 52 bands playing for the armed services in stations throughout the entire country. The continuing broadcast was heard on 142 Blue Network stations.

Coca-Cola also sponsors "Songs by Barton Downey" Monday through Friday from 3 to 3:15 p.m., EWT, on Blue Network stations.

# Herbert's Diamonds Sets Quiz Show On WMCA

Herbert's Blue-White Diamonds, beginning Saturday, Sept. 18, will sponsor a new quiz show on WMCA from 8 until 9:30 p.m., titled "Shoot Works." Joe O'Brien will keep the show moving as master of ceremonies.

**6 HOURS OF SPORTS—NEWS AND MUSIC!**

**NEW YORK'S Great-Year 'Round**

**SPORTS PARADE**

WITH

**BOON DUNPHY**

Daily

**1 P.M. TO 7 P.M.**

Its results by Dunphy—Popular tunes by Tedd Lawrence—Latest AP and INS hourly at a quarter of the hour! It's the WINS "Sports Parade"—a daily, round, star studded feature with powerful appeal to men and women in America's number one market. Offers a real advertising opportunity. Want to know more about it?

for further information call

**WINS**

**BRyant 9-6000**

# THE WEEK IN RADIO

... WLB-AFM Sessions Start

(Continued from Page 1)

in the hearings—stated that he believed a problem did exist. He pointed out that operation of a transcription library is similar to that of a network, and therefore there should be no differentiation between the cases. Networks originate shows in their studios and send them to a specified number of outlets, while transcription companies do the same thing via mail, he said. Distribution of phonograph records and commercial transcriptions is entirely dissimilar, he stated, and should not be considered in the same category in examination of the case. The probable cause of the controversy, Diamond said, is that the broadcast of a certain number of library ET's cannot be controlled, and he thought this problem could be resolved, though he didn't state how. In response to a complaint by Joseph Padway, AFM attorney, Socolow stated that the ET companies were not voting members of the NAB and joined the organization mainly for the use of its research facilities, which he had employed in presenting his arguments. During the course of the proceedings AFM chief James C. Petrillo lashed out at the recording companies, stating that FCC statistics would show that they have made more money in 1943 than in other comparable periods. WLB panel granted request of Padway for a week's adjournment of the hearing so that the AFM could conclude the preparation of its presentation and answer the 126 questions asked by the panel. Hearings are scheduled to resume Friday, Sept. 17, at 10 a.m.

Federal Communications Commission last week denied the CIO's petition to intervene at the hearing of the sale of the Blue Network stations. In its decision it stated, however, that while the CIO has no legal right to intervene, under FCC rules it is permitted to present testimony relevant to the case. With the denial of the CIO request, other petitions for intervention were filed with the FCC. Commission denied intervention to the American Network, Inc., organization formed to set up a FM network, which pleaded that confusion would result from the Blue's new name, the American Broadcasting System, as it would be referred to as the American Network. Also denied was attorney Ira Chase Koehn's petition, stating that the transfer would endanger contingent claims of his clients against the Blue. FCC ruled against it because Koehn refused to list the claimants.

Mutual announced that it will inaugurate a daily series of overseas shortwave news broadcasts in a tie-up with the "Christian Science Monitor." Pickups from the Monitor's foreign correspondents will start Sept. 20. Special committee was set up by Actor's Equity Association last week to confer with AFRA on the latter's merger proposal. Peabody Radio Awards committee has established listening posts throughout the

U. S. so that about 2,000 appointed in over 100 cities will listen to regional programs and make recommendations to the committee. Blue Network announced the reorganization and expansion of its Spot Sales division, with the appointment of Jack Brooke as eastern sales manager. Also announced was the appointment of Theodore W. Herbert to the Blue Network's sales staff, replacing Philip F. Wihtten.

Broadcasting industry launched its greatest drive to sell war bonds last week, with the advent of the Third War Loan. Let-up in the scarcity of radio tubes for civilian use was prophesied last week with the news that the WPB will shortly schedule tubes for home sets at the rate of 1,500,000 for six months. NAB's new radio news committee will meet in New York at the Waldorf-Astoria this Wednesday and Thursday. Associated Music Publishers, Inc., last week announced the appointment of Spot Sales, Inc. as its representative, marking the first time two unrelated branches of the broadcasting industry have become associated.

# Mutual Personnel Shows 79% Increase

(Continued from Page 1)

been in radio 13 years and will continue to actively operate NCBS. In association with others, he owns KSJB and KVOX, both MBS and NCBS affiliates.

Network has also appointed George M. Burbach, Jr., as assistant sales service supervisor. Burbach formerly served in NBC's sales department.

While the staffs of all departments have been enlarged to keep pace with increased billings, the New York office reveals a personnel increase since the first of the year of more than 79 per cent.

Newcomers to the New York offices recently include Robert Keller as assistant to Adolph Opfinger, as manager of program operations. As announced at the time, Keller came from AMP. Harold Coulter, joined the sales promotion under Bob Schmid as manager of merchandising. Coulter came from KYW where he was promotion and research manager. Arnold Roson, formerly of OWI becomes Mutual's art director. Still another addition to the staff is Francis Keeley, formerly of NBC.

# WANT TO BUILD UP THE RATING on a Sagging Show? . . .



● So you've got a show on your station:—you know it's a good show:—your Program Department knows it's a good show:—and your sales department has sold the show to a swell sponsor But—the sponsor is getting that "if it doesn't show a rating I'll cancel" look in his eye—and you are beginning to get gray hair. That's where FILMACK fits.

Let FILMACK direct the listening ears of enormous movie theatre audiences to this program of yours and it will soon be a success.

FILMACK—an outstanding, powerful promotion that lures thousands of listeners to a radio show—is yours for the asking.

Investigate FILMACK—and your promotion troubles are over. You write us—we send complete information.



1327 S. Wabash Ave.

Chicago, Illinois

Los Angeles

By RALPH WILK

SIGNAL honor was tendered musical director Gordon Jenkins of "The Judy Canova Show" this week when he was selected to create the arrangements and handle the musical direction of the gigantic radio show September 8th which officially launched the Third War Loan Drive over all networks.

Bing Crosby, Ginny Simms and Johnny Mercer will meet at the Columbia mikeside on Monday (13) to co-star in the "Screen Guild Players" airing of "Birth of the Blues," adapted from the hit film of last year.

Janet Gaynor left this week with her husband, Adrian, noted clothes designer, for the debut of his fall selections at Neiman-Marcus in Dallas, Texas. Accompanied by some of the most beautiful clothes in the world, the petite hostess of "Hollywood Showcase" will make the big swing to Texas and back in time for her Friday evening show.

Seymour Berns takes over new duties as head of the KNX-CBS transcription department next week when Milton Stark, present director, moves into the production division as a contact producer.

Judy Canova's husband, Chet England, a Cadet in the A.M.G.O.T. is in Hollywood on a furlough.

Cecil Underwood, producer of "The Great Gildersleeve," is an accomplished pianist-arranger, and frequently amuses the cast of the radio program during rehearsal breaks with his erratic but amusing musical arrangements.

NBC's highly trained guest relations staff got its worst setback in a decade when the Bergen-McCarthy show came back to the air last Sunday. While Charlie McCarthy reposed in his dressing room, Edgar Bergen, Victor Moore, Bill Gaxton and Gill Goodwin donned bright red circus coats and personally escorted the customers to their chairs. There wasn't a tip in the houseful.

John Charles Thomas will open "The Westinghouse program" Sunday (19) NBC, with Tommasco Gilordano's stirring "Nemico Della Patria." John Nesbitt contributes another outstanding story in typical Nesbitt style, and Victor Young conducts the orchestra. Ken Darby's chorus will feature the title song from the screen operetta, "Balalaika."

Departing from its usual one-week policy, Monday through Friday, the "Hollywood Theater Of The Air" has booked Martha Scott to star in "All This And Heaven, Too" for two weeks, starting Sept. 20. Paul Pierce is the production director.



Memos Of An Innocent Bystander . . . !

When the Westinghouse program featuring the voice of John Charles Thomas moves to the East early in November, it will emanate from Gotham's Radio City studios for only seven broadcasts. . . . Mark Warnow and his orchestra will do the musical honors during the stay after which, back on the coast, J. C. T. will again have the music of Victor Young's orchestra. . . . Captain Silver Syndicate will publish a quarterly picture magazine, titled "Log of the Sea Hound," which will be based on the adventures of the Blue Net's "Sea Hound". . . . Joan Blaine, during a telephone sales talk, sold a "Valiant Lady" fan, a fifty thousand dollar war bond. . . . nice selling, Joan. . . . When Ed Sullivan's new CBSponsored by Mennen Company starts, it will be one of the few radio programs carrying its own "camera crew". . . . the crew (reminds us of that oldie about a certain town's police force who is a swell guy) is none other than Harold Stein. . . . The D'Arcy Agency is planning to duplicate the stunt of last Christmas. . . . it will buy all available time on the Blue Network Sunday, December 25th during the hours from 12 noon to midnight, during which it will "spotlight" different bands, to be heard from various Army Camps or Bases. . . . incidentally the "Spotlight Bands" time has been renewed for another 52 weeks.

Jack Rubin, one of radio's better comics, heard in the title role of the Blue Net's comedy program, "Cohen the Detective," was notified by the War Department that his son, a tail gunner with the Naval Aviation Forces, is reported "missing in action". . . . After thirteen years as a CBSustainer, Nila Mack's "Let's Pretend," will be sponsored beginning with the Saturday, September 25th program, by the Cream of Wheat Company. . . . Thursday night, Art Green, disc-jockey at WINS, devoted his evening program to selling War Bonds, offering a pair of tickets to the "Ice Show" at the Center Theater for every \$100.00 Bond purchased by listeners who phoned in during the program. . . . when toward the end of the broadcast, Art read a letter from one Pvt. Frank Spencer a patient of the Veterans' Hospital, N. Y. asking that a certain record be played for one of his buddies, who was about to undergo a major operation, nearly every one of the purchasers, phoned again and asked Green to send their tickets to men in the Armed Services. . . . So a low bow to Art Green, whose efforts, that evening, sold \$50,000.00 worth of War Bonds, and a "thank you" to every one of those patriotic and sympathetic Americans.

Dan Golenpaul, to stimulate War Bond Sales, will donate "fifty dollar war bonds" instead of the usual "ten dollars in War Stamps" for all questions, postmarked between Sept. 9 and Oct. 7 and used on "Information Please" which returns to the NBChannel today. . . . in addition, of course, to the \$57.00 (dollars) and the Encyclopedia, if the "Brain Trust," Kieran, Adams, Levant et al are stumped. . . . Due to script trouble, Arnold Stang, bowed out as "The Brewster Boy," after completing thirteen of his 26-week contract. . . . however, in order to facilitate matters, Arnold coached his successor, 14-year-old Dickie York, for which he rates a Radiokay. . . . Hoagy (Stardust) Carmichael, heads East this week to guestar on the "Million Dollar Band" show Saturday. . . . Radiolite Don Douglas, who has appeared in Broadway in "Kidding Kidders" and other shows, has been offered a role in Harry Joe Brown's forthcoming musical comedy, "Sleep it Off," which will star Ann Corio. . . . Merrie Lane has been added as vocalist with Bob Allen Band. . . . Dick Osk, former "Herald-Tribune" reporter and p.a. for the Shuberts, has joined the press department of the Blue Network. . . . Enoch Light's orchestra leaves the Providence Biltmore and opens an indefinite engagement at the Glass Hat Room of the Belmont-Plaza Hotel in Gotham, tomorrow.

Remember Pearl Harbor

Chicago

By BILL IRVIN

BERNARDINE FLYNN, who played the role of Sade in "Vic Sade," turns commentator with daily WBBM-originated CBS starting Monday, Sept. 20 under sponsorship of Procter & Gamble, Crisco. The new program will be the period now occupied by Vic Sade on CBS (12:30-12:45). Flynn will specialize in human interest stories. Durward Kirby will handle the announcing and read the news as compiled from the services.

Norman B. Collins, Illinois State Administrator of the War Finance Committee, is reporting the progress of the third War Loan drive in the state and commending outstanding volunteer workers for their aid in the campaign in daily bulletins in the new WMAQ program "Treasury Notes," Monday through Friday, 6:30 to 6:33 p.m. Program will continue through Sept. 30.

The Carnation Contented program will air its 600th broadcast Monday, Sept. 27. Now in its 12th year Carnation is one of the oldest commercial programs originating in Chicago. It made its bow on Jan. 4, 1932 under the direction of Morgan Eastman Percy Faith, conductor-composer-arranger, is the current maestro. Featured vocal stars are Joseph Antoine, Metropolitan opera coloratura, and Reinhold Schmidt, Chicago Opera Company basso.

The Camp Grant-University of Michigan football game at Rockford, Ill., on Sept. 18 will be the opener of Harry Wismer's Blue football schedule.

Normal Taborn of the Four Vagabonds, heard on WMAQ's pale tave playtime, is supplementing his singing with study of aircraft fabrication at American Aircraft Institute.

Two national barn dance old-timers, contralto Grace Wilson and bass Joe Parsons, will be guests of the Hayloft Gang when it moves back to its old home, the Eighth Street Theater, Saturday, Sept. 11. The barn dancers vacated the theater a year ago when the U. S. Army Air force took over the show house. In the interim the barn dance has originated from the Chicago Civic Theater. More than 6,000 sailors have sung in the 200-voice Cappella choir featured on the "Meet Your Navy" program Friday (7:30-WLS) from the Great Lakes Naval Training Station although the choir sounds as though its members have been singing together for years, there is a complete turn-over in personnel every two months.

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

# NBC Public Service Groups In Fall Meeting

(Continued from Page 1)

Director of public service, eastern division, will be present. Morning and afternoon sessions will be held each day, with a luncheon at the St. Regis Hotel on Tuesday and Wednesday. Dr. Angell will preside. Tuesday's morning session will be devoted to a report by William Burke, manager of the department of war program manager, on the first year of operation of public service as a full department; a report by Miss Waller and Albert Crews, co-director of the Second NBC-Northeastern University Summer Radio Institute, on the Institute and activities of the central division; a report by Pierce on the Radio Institutes conducted by NBC on the West Coast in cooperation with UCLA and Stanford, and activities of the western division; a report by Arthur Forrest, public service promotion manager, on public service promotion; a report by H. Herrick, assistant public service manager, on the status of the Listener's Advisory Panel and public service participation in the Parade of Stars; and a discussion of press activities on public service programs.

**To Present Various Reports**

Following luncheon, Jane Tiffany, director of war activities for women, will report on women's war activities, and the success of "That Might Live"; Margaret Cuthbert, director of programs for women's children, will report on women's activities other than those connected with the war effort; Doris Smith, assistant to the public service counsellor and public service writer, will report on her activities, impressions, criticisms and recommendations; John F. Royal, president in charge of international relations, shortwave and television, will talk on new developments in NBC, and Lewis Titterton, manager of the script department, will give a critical analysis of public service efforts relating to scripts, with suggestions for the future in planning service programs.

Wednesday, Sterling Fisher, assistant public service counsellor and director of the NBC Inter-American

# Managing Editors Of AP Informed Radio Newscasts Help Paper Sales

(Continued from Page 1)

sion also developed the opinion that there is a definite place for both radio and the newspaper, with closer future cooperation between the two media forecast.

Speakers at the session included William J. McCambridge, President of Press Association, Inc., and representatives of the four major radio networks. They were Paul White, CBS director of news broadcasts; Adolph Opfinger, director of programs for Mutual; Johnny Johnstone, director of news for Blue Network and William F. Brooks, director of news events for NBC.

White provoked considerable comment with the announcement that CBS was going to stop commentators from "expressing editorial opinions on the air" on controversial issues. The real meaning of freedom of the press, so far as radio was concerned, White said, was to have all sides of a controversy aired. The commentator who injects his own opinion into his broadcast did not measure up to this requirement, he asserted. "We have got rid of the last one," said White, but did not indicate to whom he referred.

**Demonstrate New GE Recorder**

A demonstration of General Electric's new magnetic wire recording unit was given during the session by Col. R. E. Dupuy and Col. E. M. Kirby of the U. S. Army's Bureau of Public Relations in Washington. The important part the recorder is expected to play in the broadcasting of war news in the future was explained by the Army officials.

Col. Kirby, who has just returned from personally delivering three of the units to the armed forces in the European and North African theaters of war, predicted that the recorder would revolutionize radio recording of action in places where it is not feasible to take ordinary recording equipment.

"The magnetic wire unit can do for the ear what the camera does for the eye," said Col. Kirby. Two of the units delivered overseas went to the North African theater and one to the European theater. An additional 20-odd units are expected to be delivered to all theaters in the next few months. Some will be loaned by the Army to war correspondents for eye-witness recording of front-line action.

When the invasion of the European con-

University of the Air, will report on University activities, "For This We Fight," and results of the in-service teacher training by radio in New York City schools; Max Jordan, director of religious broadcasts and director of research for the NBC University, will report on plans and activities for religious broadcasts and details of editorial direction of University programs; Gilbert Chase, music specialists for the department, will report on "Music of the New World" research and handbooks; and Erik Barnouw, script editor, will report on script cooperation on Inter-American University of Air shows.

In the afternoon, Sheldon B. Hickox, Jr., manager of the station relations department, will report on station acceptance of public service programs; Clarence L. Menser, vice-president in charge of programs, will consider departmental cooperation between the program and public service departments; John H. MacDonald, vice-president in charge of finance, will report on the financial picture of public service operations; Albert E. Dale, director of information, will report on the political pic-

ture in Washington; A. L. Ashby, vice-president and general counsel, will discuss the probable effect of the Supreme Court decision on FCC rulings; and Frank E. Mullen, vice-president and general manager, will discuss the place of the public service department in the operations of the network.

At the dinner, Dr. Angell will be the principal speaker and will devote his talk to plans for the coming year and post-war activities.

**Asks Papers To Appraise FM**

McCambridge stressed the importance of newspaper owners looking into the possibility of acquiring FM stations, in view of the place that television, Radar and facsimile are going to occupy in the news transmission picture of the future. McCambridge predicted development of television sets that would sell for as low as \$50. New principle of amplification of light will make it possible for sport fans to sit at home and witness a football game on television screen with greater clarity than watching it played on a foggy day, McCambridge said. He raised the question whether the managing editor of the future would screen, while a rewrite man wrote his story of the event while watching another screen, and a photographer snapped pictures of the event from still another screen.

Johnny Johnstone, Blue Net's director of news, told the editors that decisions on Blue Network news policy were being held in abeyance until FCC approval of the recent sale of the Blue. By finishing its first year in the black, Johnstone said, the Blue was able to set up its own separate news departments. Included in the expansion was the opening of a London office and establishment of a separate New York news staff on August 23. Similar steps are to be taken in Chicago, Hollywood and San Francisco, he said.

Keynote of the forum on the press and the radio with Stanley Barnett, managing editor, of the Cleveland "Plain Dealer," presiding, was predicated on the sale of news to radio stations as an accepted fact; and proceeded along the lines of how newspapers are being fitted into the new situation created by radio broadcasts; how competition will be met

and the opportunities for closer cooperation between press and radio. After briefly tracing the history of news broadcasting, starting with the Harding-Cox election in 1920, followed by the political conventions of 1924, (with the famous "21 Votes For Underwood" at the Democratic Convention becoming a familiar American phrase) Barnett surveyed the present news broadcasting situation "when virtually any station can have a news service exactly like a newspaper if the station can pay the price. Through the Press Association, Inc. networks and stations procure AP reports, either full service or specially prepared radio wire or both."

"It would not be surprising if in the future a few radio stations devoted their entire time to news broadcasts, just as news reels theaters devote programs to news reels," said Barnett.

"There is no doubt newscasting has improved tremendously in the last three or four years, and I make a bow to those executives who have brought this important branch of broadcasting from the forest of responsibility to the path of integrity."

"Although the press helped to build up radio broadcasting by properly devoting columns and columns of space to this new marvel, it has failed to grasp the full opportunity this new method offered for extending the power of the newspaper."

**Newscasting Definitely Improved**

"In talks and correspondence with newspaper men none expressed the fear of news competition of radio, rather they felt newscasting had stimulated interest in the press."

One midwestern editor wrote: "Personally I have never worried about radio competition in news. Seems to me this form of competition has whetted public appetite for more adequate newspaper coverage rather than lessened it."

"What effect will further development of radio newscasting have upon newspapers: that is the \$64 question and one can only hazard a guess, since after the war, FM television and facsimile will all come into the picture. It seems to me one point is clear and that is a greater opportunity of newspapers to develop and enlarge their coverage of local news and features, a field in which radio can offer little real competition."

## Honor Manners Show

The New Jersey State Fair "Blue Ribbon Award" was presented to Lucille Manners, on the air Friday night on behalf of her NBC concert show heard at 8 p.m., EWT. The award was made in honor of the "most outstanding semi-classical program which has contributed much toward relaxation for the war and farm workers."

## Stork News

Bev Dean, producer on the staff of WLS, announces the arrival of his third child, Robert Donald, born on August 28. Dean family now consists of two sons and a daughter.

## HAROLD STEIN AND HIS CAMERA

EXTENDS THANKS and APPRECIATION to:

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THE MUTUAL BDC SYSTEM  
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For their patronage and support in the past and assures them of continued best effort for the coming season.

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# FCC-Blue Hearing Opens

## Questioning By Fly Points Up Talks By Cameron

(Continued from Page 1)

Blue does not object to the promulgation of various philosophies by their promulgators, he said. Its assumption is that the philosophies are those of the commentators themselves. If this proved incorrect and it were demonstrated that commentators were instructed to preach given points-of-view, sold time would be refused.

This attitude toward the division of sold and allocated program time was brought out in response to questions by members of the Commission, particularly Fly and Durr. In general, method of the commissioners was to take marginal cases and to query Woods on how he would deal with them.

### Treatment of Time Buyers

In response to a question by Commissioner Craven on what Blue does when a group asks to buy time, Woods said that it tries to find an opposed point of view and that it then allots free time to both. The Little Business Men's Association, he said, had been refused time on such a basis.

Commissioner Fly then asked the question which became more or less the focal point around which subsequent questions and answers centered. He cited Cameron of the Ford Hour as one who definitely preaches a philosophy toward which there is marked opposition and asked why such a program is permitted or sold time whereas programs of small business men's associations, labor unions and cooperative are not. Woods' answer was that Blue felt that Cameron is a responsible commentator and that what he says is an expression of his own, not Ford's views.

### Allocation of Time Discussed

In the background to the discussion of this and allied points was the fact that the CIO was scheduled to contest the transfer of Blue because, it holds, it is partial in its distribution of time. As the commissioners asked and Woods responded to questions fixing critics for sale oftines, it was generally appreciated that the discussion was far from academic. The amount of time given in the morning session to such points indicated to those at the hearing that it might be one which would influence the Commission's decision. Should a transfer be refused on grounds of unfair time allocation, observers noted the entire code of "NAB" upon which such allocations are based would be jeopardized since licenses of those observing code would be questioned when transfers or renewals were sought.

Hearing opened with Woods relating history of Blue. He told how it started under AT & T, to become independent network later centered around "WJZ." With the addition of 50 stations last year it now consists of 166 stations. He brought out that many new departments had been added in recent years, that constant effort is made to find improvements.

When he completed the reading of his prepared statement, Fly asked whether management and policies would be the same after the transfer. Woods said that the buyer had offered himself and associates positions similar to those now held and had agreed to maintain present policies.

### Commissioner Leads Questioning

Commissioner Craven then asked him to describe the method for selecting commentators. Woods said that the yardsticks are background, experience and authoritative-ness. Once commentators are engaged, they are free to say what they like, subject only to "good taste" and to possibility of libel. Through the past year and a half, he said, there have been continued efforts to balance various types of commentators, one against the other.

Here the discussion turned to the sale of time to Ford with the permission to use Cameron as commentator. After Woods said that he accepts Cameron because he speaks on his own, Fly asked him whether he then would allow General Motors, "CIO," General Electric or anybody else to get on the air to advertise his ideas. Woods said that he does not go that far. Corporations are sold time to advertise products, not to give forth philosophies. Their commentators are

not spokesmen for the companies in the philosophies they might preach.

Durr asked him if attitudes of sponsors and commentators do not frequently coincide. Sometimes, said Woods, they are in violent conflict. Asked what he would do if he found that a large company's commentator was advocating the ideas of the company, Woods said that he would try to determine whether that was by coincidence or by deliberation. If deliberate time would be refused lest all companies use the air to promulgate their doctrines.

### Objection By Fly

Woods declared that Blue had never received an application from cooperatives for time but that if they did the request would be treated in the same way as that of the small business association. Fly objected that small business groups and cooperatives were being deprived of sold time while Cameron could get on the air without difficulty. To Woods rejoinder that the coops and other groups and allowed balanced allocated time, Fly said:

"But you don't make that speech to General Electric and Ford. You make it only to the coops, to little business men and to unions."

As Fly stressed his argument that time is sold freely to big business and only allocated to others, Woods brought out his major distinction, that business "uses it to sell goods." Isn't it a fact, asked Durr, that they have no goods but instead advertise good will? Woods replied that it is essential that they keep their names and programs before public consciousness in order that they be able to sell after victory.

### Sees Varied Treatment

In general, it was brought out that companies get different treatment from associations of all types because companies, in the long run if not at the moment, are sellers of goods. Commissioners queried whether companies but not workers were enabled to tell the public their contributions to the war effort. Woods was pressed as to more difficult cases, for example, it was brought out that sold time is refused coops for solicitation of members but allowed to mutual insurance companies which, in essence, do just that. Woods agreed but held that in the public mind the Mutual Life company is the seller of a policy rather than the solicitor of a membership and that in this case it was general belief that determined policy.

Fly then brought out that sold programs get wider coverage among networks stations than sustaining programs which Woods, in general, admitted.

Len Decaux, publicity director in charge of radio for CIO, was the next witness to appear before the Commission. Decaux, in a lengthy prepared statement sought to establish that observance of the NAB code injures labor and makes the transfer of the Blue against public interest. Excerpts follow:

"We have asked the opportunity to testify in the present hearings because the question of a transfer of ownership, not merely of one station but of an important group of stations, obviously carries with it the question as to whether the manner of prospective operation of these stations will be in the public interest, since the prospective owner of these stations has indicated an intention to carry on the policies of the past. We feel that the past experience of labor in this respect is extremely important.

### Calls Machinery Lacking

"We have attempted to bring to the attention of this Commission and others the difficulties which have arisen in this past experience as and when these difficulties did arise. Unfortunately there exists no machinery by which those problems can be considered other than by bringing them before the Commission on the occasion when the Commission is called upon to exercise its functions through the approval of a transfer or a renewal of a license.

"We certainly do not wish to convey the impression that the problems which we raise are problems exclusively or even primarily of the Blue Network. The fact is that the Blue Network as a member of the 'NAB' and as one of the dominating influences in this association has conformed to certain general policies which raise these problems. The Blue Network in our experience has followed the policies laid down in the code of the 'NAB' and has exerted such influence as it possesses over local stations to secure conformity with the code.

"In inquiring, therefore, whether the Blue

Network under its new ownership will be operated in the public interest, it is our very sincere conviction that this Commission should give serious consideration to the question as to whether these general policies followed by the Blue Network and others may be considered to be in accordance with the dictates of the public interest.

"The reasons for this are that the networks and local stations, like the daily press, are commercial enterprises owned by corporations, for the purpose of making profits. The controlling ownership, therefore is automatically business and employer-minded, where matters affecting labor are concerned. Furthermore, the networks and stations obtain most of their revenue from big business advertisers. The result is that the people who control radio policy frequently fail to give labor organizations the consideration to which they are entitled, because they are themselves employer-minded; because, particularly in the case of local stations, they are fearful of offending chambers of commerce and other business interests; and because they do not want to antagonize advertisers upon whom they depend for most of their revenue.

### "Employers Monopolize Time"

"Employing and business interests largely monopolize radio time through programs devoted to selling their products and advertising their trade names; through good-will and institutional advertising programs; designed to emphasize the patriotic contributions made by their particular concerns, through sustaining programs produced by the National Association of Manufacturers, and through programs of news commentary sponsored by particular corporations.

"The goodwill and institutional programs give a one-sided impression of the relative contributions made by corporations and labor to our war effort, since they omit reference to the activities of the labor unions in the actual work of production. The same can be said for such a program as 'This Nation at War,' a half-hour weekly program sponsored by the National Association of Manufacturers on the Blue Network on free time, which glorifies the contribution of American industry, without equal reference to the contribution made by the unions, and which is designed to emphasize the merits of 'free enterprise'—a phrase to which the 'NAB' in other publicity—gives a very special type of connotation—besides advertising the 'NAB'.

### Cites New NAB Clause

"Moreover, there has recently been added to the 'NAB' code a new clause whose effect is to deny to labor organizations the right to either free or paid time for programs involving solicitation of membership. This clause is particularly serious where labor unions are engaged in organizing campaigns for the purpose of increasing their membership. Commercial concerns are free to advertise and sell their goods and services over the radio; but labor under this clause is denied the right similarly to advertise its services.

"As one recent example of the way in which labor is denied the right to radio time, I wish to cite the recent efforts of the UAW-CIO to buy time for dramatized radio spot announcements, on the subject of price control and the rolling back of living costs. Local radio stations were recently asked to sell time for such a program. Some of the stations turned down the proposition, while others accepted it. But subsequently the Natl. Assoc. of Broadcasters sent out a notice to all of its member stations advising them that in its opinion these UAW-CIO radio broadcasts included controversial material and that therefore stations should not sell time for them under the NAB code.

### Gives CIO Recommendations

"On behalf of the CIO, therefore, I wish to make the following recommendations for the consideration of your Commission in passing upon the question of whether the Blue Network will be operated in the public interest under its proposed new ownership:

"(1) That a larger proportion of free time should be made available to labor organizations than has been the case in the past particularly in the form of regularly recurring sustaining programs.

"(2) That labor organizations should suffer no blanket restriction on their right to purchase radio time.

"(3) That labor organizations should suffer no blanket restrictions on their right to use the radio for the solicitation

## Network's Policies For Newscasts Are Outlined

of membership or in organizing campaigns.

"We repeat that this general problem far beyond the Blue Network and the Federal Communications Commission should give serious consideration to the establishment of machinery for the relief of and other organizations in cases where there is a discriminatory denial for their right to buy or receive free broadcasting time of air."

Eugene Cotton, CIO attorney, in questioning Woods, prefaced his examination, the declaration was of no particular criticism against Blue. It was, he said, NAB code to which Blue adhered and forced questioning. His question, in general sought to bring out whether time was refused to AFL or CIO because they are organizations based on membership, or because they espouse particular philosophy. Woods said both apply.

### Woods Clarifies Web Stand

In reply to questions on this point Woods said, that the Blue would give to Red Cross to solicit members; to allow a business company to solicit for employees even though the company was partnership based on memberships; to permit sales for service other than physical commodities. He thought it would sell groups of business firms selling products. He said that since Jan. 1, 1942, CIO has gotten 1,353 minutes, AFL 818.

Roswell Hyde, FCC attorney, introduced the following statement of Blue Network policies affecting commentators and broadcasters:

1. Sacreligious, profane, salacious obscene, vulgar or indecent material not acceptable for broadcast, that language of doubtful propriety is used.

2. Figures of national prominence as well as the peoples of all nations shall be presented with fairness.

3. False and misleading statement and all other forms of misrepresentation must be avoided. This applies to misrepresentation of origination point of program as well as to all other matters.

4. Time for the presentation of controversial issues will not be sold except for political broadcasts during campaign periods.

5. The company reserves the right to investigate the accuracy of all statements and claims made in copy submitted for broadcast over its stations and will not accept statements or claims which cannot be proved to its satisfaction.

6. No defamatory statements will be permitted. Statements which tend to undermine an industry by attributing to its products, general faults, and weaknesses, true only of a few, and statements which are derogatory to an individual, an institution, a group, or an industry must be avoided.

7. While factual statements are permitted on news programs, comment on, or discussion of, pending litigation must be avoided. Comment on pending court cases may tend to interfere with the administration of justice.

8. All news shall be reported from an unbiased, non-partisan viewpoint.

9. News shall be treated factually and analytically; never sensationally.

10. No libelous or slanderous news is permitted.

11. The news announcer shall not deliberately distort the news by any inflection of the voice.

12. No departure from the approved script will be permitted.

Harold Hough, General manager of KGK Fort Worth, Texas, testified that the affiliates had endorsed the transfer and felt that Noble would continue the present policies. Dr. Frank C. Goodman, of the Federal Council of Churches, said that his organization endorsed Edward J. Noble, based upon Noble's expressed attitudes toward public service.

# THE EXECUTIVE WHO STOPS TO THINK . . .



*Knows that "10% for War Bonds isn't enough these days"*

Workers' Living Costs going up . . . and Income and Victory Tax now deducted at source for thousands of workers . . .

Check! You're perfectly right . . . but all these burdens are more than balanced by *much higher FAMILY INCOMES for most of your workers!*

Millions of new workers have entered the picture. Millions of women who never worked before. Millions of others who never began to earn what they are getting today!

A 10% Pay-Roll Allotment for War Bonds from the wages of the family bread-winner is one thing—a 10% Pay-Roll Allotment from each of several workers in the same family is quite another matter! Why, in many such cases, it could well be jacked up to 30%—50% or even more of the family's *new money!*

That's why the Treasury Department now urges you to revise your War Bond *thinking*—and your War Bond *selling*—on the basis of *family incomes*. The current

War Bond campaign is built around the family unit—and labor-management sales programs should be revised accordingly.

For details get in touch with your local War Savings Staff which will supply you with all necessary material for the proper presentation of the new plan.

Last year's bonds got us started—*this year's bonds are to win!* So let's all raise our sights, and get going. If we all pull together, we'll put it over with a bang!

This space is a contribution to America's all-out war effort by

**RADIO DAILY**



you've done your bit  
... now do your best!



# ★ ★ COAST-TO-COAST ★ ★

**VINCENNES, IND.**—Herb Newcomb, production manager of WAOV, and formerly of WCAU, Philadelphia, has tendered his resignation. He is returning to the East to do freelance work. . . . Newest addition to the WAOV staff is Paul Price, who hails from Indianapolis. Price is making his debut in professional radio. . . . Max Fetty, former WAOV announcer, and now of the U. S. Army stationed in North Africa, is writing, producing and acting as emcee of a special show being featured at all Army camps in the North African theater and over the Algiers radio.

**DAYTON, OHIO**—Within seconds after AP wires flashed news of the Italian surrender, WING announced the tidings via its p.a. system to crowds at the Montgomery County Fair. Detailed announcements followed shortly, eagerly awaited by Fair visitors who paused on the grounds to hear about the latest Allied triumph.

**BRIDGEPORT, CONN.**—Judson La Haye, former supervisor of WICC's New Haven studios, is home on leave, having completed his basic training. . . . Herbert Anderson's "Chapel Echoes" returns to the air Saturday, October 2, at 7:45 p.m., inaugurating his twelfth year on WICC.

**HARTFORD, CONN.**—G. Fox & Co., Hartford department store, is sponsoring "Fighting Heroes of the Navy," 15-minute shows, over WDRS. Program will be heard Sunday noon for 14 weeks. . . . 20th Century Fox Film Corp. has started a series of 14 spot announcements over WDRS, plugging the new picture "Claudia" . . . Former CBS and NBC singer Patti Chapin has started a new series over WDRS, sponsored by Worth's Department Store. She is heard for 15 minutes each Monday, Wednesday and Friday. . . . Pillsbury Flour Mills Co. has contracted with WDRS for a 26-week spot campaign for Golden Bake Mix. Account will use 170 one-minute ET's during the period, starting September 27.

**PHILADELPHIA, PA.**—Fred Knight, formerly of WTRY, Troy, New York, has joined the announcing staff of WIBG.

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

September 13

Margaret Banks John McNamara  
James L. Clemenger Bob Miller  
Gretta Palmer Ann Richardson  
Michael M. Sillerman Leth Stevens  
Kenneth Trietsch

**FORT WORTH, TEX.**—Dallas Railway & Terminal Co. recently signed a contract for a new series of quarter-hour newscasts over KGKO. Newscaster Orval Anderson reports the latest news from 3 to 3:15 p.m. each Sunday afternoon. Account was placed through the Stanley Campbell Advertising Agency of Dallas. This marks the first time the railway company has sponsored this type of broadcast.

**OKLAHOMA CITY, OKLA.**—Edna Sellers, organist formerly with Leopold Spitalny and Victor Young, has joined the staff of WKY. She will be heard Sundays at 12:30 p.m. and four days weekly at 10:45 p.m. . . . New feature of WKY is "The National Reports the Market" broadcast Mondays through Saturdays from 12:45 to 12:55 p.m. Fred Heep reports latest livestock news direct from the Oklahoma National Stockyards, and produce and grain markets are reported from the studio.

**SALINA, KANS.**—Newcomer to the announcing staff of KSAL is Maurice Wenzinger, formerly with KGFV, Kearney, Nebraska.

**SAN ANTONIO, TEX.**—Hank Wood is the latest addition to the announcing staff of KABC. . . . Anna Davis has joined the control room staff. . . . Kenny Hyman, chief engineer of the station for the past eight years has resigned his post to become affiliated with the Colonial Radio Corp. of Buffalo, New York. His position at KABC has been taken by Paul Wolf, who comes there from KTHS, Hot Springs, Arkansas.

**PORTLAND, ORE.**—Edwin A. Browne, continuity chief at KGW-KEX, has resigned his position with the stations to work for the CIAA. He will do radio news work at KGEL San Francisco short-wave outlet. . . . June Johnson, soprano, has joined the KGW-KEX artists staff, and is featured on KGW's daily afternoon show, "The Personality Hour" . . . Newcomer to the KGW-KEX announcing staff is Eddie Richmond, who will handle the midnight to dawn shows on KGW.

**SAN FRANCISCO, CAL.**—KGO, local Blue outlet, and KLX, Oakland independent, collaborated in broadcasting a day-long celebration of 'Frisco's Harbor Day, including aquatic demonstration, parade on water by Naval and Coast Guard units, movie star show, and a gigantic military ball in the Civic Auditorium. Bob Crosby's band alternated with Phil Bovero's KGO crew in providing the music.

**PORTSMOUTH, N. H.**—Keith A. Boss, former WHEB announcer, has been designated as the principal to take examinations for the U. S. Military Academy at West Point in March, 1944. Designation was made by Hon. Chester E. Merrow, 1st N. H. District Congressman, as a result of Civil Service Commission competitive exams.

**SYRACUSE, N. Y.**—Empire Structural Steel Fabricators, Inc., of Syracuse, are sponsoring the "Empire Concert Hour" on WSYR for a minimum of 13 weeks. Murray Bernthal, former conductor of the Syracuse Sinfonietta, concert master of the Syracuse Symphony and member of the fine arts faculty of Syracuse University, is conducting and eleven-piece string orchestra featured on the show. Guest soloists are appearing each week, and three minutes of each program is devoted to a story by Don Lyon on the romance of steel.

**RIVERSIDE, CAL.**—New transmitter engineer at KPRO is Fred Hammond, recently program manager and news editor at KONO, San Antonio, Texas. Previously he had served as chief engineer on the Texas State Network at Abilene.

**DODGE CITY, KANS.**—Army Air Force personnel cooperated with the local OCD in a recent blackout of Dodge City and the Fort Dodge area. Post communications officer established a two-way communication system between a light trainer plane and KGNO. Conversation between the pilot of the plane, whose duty was to report any lights showing, and Herschel Holland at KGNO studios, was broadcast to listeners in their blacked-out homes.

**SAN FRANCISCO, CAL.**—Pat Kelly has taken on production of Dud Williamson's new "What's the Name of That Song?" quizzer on KFRC, with Bill Martell as the announcer. . . . Darrell Donnell, one-time KGO-Blue newscaster, has resigned from the OWI staff in 'Frisco to do eleven newscasts over KFRC each week.

**MANSFIELD, OHIO**—Feature quiz show was presented over WMAN recently, with Earl Black, staff announcer, acting as quiz-master. Seventy-five engineers from the Railroad Engineering Army Camp Millard, at Bucyrus, Ohio, were guests and contestants for the \$100 given in cash prizes during the broadcast. Program marked the 205th consecutive broadcast under the sponsorship of Dr. Stern, Mansfield dentist.

**HARTFORD, CONN.**—First three games of Yale's 1943 season are being broadcast by WTIC. Albie Booth, former Yale star, handled the first assignment last Saturday along with Tom Carr of the WTIC sports department. Other two games to be aired by WTIC are the U. of Rochester on September 18 and the Coast Guard Academy of New London on September 25. M. Oakley Christoph, writer for the Hartford "Courant," starts her new weekly series over WTIC today. Entitled "Bits of Life," show is directed largely to wives, sweethearts and others of men in service.

**CINCINNATI, OHIO**—Addition of two new announcers to the WLW-WSAI staff has been announced by

George C. Biggar, program director for WLW. Donald L. Webb joined stations from WPAY, Portsmouth, Ohio. Second new member is W. Rene, who has been in the announcing field since 1935, mostly with stations. . . . American Automobile Insurance Co., St. Louis and Cincinnati has begun a series of five-minute dramatizations over WSAI six days a week. Spots are designed to educate automobile owners to the value of auto insurance. Contract runs 52 weeks.

**LUFKIN, TEXAS**—Glenn Perry has replaced Ambrose Maxim as chief engineer of KRBA. Maxim has joined the Navy. Mrs. Maxim is also doing her part as a technician at KRBA, having recently received her license from the FCC.

**ROCKFORD, ILL.**—Local radio plants have been using WROK's "help wanted" advertising with results. National Lock Co. has been at the station with five spots daily, three times a week for over four months. Ebaloy Foundries took a \$25 package of spot announcements for its training school, and half of the replays all its advertising, including newspaper, came through the station. . . . did those for Aero Screw Products Co., which also advertised in newspapers. Latest WROK industrial advertiser is the J. I. Case aircraft division. Firm has been using three five five-minute programs daily for a 10-minute show nightly.

**SEATTLE, WASH.**—Bill Moshier, search-advertising manager of KOMO, has worked out a scheme for recruiting volunteer farm and processing labor the request of Seattle stations and State College Extension Service. In order to supply all of the state's 26 commercial stations with latest reports on labor needs of farms and plants, Moshier and the Extension Service have set up a system of daily telephonic and telegraphic reports from each county extension agent labor recruiting headquarters in Seattle. On the basis of these reports, news spot campaigns are developed daily for use by stations in critical labor short areas.

## "Ellery Queen" Still No. 1 In Coast Hooper Survey

Although all programs listed among the first 10 show a slightly lower audience, "Ellery Queen," sponsored by Emerson Drug Co. continued to lead Pacific Coast evening programs in the C. E. Hooper July-August survey. Kay Kyser is second with the rest of the first 10 in respective order: "One Man's Family"; "Mr. District Attorney"; "Your Hit Parade"; Durante-Moore-Cugat; Richfield (O. News); "Take It Or Leave It"; "C. You Top This" and Miles Lab. New



# RADIO DAILY

The National Daily Newspaper of Commercial Radio and Television



OL. 24, NO. 52

NEW YORK, N. Y., TUESDAY, SEPTEMBER 14, 1943

TEN CENTS

## Radio-Films Get Closer

### "Series" Set On MBS; Will Shortwave Games

For the fifth consecutive year, the World Series will be sponsored by Gillette Safety Razor Co. exclusively for Mutual Broadcasting System, the first game being scheduled on Tuesday, October 5, 1:30 p.m., EWT. First five games will be played in New York to avoid too much travel and remaining games in St. Louis. In the latter city, games will start at 2:30 p.m., EWT. In years past, Gillette again advanced the sum of \$100,000 for the radio rights to the series and this money will be handed over to the charity.

(Continued on Page 7)

### WJZ Sale Of Celebrity Loges Is Big Success

When doors open for the initial performance of "Icecapades" at Madison Square Garden tonight WJZ will be credited with the sale of 40 "celebrity loges" for \$100,000 bonds each. One celebrity loge was purchased yesterday by Charles Maslow of Atlantic City for \$100,000 and another was bought by Mrs. Rose Klornfeld for the same amount in war bonds.

### Latin American Journalists Will Be Guests Of NBC

Twelve Latin American journalists from Guatemala, Honduras and Panama touring the United States under the auspices of the National Press club will be guests of the National Broadcasting Company Sept. 15-16. John F. Royal, NBC vice-president in charge of international relations, will be their host.

(Continued on Page 2)

### Public Service

Cancellation of two commercial periods on KNX, Los Angeles, this morning to accommodate an address by Vierling Kersey, superintendent of schools, is station's current contribution to public service. Supt. Kersey's address will be heard by 250,000 students via public address systems in their classroom and will launch the educational format for the year.

### Be Careful, Captain!

Enthusiasm of Stuart Boyd, promotion manager of WSYR, Syracuse, N. Y., waxed high last week when he was made captain of the volunteer fire force in a suburb where he lives. He cooled off quickly, however, when on the very first trip after receiving his captaincy, he forgot to duck as truck left the firehouse, took the count of ten and missed the exciting dash.

### Hints Pearson -Blue In Defamation Suit

Washington Bureau, RADIO DAILY Washington—Filing of a suit for defamation of character against Blue Network commentator and newspaper columnist Drew Pearson was promised for this week by Attorney Ira Chase Koehne, whose petition to intervene in the current Blue Network transfer hearing before the FCC was denied last week without prejudice. Koehne indicated also that suits

(Continued on Page 6)

### NBC Management Meet Scheduled For Thursday

Annual NBC management meeting is scheduled to open Thursday at Absecon, New Jersey, and is expected to conclude some time over the following week-end. Headed by President Niles Trammell and vice-president and general manager Frank E. ...

(Continued on Page 2)

### Cream Of Mexican Star Talent Sked For New Mutual Series

### WIP Breaks First News Of 8-Alarm Depot Fire

Philadelphia—For the second time within a week, WIP was enabled to give its listeners first hand information on a railroad disaster when one of its engineers happened to be nearby or close at hand. Eight-alarm fire at the Broad Street depot here had

(Continued on Page 2)

### 20th-Century Fox Scheduling Important Plans Based On Paid Advertising; Widespread Spirit Of Co-Op

### N. Straus Buys WMCA; Priced At \$1,255,000

Edward J. Noble yesterday sold WMCA, New York to Nathan Straus, former Administrator of the U. S. Housing Authority, for the sum of \$1,255,000. In making this announcement, Noble explained that, having recently purchased the Blue Network, he disposed of WMCA in conformity with the policy of the FCC respecting

(Continued on Page 5)

### Canada Outpost At Yukon To Get First Radio Pick-up

Toronto—First remote pick-up from Whitehorse in the Yukon territory will be made on Sept. 21 from 10:30 to 11 p.m., by CBC when the network will participate in the Canadian premiere of the picture, "This

(Continued on Page 2)

### OPA's New Ruling On Assembled Sets

Office of Price Administration's "Retailer's Bulletin" No. 46, recently issued, announces new rules for computing ceiling prices on assembled radios and phonographs, contained in

(Continued on Page 7)

That a new era in understanding and cooperation between motion picture companies and radio looms large on the horizon, is the consensus of film companies and their advertising agencies some of whom readily agreed that sizeable advertising appropriations would be used from time to time, all

(Continued on Page 6)

### Both Blue And WMAQ Report New Business

Chicago—Both the Blue Network and WMAQ, local NBC outlet, reported new business being signed yesterday. Sale of another 15-minute spot on Don McNeill's "Breakfast Club" was reported by the Blue and purchase of two shows on WMAQ was consummated by Ford Hopkins Drug Company.

The Kellogg Co., of Battle Creek,

(Continued on Page 5)

### Nebraska Stations Active In Third War Loan Drive

Omaha—Nebraska's 13 radio stations are showing unprecedented cooperation for the third war loan drive. The specific job of introducing the canvasser to the public is the

(Continued on Page 2)

### Starts 3th Year on CBS

The "Big Sister" program, which was introduced over CBS in 1936, begins its eighth year over Columbia network today, (WABC-CBS, 12:15-12:30 p.m., EWT). The series is heard Mondays through Fridays, with Marjorie Anderson in the title role. The character of Dr. John Wayne returns, escaping from one of the Japanese prison camps.

(Continued on Page 2)



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JOHN W. ALICOATE : : : Publisher

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

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

**FINANCIAL**

(Monday, September 13)

NEW YORK STOCK MARKET

	High	Low	Close	Net Chg.
Am. Tel. & Tel.	158 1/4	157 3/8	158 1/4	+ 3/8
CBS A	23 3/8	22 3/8	22 3/8	- 1/8
CBS B	22 1/4	22 1/4	22 1/4	+ 1/2
Crosley Corp	19 3/4	19 3/4	19 3/4	- 1/8
Gen. Electric	38	37 5/8	37 3/4	- 1/8
Philco	24 7/8	24 1/4	24 1/4	- 3/8
RCA Common	10 1/2	10 1/4	10 1/4	- 1/8
RCA First Pfd	69 1/2	69 1/8	69 1/2	- 1/8
Stewart-Warner	11 7/8	11 3/4	11 3/4	- 1/8
Westinghouse	93 1/2	93 1/2	93 1/2	- 1/8
Zenith Radio	34	33 7/8	33 7/8	+ 1/8

OVER THE COUNTER

	Bid	Asked
Farnsworth Tel. & Rad.	8	8 3/8
Stromberg-Carlson	10 1/2	11
WCAO (Baltimore)	20	23
WJR (Detroit)	27 1/2	29 1/2

**NBC Management Meet Scheduled For Thursday**

(Continued from Page 1)

Mullen, all departmental heads will be in attendance as well as vice-presidents and certain divisional officials from out of town.

Meetings were formerly held in such places as Hot Springs or similar resorts but wartime exigencies resulted in a spot near New York. Group in attendance will mull new plans and proposals as well as various policies for the coming year.

**Stork News**

Gifford Campbell, head of WOR's studio transcription department, is the father of a seven-pound, two-ounce daughter, Charlotte Ann.

**THIS LITTLE BUDGET WENT TO WORL BOSTON MASS.**



**Cream Of Mexican Talent Sked For New MBS Series**

(Continued from Page 1)

the similarity between Mexican customs and arts and those of the United States. It is also hoped to be the means of revealing to the people here the material contribution to the war effort which the Latin American neighbor has been making since the declaration of war.

Featured on the first broadcast of this all-Mexican musicale, will be Tata Nacho and his orchestra, with Miss Maria Cristina Puga as principal vocalist.

Radio Mil, a chain of 36 stations in the Republic of Mexico, joined the Mutual network in June, 1943, in a move designed to insure a regular exchange of broadcasting programs, between the two Good Neighbor nations.

The programs will result in American audiences hearing regularly programs originating in Mexico that carry the authentic flavor of the neighbor south of our border, and will do much to help strengthen the friendly relations that make for hemispheric solidarity.

In turn, the Mutual network will reciprocate by broadcasting many of its feature programs to the Radio Mil.

**Nebraska Stations Active In Third War Loan Drive**

(Continued from Page 1)

special job assigned to state radio stations, according to Charles Harding, II, publicity chief of the state war finance committee.

In this role through hundreds of broadcasts it will be explained that bond salesmen making house-to-house and farm-to-farm canvasses are volunteers and neighbors.

At the end of the drive a complete perspective of what each station has done will be made into an elaborate brochure of which one copy will go to the secretary of the treasury, one of the state war finance committee and one to each station. "Here Is What Nebraska Radio Stations Did During the Third War Loan Drive" will be the title.

On Sunday, Sept. 12, a special war loan broadcast was carried over all stations which include: KOIL, KOWH, KBON and WOW, Omaha; KFAB and KORN, Lincoln; WJAG, Norfolk; KMMJ, Grand Island; KORN, Fremont; KGFV, Kearney; KHAS, Hastings; KGNF, North Platte, and KGKY, Scotts Bluff.

**WANTED TO BUY**

FCC approved broadcast  
**MODULATION MONITOR**  
and  
**FREQUENCY MONITOR**  
also  
**STUDIO CONSOLE**

Write to Box 750, RADIO DAILY  
1501 Broadway New York, N. Y.

**WIP Breaks First News Of 8-Alarm Depot Fire**

(Continued from Page 1)

just started when one of WIP's engineers was about to board a train for New York at 10 a.m. Sunday. He hurried to the nearest phone and while sending out preliminary bulletins, the station rushed a remote control outfit to the burning depot and broadcast from a central box close by. This point had been previously in weekly use by WIP for picking up the USO Labor Center orchestra and by stretching 300 feet of wire had a perfect point of vantage for an on-the-scene description.

At 1:15 p.m. WIP put on Mayor Bernard Samuel and the event was fed to Mutual. Other local outlets also covered the fire, with WCAU doing a description from its own building from where a picture could be obtained.

Six days earlier another WIP engineer was near at hand when the Congressional Ltd. was derailed and telephoned first hand information.

**Canada Outpost At Yukon To Get First Radio Pick-up**

(Continued from Page 1)

Is The Army," from a new 500-seat theater in this distant quarter of Canada. In the last 15 minutes of the broadcast Brig. Gen. James A. O'Connor, commanding officer of the Northwest Service Command, civilian workers on the Alaskan highway and others will speak directly from Whitehorse. This program produced by J. Frank Willis, CBC supervisor of feature broadcasts, will be carried by Mutual in the United States as well as by CBC in Canada.

**Latin-American Journalists Will Be Guests of NBC**

(Continued from Page 1)

tions, will be host. Interviews with the journalists concerning their impressions of this country will be recorded and shortwaved to South American countries.

WDRRC

CONNECTICUT'S PIONEER BROADCASTER

---

RETAIL SALES UP  
Again In October

A predicted increase, according to Sales Management, of 16.8% over last year's record high in Hartford. WDRRC will sell your product in Connecticut's Major Market. Basic CBS for Connecticut.

**COMING and GOING**

JOHN H. NORTON, JR., station relations manager of the Blue Network, left yesterday for San Francisco and Los Angeles. En Norton will stop over in New Orleans, Dallas and Fort Worth, Tex.

A. E. JOSCELYN, general manager of WJMN Minneapolis, visiting CBS station relations.

ANN CORIO, movie and radio actress, Vancouver, B. C., for a vaudeville theater prior to coming East.

RICHARD HIMBER and his orchestra appearing today at Morrison Field, West Palm Beach, Fla.

MAJOR KEN R. DYKE, formerly sales motion director of NBC, in New York for a days before going on an off-shore assignment.

JENNINGS PIERCE, NBC Hollywood, JULIUS WALLER, ALBERT CREWS, NBC Chicago town for the annual meeting of NBC Service Managers.

VIVIAN DELLA CHIESA, lyric soprano, arrive Thursday in Toronto, Ont., where she give the first concert of her transcontinental tour.

JOSEPH WILKINS, general manager of KJ Great Falls, Mont., here visiting CBS personnel and departments.

C. G. WHITE, commercial manager of WFREderick, Md., visiting CBS stations.

RICHARD F. LEWIS, manager of WJW Winchester, Va., arrives in his home town today.

"SWANNEE" HAGMAN, manager of WJW Minneapolis, expects to leave Thursday to resume his desk chores.

**Standard Radio Dividend**

Montreal—Directors of Standard Radio, Ltd., have declared the regular quarterly dividend of 10 cents a share payable Oct. 10 to shareholders of record Sept. 21.

"HOT" AVAILABILITY!

Six 15 minute periods  
for \$85.00!

"The Melody Parade"  
9:30-9:45 A.M.

Monday thru Saturday

WITH

IN BALTIMORE

TOM TINSLEY, President

REPRESENTED BY HEADLEY-REED

# Warriors on the "FOURTH FRONT"

Mightiest tribute in many a day came when OWI tagged radio the "fourth front" in the war.

Not only on battlefields and through shortwave broadcasts has the industry made the grade, but on the home front as well. Fast, complete news coverage, keen and accurate news analysis show Americans where they stand and where

they're going. Powerful weapons in winning wars!

And we at WMCA are proud indeed of our own fourth front warriors . . . men and women carrying on one of New York's hardest hitting news offensives. Proud too that so many advertisers have chosen to attack the New York market by way of WMCA's stronger-than-ever news front.



**JOHANNES STEEL**

Dramatic, convincing, world-recognized. Steel has rubbed elbows with Europe's famous and infamous who today shape the history he interprets. Rivals the nation's top commentators in popularity and appeal.



**FIVE-STAR FINAL**

One of America's first dramatized news shows. A gripping roundup of world events brilliantly re-enacted. "Five Star Final" matches any network show in dramatic importance and human interest, in national fame and prestige.



**DR. FRANK KINGDON**

This noted scholar, journalist brings an all-American viewpoint to the international scene. Widely quoted in the daily press, Dr. Kingdon has created an unusual standard of impressive news analysis.



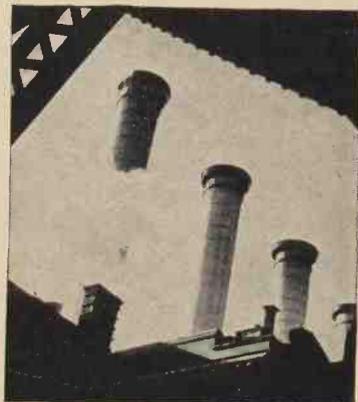
**RICHARD EATON**

The ink hardly dries on Washington blueprints before Eaton takes the air from the capital with a report to local listeners. A growing roster of important guests testifies to his intimacy with diplomatic, political "greats."



**ALICE HUGHES**

Men — yes, men too — turn to "A Woman's Views" by syndicated columnist Alice Hughes for comments on home and world affairs. Audiences understand her crisp newspaper style, like sincere approach.



**BUSINESS FORUM**

Prominent industrial and business leaders gather for weekly round-table discussions about problems affecting trade in the metropolitan area. The only exclusive program of its kind where businessmen "tell all."



**CIVILIAN DEFENSE NEWS**

Born of a nation thrust into war, Lilian Okun's "Civilian Defense News" brings to the city's vigilant millions vital news on local activities . . . facts keyed to everyone's attention, sent into the home by a clever reporter.



**UNITED NATIONS AT WORK**

Official representatives of the Allied Nations meet to compare notes on history-making post-war plans. A distinguished radio forum originating from the United Nations New York headquarters.

**NEW YORK TIMES NEWS BULLETINS.** Every hour on the hour, the world's leading newspaper broadcasts up-to-the-minute news bulletins . . . most outstanding public service in New York.

America's *Leading Independent Station*  
 REPRESENTATIVE: WEED & CO. • CHICAGO • DETROIT • HOLLYWOOD • BOSTON

**WMCA** *New York*

## Chicago

By BILL IRVIN

**JACK GIBNEY**, former manager of WRBL, Columbus, Ga., has joined the NBC announcing staff.

Durward Kirby, emcee of the Friday night "Meet Your Navy" program on Blue (7:30-WLS), as the sole civilian among scores of high ranking naval officers, felt out of place at the weekly broadcasts. Until sympathetic bluejackets conferred upon the title: unofficial inactive speechless spokesman (junior grade) U. S. N.

Dee Coe, resident manager of WIND is vacationing.

Husk O'Hare, veteran Chicago band leader now in the U. S. Navy, in town for the funeral of his father, Martin A. O'Hare, general custodian of records for the Rock Island lines.

NBC has added four more girls to its guest relations staff making a total of six. Serving as receptionists in the studios on the 19th and 20th floors of the Merchandise Mart. They are Margaret O'Brien, Barbara Kelly, Irene Floto and Marion Mesick. The other two girls Margery Harris and Eileen Riordan, are pagettes. They replace male members of the staff who have joined the armed forces.

Art Hern, character actor heard in "Lovely Women" and "Road Of Life" serials is the second members of the NBC Chicago radio colony to join the Red Cross Blood Bank Gallon club. First Chicago radioite to flaunt the red ribbon was John Walsh who plays Jake Webster in "Ma Perkins."

Bill Krenz, pianist, with Harry Kogens Blue Network "breakfast club" orchestra has come up with a definition of "boogie-woogie." "Boogie-woogie," says Krenz, "features broken caves in the left and in a sort of jump rhythm intermingled with unusual chord changes on the off-beat." What could be simpler.

Back in 1928 NBC in Chicago presented its first staff orchestra under the direction of Harry Kogen. The musicians were Bernard (Whitey) Bardquist, pianist; George Kayser and Joseph Englehardt, violinists; Andrew Selkirk, cellist; James Booth, clarinetist; John Wolf, trumpeter and Harry Budinger, drummer. Still on the NBC musicians roster are Berquist, Kayser, Wolf and Budinger, of the remainder Silkirk had died and Kogen and Englehardt have transferred to other networks.

Most recent NBCites to depart for Army duty are Arnold Johnson assistant auditor, and Leonard O'Connor, news editor. Both men were given farewell parties.

## 59 Stations Rave About FUNNY MONEY MAN

ALLEN A. FUNT RADIO PRODUCTIONS  
52 Vanderbilt Avenue New York City



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

● ● ● **FRANK SINATRA**: When you return to Gotham from your current trip to Hollywood, your swoonatra-la-lala will fill the atmosphere of the Waldorf-Astoria Wedgewood Room. . . . engagement starts Friday night, October 1 and you will sing only for the supper show. . . . **JERRY WAYNE**: The "Ellery Queen" NBCrime program next Saturday will be quite a "sock" affair. . . . you being the "HIT Parader," your co-arm-chair detective being Don Dunphy, famous fights announcer, makes for a broadcast with a "punch". . . . **BENNY GOODMAN**: When and if the record ban becomes a thing of the past, your orchestra will be the first to make music on the newly-perfected plastic record. . . . **ROSALIND RUSSELL**: Your father-in-law, Carl Brisson, often referred to in New York Night Clubs as the "Sinatra to the older ladies," will guest Sunday on Paul Lavalle's swingeroo of the Blue, "Basin Street" you probably weren't aware of the fact that "Pop" at one time was the middleweight boxing champion of Europe. . . . **GERTRUDE LAWRENCE**: When your new show bows in on the 30th of this month for the Revlon Nail Polish people, you will enact the highlights from your stage hit, "Lady in the Dark" supported by Ray Milland, who, slated to star in Paramount's screen version of that vehicle, planes in from the coast. . . . Incidentally, Charlie Martin, by taking over this program becomes one of Radio's highest salaried personalities. . . .

● ● ● **BOB HOPE**: ☆ ☆ ☆ When you return to the NBCycles Tuesday September 21, Bing Crosby will be on hand to welcome you back. . . . the cast remains the same as last semester with one exception. . . . the orchestra leader you'll "kid" will be Stan Kenton instead of Skinny Ennis. . . . **WOODY HERMAN**: Ina Ray Hutton's swingsters will be the new band heard on the "What's Your War Job?" starting Friday over the Blue Net. . . . take a bow for a patriotic job, well done. . . . **JOSEPH DUNNINGER**: Last Friday at the FCC hearings in Washington, while Mark Woods was on the stand, Edgar Kobak felt that a vital point to be brought out concerned the Blue Network feature, "Town Meeting of the Air". . . . Edgar wrote the name of the program on a piece of paper, and though far back in the room, concentrated on that program. . . . a minute later, Mark Woods, not only mentioned that program but made a strong point, favoring the Blue, of it. . . . must be something to this "mental telepathy". . . . **MORTON DOWNEY**: When the "Spotlight Bands" show emanates Saturday at the site of the Doehler Dye and Casting Co. at Batavia, N. Y. you'll be on hand as featured guest star. . . .

● ● ● **DALE CARNEGIE**: ☆ ☆ ☆ We understand you're planning to give listeners the lowdown on H. T. W. F. A. I. P. when you guest Thursday afternoon on Martha Deane's WORatory. . . . **KATHARINE HEPBURN**: the role you created in Philip Barry's "The Philadelphia Story" will be "radioed" by Miriam Hopkins on the CBS Playhouse, Friday. . . . **JACK KLEIN**: When the "General Motors Symphony of the Air" returns to the ether October 31, the 24-week schedule will be equally divided between Maestri Arturo Toscanini and Leopold Stokowski. . . . **WILLIAM PALEY**: The Three CBSisters, whose close harmony is soothing to the ears, make their "big time" Night Club debut, when they open on the 23rd of this Month at the Riobamba. . . . **DICK GILBERT**: You must have been doing a "sweet" job on the WHN "Latin-America Rhythms" for we hear the Barricini Candy Company has renewed you on that Saturday niter, for the eighth time.

☆ ☆ ☆  
— Remember Pearl Harbor —

Now Open for  
**LOCAL  
SALE**

## "THE GREEN HORNET"

Currently  
BLUE Network  
6:30-7 P. M.  
Sundays

Five Years  
Coast-to-Coast  
Build-up

## "Ned Jordan - Federal Ace"

Broadcast  
Four Years  
Coast-to-Coast  
over Mutual

KING-TRENDLE  
BROADCASTING CORP.  
1700 Stroh Building  
Detroit, Michigan

# Both Blue And WMAQ Report New Business

(Continued from Page 1)  
 through J. Walter Thompson is buying another 15-minute period on the Blue Network, Breakfast Club, effective October 8, adding Friday to present Monday through Thursday 15-9 schedule. "Songs of a Dreamer," Monday - Wednesday - Friday Blue Network series (9-9:15 a.m.) featuring baritone Gene Baker and organist Irma Glen, has been renewed for two weeks, effective October 4, by Northwestern Yeast Co., over a 17-station midwestern network.

**New 'Radio Gossip Club'**  
 Eddie and Fannie Cavanaugh, veteran Chicago radio entertainers, join a new "Radio Gossip Club" series over WMAQ (12:45-1:00) October 5 under sponsorship of Ford Hopkins Co., Chicago. Program will be broadcast Tuesdays, Thursdays and Saturdays. Contract is for 26 weeks. H. W. Kastor & Sons was the agency. Same sponsor, Ford Hopkins, also through H. W. Kastor, has signed for a five-minute Tuesday-Thursday-Saturday series on WMAQ (5:25-5:30) beginning October 5, called "Names Behind News." Program will feature commentaries on people prominent in the news.

# Nathan Straus Purchases WMCA; Reported Price Set At \$1,255,000

(Continued from Page 1)  
 multiple ownership of stations in a single community.

"The purchase of the station by Mr. Straus brings to the New York radio field," Noble said, "a native New Yorker with a distinguished career in public service, who also has a successful background of business and newspaper experience. I am thoroughly satisfied that he will operate WMCA within the letter and spirit of 'public interest, convenience and necessity,' and that, moreover, he will make a contribution to the development of the station in keeping with his fine record of public service."

**Straus Impressed With WMCA**  
 Straus made the following statement: "The acquisition of station WMCA is for me both a responsibility to maintain high standards of radio broadcasting, and an opportunity to make the station an even more significant factor in the life of this, the world's largest city. I have been impressed with the high calibre of WMCA's wartime programming and both policy and personnel will be retained intact. I intend to devote my entire time to the active management and operation of the station. Radio is one of the great factors in moulding

public opinion and, in a democracy, public opinion makes the laws.

"I wish to state unequivocally that commercial considerations will at no time be permitted to interfere with the proper function of the station as a medium of entertainment and education, and in wartime of communications and morale. If WMCA can help to promote the development of an informed public opinion concerning the great problems and issues of these troubled times, I shall feel that my association with it has not been without profit."

Noble purchased station WMCA from Donald Flamm late in 1940, the sale being finally consummated on January 17, 1941, for a price of \$850,000. Additional capital put into the enterprise by Noble brought his original investment therein to approximately \$1,050,000.

Several weeks ago, Donald Flamm filed a rescission suit against Noble, charging that the sale of the station in 1940 was made under duress; and Flamm asked Justice David W. Peck of the New York State Supreme Court for a temporary injunction to restrain Noble from disposing of the station during the pendency of the litigation. Upon hearing arguments and reading briefs submitted by both sides, Judge Peck denied the motion for a temporary injunction. Thereafter, counsel for Flamm asked for and was granted a rehearing by Judge Peck, at the conclusion

of which the court reaffirmed its original decision and refused to issue the temporary injunction which had been sought. Thereafter, Flamm went before Judge Albert Cohn of the Appellate Division, asking for another stay. Judge Cohn granted an order to show cause, returnable Sept. 24, why a temporary stay should not be granted. However, the court denied a stay in the interim.

Sale of WMCA to Straus is subject to the approval of the FCC. The Commission has already begun hearings, the first of which was held on Sept. 10, in Washington, concerning approval of the sale of the Blue Network by RCA to Noble.

Straus was born in New York City on May 27, 1889, the son of Nathan and Lina (Guthertz) Straus. He was a student at Princeton in 1906-07 and after spending a year abroad, returned to Princeton in 1909 to receive a special diploma, cum laude. On April 29, 1918, he married Helen E. Sachs of New York City.

Beginning his business career as a reporter for the New York "Globe," in 1911 he bought "Puck," a humorous weekly, of which he was editor and publisher until 1917. At the outbreak of the first World War, he enlisted in the U. S. Navy and was honorably discharged as an Ensign in December, 1918. In 1919-20, he was assistant editor of the New York "Globe."

Straus was elected to the New York State Senate in 1921, serving in that body until 1926. He was named by Mayor LaGuardia as Special Housing Commissioner for the City of New York to make a European housing survey in 1935. Upon his return, he was appointed a member of the New York City Housing Authority, and in 1937 was appointed by President Roosevelt as Administrator of the U. S. Housing Authority, in which capacity he served until 1941.

## A BIG CHANGE IN "RALEIGH" RADIO PROGRAMS



Back Tuesday  
 September 14th  
 3rd Season for  
**Raleigh**  
 CIGARETTES

**RED SKELTON**  
 HARRIET HILLIARD  
 OZZIE NELSON  
 and Red's famous characters  
 DEADEYE - CLEM - JUNIOR

Be Sure to Listen



Moved to Wednesday  
 Starting September 15th

**HILDEGARDE**  
 "Beats the Band" for

**Raleighs**  
 with  
 HARRY SOSNIK  
 and his orchestra

Be Sure to Listen




## Radio-Films Closer; 20th-Fox Ad Drives

(Continued from Page 1)

according to the individual product being released.

Consensus is based on several important factors i.e.:

1. Radio has demonstrated that it can do a job as witness the success of RKO's "Hitler's Children" and "Rising Sun," both radio promoted to great extent, and considered stand-out examples.

2. Many leading newspapers and lesser circulations have been forced to reduce space and the allotted paid advertising space to motion pictures has averaged 25 per cent.

3. Radio is more adaptable for national, regional or one area exploitation in shorter time and with a greater potential audience impact than any other media.

In many instances, film companies agree that eventually they will work on a more decided paid advertising campaign rather than seek to get by entirely on tie-ups and various methods of exploitation. Another factor that has been holding the film companies down is the desire not to antagonize newspapers or magazines which have been generous in editorial space and even if some money was being used in radio, they prefer not to make it appear as though they planned to let the newspapers down. However, it is not expected that there will be any breach between films and newspapers because of the monies appropriated to Radio. In nearly every key city outside of New York, at least one large newspaper owns a radio station.

### 20th Century-Fox Plans

20th Century-Fox Pictures through its publicity chief Hal Horne has probably the most ambitious radio plans of any company based on paid advertising. This company recently appointed Jules Alberti as director of radio advertising and it is reported that intensive drives, mostly leaning to spot advertising are now being set up. However network programs will also be part of the campaigns, all according to how a picture adapts itself and the nature of release.

Transcriptions are also in the picture to great extent and these along with other types of spot advertising will be done regionally wherever possible. Campaigns will be extended to Canada as well and the main purpose of course, the exhibitors are being informed, is to draw patrons to the box office. These campaigns will supplement the usual newspaper coverage and syndicated matter.

20th-Fox plans to reach every type of radio audience and it is pointed out that the plans are not a temporary nature but year-around coverage.

Money will be appropriated on a per-picture basis. Taking the 20th-Fox pictures as an example, there should be well over 100 A pictures worthy of strong radio exploitation. Kayton-Spiro agency handles the 20th-Fox business of which Morris

## PROGRAM REVIEWS

### "Dunninger"

Opportunity to obtain a studio audience reaction as well as that of a listening audience was afforded this reviewer last Sunday, when Joseph Dunninger, mind reading expert, launched his sustaining show over the Blue Network from 4:30 to 5 p.m., EWT, and over WJZ, New York, via ET at 6:30 p.m.

Show is said to be the first of its kind on the air, though the type is essentially as old as vaudeville. "Dunninger," as he is billed on the program, claims to operate completely by mental telepathy. His feats are baffling indeed and exciting to watch, but doubt remains as to how long the show can be merely heard and enjoyed.

In a sense it is an audience participation show, drawing on the listening as well as studio audience, but differs from the average in that the audience does not actually participate, acting rather as subjects for an experiment. Dunninger's telepathy offers a puzzle which probably will not be solved, and it remains to be seen if audiences will continue to enjoy being confounded, or if that amazement will eventually turn to frustrated annoyance and consequent disinterest.

Before program begins, Dunninger distributes paper to the audience, on which each is requested to write a question. These are not collected, and he asks only that each concentrate on what he has written. He does not limit himself to answering only written queries, but also delves into the minds of unsuspecting spectators.

Special features of Sunday's program were the reading of the minds of three judges, outstanding people in various fields, and the reading of an unwritten headline in the mind of the editor of a New York paper, who was sitting at his desk three miles away. Each week three competent judges will be on hand to observe Dunninger's methods.

Week-to-week tieup is achieved by a reversal of telepathic procedure. Dunninger "transmits" the name of a prominent personage, which he writes and seals in an envelope and entrusts to the safekeeping of a judge. Listeners are requested to submit by mail the name they have "received," and the name with the greatest count is disclosed the next week, along with Dunninger's choice.

While the reviewer knew what was coming, and therefore a good part of the suspense element was lost, still listening to the show over the air did not compare to watching it. Opinion of a listener who had not seen the

Kinler is account executive. Whether all or part of the radio business will be so handled is not known.

Stepped up radio exploitation campaign on its films by Paramount Pictures is planning a "pre-selling" by radio during the 1943-44 season according to Martin Lewis yesterday.

### "Abie's Irish Rose"

With the radio version of the Ann Nichol's classic bidding fair to outrun the stage original which broke all records into the five-year period, Procter & Gamble for Drene hair shampoo, open another season with "Abie's Irish Rose," running as smoothly as when it signed off for the vacation period. Only major change in cast is reported as Charles Cantor in the role of Solomon Levy, which was vacated by Allan Reed who went to the coast. Otherwise the cast is about the same as when the program ended last season. While Cantor is well known as a comedian and heard on no end of shows, Reed undoubtedly had the voice and delivery better suited for the role. This however does not detract from Cantor's ability nor the over-all impact of the show's entertainment value.

Script continues strong with the usual episodes and complications for the character piling up each week and deftly being ironed out later on. Particular good and sure-fire now is the "twins" and the gal imitating their cries and gurgles seems to send the audience goofy. Recent complications revolves around buying a house in the country with the in-laws ready to move in and so far it has been fairly hilarious in both the laughs and the swiftness of the act.

Good showmanship move on the part of the sponsors is the maintaining of a first rate conductor and orchestra, a move that is more of a boost than many clients realize. With rich strings in the foreground, the orchestra is an effective means of providing interludes deleting lapse of time and builds the way for the commercials as well. It gives that welcome relief from straight script and thank goodness there is no jerky little organ in the background so prevalent in the daytime serial. Also, keeping the double theme in front of the listener is important.

Class counts, whether it is a fine cast of actors or music; combination of both pays dividends.

broadcast was that it was perhaps momentarily impressive, but that was all. Audience tension and feeling of sympathy was lacking.

Dunninger's mind reading is a good stunt. Whether it will build an audience would seem to hinge largely upon scheduling a varied series of special features, rather than on the weekly mind reading of the audience.

Show is produced by George Weist. Announcer is Don Lowe, and original music is composed and performed on the organ by John Gart.

Lewis who is the Paramount radio contact at its studios, conferred with Robert M. Gillham, advertising and publicity director. Strong roster of stars from the Paramount lot will be used in tie-ups wherever possible, for an equally strong series of releases set for the coming season.

## Hints Pearson -Blue In Defamation S

(Continued from Page 1)

against Walter Winchell, Don Thompson "and several others" their utterances on the air are looked for.

It appears rather certain that "mysterious" petition of last week was in behalf of at least one and possibly more of the 33 persons under indictment here for seditious activities and writings. Koehne admitted yesterday that he represents S. V. Broenstrupp, one of the 33, although Koehne emphatically denied that Broenstrupp was under indictment. O. John Rogge, special Department of Justice attorney handling sedition cases, confirmed RADIO DAILY's impression that Broenstrupp is under indictment.

Koehne has been anxious to withhold the names of those in whose interest he is acting, but the Federal denial of his petition last week seems to have forced his hand. He explained that he has a choice of filing his complaints against the radio commentators either in court or with the Federal Government—not with both. He had not filed his original petition with the Federal Government yesterday he will file his petition against Pearson this week in Federal district court, then attach a copy of the complaint to his new petition for intervention in the Blue hearing before the FCC.

### Says Blue 'RCA's Alter Ego'

Koehne charged that the projected sale of the Blue to the American Broadcasting System would not accomplish the purpose of the Federal order prohibiting single ownership of two networks. The withholding of Blue stock from the open market while a buyer such as ABS was found indicates to him that ABS will actually be "RCA's alter ego."

The attorney, whose office has been used as headquarters of the Citizens Civil Liberties Union and the Christian Civil Liberties Committee, denied also that he represents "seditious" individuals, but he represents individuals under indictment for sedition, although the Department of Justice claims that Broenstrupp is under indictment. The two organizations named above, according to Rogge, appear to exist mainly for the purpose of raising funds for the defense of the 33 alleged seditious. Koehne indicated that he might be empowered to represent others of the 33 in suits against Pearson, Winchell and others and said that he might also enter suit of his own against Pearson and these. Although he said early in the conversation yesterday with RADIO DAILY that he had a number of suits ready to file, he later implied that these were not yet certain to be filed.

Pearson told RADIO DAILY he does not remember meeting Koehne personally nor having extensive knowledge of him, but that Koehne appears to be in a different category from some other people who have criticized him lately.

# "Series" Set On MBS; Will Shortwave Games

(Continued from Page 1)

from which the American Red Cross will be the principal beneficiary. American servicemen and others throughout the world will also hear games and arrangements are now being completed by Mutual for short-wave the play-by-play account of annual classic.

Schedule calls for the October 5, 6 and 7 games to be played in New York and October 10, and if necessary October 11, 12 and 13 games in St. Louis. Oct 8 and 9 will be used for traveling. Red Barber will do play-by-play account. Announcers and the color will be set later.

Willetta in addition to the World Series also sponsors the Kentucky Derby, various football games and Mike Jacobs' 20th Century Sport-Club events.

# A's New Ruling On Assembled Sets

(Continued from Page 1)

Minimum Price Regulation No. 430. New ruling requires assemblers to each radio or phonograph with ceiling price for the merchandise, Federal excise tax included, and dealer is required to sell the article at the assembler's price attached. Assembler computes the ceiling price by adding to his unit direct cost material and labor an amount equal to 122 per cent of such cost. Federal excise tax is then added and figure adjusted to the nearest dollar of a dollar. Ceiling price assembler may charge the retailer amount figured before adding excise tax, less 40 per cent.

Order, which became effective July 1943, applies only to household receiving sets and phonographs assembled by distributors and dealers from parts which they have acquired. Regulation does not affect sets assembled by manufacturers who engaged in the production of sets and phonographs prior to January 9, 1942. It also does not apply to units which assemblers ordered retailers prior to July 26.

# George Hicks in Algiers For Blue, Reporting

George Hicks, manager of the Blue Network's London news office, has returned safely in Algiers, according to information received by G. W. Stone, director of news and special features. Hicks will spend some time in the Mediterranean theater before he will tour Allied bases and report on spots for any possible inroads of the Balkans. He will interview Allied military leaders and officials, reporting his observations by shortwave at frequent intervals. Blue Network listeners. Durcks' absence, Arthur Feldman, newly appointed assistant, will assume managerial duties at the Blue's New York office.

# Coast-to-Coast

CINCINNATI, OHIO— Curtailment of space and shortage of manpower have made it difficult for small community newspapers to carry full program listings. Aware of this, the WKRC publicity department has offered newspapers in its area a selected program schedule each week in preference to the full published schedule. Response has been enthusiastic, and in some instances papers are carrying WKRC's abbreviated schedule where they previously were forced to ignore the entire schedule. Station is continuing to supply its full advance schedule to publications requesting it.

ATLANTA, GA.—"The Progressive Farmer" magazine is sponsoring a series of quarter-hour transcribed shows on WGST called "The Progressive Farmerettes," variety of songs by Deane and Evelyn. Initial contract is for 13 weeks.

DENVER, COLO.—Industrial Federal Savings and Loan Association is renewing its 8:15 to 8:30 a.m. time over KOA for another 52 weeks. Beginning Monday, September 27, they will inaugurate a new program titled "Future Unlimited." Script is being prepared by the Raymond Keane Agency. Show was sold direct. KOA recently featured a "human interest" broadcast during which Beatrice Robb, winner of a Tiffany diamond ring given by Palmolive over its "Million Dollar Band" program, was interviewed and presented with the ring.

MISSOULA, MONT.—Socs Vratiss, sales manager of KGVO, is acting as auctioneer for a series of three special Third War Loan Bond auctions being held at the Fox-Wilma Theater under the sponsorship of the Lion's Club. Proceedings are being aired over KGVO. CBS' "West Coast Church of the Air" for Sunday, September 12, originated at KGVO. Program was the first to be aired from the station's new auditorium studios. Rev. Walter B. Spaulding of Missoula's First Methodist Church conducted the service.

TOPEKA, KANS.—Karton G. Marquardt is the new chief engineer at WIBW.

PITTSBURGH, PA.—WWSW will carry the full 10-game schedule of the now combined Pittsburgh Steeler-Eagles. Spears Men's Shop of Pittsburgh will sponsor the broadcasts, which will be handled by Joe Tucker, assisted by Bill Cullen, who will do color and commercials.

NEW HAVEN, CONN.—WELI is now beginning its broadcast activities daily at 6 a.m. with an early morning program of recordings. As yet the program has not been named, and station is asking the audience to send in suggestions. Management will award a \$50 War Bond to best name submitted. No announcer has been assigned yet, and prospective "Early Birds" are being auditioned on the air during the course of the programs.

NEW BERN, N. C.—Station transmission of the news of the Italian surrender was practically simultaneous. However WHIT claims the distinction of flashing the bulletin before any other outlet in the country. Station's news chief, Bob Allen, was standing at the teletype when the news came through at 11:46. It was torn off and immediately handed to WHIT's program director Ed Burwell, who was on the air. Official entry of the flash in the WHIT program log was 11:46:09.

NEW YORK, N. Y.—Tonight from 8 to 8:30 p.m., EWT, WHN is broadcasting a "Discussion on the Findings of the Conference on Science, Philosophy and Religion." Speakers will be Harry A. Overstreet, professor emeritus of philosophy at New York's City College; Alan Locke, professor of philosophy at Howard University, William H. Kilpatrick, professor of education at Teachers College; and Norman Cousins, editor of the "Saturday Review of Literature."

HARTFORD, CONN.—Mayor Dennis P. O'Connor, of Hartford, will speak on a local cut-in on the Lionel Barrymore "Mayor of the Town" program tomorrow night over WDRC. He will speak for one minute on the scrap fats drive.

MINNEAPOLIS, MINN.—Mary Ellen Trotter, WCCO operator, has received a First Class Radio-Telephone Operator's license after taking an examination before the Federal Radio Inspector. She is one of two women in Minnesota to hold such a license, having joined the WCCO engineering staff in 1942. WCCO's mobile unit was loaned recently to the State War Finance Board for use in connection with the war drive exhibition of the two-man Jap submarine at Anoka, Minn. Ivan Anderson, WCCO engineer who lives at Anoka, handled the unit as his contribution to the campaign.

TRAIL, B. C.—A. R. MacKenzie, general sales director for All-Canada Radio Facilities Ltd., is spending a couple of weeks at CIAT presenting to the staff the All-Canada advertising course. Similar school will be conducted by MacKenzie in Winnipeg later this month.

DAYTON, OHIO—"Across the Desk—A Business Man Looks at the News," has just been sold for a 52-week contract to Archie Sherer Office Supply Co. of Dayton by WING. Coming Dayton opera season will be covered by WING with excerpts from performances and special interviews with visiting celebrities.

OMAHA, NEBR.—Nebraska officials of the Third War Loan vied with Iowa officials in an interstate quiz program last Sunday over WOW. Nebraska team members included: Allen Hupp, Douglas County chairman; Mrs. Mark Fowler, women's division chairman; Mrs. W. J. McMartin, AWVS chairman; and Charles Harding, II of the Nebraska war finance committee.

# Radio, Termed Vital In War And Post-War

Montreal, Que.—Declaring radio to be a vital factor in both war and contemplated post-war activities, Dr. J. S. Thomson, general manager of CBC, spoke before the opening session of the three day national conference on Education for Reconstruction, yesterday.

Radio is of special significance to the conference because a series of broadcasts to be featured by the CBC has been planned, the topics of the series to form the nucleus around which conference discussion groups will center.

The aim of the conference Dr. Thomson described as two-fold: to awaken the people of Canada to the sense of the great issues to be settled at the conclusion of the war, and to give the people an opportunity of hearing the questions involved discussed and clarified.

The modern apparatus of civilization of which radio is a part, has made us interdependent.

Unless we can reach some method of living together under some commonly accepted rule of law for the nations of the world, we are faced with the darkest of prospects, he said.

# Haskell Signs S. Stuart On WOV Song Program

Sandra Stuart has begun a Monday through Friday quarter-hour show at 6:30 p.m., sponsored by Haskell's department store over WOV, entitled "A Song And A Smile With Sandra Stuart." J. R. Cupsick is the agency. Miss Stuart has been in radio for the past four years. Before joining WOV, she was mistress of ceremonies on "Canteen Society," the first girl to do a record show dedicated to men in the armed forces.

# Beattie To Writing-Directing

Daniel C. Beattie, for the past year, director of sales and production with the U. S. Recording Company, has resigned to go into the field of radio writing and directing.

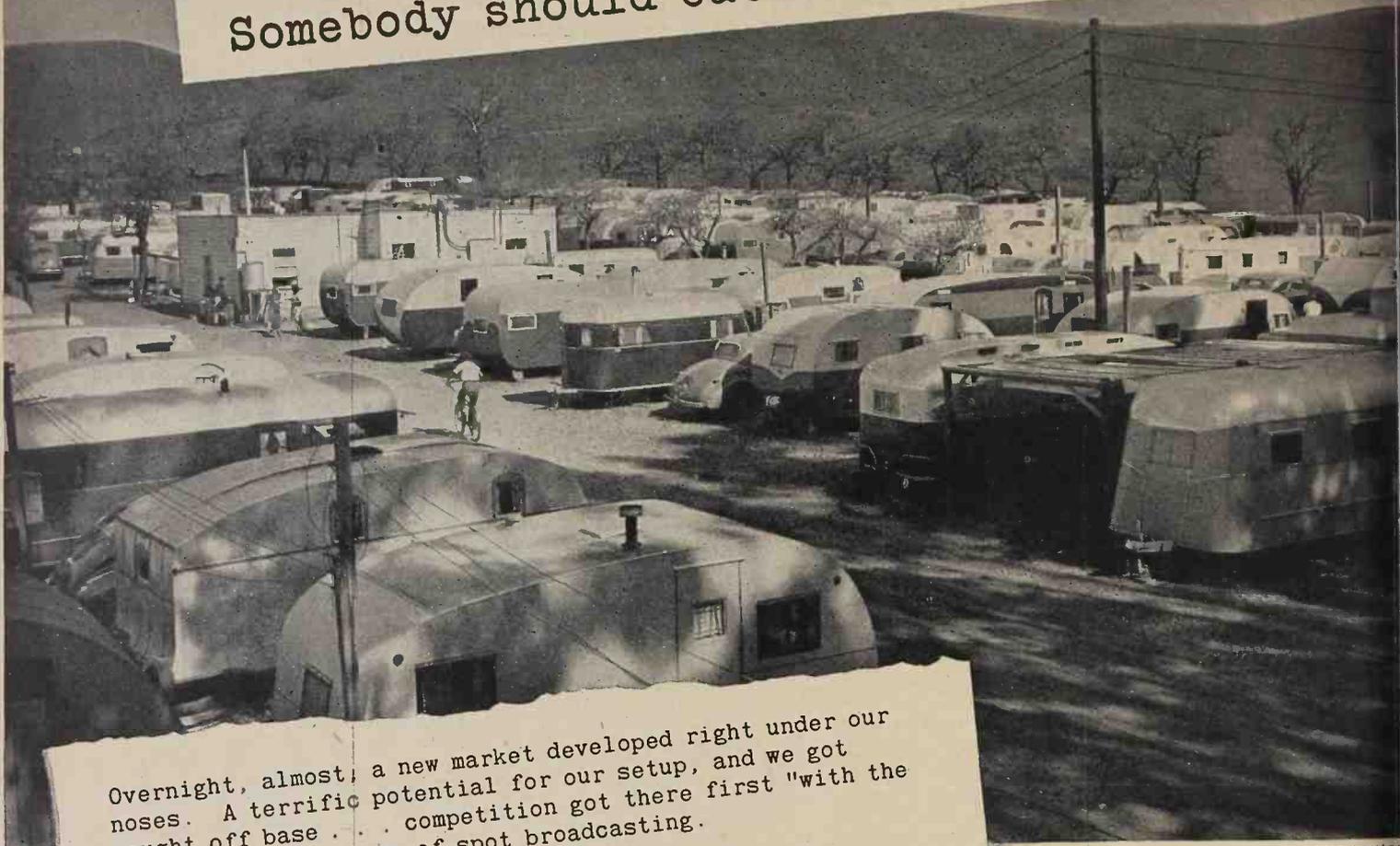
# Sydney Moseley

is available coast-to-coast to Mutual stations for immediate local sale.



Ask Norman Liv. in Boston, WOR, 1440 Broadway, New York 18, for facts, figures, price.

Somebody should catch hell for this!



Overnight, almost a new market developed right under our noses. A terrific potential for our setup, and we got caught off base . . . competition got there first "with the mostest" by smart use of spot broadcasting. Somebody should catch hell for this!

WIDE WORLD



**D**OES HE MEAN YOU? Markets moving too fast for you? Allegedly dead areas suddenly booming with war activities? Yours is admittedly a tough job, the responsibility to your client for keeping pace with the rapid developments in war markets. That's where we come in.

Watching out for *your* interests is *our*

specialty . . . making calls and interviewing key people, over and over and over again! Makes it possible to contribute to your success.

We have "know how," and our own success story proves that we can turn it into money. Our index of success is a 42% annual average gain in billing for ten years straight. For *your* success see Weed and Company.

*Buy War Bonds and Stamps*

# WEED AND COMPANY

## RADIO STATION REPRESENTATIVES

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



# RADIO DAILY

The National Daily Newspaper of Commercial Radio and Television



DL. 24, NO. 53

NEW YORK, N. Y., WEDNESDAY, SEPTEMBER 15, 1943

TEN CENTS

## Web Special Bond Drive

### FCC Gains Support in F. D. R.'s Message

Washington Bureau, RADIO DAILY  
Washington — Championing the  
dismissal of the FCC against dismissal  
of BIS employees. Goodwin B. Wat-  
and William E. Dodd, Jr., in the  
of charges by House Committees  
they were unfit for government  
loy, the President yesterday  
ferred a special message to the  
y convened Congress which ob-  
ers he interpret as a gesture  
support the embattled FCC.  
rider was attached last spring  
(Continued on Page 3)

### Agency Executives Win NBC Title Contest Prizes

Kansas City, Mo.—KMBC's contest  
ing the advertising profession to  
at a name for the station's new  
stock farm, brought scores of sug-  
gions, E. P. J. Shurick, sales pro-  
n director, disclosed. Merle  
per or Sidener and Van Riper,  
of Indianapolis, won the first  
award of a \$100 war bond with  
title, "KMBC Service Farms."  
t advertising executives receive  
war bonds and stamps from  
(Continued on Page 2)

### Plans To Broadcast Phila. Orch. Abandoned

Plans for CBS to pick up of the  
Philadelphia orchestra for a season of  
day sustaining programs start-  
October 9, were abandoned yes-  
terday. It was reported that the nego-  
iations between the orchestra's board  
directors with the musician's Local  
Philadelphia terminated with  
agreement over musician's salaries  
these broadcasts.

**Timely!**  
The March of Time, heard on  
EAF-NBC, will present tomor-  
row at 10:30 p.m. Col. Brooke  
Ben, who has just returned from  
South Pacific, speaking of  
the strategic importance of the  
capture of Salamauga; and Sun Ping,  
a of the president of China's  
legislative Yuan, discussing China's  
proposed constitution, now in  
preparation.

**Spartan**  
"The show must go on" biz hit  
Jack McCarthy, announcer on the  
Woodbury soap program Sunday  
night, better known as "Lower  
Basin Street Society," etc. Rush-  
ing to the Blue net studio Mac  
fell down a flight of stairs, hurt  
his hand badly but did the pro-  
gram. Subsequent x-ray pix re-  
vealed nothing less than three  
broken bones in the hand.

### Television Society Sets Post-War Plan

Establishment of a post-war plan-  
ning committee by the American Te-  
levision Society to work with the Radio  
Technical Planning board now in ses-  
sion here and to make recommenda-  
tions to FCC and television manufac-  
turers and operators was announced  
yesterday by Norman D. Waters,  
president of the American Television  
Society.  
In pointing out the active partici-  
(Continued on Page 2)

### NBC World News Roundup Sold On 12 More Stations

Sale of NBC's "World News Round-  
up" to 12 more stations, representing  
13 local sponsors, was announced yester-  
day by E. B. Lyford who added  
that 21 stations are now carrying the  
participating program.  
Nine of the contracts are in a six-  
day-a-week basis. The stations are:  
WIRE, Indianapolis; WBRC, Birming-  
(Continued on Page 2)

## Huge CBS Promotion Drive To Inaugurate New Season

**N. Y. Musicians' Local  
Votes 1% Tax On Scale**  
Annual by-law meeting of New  
York Local 802 of the AFM, held  
Monday afternoon and early evening  
of the same day resulted in the mem-  
bers present voting for a one per  
cent tax on union scale wages. This  
will go into effect as soon as all mem-  
bers are appraised and it is pub-  
(Continued on Page 2)

## Four Major Networks Set Aside A Day In Which Direct Sales Messages Will Sell 3rd War Loan Bonds

### NBC "Service" Meet Gets 9-Month Report

Annual meeting of the NBC Public  
Service Dept. heard reports yesterday  
indicating unusual success in the war  
effort, including such items as that  
of a total 28,182 nurses, 89,994, nurses'  
aides and 749,475 home nursing stu-  
dents being enrolled by the American  
Red Cross as a result of the program  
"That They Might Live." This report  
was delivered by Jane Tiffany Wag-  
(Continued on Page 3)

### Bourgeois-Blue Program To Move To CBS, Oct. 26

"Here's To Romance" starring Dick  
Haymes, on the Blue Network Sunday  
6:05-6:30 p.m., EWT. sponsored by  
Bourgeois is reported as set to move  
to CBS October 26. Haymes is going  
to the Coast and the program will be  
picked up from there. Foote, Cone &  
Belding is the agency on the account.

### Major Bowes' 'Amateur Hr.' To Start 8th Yr. Tomorrow

Major Edward Bowes inaugurates  
his eighth consecutive year on his  
"Original Amateur Hour" on WABC-  
CBS, tomorrow, 9 to 9:30 p.m., EWT.  
(Continued on Page 2)

Four major networks have  
agreed to the Treasury Depart-  
ment's request for each web to  
set aside one day during the  
next two weeks for a "direct  
selling" campaign on different  
days with the plea to be made  
for immediate buying of bonds  
rather than an institutional  
type of appeal.  
Mutual will start the ball roll-  
ing this Saturday during the  
(Continued on Page 7)

### Fly Warns Radio On News Policies

Washington Bureau, RADIO DAILY  
Washington—Warning radio news  
commentators that an obligation rests  
on the radio industry to safeguard the  
presentation of news and to be fair  
by offering both sides of all contro-  
versial issues, James L. Fly, chair-  
man of FCC, issued a pointed state-  
ment to broadcasters.  
Hinting FCC action if stations and  
(Continued on Page 3)

### Foremen Plan Nat. Meet Thru Network Broadcast

Plans for a national "convention by  
radio" are being worked out by the  
National Association of Foremen for  
the evening of September 25, Frank  
(Continued on Page 2)

**Falsetto (?)**  
Patsy (Ethel Turp) Campbell  
finally got her break to make the  
local station identification when  
she was waved nonchalantly over  
to a mike that was believed to be  
"dead." With dramatic eloquence  
she intoned "Double You A Bee  
See, New York," clapping her  
hands in girlish glee, only to learn  
later that the mike was very much  
"alive."

In their use of radio itself, the CBS  
(Continued on Page 7)



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JOHN W. ALICOATE : : : Publisher

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

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FINANCIAL

(Tuesday, September 14)

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.

NEW YORK CURB EXCHANGE

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

Foremen Plan Nat. Meet Thru Network Broadcast

(Continued from Page 1) H. Ireland, chairman of the convention committee announced yesterday in Dayton, Ohio. Throughout the nation, city and shop foremen's clubs affiliated with NAF, unaffiliated groups and newly organized units are making plans for local meetings at which, without the loss of time or travel, they may join in hearing a one-hour network broadcast and then conduct local meetings. Speakers on the national program will include Charles E. Wilson, executive vice-president of the War Production Board Paul G. Hoffman, president of the Studebaker Corporation and Lieut. Gen. William S. Knudsen. Plans for the network facilities will be announced later.

TOP PRODUCERS & WRITERS AVAILABLE NOW—CALL FRANK McGRANN POSITION SECURING BUREAU, INC. (Agency) 331 MADISON AVE., N. Y., MU. 2-6494

N. Y. Musicians' Local Votes 1% Tax On Scale

(Continued from Page 1) lished in he local's house organ, probably early next month.

Approximately 1,000 members attended the meeting which was primarily for the purpose of raising funds for the lowered treasury of the local. Dwindling treasury to some extent was attributed to the cast that some 4,000 members are in the armed services or defense plants. In all about 22,000 members hold cards in Local 802. Also, the members at a meeting last June rescinded the long-standing three per cent tax which was for unemployment and other benefits. This it was pointed out did much to cut the funds in the coffers.

Various speakers were heard for and against the taxation and the question as to whether to raise the dues or put on the tax resulted in the tax so far. Other proposals were left to the discretion of the governing board since many of the members originally present had to leave at various times.

William Feinberg, secretary presided and Harry Suber, treasurer was heard, also Sam Tabak who argued against raising the dues. Sammy Kramer of the Unity group questioned various items handled by the governing board. It was held however, that unemployment was not a problem for taxation as it was comparatively way down.

One per cent tax was voted after it was stated the treasury could not long hold out under present conditions.

American Tele Society Sets Up Post-War Plans

(Continued from Page 1)

patation that ATS has in television throughout the war period, Waters said: "Our organization is the only independent group in America dedicated to the advancement of television, and we have long been working to bring together the many factors inside and outside of the industry that have handicapped the development of television in the past."

"Post-war Plans" are too frequently regarded as something to be carefully pigeon-holed until the war is over, whereas actually television requires immediate action so it will be in a position to become a great pilot industry on which so much hope is placed for the post-war era.

In addition to Waters, the American Television's society Post-War Planning committee consists of Kay Reynolds, J. Raymond Hutchinson, S. S. Liggett, Charles E. Kleinman and Richard Hubbell. After careful study the committee outlined plans which involve:

- Wide scale television program development. An appeal to FCC to modify television regulations. Elimination of delays necessitated by technical changes. Getting the co-operation of allied industries in the furtherance of television. Establishing a commercial in-

NBC World News Roundup Sold On 12 More Stations

(Continued from Page 1)

ham, Ala.; WSMB, New Orleans; WTIC, Hartford; WPTF, Raleigh, S. C.; WRC, Washington, D. C.; WENY, Elmira, N. Y.; WRAC Williamsport, Pa.; WOPI, Bristol, Tenn., and WHIZ, Zanesville, Ohio.

WLOK, Lima, Ohio and WIOD, Miami, Fla., each will use the programs for two sponsors on alternate days.

To aid stations and sponsors in promoting the program in their local areas, the NBC Promotion Department has prepared an assortment of material which can be assembled into attractive window displays. This material consists of a greatly enlarged action photograph of the NBC newsroom, dummy microphones with network insignia and photographs of the following news reporters who are heard daily on the program. W. W. Chaplin (New York); Robert McCormick (Washington); Elmer Peterson (London); Robert Magidoff (Moscow); David Anderson (Stockholm); Bjorn Bjornson (Reykjavik); Ralph Howard and Merrill Mueller (Algiers); Grant Parr (Cairo) and Edward Wallace and George T. Foster (Australia).

Agency Executives Win KMBC Title Contest Prizes

(Continued from Page 1)

Arthur B. Church, president of KMBC, in recognition of their winning submission: Charles C. Clark of Capper Publications, Inc., in Kansas City won the \$50 prize, the second best suggestion, while the \$25 Bonds went to Walter J. Neff of Neff-Rogow, Inc., in New York City; J. J. Keith of Mace Advertising Agency in Peoria, Illinois; P. D. Collins of the Kelly Springfield Tire Company in Cumberland, Maryland; Marquis N. Smith of Presba, Fellers & Presba, Inc., in Chicago, and T. C. Fisher of Ruthrauff & Ryan, Inc., of New York City.

Those receiving \$5 War Stamps recognition in New York City and Chicago included J. S. Allen of General Foods, George C. Castleman of Bermingham, Castleman & Pierce, Inc., and Ruth D. Folster of The Caples Company—all of New York City. In Chicago, J. H. North of Aubrey, Moore & Wallace, Inc., Harlow Roberts of Goodkind, Joice & Morgan, and H. M. Dancer of Blackett-Sample-Hummert were recipients of \$5 stamps.

Major Bowes' 'Amateur Hr.' To Start 8th Yr. Tomorrow

(Continued from Page 1)

The program actually dates back to April, 1934, when it was heard only locally in New York. The following March, Major Bowes moved to the networks and has been a fixture since.

formation bureau to further general education in television. The proposal for television planning, based on the foregoing points, has been made th part of a detailed statement of ATS which is being widely publicized.

COMING and GOING

ROBERT J. LANDRY, CBS director of production, in Denver yesterday where he delivered an address before the Colorado American League, entitled "The Literary Treatment of American Radio."

EARL MULLIN, publicity director of Blue, arrives in Chicago today on business.

LEE COLSON, executive manager of WLS, Louisville, Ky.; J. R. Lounsbury, executive president of WGR, Buffalo, N. Y.; C. W. Myers, president of KOIN, Portland, and Arthur B. Church, president of KIC, Kansas City, Mo., in town to attend the Advisory Board meeting, September 15-16.

O. M. "PETE" SCHLOSS, station representative of Blue, in New England today.

DON DUNPHY, sportscaster in Cleveland to broadcast the Jimmy Bivins-Corp. Bettina heavyweight joust.

ROBERT "BOB" KING, Blue's roving publicity staffer, arrives in Rochester today on one of many stops, including Batavia, Buffalo and Pittsburgh. He expects to return Tuesday, September 23.

SI STEINHAUSER, radio editor of the Pittsburgh "Press," visiting NBC press department.

CHARLES M. ROBERTSON, JR., president of the Ralph H. Jones agency, is in town to confer with his agency's New York office this week.

L. ARNOLD WEISSBERGER, attorney-at-law in town from Fort Dix after a medical discharge from the Signal Corps.

JUDSON LA HAYE, former New Haven supervisor of WICC, is home on leave after completing his boot training at Sampson, N. C.

ENRIQUE MADRIGUERA and the personnel of his orchestra have returned after a sojourn to Newark, N. J. for a bond rally.

THOMAS MARTIN, manager of WWV, Watertown, N. Y., is house guest of network-caster-announcer Rad Hall here before he turns home from a London trip. Martin is one of 50 radio representatives who told England as guests of the British Government.

"HOT" AVAILABILITY! Six 15 minute periods for \$85.00! "The Melody Parade" 9:30-9:45 A.M. Monday thru Saturday WITH IN BALTIMORE TOM TINSLEY, President REPRESENTED BY HEADLEY-REED

# NBC "Service" Meet Gets 9-Month Report

(Continued from Page 1)

Director of war activities for men, of the NBC public service department. Meeting which opened yesterday at the St. Regis Hotel, New York, was presided over by Dr. James Rowland Angell, public service counselor of the network who was host at the luncheon session also.

It was pointed out that this department is comparatively new, nine months old, and in that period an increase of 60 per cent in programs operating under that head, were reported by William Burke Miller, manager.

## Reports Success of NBC Institutes

Audith Waller, manager of the central division public service department; Jennings Pierce, director of public service, western division, and Bert Crews, of the central division production staff, reported on the success of NBC Institutes this summer in cooperation with Northwestern University, UCLA and the Stanford University.

Marion Corwith, assistant public service counsellor, reported that in the eight months she addressed 198 meetings with a total audience of 40,000. Plans for promotion and publicity were outlined, respectively, by Maur Forrester, public service promotion manager, and Ed Greif, of the public service department.

## Public Service Programs Important

John F. Royal, vice-president in charge of international relations, radio and television, declared that public service programs would play an important role in the development of television. Lewis Titterton, manager of the script department, stated that public service programs had succeeded in reaching new high levels of program format.

Wright Herrick, assistant to the manager of the public service department, explained the status of the Listener's Advisory Panel and demonstrated with recordings promotion for public service programs through the NBC Parade of Stars.

Margaret Cuthbert, director of programs for women and children, revealed plans for a children's daytime program on a high educational level, and for a program dealing with juvenile delinquency.

Among those attending the session were David Sarnoff, RCA president; Trammell, NBC president; Frank E. Mullen, vice-president and general manager; Clarence L. Menser, vice-president in charge of programs; William S. Hedges, vice-president in charge of station relations; Frank E.

# FDR Upholds Stand Of FCC On FBIS-Congress Rider

(Continued from Page 1)

to the Urgent Deficiencies Bill providing for the barring from Federal employment of Watson, Dodd and Robert Morss Lovett, of the Virgin Islands, for alleged subversive political activity. The Senate refused to go along with the House, with the result that after half a dozen votes or more—including two by each chamber on a single day—the bill was finally passed with the compromise amendment that the three men be discharged on November 15, unless previously appointed to office by the President and confirmed by the Senate.

## Rider Could Not Be Vetoed

"If it had been possible to veto the objectionable rider, which has been attached to this Urgent Deficiency Appropriation Act but which has no relevancy to it without delaying essential war appropriations, I should unhesitatingly have done so" said President Roosevelt. "... There is no suggestion that the three named individuals have not loyally and competently performed the duties for which they have been employed. They are sought to be disqualified for Federal employment because of political opinions attributed to them.

The clause permitting them to remain in government employment after November 15, subject to presidential appointment and Senate approval, was inserted only after the Senate had refused to accept a provision requiring their immediate removal from government employment, their permanent disqualifications for the Federal service. The Senate rejected the compromise as incorporated in this bill once, agreeing to it only after the House conferees had refused to agree to any bill without a provision aimed at the removal of these three named individuals. The Senate yielded, as I have been forced to yield, to avoid delaying our conduct of the war.

"But I cannot so yield without placing on record my view that this provision is not only unwise and discriminatory, but unconstitutional.

"The Supreme Court has defined a bill of attainder as 'a legislative act which inflicts punishment without judicial trial.' The rider in this bill operates perpetually to disqualify three named individuals from holding office in their government unless they are nominated by the President and confirmed by the Senate before November 15. It is directed at named individuals and not at specified statutory offices."

Mason, vice-president on leave with the Navy Dept.; John Elwood, manager of KPO, San Francisco; Charles Brown, director of advertising and promotion; Sterling Fisher, assistant public service counsellor and director of the NBC Inter-American University of the Air, and Gilbert Chase, music specialist.

The meeting will be concluded today.

No judicial trials have been held. No impeachment proceedings have been instituted. This rider is an unwarranted encroachment upon the authority of both the executive and the judicial branches under our constitution. It is not, in my judgment, binding upon them. Although a statement on this action was expected from the President, it was not believed that it would be received so early in the session—nor was it expected that the statement would so definitely lay the blame for the action on the House. The message is thought by many here to point to the possibility that administration support of the FCC will be more evident in the future than in recent months. Although the Cox committee has not yet made any statements concerning the Watson-Dodd affair, Consul Eugene L. Garey has questioned several witnesses about them, it has been reported.

## Sees Wheeler-White Bill Delay

During Star-Chamber sessions in committee offices aside from the Roosevelt message, there was little else directly affecting the broadcasting industry as Congress reconvened yesterday. No legislation is reported to have been offered, and scheduling of hearings on the White-Wheeler Bill before the Senate Interstate Commerce Committee has not been set. Committee chairman and co-author of the bill, Senator Burton K. Wheeler, is likely to be so busy on his bill to postpone drafting fathers that he will not get to the radio bill for several weeks, although he had promised September hearings. Wheeler had also mentioned last spring that he was not certain the bill would go through as written indicating that some rewriting to eliminate some of the curbs on the FCC might be desirable. He could not be reached yesterday to say whether he has decided to let the bill stand.

# Fly Warns Radio On News Policies

(Continued from Page 1)

news commentators persist in the policies he assails, Mr. Fly declared: "There seems to be something of a tendency in the industry generally, to restrict and exclude rather than to lay down sound policies that will give us broader and more wholesome public service. I really think it is time for the industry itself to take hold of this whole problem and see how opportunities can be made to render broader service and to agree on rendering more fundamental services.

## Fly Notes Change of Theme

"I heard a so-called news program last night. Through the months it has been tending more and more to get away from the news of the day to the philosophies of the particular sponsor. Things like that are done in a somewhat subtle if not oversubtle manner. Only by careful listening do you discover that he is not giving you news or comment on the world news, but is peddling ideas to you from the company headquarters.

"Where ideas and ideals and philosophies are promoted, they ought to be promoted openly, and in any case when they are promoted they should be counter-balanced by other presentations so that the public will have the benefits of both sides of the controversial issues."

**6 HOURS OF SPORTS—NEWS AND MUSIC!**

**NEW YORK'S Great-Year 'Round**

**SPORTS PARADE**

**WITH DON DUNPHY**

**Daily 1 P.M. TO 7 P.M.**

Sports results by Dunphy—Popular tunes picked by Ted Lawrence—Latest AP and INS news hourly at a quarter of the hour! That's the WINS "Sports Parade"—a daily, year 'round, star studded feature with powerful appeal to men and women in America's number one market. It offers a real advertising opportunity. Want to know more about it?

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

**WSAY** ROCHESTER N. Y.

**WENR**

*Blue Points*

WENR recently delivered 700% more returns than the advertiser expected! Here is real pulling power!

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



# THANKS, BOB HAWK

Bob, there is an old settler out here who swears there is one sure way of telling the size of a man's heart . . . "You measure it by the number of his friends."

If that's so, yours must be as big as the great Midwest itself. For you quickly captured the friendship and admiration of the more than 35,000 folks who came to Yankton from Iowa,

Nebraska, Minnesota, and both Dakotas for the dedication of "America's Tallest Radio Tower" to the "Typical Midwest Farmer."

Bob, they loved you. You did a great job of headlining a swell show.

It's no wonder to us that "Thanks to the Yanks" enjoys such a high Crosley.

Again, many thanks.

W N A X

Sioux City-Yankton

# THANKS, "MA PERKINS"



You must have felt right at home here in Yankton last week when you talked to our mid-western farmers and helped dedicate "America's Tallest Radio Tower." For the homespun kind of philosophy your programs bring is mighty welcome to the folks here. They're sort of natural-born philosophers themselves.

You get that way, working hard, watching things grow, seeing life produce its kind for mankind's needs. Yes, a good example is Otto

Baumhoefner, of Minnesota, who was chosen the "Typical Midwest Farmer" by a jury of national leaders, gathered here in Yankton for the occasion.

"Ma," you're their kind." And so is D. Pember-ton Toohey of your show, who appeared with you. That's why both of you so endeared yourselves to the hearts of more than 35,000 folks who were here from the five states we serve.

We're so glad you could be with us.

W N A X

Sioux City-Yankton



# THANKS, KATE SMITH

Thanks for the thoughtful words you spoke on your September 3 CBS coast-to-coast program when you commended the midwest farmer and the new monument dedicated to him—"America's Tallest Radio Tower." You certainly named the farmer rightly when you called him "the strong right arm of this nation." Yours was a stirring tribute to the men . . .

. . . "who stand with their feet solidly on the earth . . . close to the miracle of the soil, the seed, the bud, the blossom, and the fruit.

. . . "who watch over the flocks and the herds, and attend the miracle of birth in barnyard and stables.

. . . "who rise early, tracing their way by lantern light to the milking, and through the barn door while America still sleeps, watch the melting stars in the firmament as the first pink streaks across the sky, heralding the dawning of a new day.

. . . "who see the awakening of the new land, and when the sun goes down, look upon the fields and see the work of their hands and sweat of their bodies in broad acres of waving grain and tassled corn.

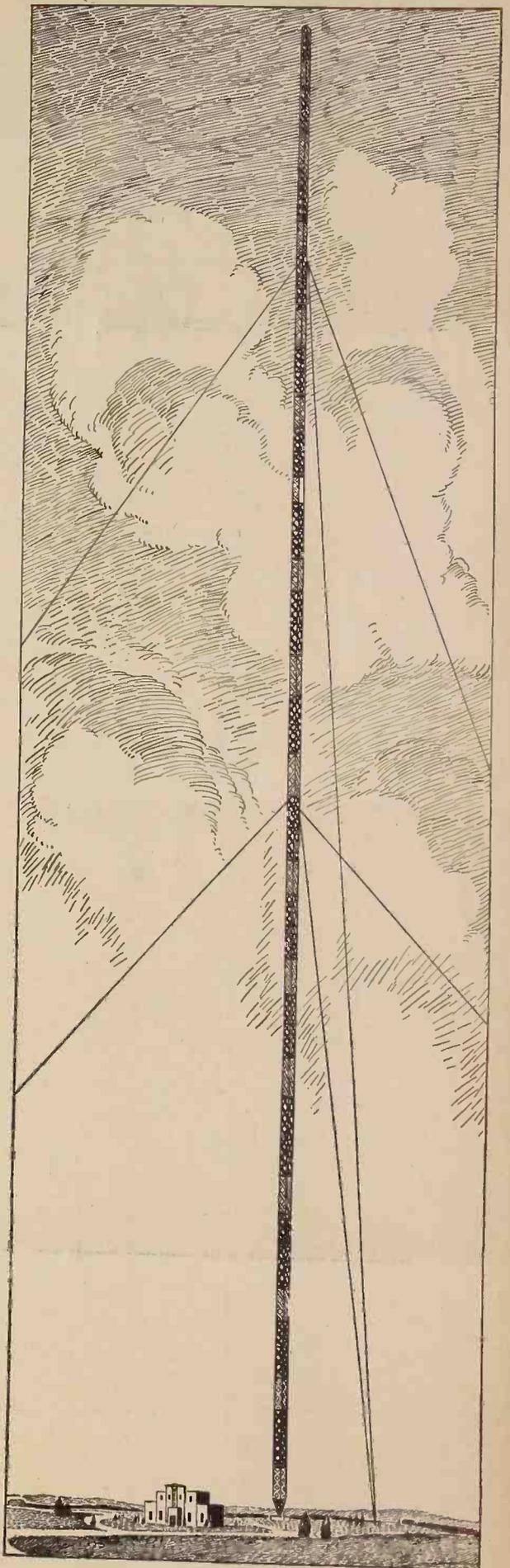
"It was their plow that opened the clods, their hands that tossed the shower of golden seed, reaping breads to feed the nation."

May we voice the appreciation of these folks of whom you spoke, Kate. And we know that you, as a really true American, speak for all America.

## W N A X

SIoux CITY

YANKTON



# Chicago

By BILL IRVIN

WLS this week is featuring its annual Illinois "State Fair of the Air" in lieu of the actual fair which has been cancelled for the duration. The "State Fair of the Air" broadcasts conducted by Art Page, the station's farm service director, are heard during the regular noon-time "dinner-bell" broadcasts and feature interviews and discussions with leading Illinois farm authorities on such problems as crop production, livestock, farm machinery and labor. The Monday broadcast featured Gov. Dwight H. Green. WLS supplied complete coverage of the recent Wisconsin and Indiana state fairs. The station however will conduct another "State Fair of the Air" direct from the agricultural campus at Michigan State University at East Lansing from Sept. 27 through October 1.

A one-day bond drive during which employes of the Wieboldt stores have pledged to sell \$1,000,000 in war bonds will be launched on the Wieboldt "Your Neighbor" broadcast Saturday Sept. 18 at 8 a.m. over WMAQ. Highlighted on the broadcast will be Griff Williams and his orchestra, a Chicago war hero and a WAC officer. June Marlowe, emcee of the program will interview Raymond Johnson, shipfitter 2/C of the U. S. Navy and veteran of three wars recently decorated with the Navy cross for heroism in North Africa and Lt. Ethel Kuhn of the WAC. The program also will honor the 257 Wieboldt employes now in the service.

Sarajane Wells, after three months' absence, is back in the Jack Armstrong cast, playing the role of Betty Fairfield.

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### Notes From A Ringside Seat. . . !

● ● ● We saw Louis Sorin head for the rehearsal of "Abie's Irish Rose" . . . . . could it be that this comic will replace Charlie Cantor on that NBCComic when C. C. heads back to the coast for the forthcoming Fred Allen flicker? . . . . . Herb Polesie, Producer of the "Broadway Band Box" CBSinatra show, returned to New York this week with news that the program will be moved from the Monday spot to one which will allow the Jersey Lark to be heard on a coast-to-coast hook-up. . . . . F. S. expected back from Hollywood last week of this month. . . . . Frazier Hunt will be Reader's Digest Roving Reporter when that mag sponsors a new fifteen-minute newscast to be heard over the Blue Network starting next month. . . . . Hunt will interview world celebrities as well as a review of current events. . . . . Jerry Wald, whose orchestra opened at the Roxy this week, boasts an unusual break-in in the baton field. . . . . never played for another Ork Pilot, having formed his own band during High School Days. . . . . Gene Hamilton, who after twelve years as announcer, went into the production end of radio, returns to his original love, resuming as announcer Saturday. . . . .

★ ★ ★ "Here's To Romance," heard for the past few months on Sundays over the Blue, moves to CBS starting Thursday, October 14. . . . . It moves into the 10:30 p.m. slot displacing the CBSustainer, "Suspense" . . . . . first programs will be heard from California, for Dick Haymes, program's vocal star, must leave Gotham September 27 to fulfill Motion Picture assignment on the 20th Century-Fox lot. . . . . With "Battle of the Sexes" moving to a Wednesday spot, Molle's new "Mystery Theater," produced by Sandy Stronack, takes over the Tuesday at 9 p.m. NBC spot with Jack Miller's Orchestra supplying the musical background. . . . . The Pied Piper Trio will be heard while the "What's New" Don and Jim Ameche show emanates from the coast. . . . . when in the east Perry Como will vocalize. . . . . Spike Jones' orchestra will join the show in November. . . . . Bill Burton leaves for Hollywood tomorrow for a meeting with Harry James and an amicable arrangement as to date when Helen Forrest leaves the Band to solo under Burton's management. . . . . David Gould, formerly with United Artists, now associated with Burton, will be in charge of the N. Y. office while Bill's away. . . . . Dick Gilbert has lined up an array of talent for his two-hour War Bond Rally at Victory Tent in "War Center" that is the biggest of the "big time" . . . . . the names include Bea Wain, Dick Haymes, Mary Small, Lucille Manners, Allan Jones, Ed Sullivan & Harvest Ball winners, Barry Wood, Morton Gould and three top bands. . . . . WHN will broadcast the entire show, scheduled Friday, Sept. 24 from 2-4 p.m. . . . .

★ ★ ★ Some time ago, we ran an item about three lads from Hoboken who made good. . . . . the trio were Frank Sinatra, Herb Polesie and Ken Dolan. . . . . Ken, who read the item while on the coast, called Frank and Herb (Frank's Radio Producer) when they arrived on the coast, they held an impromptu fanning bee about the home town and had a group picture taken "for dear ol' Hoboken" (the duplicate, duly autographed will be sent on this desk to grace the wall of our den). . . . . Paul Stewart, villain of many a radio play, who recently completed a role in Warner's forthcoming flicker, "Government Girl," is back in Gotham where his draft board gave him a 4F rating. . . . . he'll head back to the coast, in a fortnight, for an MGMmovie role. . . . . The Blue Network Minstrel Show which starts tomorrow (10:16-10:30 p.m.) will include Sam Raskyn, Lulu Bates, Walter Scanlon, Joe Rines' Band and Gus Van. . . . . for the next several weeks the program will be heard on alternating Wednesday and Thursdays, same time slot. . . . . George F. Putnam's newscasts via NBC has added its fifteenth sponsor, Old Dutch Coffee, all on 52-week contracts.

★ ★ ★  
 —Remember Pearl Harbor—

# Los Angeles

By RALPH WILK

NOW that Xavier Cugat has having left the Jimmy Duran Gary Moore series, he and Schnozzola will meet frequently, both are in the M-G-M film, "To Sisters And A Sailor."

Already a regular on the Brady and Great Gildersleeve programs, Shirley Mitchell has rejoined the Red Skelton show when it returned to the air Sept. 14.

Judy Canova and Eddie Dean, singing partner of the "Judy Canova Show," have written a song, which they are marketing for publication. It is titled, "Put A Star In Your Window Tonight, Mother." As soon as they get it out of rough cut, they will introduce it on their air show.

KMTR has started a series of programs in an attempt to secure female German Shepherd dogs to use as guide dogs for men blinded in service. Kenneth O. Tinkham, KMTR manager, said the station is working in conjunction with the Tailwagger organization founded several years ago by Bette Davis and Jim Lindsley.

The scientific study behind the search for a cure for syphilis forms the basis of a series of programs "The Hidden Enemy," which is heard each Saturday evening at 10:15 p.m. over KFI. The program is presented in cooperation with the Los Angeles City, Los Angeles County and California State health departments.

Kay Kyser's initial "College Musical Knowledge" program after his return from his mammoth Hollywood Bond Cavalcade will be at the Army Ordnance Corps headquarters in Santa Ana, Calif. Sept. 29.

The Hillman-Shane-Breyer agency of Los Angeles has extended the sponsorship of the KHJ-KGB release "Bulldog Drummond" for 42 Productions, Inc. The extended contract reserves the sponsorship of the series through the broadcast of Dec. 6, 1943. "Bulldog Drummond" is heard each Monday, 8-8:30 p.m., PWT on KHJ-Do Lee.

A KHJ listener has a soft heart and "Uncle Don" of WOR should appreciate it. Last week, "Uncle Don" whose fan mail for his own show in New York is said to number 35,000 per week, was a guest on Mutual "You Tell 'Em" Club out of New York. Shortly after the broadcast, Gordon Burke, KHJ newsman, who happened to be monitoring the program, received a call from a Los Angeles listener who said "that 'Uncle Don' fellow seems to have a lot of talent. I think I have a job for him. Put him on the 'phone, will you?"

Xmas cards are priced from 5c to \$1.00—Some guy who probably beats his mother hacks out the sentiment for you. This Xmas say your own piece! Your voice and your picture on our unbreakable record will make a different and treasured gift. DUPLI-KUT RECORD CORP., 236 W. 55th St., New York City. Cl. 6-4288.

# Webb's Special Drive To Sell 'Loan' Bonds

(Continued from Page 1)  
 of 10 a.m. EWT to 8:30 p.m. network will follow on Sunday from 8 a.m. to 1 a.m. the following morning; CBS has its day on next Tuesday (Sept. 21); NBC will take over following Sunday Sept. 26. Volunteer phone workers will be hand to accept the bond-buyers' calls and it is estimated that some 100 such workers will be supplied by the Treasury Dept. Treasury will seek to supply star talent and wherever possible in cooperation with the Hollywood Victory Committee. This will not only apply to networks or key stations but affiliates as well.  
 Every type of program will be pressed into service, particularly the trainings, CBS for instance planning to use its facilities from 8 a.m. to 1 a.m. EWT in 17 hours of direct programming in addition to shows regularly scheduled for such work now. Commercials will in each case continue on allocation plan through agencies client. Commentators both domestic and from abroad will be pressed into service, also.

**Nets Readily Co-Op**  
 Having reason to be much concerned with bond sales to date as the 3rd War Loan, Treasury Dept. yesterday dispatched Vincent F. Callahan, chief of the press and radio division of the War Savings Staff to New York and he immediately went to a huddle with the network officials. It was pointed out that the situation of Italy and the Income tax payments have had an effect in reducing the expected totals to date of the bond sales.  
 Direct selling was urgently needed, according to Callahan, and the plan "sell now" in all of the individual network days which they are contributing. While both CBS and NBC have already set their plans for Sept. 15, NBC and the Blue are hurrying to do the same.

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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- September 15
- |               |                  |
|---------------|------------------|
| Bill Brito    | John Conte       |
| William Hard  | Russ Johns       |
| Donald Langan | Joe Lopez        |
| Joe Meyers    | Jack Robbins     |
| F. Seawell    | James Wallington |
| Johnny Wolf   |                  |

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 Reasoned woman script writer, Serials, Features, Continuity. Strong stories—radio dialogue. Write Box 751, RADIO CITY, 1501 Broadway, New York City.

# Coast-to-Coast

**SPRINGFIELD, MASS.**—Announcement of the creation of a publicity department to centralize the publicity activities of WSPR has been announced by Milton W. Stoughton, vice-president of the station. Howard S. Keefe, of the staff, has been appointed director of the new department. Keefe has been with WSPR since 1936, and since 1941 has been assistant program director.

**CINCINNATI, OHIO** — Penny Pruden, WKRC food advisor, has been appointed director of women's activities by general manager Kenneth W. Church. Bill, Clyde and Delmas Franklin have been added to the WKRC staff of hillbilly talent and are presented each a.m. from 6:30 to 7. Trio formerly broadcast from WMMN, Fairfield, W. Va. Charles Arnett, also from WMMN and most recently with WIBC, Indianapolis, Ind., has joined WKRC, and as emcee for the Franklin trio assumes the name of "Uncle Charlie." He also announces the shows of "Judy and Julie" another recently acquired hillbilly act.

**OAKLAND, CAL.**—Broadcast of the dedicatory exercises at the local Service Wives Club proved so successful that KLX was selected to broadcast from the same center a new weekly program called "Tea Topics." Show features interviews with service men's wives who have come to the Oakland area and get together daily for tea. Bill Guyman, KLX special events man, conducts the interviews, assisted by hostesses from the Junior League, which conducts the Club.

**ST. PAUL, MINN.** — Newcomer to KSTP's "Sunset Valley Barn Dance" is Grove Laboratories, for Bromo-Quinine. They are sponsoring the 10:15 to 10:30 p.m. quarter-hour. Heavy spot schedule carried on KSTP by Zinsmaster Baking Co. is now being augmented by a Sunday afternoon quarter-hour show, "The Songmasters," featuring Leonard Leigh and Jerry Mayerson, organ and piano duo, and Perry Martin, vocalist. Grocery Store Products Sales Co., through Duane Jones Co., has started a 39-week schedule of 234 one-minute announcements for Kitchen Bouquet on KSTP. Pan-American Coffee Bureau has renewed on Bee Baxter's KSTP "Household Forum" for an additional 13 weeks. Participation is thrice weekly.

**SYRACUSE, N. Y.**—"Service Stars Revue," gala entertainment sponsored by WSYR and featuring stars of radio and stage now in service as well as military personalities, launched the Third War Loan in Syracuse last week. Bond purchase was the admission price and more than 2,000 persons turned out for the show. Lucille Manners was featured artist with Major Levi Chase, air corps hero, and Herbert Ekins, former UP correspondent in Rome. Johnny MacAndrews, former pianist with Rudy Vallee, was master of ceremonies.

**NEW ORLEANS, LA.**—WWL supplied the talent for the opening of the Third War Loan drive on historic Canal street, with program director Ed Hoerner acting as emcee, parading WWL personalities before the public address mike. Participating on the show were the O'Dair Sisters, Phil Gully, Claire Nunn, Ray McNamara, and the entire floorshow from Hoerner's "Blue Room Brevities" program, including Bob Allen and his orchestra. Army Air Base furnished equipment and men for a simulated "Battle of New Orleans—1943."

**ASHEVILLE, N. C.**—Appointment of James A. Hagan as commercial manager of WWNC has been announced.

**BECKLEY, W. VA.** — Heralding the opening of the War Loan drive, the WJLS "Bond Box" sold \$3,000 in Bonds during its 60 minutes on the air. John Louthier, Louis Rigsbee, Mack Smith and Phil Vogel acting as joint emcees conducted shows and plugged the slogan "Back the Attack." During show a listener phoned in his own slogan "Keep on buying until the boys stop dying," and the "Bond Box" immediately adopted it. Nearly every Bond sold was for \$100. Newest addition to the WJLS staff is Agnes Stafford, auditor.

**KANSAS CITY, KANS.**—Robert L. Mitchell, formerly of WKY, Oklahoma City, has sufficiently recovered from an illness to take over the duties of local sales for KMBC, it was announced by Sam H. Bennet, director of sales. Before joining WKY, Mitchell was associated with Tad Advertising in Dallas, Texas.

**MIAMI, FLA.**—Wilton "Skeeter" Chiles, who has been on the engineering staff of WIOD for the past five years, is now acting chief engineer of the station in place of M. N. Barwick, who recently resigned. Special program commemorating Brazilian Independence Day was broadcast over WIOD last week. Several high Brazilian officials, stationed in Miami in connection with the war effort of nations in the Western Hemisphere, were heard on the program.

**MISSOULA, MONT.**—Yandt's Men's Wear, sponsor of "Yandt's Sports Slants" on KGVO, has increased its schedule to six days weekly. Program was aired thrice weekly during the summer season. More than sixty Missoula business firms are sponsoring special five-minute Third War Loan programs over KGVO during the campaign.

**PORTLAND, ORE.**—Ruth Forbes, KGW-KEX staff artist, has begun a three-a-week commercial quarter-hour for Porter-Scarpelli Macaroni Company. Show features her songs and piano playing. Dick Rand, also of the KGW-KEX staff, takes part in the show. Betty Taylor, wife of a former KGW-KEX announcer now in the Army, has joined the stations' continuity department.

# Huge CBS Campaign To Herald New Season

(Continued from Page 1)  
 stations plan the broadcasting of more than 45,000 special announcements inviting listeners to important programs immediately forthcoming.

The stars of the network programs have themselves recorded for the stations over 600 personal invitations to listen to their programs.

Newspaper advertising to a total daily circulation of over 12 million contemplates use by each station of every major newspaper in every "station city," with sustained, frequent and sizeable space.

In every CBS "station city" where transportation advertising is available, the CBS stations will carry cards displaying their programs, call letters and frequencies, to a total monthly passenger circulation of over 840 million, a full run of giant car and bus cards keyed to every program on the network for every day in the week.

**Posters To Aid Promotion**  
 CBS stations are planning vigorous use of a series of brilliant large posters announcing each full-network program. Many of these posters present portraits of leading artists or directors, drawn especially by James Montgomery Flagg, famous illustrator. Other notable artists who figure in the series are Bertram Zadig, Hugo Gellert, John DeGroot, Fred Chance and Gig Goodenow. The initial showing of these posters will exceed 65,000 and the full campaign contemplates use of more than 500,000.

More than half a million miniature posters will be circulated by CBS stations, and many other direct-mail measures are under way.

In issuing the announcement, CBS emphasizes the fact that this campaign does not replace, but is superimposed on the full "normal CBS station procedure in voluntarily serving their clients and agencies with practical promotion campaigns for every program on the network—a method which the industry has been kind enough to designate year after year as the leading effort of its kind."

## Marks 30 Years With W. E.

Edward J. Moriarty, general attorney of Western Electric, celebrated the 30th anniversary of his service with the company recently.



**KLZ**  
DENVER

Practical, intelligent  
merchandising co-operation

**CBS Network**  
Representative: The Katz Agency, Inc.

CHICAGO  
**"BLOCK  
 BUSTER"  
 HOOPER  
 INDEX**

*Proves*  
**W-A-I-T**  
 NO. 1  
**BUY**

**10,000 Pieces of Mail Weekly Prove it!**  
**Advertisers' Sales Increases Prove it!**  
*NOW-HOOPER Double proves it!*

**HOOPER'S LATEST INDEX  
 Proves W-A-I-T Supreme in  
 these Important Times!**

*Here are the*  
**AMAZING FACTS**

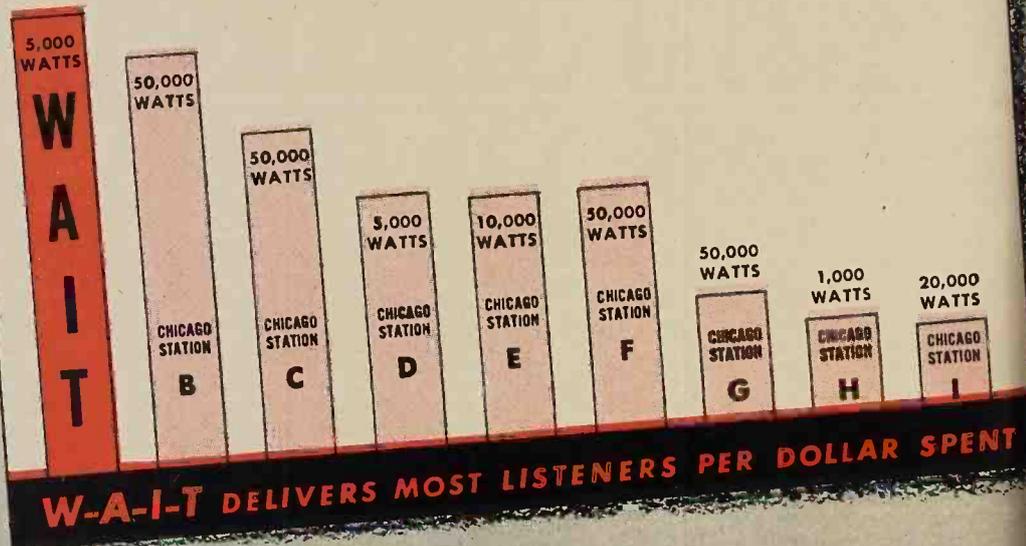
12 NOON TO 6 P. M. MONDAY THRU FRIDAY  
 JULY 1943 HOOPER STATION LISTENING INDEX

**53% MORE  
 LISTENERS THAN  
 ONE 50,000 WATT  
 CHICAGO STATION**

643% More Listeners Than a 20,000  
 Watt Station; 137% More Listeners  
 Than a 10,000 Watt Station—

*Check Your Copy of*  
**THE HOOPER STATION  
 LISTENING INDEX**  
*for Chicago*  
*See the Astounding*  
*Facts for Yourself*

**HERE IS WHAT YOUR RADIO DOLLAR  
 BUYS ON CHICAGO STATIONS**



We knew it all the time—but it took the Hooper Station Listening Index to make it official! Yes, Mr. Advertiser, you can pay MORE for radio time in Chicagoland and you can pay less—but you cannot buy so much for so little on any station in the 12:00 Noon to 6:00 P. M. period named as on W-A-I-T. The graph above shows the comparative buy per dollar spent on ALL important Chicagoland stations—according to the lowest hourly rates published in Standard Rate and Data, measured against the latest Hooper Listening Index! Whether you're a spot buyer, a network advertiser or in the market for a radio test—you positively cannot do better than to avail yourself of the astonishingly responsive W-A-I-T audience! May we send you further conclusive data?

**W-A-I-T—IN THE HEART OF CHICAGO'S RADIO DIAL**

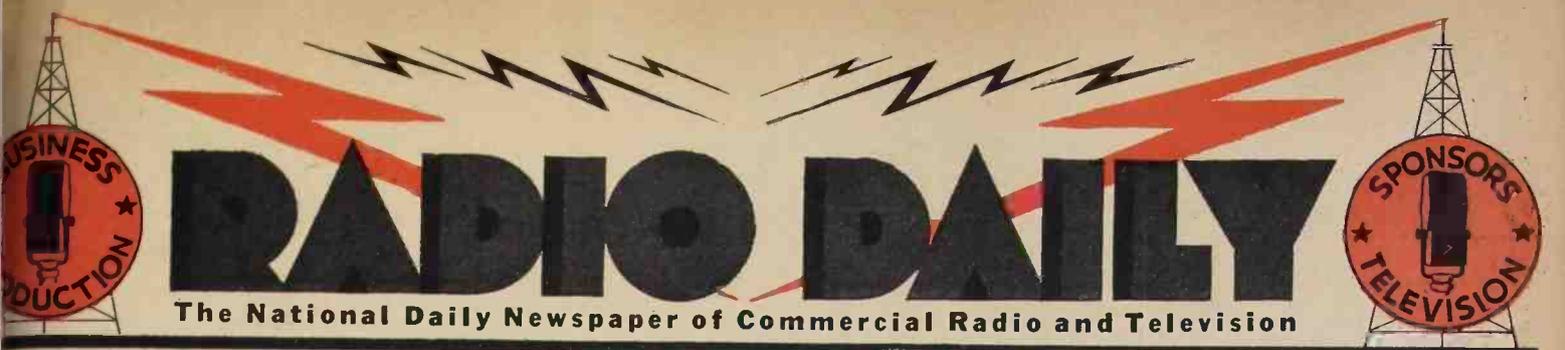
CHICAGO'S TOP STATIONS	WMAQ	WGN	WBBM	WAIT	WENR-WLS
DIAL POSITIONS	670	720	780	820	890

**WRITE!  
 WIRE!  
 PHONE!**

**W-A-I-T**

Management: GENE T. DYER  
 360 NORTH MICHIGAN  
 CHICAGO, ILLINOIS

Represented by  
**RAY LINTON & CO.**  
 NEW YORK CHICAGO



# RADIO DAILY

The National Daily Newspaper of Commercial Radio and Television

DL. 24, NO. 54

NEW YORK, N. Y., THURSDAY, SEPTEMBER 16, 1943

TEN CENTS

## Hits Web "News" Policy

### ABC-6 Newspapers In War-Loan Tie-Up

Taking a cue from the opening day of the Third War Loan drive when leading columnists and others wrote for advertisements in all of the New York papers, Arthur Hull Hayes, general manager of WABC, key outlet for CBS has set a similar type of arrangement with six local newspapers. Top-flight columnists and writers and personalities of the newspapers have each chosen a day during which newspaper space will be devoted to the 12:05-12:30 a.m. show on WABC when their particular staff members will appear and normally make a plea for bond sales to take orders over the phone later.

(Continued on Page 8)

### WHIP, Sold To Ex-Owners At Receivership Sale

Chicago—Station WHIP, formerly operated by the Hammond-Calumet Broadcasting Corp., with studios in Hammond, Ind., and Chicago, was purchased by its former operators, Dr. George F. Courrier and Doris Keane, in a receivership sale Tuesday in the County, Ind., superior court.

(Continued on Page 6)

### Committee FCC Report Delayed About 2 Weeks

Washington Bureau, RADIO DAILY—Preparation of an important report by the Cox Committee has not yet begun, an official of that committee declared this week, expressing surprise that the content of the report has already been freely discussed. Release of such a report

(Continued on Page 2)

### Jokes By Joe

Joe Miller, dour Elizabethan comedian and author of "Joe Miller's Jests" (year 1719 printing) will live in the memory of "Senator" Edward Harry Hershfield and Joe Curle, Jr., during a special broadcast on NBC, Saturday, Oct. 2. It will be a posthumous tribute to him by his modern and rather legitimate contemporary sons of Miller merry-making.

#### Wartime Romance

Jay Meredith, pert little actress who plays the role of kid sister, Janie, in CBS's "This Life Is Mine" is shopping for a touseau these days. Jay is being married to Lieut. George Fitts, U.S.A.T.S., next week. Lieut. Fitts was among the first of the American soldiers to land in North Africa and was wounded in action.

### Treasury Assigns CBS Sept. 21 As 'Bond Day'

Next Tuesday, has been designated CBS War Bond Day by the United States Treasury Department. On that day Columbia will devote all its network facilities to a 17-hour Bond selling campaign—from 8 a.m. EWT until 1 a.m., EWT the following morning.

All CBS network sustaining programs, and many commercial shows broadcast between the given hours will carry special War Bond messages.

(Continued on Page 6)

### Boroff Named Consultant For OWI In Chicago

Chicago—Edwin R. Boroff, mid-west vice-president of the Blue Network, has accepted the invitation of John Hymes, chief of station relations division, Office of War Information, to become Chicago consultant for the OWI Domestic Radio Bureau.

Boroff will act in an advisory

(Continued on Page 2)

## Forecasts Post-War Prosperity Among Radio Manufacturers

### Walter Preston Heads New Radio-Television Dept.

Expansion of operations to include activities in the radio and television field, Columbia Concerts, Inc., has announced the appointment of Walter Preston as director of the agency's radio-television department.

Mr. Preston, who has had 19 years of active broadcasting experience in

(Continued on Page 2)

### NAB Round-Table News Conference Hears Kaltenborn Attack CBS' Stand On Handling Analysts

### Chicago News Buys "Mystery Chef" Show

Sale of "The Mystery Chef," Blue Network's local co-operative program, to the Chicago "Daily News," five times weekly for 52 weeks on WENR starting Sept. 27 was announced yesterday.

Through the purchase of time on the air the Chicago "News" aims to make the newspaper an authority on

(Continued on Page 2)

### Raymond Gram Swing Renewed by Blue Sponsor

Raymond Gram Swing's news broadcasts on the Blue Network has been renewed by the Socony-Vacuum Oil Company effective September 27 and the number of stations has been increased from 129 to 133. Compton Advertising, New York, handles the account.

### Jerry Sill Leaving CBS; Will Become WNEW Exec.

Jerry Sill, Director of Promotion Services for CBS owned and operated stations, has resigned to assume the sales promotion post with WNEW.

(Continued on Page 2)

Luncheon meeting in New York yesterday at the Waldorf between the NAB News Committee and members of the Association of Radio News Analysts sprang a surprise when H. V. Kaltenborn, founder and vice-president of the ARNA directly attacked Paul White, CBS director of news broadcasts and his network's policy of maintaining that a commentator should not intrude his personal editorial opinions nor go overboard on the personal pronoun.

The meeting was a round-robin to

(Continued on Page 7)

### KDKA Buy War Bonds At Big Noon-day Rally

Pittsburgh, Pa. — Westinghouse station KDKA this week supplemented its spirited bond-selling campaign throughout western Pennsylvania by turning, purchaser to buy \$50,000 in United States Treasury certificates at a huge noon-time bond rally at one of downtown Pittsburgh's busy intersections. Joseph E. Bau-

(Continued on Page 2)

### OWI Seeking Successor For Don Stauffer's Post

Washington Bureau, RADIO DAILY—OWI is searching now for a successor to Don Stauffer, Chief of the Domestic Radio Bureau, whose resignation is expected any day now.

(Continued on Page 2)

#### Ant Antics

New York—Engineer Ira Mercer and his crew at WNEW's transmitting station were heroes of the day recently. Army of ants working on the tower leg caused a short circuit and threw the station off the air for a few seconds. Armed with flit guns, Mercer and gang led a junior commando attack on the ants and broke up their disturbing antics quickly.

Chicago—Addressing the annual meeting of stockholders of the Zenith Radio Corp., E. F. McDonald, Jr., president, offered an optimistic forecast concerning the post-war radio industry and predicted there will be "an immediate market for millions of radios."

"Our war production is 100 per cent in the field of radionics, which means that when the war ends we can easily convert to production of civilian

(Continued on Page 8)



Vol. 24, No. 54 Thurs., Sept. 16, 1943 Price 10 Cts.

JOHN W. ALICOATE : : : Publisher

FRANK BURKE : : : : : 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; Marvin Kirsch, Vice-President; M. H. Shapiro, Managing Editor; 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 (18), N. Y. Phone Wisconsin 7-6336, 7-6337, 7-6338. Chicago, Ill.—Bill Irvin, 4802 Dorchester Ave., Phone Oakland 4545. Hollywood, Calif.—Ralph Wilk, 6425 Hollywood Blvd. Phone Granite 6607.

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

**FINANCIAL**

(Wednesday, September 15)

**NEW YORK STOCK EXCHANGE**

	High	Low	Close	Net Chg.
Am. Tel. & Tel.	156	155 3/4	155 3/4	- 1/8
CBS A	22 1/2	22 1/2	22 1/2	+ 1/8
CBS B	22	21 7/8	21 7/8	+ 1/8
Crosley Corp.	19 1/2	19 1/2	19 1/2	+ 1/2
Gen. Electric	38 1/2	37 5/8	37 5/8	- 1/8
Philco	24 1/2	24 1/8	24 1/8	- 3/8
RCA Common	10 1/4	10 5/8	10 5/8	- 1/8
RCA First Pfd.	69 5/8	69 1/2	69 1/2	+ 1/4
Stewart-Warner	11 3/4	11 5/8	11 3/4	...
Westinghouse	93 1/4	92	92	- 1
Zenith Radio	34	33 1/2	34	+ 1/4

**NEW YORK CURB EXCHANGE**

Hazeltine Corp.	30 3/4	30 3/4	30 3/4	+ 3/4
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**OVER THE COUNTER**

	Bid	Asked
Farnsworth Tel. & Rad.	8	8 1/4
Stromberg-Carlson	103 1/4	111 1/4
WCAO (Baltimore)	20	22
WJR (Detroit)	27 1/2	29

**Cox Committee FCC Report Delayed About 2 Weeks**

(Continued from Page 1)

is not to be expected for at least two weeks, it was stated, and the content of the report has not yet been decided upon. There was no comment on published reports that the committee has already decided to cite FCC Chairman Fly for contempt. Such a move, most observers agree, would be a last ditch measure, tried only in the event the committee decides that its investigation is in grave danger of falling through completely.

**THIS LITTLE BUDGET WENT TO WORL BOSTON MASS.**



**Borroff Named Consultant For OWI In Chicago**

(Continued from Page 1)

capacity on OWI radio activities in the Chicago area, providing liaison between the radio industry and OWI regional station relations office recently established at 75 E. Wacker Drive, headed by Lavinia Schwartz as regional chief. Co-consultant with Borroff is Leslie Johnson, manager of station WHBF, Rock Island, who for past several months has been OWI regional consultant and will continue to represent the broadcasting industry in OWI matters for all stations in Illinois except Chicago.

Borroff's first act as Chicago consultant was to call a luncheon meeting of all war program managers for Chicago stations to be held Tuesday, Sept. 21 at the M and M Club in the Merchandise Mart.

**KDKA Buys War Bonds At Huge Noon-Day Rally**

(Continued from Page 1)

dino, general manager of KDKA presented the check for \$50,000 to Robert H. McClintic, vice-chairman of the Pennsylvania War Finance committee. The check will be placed with the Farmers Deposit National Bank of Pittsburgh through which station KDKA is purchasing five \$10,000 war Bonds.

The KDKA purchase represents the latest move in the pioneer station's effort to further the United States war effort. The KDKA bondwagon packed with 40 entertainers and sales girls sold \$102,000 in war bonds (cash sales) at Indiana, Pa.

**Jerry Sill Leaving CBS; Will Become WNEW Exec.**

(Continued from Page 1)

succeeding John Fistere who joins the U. S. Army in a civilian capacity. Sill, who takes up his new duties in about two weeks, has held his current position with CBS since early last April. He handled promotion for Radio Sales Division of the network spot business; CBS New England regional web; Columbia Pacific Network and Columbia California Network.

Sill has been with CBS for six years and was formerly manager of the station services for the station relations department. Prior to that he was promotion manager for radio sales.

**Stork News**

Mason Coppinger, WIBW transmitter engineer, has a new daughter, Susan Kay, born September 7 at Topeka, Kansas. She weighed in at eight pounds and three ounces.

Capable Radio Producer with four years experience with Independent Producers and Advertising Agency on outstanding commercial programs. Individual has excellent talent contacts.

Box No. 754, RADIO DAILY  
1501 Broadway New York City

**Walter Preston Heads New Radio-Television Dept.**

(Continued from Page 1)

the various fields of performance, production, casting and sales, predicts revolutionary developments in radio and television as a post-war prospect for the industry.

"The future of radio is no longer in doubt," Preston said. "In this war, broadcasting has earned its right to survive through its effectiveness in disseminating propaganda and maintaining civilian morale. Its post-war status is definitely established.

"The prospects for television fairly stagger the imagination. A vast program of expansion, which was just about to be launched when the war started, had to be cancelled. Demands of the war effort made it mandatory to shelve the plans for the duration.

"However, it is known that several of the leading television manufacturers already have perfected plans to make television one of the new giant industries, designed to help take up the employment slack when the war plants finish their jobs."

**Chicago 'Daily News' Buys 'Mystery Chef' Program**

(Continued from Page 1)

food for the consumer. The recipes which "The Mystery Chef" broadcasts daily will be printed daily in the newspaper as part of its editorial content, and an extensive promotion campaign is planned.

With marketing becoming a more difficult problem for the housewife every day, "The Mystery Chef" endeavors to ease her burden by suggesting recipes which require the expenditure of the minimum of ration points and dollars. His emphasis on economical, yet tasty, meals fits in with the News' campaign. Schwimmer & Scott Advertising Agency, Chicago, handles the account.

**OWI Seeking Successor For Don Stauffer's Post**

(Continued from Page 1)

Stauffer, New York advertising executive, has been anxious to get back to his business for some weeks now, and is staying only until a successor can be found. He succeeded William B. Lewis as bureau chief last Spring.

**DON'T OVERLOOK P. R.**

Nearly 2,000,000 fellow Americans offer a rich market. Most of them keep tuned to

**WIAQ**

"FIRST ON ALL PUERTO RICAN DIALS"

**COMING and GOING**

JOHN RIVERS, president and station manager of WCSC, Charleston, S. C.; HOYT HOOD, general manager of WIEC, Memphis, Tenn.; FRANKLIN DOOLITTLE, president and station manager of WDR, Hartford; LEO FITZPATRICK, vice-president and general manager of WJ, Detroit; A. R. HEBENSTREIT, president of KGGM, Alberquerque, N. M.; and W. J. ROY, commercial manager of WTAD, Quincy, Ill., in town to attend the CBS African Advisory Board meeting.

A. E. JOSCELYN, general manager of WJ, Minneapolis, Minn., said "so long" to his friends yesterday to return to his desk.

RAY LINTON arrives in Chicago today for a conference with Harold Higgins, general manager of Ray Linton Co.

BOB HOWARD, star of "Early to Bed" on WHN "Gloom Dodgers," is back in town for an entertainment engagement at a Hartford, Conn. war bond rally.

DON DUNPHY, sportscaster, returns today after a blow-by-blow of the Bivins-Buffington exhibition in Cleveland.

SHEP FIELDS and his orchestra appear one-day today at a local Lexington, Ky., theater. From there he moves to the National Theater, Louisville, Ky. tomorrow for a one-night engagement.

TONY PASTOR arrives in Shaw Field, Sumter, S. C. tomorrow to entertain the military personnel there during the Blue "SpotLight" Coca-Cola program.

SAMMY KAYE'S Swingeroos open at the podrome in Baltimore, Md., tomorrow.

**Frank Leaves Agency**

Yascha Frank, radio director of William H. Weintraub Co. has signed effective immediately. No successor has been named as yet. Frank came to the agency from the D'Aquila agency. Weintraub radio accounts include the Cresta Blanca wine show on CBS.

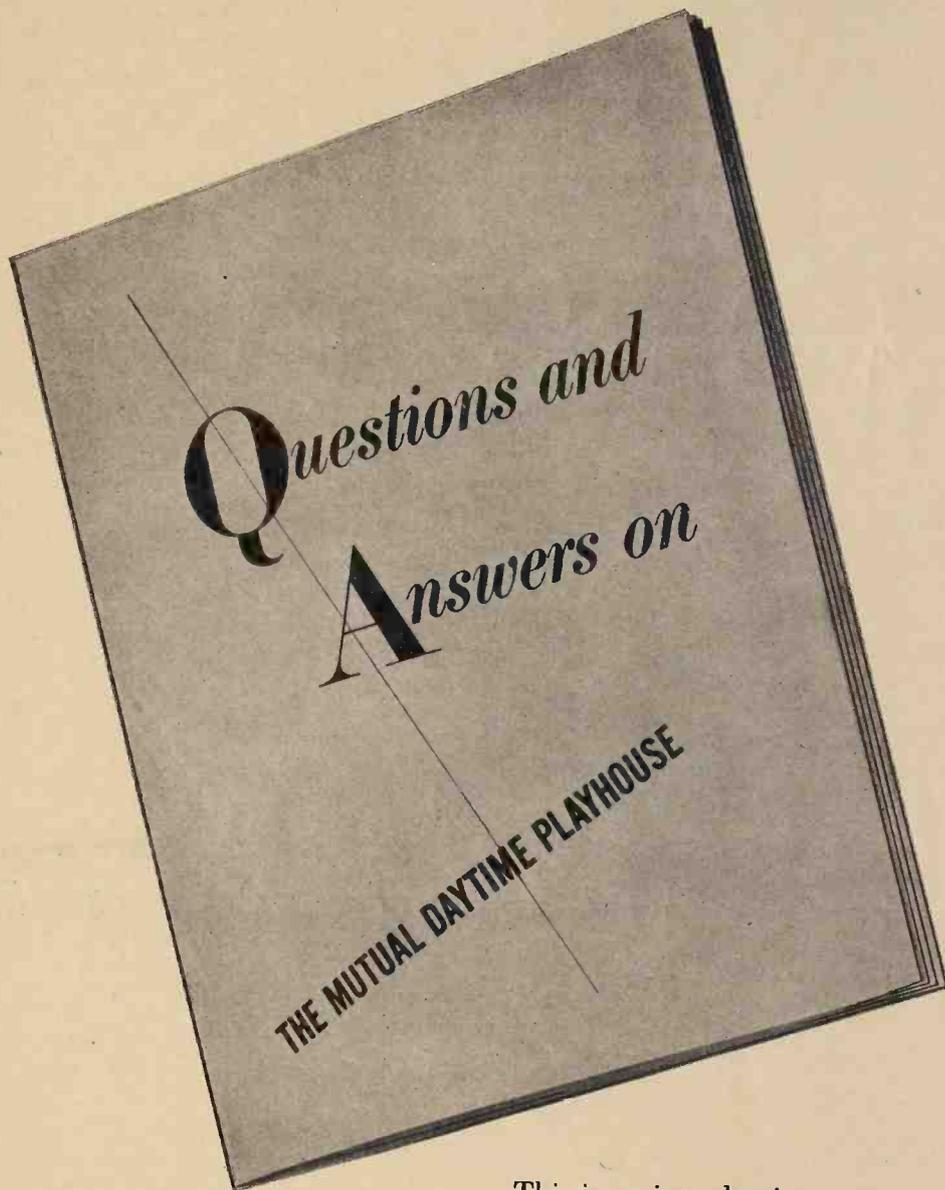
**"HOT" AVAILABILITY!**

"Symphony Hall," one of America's finest classical recorded programs resumes its Fall and Winter series soon. Baltimoreans' loyal listenership makes this feature one of the hottest buys in town.

Write for Complete details now!

**W-I-T-H**

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



This is an introduction  
to something new in network radio.

It is a plan designed for the four-way benefit  
of listeners, advertisers, the nation's  
war effort, and the broadcasting industry as a whole.

This booklet explains how  
these benefits can be realized, and provides  
details on the operation of the plan.

*Have you received your copy?*

**THE MUTUAL BROADCASTING SYSTEM**

Los Angeles

By RALPH WILK

COL. ROBERT L. SCOTT, author of "God Is My Co-Pilot" had a leading role in the radio presentation of the drama on "Saturday Night Bandwagon" on KHJ-Mutual Don Lee, September 11.

Frank Sinatra, Columbia's popular swoon-singer, wound up work before the cameras of his first starring motion picture "Higher and Higher" last week and prepared to train back to New York following last Saturday's CBS "Your Hit Parade" broadcast. Sinatra's present plans call for a return visit to Hollywood within the year.

Even the PBX has gone in for wartime streamlining at KHJ-Don Lee-Mutual studios. To save time, and give complete information at one full sweep to those who telephone Hollywood 8111, Miss Margaret Thomas, in charge of the switchboard at the station, has instituted a new response for the pre-war "Good morning, (afternoon, evening) this is the Don Lee Broadcasting System" greeting. Now the operators say "Good morning (afternoon, evening) KHJ-Don Lee-Mutual."

Sam Moore, one of "The Great Gildersleeve's crack script writers, loves Hollywood but thinks "it's the screwiest town." Dining at the "Derby" last week he was approached twice by autograph hunters—the first thought he was Joe E. Brown, the other was positive that he was Jackie Cooper!

Guest-star lineup for Columbia's "Burns and Allen" comedy half-hour during September was announced by Producer Carroll O'Meara. Brian Donlevy appeared with George and Gracie on September 14, Ray Milland on September 21 and Ann Sheridan on September 28. The "Burns and Allen" show airs from station KNX, Hollywood.

Johnny Johnson, Paramount contract player, who introduced "Old Black Magic" in "Star Spangled Rhythm," will be a weekly "visitor" to "Duffy's Tavern," handling the vocals on Ed Gardner's show.

K-G Signs Three New Sponsors

Boston—Three new sponsors have signed for "Songs of Cheer and Comfort," 15-minute transcribed series produced and distributed by Kasper-Gordon, Inc. Gulf Life Insurance Co., Pensacola, Fla., Kew-Bee Baking Co., Beckley, W. Va., and Quality Cleaners & Dyers, Winston-Salem, N. C., have contracted for the 26 disc shows which permit middle commercials, as well as opening and closing announcements.

America's Greatest Syndicated Show FUNNY MONEY MAN

ALLEN A. FUNT RADIO PRODUCTIONS 52 Vanderbilt Avenue New York City



Radio Is My Beat. . . !

● ● ● Captain Glenn Miller will direct a 40-piece orchestra featuring Corporals Mel Powell and Ray McKinley for the new series of Army Air Force programs, titled "I Sustain the Wings" which will NBComence Saturday. . . . Corp. Broderick Crawford will head the dramatic portions of the show. . . . For authorizing Thomas F. Armstrong, Executive Treas. of the company, to purchase a \$100,000.00 War Bond from Jean Bartell, this year's Atlantic City Beauty Contest winner on Wally Butterworth's "Take A Card" program on MBS, an "American Eagle" to Prexy Captain Eddie Rickenbacker of the Eastern Air Lines. . . . Something new in show business: Starting today, 5,000 New York City taxicabs will carry ads "selling" the clowning of Willie Howard in the Caesar, Lerner & Marks Musical, "My Dear Public" . . . . Jimmy Blair, Blue Net singer, switches to CBS and will be heard with Raymond Scott's swell orchestra. . . . incidentally this program directed by Chester Gierlach may be given two additional weekly spots. . . . it rates them. . . . Charlie Fuqua, guitarist with the Ink Spots, was inducted into the Army Tuesday and reports for duty in a fortnight. . . . Another new recruit for Uncle Sam's fighting men is Accordionist-conductor Henry Rene, heard on the "Musette Music Box," who reports for induction October first.

● ● ● After twelve years as an announcer, Bill Hightower, NBCut-up of the "Everything Goes," varieties, finally made good on the prediction of his college class, which voted him "the student most likely to succeed as a comedian". . . . When Eddie Cantor's "Time To Smile" returns to the NBCycles, Wednesday, September 29, he will introduce his newest singing discovery, Portland-born Nora Lou Martin, 22 year-old red-head who until recently specialized in "Cowboy songs". . . . Not only did the "WJZ Victory Troupe-Iccapades of 1944" stunt at the Madison Square Garden Tuesday nite, raise an additional \$6,026,000.00 for Uncle Sam's Third War Bond Fund, but it was a personal triumph for dynamic little Joe Seiferth, who seemed to be everywhere, getting his 'gang' to the mike, personally escorting prominent personalities to where Photogs could 'shoot groups' and seeing to it that his alma mammy, WJZ, was well-represented in the decorative and script parts of the proceedings. . . . And a low bow to Coca-Cola, for giving over to high-ranking Government officials, more than 100 minutes of the current week's "Spotlight Bands" air time, to plug the sale of War Bonds . . . . The Hewson-Armbrister fantasy which was 'sneak-previewed' over the Blue, starts as a sustainer on that station, October 9, Saturdays at 12:30 p.m.

● ● ● Fred Ellis "Tiny" Mayhew who emcees a program, called "Bouquets and Brickbats" on KASA, Elk City, Oklahoma, sent this desk the following: quote—a special bouquet for your splendid tribute to one of Radio's finest personalities. . . . I quoted your column of Sept. 8 in which you paid tribute to Frank Crumit. . . . A splendid dedication to a swell guy. . . . thanks to Ol Scoops Daly. . . . unquote. . . . When Paul Lavalle's new commercial for Stradivarii Perfume takes to the NBC ether, October 17, the string section of his orchestra will represent a million dollars worth of instruments. . . . Last week a contestant on the Ralph Edwards "Truth or NBCconsequences" zany was told to "hypnotize" a fellow-contestant, who supposedly in a trance, was to hurl a mud-pie at her "Svengali". . . . the lady's marksmanship rated "zero-minus" (at least to prankster Edwards) who, himself suffered the "consequences". . . . aforesaid, badly-aimed (or well-aimed, according to the way one views things) mud-pie landed smack-dab in Ralph's visage. . . . tee-hee. . . . Tom Seidel, who plays an important role in the soon-to-be-released Republicinema, "Someone to Remember," is the son of Emil Seidel, composer-pianist.

— Remember Pearl Harbor —

Chicago

By BILL IRVIN

DURWARD KIRBY, with the assistance of Sam Cowling, helper on his Blue Network matinee variety series "Blue Frolics," emcee the Breakfast Club, also on the Blue, this week in the absence of Don McNeill. Don and wife are planning a vacation to observe their 12th wedding anniversary. The careers of Kirby and Cowling are well known to listeners to Monday's airing of Blue Frolics, together they constitute the long and short of the emcee business, Kirby stands six feet, six inches, and Sam a mere five feet seven.

Truman Bradley, announcer on the Red Skelton show is being replaced by Patrick McGehee, effective with Skelton's initial broadcast on his return to the air Tuesday night.

The Brown and Williamson Tobacco Company's Friday night quiz show on NBC "People Are Funny," which commercials heretofore have boosted Raleigh cigarettes henceforth will plug "Wings."

Engineers at the WMAQ transmitter near Bloomingdale, Ill., are reaping a bountiful harvest from their two-acre truck garden.

News analyst Clifton Utley sponsored by Planters Peanuts on 5 to 5:15 p.m. broadcast Tuesdays Thursdays over WBBM and by Interstate Bakeries Monday, Wednesday and Friday.

Pvt. Paul T. Berg, former of artist in the NBC central division advertising and sales promotion department, is now stationed at Corvallis, Oregon. Replaced him at NBC is Joy Mabie, daughter of Louise Massey and Milt Mabie of westerners, featured on NBC's "Leveille Round Up."

Newest addition to WLS continuing department is Lothar Simms who comes to the station from the Army where he served as a chaplain for months.

... he would like to join one of the following—a Radio Station Advertising Agency, Station Representative, or a Publicity Organization

in and Advertising Promotion and/or Publicity Capacity

Seven years' experience and entire capable of giving your organization just the lift it needs. Twenty-eight years old, 4-F, and can present excellent references. Box 000, Radio Daily, 1501 Broadway, New York City.

# In the works

## A New, National Advertising Campaign to create larger audiences for Blue Network Programs

Advertisers using The BLUE know from experience that The BLUE, for the past three years, has been doing the “head-and-shoulders” job of building audiences for BLUE programs.

This has been accomplished through our “Audience Building Kits”—and the wholehearted cooperation of our stations from coast to coast.

IN THE WORKS NOW—is a new, national advertising campaign to be conducted by The Blue Network and its affiliated stations—to build still larger audiences.

We’ve been working on plans for the

past year or so; we’ve developed many “blaze-the-trail” ideas; and with more and more good new programs starting on The BLUE—we’ve got much more to offer the radio homes of America than ever before.

AND WE ARE GOING TO CALL THEIR ATTENTION TO ALL OUR PROGRAMS — to build more audiences and better ratings for our advertisers—to continue to make The BLUE A CONSTANTLY BETTER BUY FOR OUR ADVERTISERS.

Watch for the full story of The BLUE’s new Audience Campaign.

*The Blue Network*

A RADIO CORPORATION OF AMERICA SERVICE

## PROGRAM REVIEWS

## Edgar Bergen

In the advance guard of network shows returning for another season was Edgar Bergen in his usual Sunday 8-8:30 p.m., EWT slot over NBC along with the "meal ticket" Charlie McCarthy, fresh as the proverbial daisy both as to material and style of presentation. Regular members of the cast in addition to the Ray Noble orchestra are William Gaxton and Victor Moore. Humphrey Bogart was the guest star who bantered with Charlie. This particular business was built around Charlie's recent purchase of a small jail house for war bonds and his effort to rehabilitate the place on a scale of unexcelled grandeur.

With so excellent a troupe, it is difficult to imagine a show missing at any point and this held true of the Sunday night program. Gaxton and Moore, old showmen of vaudeville and musical comedy, make the most of their script, with Moore's lackadaisical delivery doing the rest. Noble continues to purvey excellent arrangements and as a straightman clicks regularly what with the British accent and nonchalant handling of situations that fail to excite him.

Chase & Sanborn coffee still is in the commercials while Standard Brands' new vitamin product Stammers, also comes in for a plug toward the close. For a first show of the season, Bergen and McCarthy got away to an excellent start. Laughs were plentiful and a tribute to Joe Bigelow's consistent pen.

## Lindlahr's 6th Yr. On WOR Under Serutan Sponsorship

Victor H. Lindlahr, author of the nutrition book "You Are What You Eat," returns to the air for the sixth year under the sponsorship of Serutan, presenting a food program in co-operation with the government beginning Monday, September 20, Monday through Friday at 9 a.m. for 15 minutes. Spector, Inc. placed the 52-week account. His program format will emphasize the need of eating the right foods during the current food rationing and shortages.

## P. &amp; G. Name Successor To "Snow Village" On NBC

A new script show, tentatively titled "Sharp Corners," will replace "Snow Village" on NBC when that serial of bucolic life ends it run on Fri. Oct. 8. The new program, like its predecessor, will be sponsored by Procter & Gamble Co., and will be heard Monday through Friday, 11:30 to 11:45 a.m.

Ruth Adams Knight is scripting "Sharp Corners"; Chick Vincent will direct and Corlis Wilbur will supervise production.

## ★ PROMOTION ★

## WLW-WSAI Bond Drive

"Back The Attack" is the slogan that will be heard many times over WLW and WSAI, Cincinnati during the Third War Loan drive.

Aimed at stirring competitive spirit and the desire to buy in its four-state midwest area WLW is broadcasting at frequent intervals throughout the drive reports from bond headquarters in the four states as to the progress of the campaign. For the benefit of its rural listeners the WLW "Everybody's Farm Hour" program is presenting state directors of agricultural and rural division on the war bond staffs to report on the drive among the farmers.

Each day during the drive WSAI schedules a 15-minute broadcast at 8:15 a.m. to promote general interest in the drive. Included are music and daily reports of War Bond sales as received from the Ohio bond headquarters in Cleveland.

As in the past OWI spots on both stations are being devoted in part to Treasury material.

Kick-off for the drive was a special dramatization of the events of the war from Pearl Harbor to the present highlighting the sacrifices the boys in the fighting forces are

## CJAT-Woolworth Tieup

Canadian National Carbon recently tied in with variety stores throughout Canada in the drive to sell War Saving Stamps. One of the outstanding station promotions for this effort took place at Trail, where CJAT carried through a mutual promotion plan with the local F. W. Woolworth store.

Canadian National's "Eveready Early Bird Frolic," heard over CJAT, show gave week to week reports on the drive and featured interviews with "Miss Canada" girls. One whole corner of Woolworth's was specially decorated to frame a CJAT loudspeaker over which a continuing series of special war shows were broadcast. Loudspeaker was framed by a baffle board colorfully lettered, "Tune to Eveready Early Bird Frolic over CJAT."

Station-store tie-up contributed to Trail's exceeding its quota by more than 50 per cent.

making and asking homefrontiers to keep on buying bonds to the limit. The program a half-hour in length was carried by WLW and WSAI and the other three Cincinnati stations; the script was written by Van Woodward continuity chief of WLW-WSAI.

## "Voice Library" Sues To Restrain Quiz Show

Audio-Scriptions, Inc., "a library of voices," has filed suit for a temporary injunction against Bamberger Broadcasting Service, WOR Program Service, N. W. Ayer and National Dairy Products Corp. to restrain these organizations from broadcasting the quiz show "Guess Who?" (WOR, Wednesday, 9:30 to 10 p.m.). Plaintiff claims it had registered both name and program idea with the Bureau of Copyright in 1942.

Hearing on the case was postponed until Monday, September 20, and show, which is sponsored by National Dairy for Sheffield Farms, went on the air last night as scheduled. Agency is consulting with attorneys today, and will appear at the Supreme Court Chambers Monday morning to represent the defendants.

## Report Reader's Digest Planning Show On Blue

Reader's Digest reported as lining up a new show for the Blue Network, using 135 outlets. Tentative time set is Thursdays 10:15-10:30 p.m., EWT with the starting date Oct. 7. BBD&O is the agency. Type of program is undetermined at this time. Understood that the client's program on CBS is not affected.

## KOB, Albuquerque, Joins NBC

KOB, Albuquerque, N. M., joins the NBC network October 1 as a member of the Mountain group.

## WHIP, Sold To Ex-Owners At Receivership Sale

(Continued from Page 1)

The purchase price for the transmitter and two towers was given as \$28,000 additional real estate, housing, studio and other equipment will bring the total price to well over \$100,000.

The station, with power of 5,000 watts, will be operated by the Calumet Broadcasting Corp., incorporated under the laws of Indiana, with Dr. George F. Courier as president and Doris Keane as managing director. The Rev. Val Karcz of Gary will be associated with WHIP, it was announced, in charge of educational and religious radio activities of the Catholic church, under the supervision of the Rt. Rev. John Noll, bishop of the Fort Wayne, Ind., archdiocese.

The station has been off the air since February, 1943. It has been operated since May, 1943, as WJWC by the Marshall Field interests, represented by John W. Clarke. During that period emphasis was placed on news broadcasts, with the station listed as the air edition of the Chicago "Sun," the Marshall Field Chicago morning newspaper.

## Gets "Truth or Consequences"

Springfield, Mass.—"Buy War Bonds or take the consequences" is the slogan that Ralph Edwards has adopted for his "Truth or Consequences" broadcast from Springfield on Saturday, Sept. 25, on NBC at 8:30 p.m., EWT. The radio show's appearance here will be the highlight of the local Third War Bond drive.

## AGENCIES

DANCER-FITZGERALD-SAMMERT is the name of the new agency which will replace Blackett-Sample-Hummert when the latter dissolves December 31, 1943. Mix Dancer, Cliff Fitzgerald, both B-S-H vice-presidents, are joining John G. Sample as full partners of the new agency. Frank and Anne Hummert will continue to produce their shows as Hummert Radio Productions, and their services will continue to be available to D-F-S clients. I. Blackett's plans have not been announced.

H. E. HUDGINS COMPANY, Baltimore agency, has merged with Georges & Keyes, Inc., New York with reorganization plans calling offices in New York and Baltimore Agency will operate as St. George Keyes, Inc.

J. WIDMAN BERTCH has been elected vice-president of Gey, Cornell & Newell, Inc. He will make his headquarters in Washington and will act as account executive serving the War Department. He has been deputy director of the salvage section of the WPB.

ROBERT S. CONGDON, for five years a member of the sales promotion and merchandising department of McCann-Erickson, Inc., has been assigned to the service department.

CALDWELL-BAKER Company Indianapolis, Indiana, is running a 15-minute "Folk Singer" program produced by Joseph Jacob Jewish Market Organization for Kemp's Sun-Ray Tomato Juice, Tuesday and Thursday mornings at 8:45 on WEVD.

## Treasury Assigns CBS Sept. 21 As "Bond Day"

(Continued from Page 1)

either in the form of continuity written into the scripts or in announcements. Every station break on Columbia on September 21 will contain a War Bond message.

Batteries of telephones have been placed in the studios of all CBS affiliates and listeners will be invited to phone their Bond pledges. The phones in each station city will be manned by stars of radio, stage and screen who will personally take orders for Bonds and thank the purchasers. The celebrities, among whom there will be many CBS stars, will be assigned to their posts by the Treasury Department.

CBS' War Bond Day on September 21 is in addition to the intensive local campaigns now under way on WABC, the network's New York City outlet, and on all Columbia stations. The local campaign run for the full three weeks of the Bond drive, as does the special CBS network program, featuring famous orchestras, broadcast on Mondays, Wednesdays and Fridays from 6:15 to 6:45 p.m., EWT.

# Hits Web "News" Policy

## Kaltenborn Scores CBS In Handling News Policy

(Continued from Page 1)

Discuss standards of newscasting and personnel, also the future of radio news. NAB news committee was organized and from the NAB were Neville Miller, president; Willard Egolf, assistant to Miller, Walter Dennis, chief of the NAB News Bureau and Dorothy Lewis. Network news heads included William Brooks of NBC; G. W. Johnson of the Blue; George Combs of WGN and of course Paul White of CBS.

### Statement Came As Surprise

News commentators included in addition to Kaltenborn, Cecil Brown, Percy Howe, Bob Trout, and others, mostly members of the ARNA.

Kaltenborn sitting opposite White started off his speech with reference to his start in the newspaper field and how he carried his belief in free speech to the airways and with the "tolerable operation of courageous broadcast-

ers" had maintained it ever since. He then mentioned Paul White, and Edward Klauber, former executive vice-president of CBS and their efforts to hold down the personal editorial opinion he was wont to express. Apparently the direct reference to himself was very much unexpected by many of the much less others and White.

Mr. Kaltenborn concluded, arose to say that he had not come prepared with a script. Egolf of the NAB spoke in new words and subsequently Neville Miller tactfully changed the subject.

When the ARNA was formed some months ago, and adopted a six-point Code of Ethics, one of them, the sixth, proscribed all forms of "censorship" more than that required by government authority. Paul White a short time later, gave CBS' stand on the policy of commentators. Since then, Sept. 7, 1943 White reiterated this stand regarding CBS news policies.

CBS news analysts. Kaltenborn's speech at the meeting follows, in full with the exceptions of the opening references to his days and the closing remarks.

"No news analyst has ever developed a loyal following without expressing his personal opinion. No news analyst will. No news analyst worth his salt should be or would be completely neutral or objective. He shows his editorial bias by his act of selection or rejection from the mass of news material placed before him. He often expresses his opinion by the mere use of shading or emphasis. He selects a speech, or interview, or public statement, the particular sentences or paragraphs to appeal to him. Every exercise of his editorial judgment constitutes an expression

of opinion. If he is worth listening to he will excite some controversy even if the subject he discusses is not usually considered controversial.

"The one dominant rule that has guided me through half a century of work as reporter, editor and commentator has been the advice Polonius gave to Laertes, 'This above all—to thine own self be true—And it must follow as the night the day—Thou canst not then be false to any man.'

"The argument that commentators should have no opinions because only a limited number can be put on the air is false. Newspaper space is also limited. Only a certain number of columnists can get their material printed. Today we have almost as many commentators with a national following as we have columnists with a national following. I have enough faith in the technical growth and expansion of radio to believe that there will be time on the air for every commentator who deserves and who can hold a large national following.

"The radio news analyst cannot and should not function night after night as preacher or soap box orator. He cannot constantly make himself the medium for passionate expression of personal or minority opinions. By and large his statements should not offend the majority of his listeners. But it is altogether too easy for timid broadcasters to go too far in catering to the sensibilities or special interests of a squeamish or powerful minority. It is also easy to go too far in assuming that what is spoken over the air must be suitable for all ages, all mentalities, all tastes and all opinions.

### Notes 6-Point Code

"Our American broadcasters deserve high praise for their rapidly developing courage and independence. They are entitled to congratulations for the increasing development of programs, which only appeal to specific groups. This willingness to forget and forego radio's so-called mass audience is responsible for the high cultural and educational value of so many radio programs.

"As most of you know, the Association of Radio News Analysts recently adopted a six point Code of Ethics. Concerning the first five points there was no dispute. They conformed to what is generally accepted as good broadcasting practice. They endorse some of the fine standards already set up by the National Association of Broadcasters.

"The sixth point, that relating to censorship, was challenged by my good friend Paul White, News Director of the Columbia Broadcasting System. Let me read this paragraph and briefly discuss its implications.

"The Association opposes all censorship of broadcast material, except insofar as duly required by governmental authorities in the interest of public safety during a national emergency.

"The members of our Association believe that competent news analysts, who adhere to the standards set forth in our Code of Ethics, do not need to have every piece of their copy censored by the copy desk of the News Department.

"Paul White believes that such censorship is essential. He considers that it is necessary in the interest of accuracy, improvement of material, and to make it conform to established CBS news policies.

"One of those policies is to prevent any news analyst from discussing controversial topics. May I suggest here on the basis of my broadcasting experience that any topic seems to become controversial whenever any listener objects to what you say about it. To prevent a news analyst from discussing topics that are or could become controversial is to transform him into a news reporter.

"In my own case it would be impossible for anyone to censor my copy because some part of what I say is extemporized. I have always extemporized my comments on last-minute news bulletins. On one occasion while working under Paul White, I extemporized one hundred and two broadcasts over a period of 20 days. And I'm just wondering what would have happened to me in the Munich Crisis if Paul White's 1943 rules had been in effect at that time. Yet in publishing the text of the CBS Munich Crisis broadcasts in book form CBS pointed with pride and said: 'We hope this book will interest you as a permanent record of what radio is doing today to keep a democratic

people accurately and fully informed on matters of vital concern to them.'

"But now, if we are to believe the CBS News Director, all the people who would dare to express a personal opinion on a crisis or anything else are gone from Columbia forever to return. In referring to commentators who have an honest opinion and who do not hesitate to express it on the air Paul White told the Associated Press Managing Editors Association in Chicago the other day, 'We have just gotten rid of the last one.'

"I don't know who he was, but unless all the members of the National Association of Broadcasters have lost their good sense he will soon find a radio job elsewhere. And anyhow, the excellent foreign staff which Columbia maintains overseas still seems able to escape the deadening influence of the copy desk blue pencil on the expression of opinions.

"Here is a suggestion which I make to you broadcasters in the most friendly spirit. Don't hamstring the great cause of free speech on the air by adopting a rigid code of rules to govern radio commentators.

"Hire the best men you can get for the money you can pay. Tell them frankly what you expect; what you are trying to do on your station or your network. And then give them their leads. If they get out of line, correct them. If they continually violate what you deem to be an essential policy, fire them. But don't pretend that you are going to be able to keep a commentator worth his salt from expressing his personal opinion. Every competent news analyst has opinions, and they are bound to come out in the way he selects his material and puts it on the air. You will only reduce his value to your organization and to your radio audience by censoring everything he does."

Paul White's restatement, regarded as an answer to Kaltenborn's talk and the stand of the ARNA follows:

"This is a restatement of Columbia's policies in regard to news analysis, an explanation of their reasons for being, and a declaration of our intention to enforce them rigidly to the end that the American listening public will be best served.

"Please do not expect anything new in this memorandum. No innovations are involved. It is sent you at this time merely because there have been occasional instances recently in which there seemed to be a lack of clear understanding of our policies both on the part of news analysts and of our editors. I trust this will clear up any confusion which may have existed, especially among newer members of our staff. If not, then I shall be all too happy to discuss these matters with you personally at greater length and supply you with fresh copies of previous material dealing with our policies.

"First off, let it be emphasized that Columbia has no editorial views except in regard to radio itself. By extension, those men selected by us to interpret or analyze the news must also refrain from expression of editorial opinion or our non-editorial position becomes an empty shell.

"Each of you has been chosen by us because of your background and knowledge, insight, clarity of thought and special ability to make yourself understood by vast audiences. We feel we have faced and met a considerable responsibility in your selection. We now feel that you must meet and face much the same responsibility in writing your analyses. For we have said to ourselves, 'We will not choose men who will tell the public what they themselves think and what the public should think.' And we ask that you say to yourselves, 'We are not privileged to crusade, to harangue the people or to attempt to sway public opinion.'

"In our view, then, the function of the news analyst is to marshal the facts on any specific subject and out of his common or special knowledge, to present these facts so as to inform his listeners rather than persuade them. The analyst should attempt to clear up any contradictions within the known record, should fairly present both sides of controversial questions and, in short, should give the best available information upon which listeners can make up their own minds. Ideally, in the case of controversial issues, the audience should be left with no impression as to which side the analyst himself actually favors.

## States Competent Analysts Need No Censors

"The news analyst, so restricted in the expression of his personal beliefs, may argue that he is being denied freedom of speech, that if he were employed by a newspaper or a magazine, he would have much greater latitude in speaking his mind. This argument brings us to the reasons for the policies I have just enunciated and the best way to deal with those reasons is to declare at once that there is a very considerable difference between the radio station or network and a newspaper or magazine.

"The essential contrast is supplied by the available opportunities for publication and for broadcasting. Nothing except lack of funds or unwillingness to risk them prevents anyone anywhere from starting a newspaper, a magazine, or a publishing house. Within the laws of libel, obscenity and sedition, the publisher is then able to say editorially anything he wishes to say, or to hire men to say it for him. But in the case of broadcasting, there are only a certain number of frequencies available for broadcasting stations and by the same token, only a limited number of networks can be created and maintained on a national basis. It is this limitation which makes for the basic difference between broadcasting and the press, from which stems our non-editorial policy. Without such a policy it is easy to see that a powerful and one sided position on serious issues could be created for a small group of broadcasters locally, regionally or nationally.

### Asks Not Abuse Privilege

"The threat of such unbalanced power, is inimical to a democratic and free radio and to democracy itself.

"As for those radio news analysts who cry out that the limitations which our policies impose on them threaten freedom of speech, I think the opposite is true. For we have set aside regular broadcasting periods in which controversial issues of the day can be and are discussed first by one side, then the other. We have declined repeatedly to sell time for the discussion of these issues, so that the greater amount of time (and with it the effective control of public opinion) would not be at the disposal of the side prepared to spend the most money.

"Actually freedom of speech on the radio would be menaced if a small group of men, some thirty or forty news analysts who have nationwide audiences and have regular broadcasting periods in which to build loyal listeners, take advantage of their 'preferred position' and become pulpsters. To permit these men to preach their own views would be to create for CBS news a super-editorial page, instead of no editorial page at all. Then freedom of the air, within the genuine spirit of democracy, would be merely a hollow phrase. There is no sense to the idea of erecting a barricade that will protect public opinion from one-sided assault and then drilling holes in that defense whereby men in our own employ are permitted such assault.

"Our policies are meaningless unless strictly enforced and every news editor is held accountable for their enforcement. We are quite aware that other networks and individual stations may not as yet have similar policies. We hope that in the interest of furthering a free and democratic radio, all of them will come to agree with us. But whether or not they do, we want CBS World News to continue to set the highest possible standards of news objectivity and to retain its leadership in public confidence."

### NEWSCASTER WANTED!

Experienced man; strong air personality; must know how to handle news for 50,000 watt station.

Write, outlining background, to—  
Box 752, RADIO DAILY  
1501 BROADWAY N. Y. C.

Renewals Prove Results

# WTBO

Kc. Cumberland, Md.

# WABC-6 Newspapers In War-Loan Tie-Up

(Continued from Page 1)

as well. Nature of the tie-up is held to be unprecedented, in New York, at least.

In each case the staff members of the newspaper will be supplied with scripts and ample production facilities and originate the respective shows from such places as the Stork Club, Club 21, Versailles, Copacabana and others.

Schedule which got under way last night or early this morning (12:05-12:45 a.m.) had the N. Y. "Journal-American," from Club 21 included Ted Husing, Louis Sobol, John Garfield, Ralph Bellamy, Carole Landis, Ann Rutherford, Joan Merrill, Phil Baker, Jerry Wayne, Morton Downey, Milton Berle, Bert Wheeler and Choo Choo Johnson. Both CBS and the Treasury Dept. are helping to supply the stars supplementing the work of the newspaper staffs. Earlier in the day yesterday the "Journal," which ran two-column box with CBS special phone number, listed the complete bond schedule starting at 11 a.m. since after each show on WABC network or local, such names as Major Bowes, Dorothy Killgallen and others work on the phone after their show. At 11 a.m. for instance, there was Killgallen, Dick Hames and Conrad Nagel; 3:30 p.m. Sgt. Barney Ross and Lean Cagney were heard; 6:15 p.m. had Max Kase, Babe Ruth, Mel Ott, Milton Berle, Raymond Scott, Ella Fitzgerald and Perry Como; 11:15 p.m. Rose Pelswick, Margaret Lindsay and Roland Young. Stodgy interviews are being scrupulously avoided. "Journal" incidentally, started the story on page one and carried it throughout the paper.

(It was reported early this morning that the troupe was responsible for Bond sales in excess of one million dollars, and it is expected that by the end of the special Bond rally the total would reach about \$1,500,000. Whereupon, the troupe adjourned to re-convene at the WABC-CBS studios to receive additional bond orders personally over the telephone. Grand total will be announced later.)

### Other Newspaper Skeds

Tomorrow is the "Daily News" day, which will originate from Club Versailles and this is believed to be the first radio tieup in which the "News" has agreed upon. Columnist Ed Sullivan and other well known staff men as well as stars will be heard. Monday, Sept. 20 the "Mirror" will hold forth from the Stork Club with Nick Kenney heading a strong array of names including Lee Mortimer, Harry Hershfield, Caswell Adams, Spud Chandler, ace Yankee pitcher and

# Coast-to-Coast

**PHILADELPHIA, PA.**—A "first is claimed by WIP on the broadcasts of two major disasters—the wreck of the Congressional Limited and the Broad Street Station fire. First broadcast of the description together with eye-witness accounts of the wreck were carried by WIP and led to Mutual, station says. WIP mobile unit transcribed the account on the scene of the catastrophe and at the hospital bedside of some of the victims. Station also aired the first news of the 8-alarm fire at the PRR's Broad Street terminal, and followed it up with an on-the-scene description of the blaze.

**MARION, OHIO**—Staff of WMRN are enjoying free cigarettes as evidence of the speed of radio reacting time. Recently a distraught lady phoned that her pet dog was lost. As a human interest item the news was included with the "Local News" broadcast. Three minutes after the announcement was aired, the dog was found, and ten minutes following that the happy owner tendered thanks to the station with cartons of cigarettes.

**KEARNEY, NEBR.**—Charles Acton Lewis, formerly with KMTR, Hollywood, has been appointed program director and news editor of KGFW... Majorie Davis, continuity writer, has been named KGFW women's director.

**SAN ANTONIO, TEXAS**—Jeanne Searl and Margie Wyatt are the latest additions to the staff of WOAI, joining the publicity and traffic department respectively... Emilio Caseres, violinist, formerly appearing on various WOAI studio programs, has left San Antonio to join Abe Lyman's NBC "Waltz Time" orchestra... Texas Gulf Sulphur Co., as a public service, are airing a series of 39 weekly quarter-hour broadcasts over the Texas Quality Network and WOAI at 1:15 p.m. each Sunday. Titled "Texas At War," shows tell of Texas' contributions to the nation's war effort in dramatic format.

many others. Wed., Sept. 22, the "Herald-Tribune" will come on with a powerful array of editorial talent headed by Walter Lippman, Howard Barnes, dramatic editor; Kay Vincent, fashion editor, Major George Fielding Eliot, Standley Woodward, sports editor and Dorothy Thompson, and others from the Copacabana where the program will originate.

Monday, Sept. 27, the newspaper "PM" will come on from a prominent spot to be selected and on Wed., Sept. 29, the N. Y. Evening "Post" will do its show. In each case sales will also be made at the originating points.

### Theater Tie-Ups

As part of its local station participation for the Treasury, WABC has also tied up with theaters away from Broadway such as in Queens, Staten Island, the Bronx and similar points. Special midnight shows will be picked up from now through early October.

**RICHMOND, IND.**—WKBV, little sister station of WAOV, Vincennes, Ind., made its bow on the airlines at the time of the inauguration of the Third War Loan drive. Outlet featured Singin' Sam on a state-wide broadcast that was carried by WAOV.

**MEMPHIS, TENN.**—Edgar C. Deffenbaugh, former production manager for WSOY, Decatur, Illinois, has begun new duties as production manager for WMC. He replaces Earl Moreland who is entering the service. Prior to working at WSOY, Deffenbaugh was with WJPF, Heroin, Illinois.

**HARTFORD, CONN.**—After a summer vacation, the WDRC orchestra is now back on the air for the "Ad-Liner" show from 4:45 to 5:30 p.m., EWT, each weekday afternoon. Orchestra is also heard nightly over W65H, FM subsidiary of WDRC. Conductor is Joseph Blume.

**ROCKFORD, ILL.**—Broadcast of the home games of the Camp Grant football team will be carried by WROK. Schedule includes Michigan, Wisconsin and Marquette. Local finance firm, Viner and Shields, has signed for sponsorship. Same company has been sponsoring the season's baseball broadcasts over WROK.

# Post-War Prosperity For Radio Companies

(Continued from Page 1)

radios in a matter of 60 days," McDonald said. "There is going to be an immediate and tremendous post-war demand for new radios. In no time, the volume of replacement business due to the junking of sets is about 10 per cent of the radio in use, but the acute shortage of service men in the past 18 months caused the scrapping of many which would normally be served and the obsolescence rate has gone up to 20 to 25 per cent.

"Even without considering the improvements which will make existing sets obsolete, and I am crystal-gazing when I say this, there will be an immediate market for millions of radios."

### War Stimulated Expansion

"War has brought such tremendous expansion in the field of radio that there is more reason today than ever before for Zenith to continue its policy of non-diversification and confine its effort to the field in which it has been identified throughout its corporate history," he added.

Mr. McDonald also reported production backlog orders of Zenith Radio Company now stands between \$115 and \$120 million. He added that if no material or labor difficulties arise, the bulk of these orders can be delivered this fiscal year.

EDGAR BERGEN

CHARLIE McCARTHY

MORTIMER SNERD

Chase and Sanborn Hour

Sunday Evenings



1	9	4	3			
2	5	6	7			
17	18	19	20	21	22	23
24	25	26	27	28	29	30

September 16

Mary Hunter James W. Ingoldsby

# RADIO DAILY

The National Daily Newspaper of Commercial Radio and Television

24, NO. 55

NEW YORK, N. Y., FRIDAY, SEPT. 17, 1943

TEN CENTS

## NAB News-School Plans

### 'Relations' Group Sets Up Working Plan

Public Relations Committee of the NAB yesterday adopted a complete working plan of public relations for the industry, it was revealed yesterday following the two-day series of meetings held in New York, some in session with the News Committee. The plan which got its start at the recent NAB convention in Chicago calls for active participation of station management. Additional details of the plan will be made available to stations via district and

(Continued on Page 8)

### Willkie On WABC War Bond Campaign

Wendell Willkie will join the War Bond drive when she goes on the air with Prudence Penny, editor of the New York "Daily Mirror" next Monday 11-11:15 a.m., following Mrs. Willkie's appearance on the air to buy War Bonds and receive orders over the phone. Sunday Wendell Willkie did the

(Continued on Page 8)

### Against Mutual's Transcription Repeats

Following a definite stand against the plan for the re-broadcast of transcriptions made of shows originated on other networks, the members of the Columbia Broadcasting System's Advisory Board yesterday unanimously approved the following

RESOLVED that, in view of the

(Continued on Page 2)

### Hardy Perennial

New York—"Just Plain Bill," that perennial among serials on radio, begins its twelfth year on the air on Monday. Conceived by Fred Hardy and Anne Hummert in 1932, "Just Plain Bill" dispenses barber shop philosophy in mythical Hartville. Show heard Mondays through Fridays 10:15 p.m.-11:15 p.m. EWT. with timely quotations for America's fighting forces.

### WLB-AFM Monday

War Labor Board Panel hearing the dispute between the American Federation of Musicians and the transcription companies yesterday postponed the hearing which was scheduled to resume this morning in New York. New date set is next Monday, 2 p.m. in the Fiske Building at the offices of the State and U. S. Mediation Board offices.

### NBC Stresses Quality Public Service Shows

Attainment of public service programs of still greater quality during the next year was the goal set for the NBC public service department by Niles Trammell, president, yesterday at the conclusion of a two-day department meeting at which Dr. James Rowland Angell, public service counsellor, presided.

Trammell expressed satisfaction with the development in the public

(Continued on Page 7)

### New Advertising Agency Formed By Hill Blackett

Formation of a new advertising agency under his own name has been announced by Hill Blackett, third in the trio of partners comprising Blackett-Sample-Hummert to make public his plans following the news of the latter agency's dissolution as of December 31, 1943.

Complete staff for the new agency

(Continued on Page 2)

### Blue Increases Gratis Time For War Effort Programs

### Press Associates Chief In Chicago Gets Sponsor

Chicago—Consolidated Royal Chemical Co., of Chicago has signed Robert F. Hurligh, central division manager of Press Association, Inc. as commentator for their Saturday 15-minute news period over WBBM (10-10:15 p.m.). Beginning Sept. 18 program, in

(Continued on Page 2)

### Committee Will Aid Colleges To Set Up Courses To Relieve Help Shortages In Radio News Bureaus

### CBS Promotes Kemp; Other Staff Changes

Arthur J. Kemp, for the past four years Pacific Coast Sales Manager for the Columbia Broadcasting System with his offices in San Francisco, will become manager of the Detroit office for the CBS network sales department, beginning October 4, William C. Gittinger, CBS vice-president in charge of sales, announced yesterday. In announcing Kemp's appointment

(Continued on Page 7)

### Announce Staff Changes At Yankee Network, Boston

Boston—Herbert Rice, former program director of WKBW, Buffalo, has been appointed special assistant on production and sales to Linus Travers, executive vice-president for WNAC and the Yankee network. Another

(Continued on Page 2)

### President's Speech To Be Broadcast, Oct. 5

President Franklin D. Roosevelt will be heard in a special broadcast launching the National War Fund Drive Tuesday, October 5 at 10:30 p.m. EWT. All networks will carry the talk.

First major undertaking of the recently organized Radio News Committee of the NAB will be the setting in motion practical plans to assist schools and colleges to install courses in radio news technique and broadcasting. This was revealed following the first meeting of the Committee held in New York the past two days.

Committee also went on record along with the Public Relations Committee, that responsibility for broadcasting rests solely with the station and network managements.

Regarding the plan to assist schools

(Continued on Page 7)

### Chicago Schools Get Own FM Programs

Chicago—Station WBEZ, new FM station of the Chicago public schools begins its first year of full-time operation Monday, Sept. 20. The schedule calls for three and a half hours of broadcasting daily, from 10:30 a.m. each school day until 2:30 p.m.

The station, which began experimenting last spring, will carry in

(Continued on Page 8)

### Philco Income Gains Over 1942 Earnings

Net income for the second quarter of 1943 for Philco Corp. totaled \$817,580 or 60 cents a share according to the firm's second quarter report.

(Continued on Page 2)

### Verbal Bombing

New York—Jack Benny, reporting from Cairo recently by shortwave, described seeing pictures of Fred Allen on Army bulletin boards with the legend: "Don't Let This Happen to America." Now Fred is seeking an OWI shortwave outlet for an international retort to note an equally stupendous quip to harass his fiddlin' contemporary on his return to NBC, Oct. 10.



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JOHN W. ALICOATE : : : Publisher

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

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FINANCIAL

(Thursday, September 16)

NEW YORK STOCK EXCHANGE

Table with columns: High, Low, Close, Net Chg. Rows include Am. Tel. & Tel., CBS B, Crosley Corp., Gen. Electric, Philco, RCA Common, RCA First Pfd, Westinghouse, Zenith Radio, Nat. Union Radio, Farnsworth Tel. & Rad., Stromberg-Carlson, WCAO (Baltimore), WJR (Detroit).

Philco Income Gains Over 1942 Earnings

(Continued from Page 1) ing report. This sum compares with adjusted earnings of \$557,842 or 41 cents a share in the same period in 1942. The consolidated net income of Philco Corp. for the first six months of 1943 is placed at \$1,526,282 or \$1.11 a share on common stock. This compares with 84 cents a share during the same period last year. July shipments of the company which consisted mainly of radio and electronic equipment was the largest single month ever achieved by Philco and is expected to be exceeded before the year is out, in the opinion of John Ballantyne, president.

THIS LITTLE BUDGET WENT TO WORL BOSTON MASS. Image of a piggy bank.

Blue Increases Free Time For War Effort Programs

(Continued from Page 1) contributed by the Blue increased from 72 hours and 24 minutes in August of last year, to 96 hours and 38 minutes in August, 1943. Time devoted by the sponsors also went up, from seven hours and 55 minutes to 22 hours and five minutes.

Co-incident with the foregoing announcement the Coca-Cola Company, sponsors of the "Victory Parade of Spotlight Bands," on the Blue disclosed yesterday that it is turning over five minutes of each program to government officials for a "report to the nation" on the Third War Loan Drive. Among government officials scheduled to make reports this month are Henry Morgenthau, Jr., secretary of Treasury; Elmer Davis, head of OWI; Donald M. Nelson, head of WPB and Joseph B. Eastman, director of the Office of Defense Transportation.

Blue Bond Day Sunday

In cooperation with the United States Treasury Department, Blue Network will observe "Bond Day on the Blue" this Sunday, Sept. 19, from 8 a.m., to 1 a.m., EWT.

From dawn to closing, the network will delay the start of each broadcast for War Bond appeals by leading military, civic, and radio figures speaking from both this country and abroad, and wounded heroes now recovering at Army and Navy hospitals in this country.

CBS Against Mutual's Transcription Repeats

(Continued from Page 1) wastage of radio facilities which would result from the indiscriminate duplication of radio programs in the same areas, the proposal for transcribed rebroadcasting, of programs originally broadcast over one network, by another network is contrary to the public interest, and the members of the Columbia Affiliates Advisory Board hereby request Columbia to take all possible steps to discourage any such practice.

This resolution was passed at the Fall meeting of the board held in New York on September 15 and 16. Members of the CBS Affiliates Advisory Board attending the meeting were Franklin Doolittle, WDR, Hartford, Conn.; John M. Rivers, WCSC, Charleston, S. C.; Hoyt B. Wooten, WREC, Memphis, Tenn.; C. W. Myers, KOIN, Portland, Oregon; I. R. Lounsberry, WKBW, Buffalo, N. Y.; Arthur B. Church, KMBC, Kansas City, Mo., and Leo J. Fitzpatrick WJR, Detroit, Mich.

Announce Staff Changes At Yankee Network, Boston

(Continued from Page 1) newcomer to the Yankee network staff is Robert Martineau, formerly of WHT, Hartford, who becomes supervisor and co-ordinator of local sales for WICC, Bridgeport; WEAN, Providence and WAAB, Worcester.

New Advertising Agency Formed By Hill Blackett

(Continued from Page 1) has already been aligned, Blackett said. "The men who will join me are all men who have been with Blackett-Sample-Hummert six years or longer," he declared. "Some have been with us for over 12 years. They are all men who have played an important part in the production of advertising, merchandising plans and radio shows which we have produced for clients. Advertising copy and radio shows will continue to be written and produced by the same men who have produced them in the past."

Has Well-Known Accounts

Declining to reveal the agency's clients until some later date, Blackett stated that the agency would start with a list of well known advertisers.

Following list of officers will leave B-S-H to join Blackett's firm: Marvin Harms, vice-president of the present agency, formerly advertising director of Pabst Blue Ribbon Beer; Robert G. Wilson, vice-president of the present agency, formerly with J. Walter Thompson, Ruthrauff & Ryan and Sears, Roebuck & Co.; Kenath T. Sponsel, B-S-H vice-president, formerly with Curtis Publishing Co. and Erwin, Wasey & Co.; Lloyd C. Nelson, B-S-H treasurer; and J. R. Lieber, secretary, auditor and office manager of the present agency.

Two other partners of B-S-H have formed their own organizations, as previously announced. Frank Hummert and his wife, Anne, will produce radio shows under the name of Hummert Radio Productions, while John Glen Sample will go into partnership with two B-S-H officers, forming the Dancer-Fitzgerald-Sample advertising agency.

Blackett's firm will start to do business as of January 1, 1944.

COMING and GOING

NILES TRAMMELL, president, Fra MULLEN, vice-president; SHELDON B. COX, JR., manager of NBC stations; LING FISHER, assistant public service seller; JOHN H. MacDONALD, vice-president in charge of finance; A. L. ASHBY, vice president and general counsel, in absence of the NBC Public Service Manager, ference.

ROGER CLIPP, manager of WFIL, Philadelphia, seen at the Blue yesterday.

JENNINGS PIERCE, NBC Hollywood route to his home; and ALBERT CREWS, Chicago, returns to his desk today after the NBC Public Service Managers Meeting.

TED ALLEN, commercial manager of Pawtucket, R. I., arrives home today.

DON DOUGLAS, radio actor and Mutual's "The Black Castle," has returned a bond rally in Trenton, N. J. where he acted as master of ceremonies on a broadcast of a local station.

EARL M. KEY, owner of WKEY, Covington, Va., left town last night.

RON WOODYWARD, vice-president general manager of WING, Dayton, O., around Blue Station Relations.

B. A. McDONALD, general manager Westinghouse Stations, Inc., JACK DE WITT, general sales manager of KYW, Philadelphia, and J. N. O'HARE, WCY, Schenectady, N. Y., announcer, visiting NBC Spot Sales.

BOB ALLEN and his orchestra appearing at the U. S. Naval Personnel and Relations Station, Mobile, Ala., for the Coca-Cola light Bands' broadcast on Blue.

Morgenthau On Blue

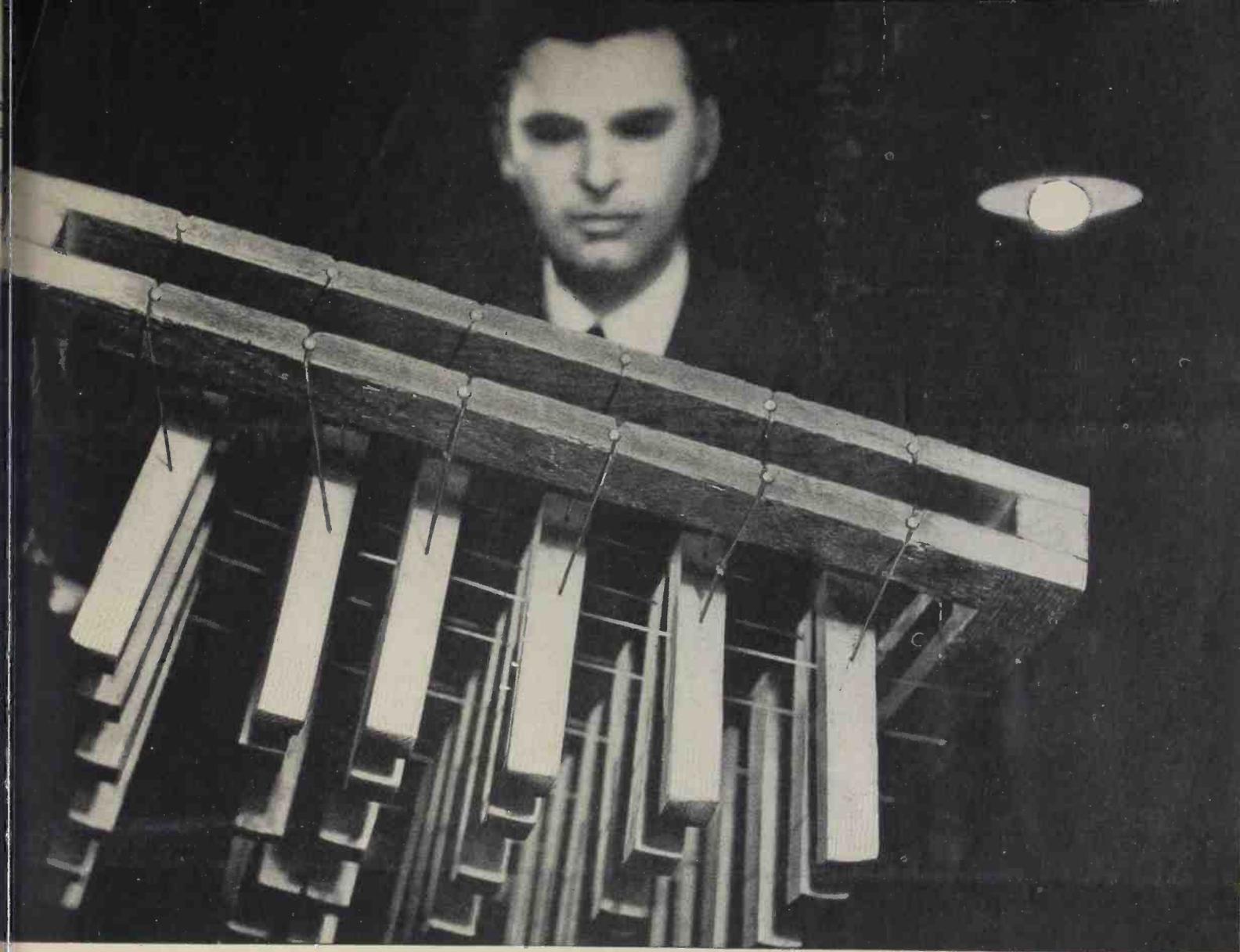
Washington—Henry Morgenthau, Jr., Secretary of the Treasury, will be heard over the Blue Network tonight at 10:15. He will speak at Hotel Chase, St. Louis, during a dinner tendered him by the Missouri War Finance Committee.

Press Associates Chief In Chicago Gets Sponsor

(Continued from Page 1) the interests of Krank's Shave Cream for Consolidated, is for 28 weeks. Agency was Arthur Meyerhoff.

"Hot" Availability SPORTS ROUND-UP\* 6:45 to 7:00 P. M. Monday thru Saturday —and the price is right! \$125 a week (Special Sports "Package") now available, subject to prior sale. \*When they think of sports in Baltimore they tune to WITH. WITH IN BALTIMORE TOM TINSLEY, President REPRESENTED BY HEADLEY-REED

THE DETROIT AREA NOW SOARS TO A NEW HIGH CKLW 5,000 WATTS DAY and NIGHT 800 Kc. MUTUAL SYSTEM —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.



## This is the Army, Mr. Jones!

**N**OT THE WAY it looks—but the way it *sounds*. This is the army marching to the front or tramping down a dusty road. This is the army on parade up Main Street.

It fools you every time. When the command, "Company, ha—alt!" rings out, you hear hundreds of feet stop in their tracks with a snap. When the Sergeant bellows, "On the double—march!"—you hear those feet kicking up the dust just as if you were standing beside them.

This is the army, Mr. Jones, the way you hear it on your NBC radio programs. A few dozen sticks clicking against a board.

A clever gadget, to be sure. Yet the thought, the skill, the experiments and the experience that went into its creation would floor you! Because making

sound effects devices that are so realistic, so authentic, so dramatic they will sound better than the real thing, is a full time job for a staff of experts at NBC!

**Today, a script may call for any conceivable sound made by man or nature—and your NBC sound effects expert will reproduce it with absolute fidelity.**

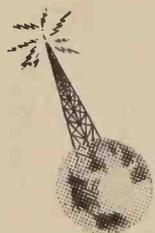
NBC has pioneered in the development of sound effects; it has built up the largest and most complete sound effects department in radio—for a very good reason. Sound effects add drama, interest, and realism to broadcasting. Good sound effects make a good program *better*. And NBC is interested in offering the *best* in broadcasting.

Which is one of the reasons why NBC is "The Network Most People Listen to Most."

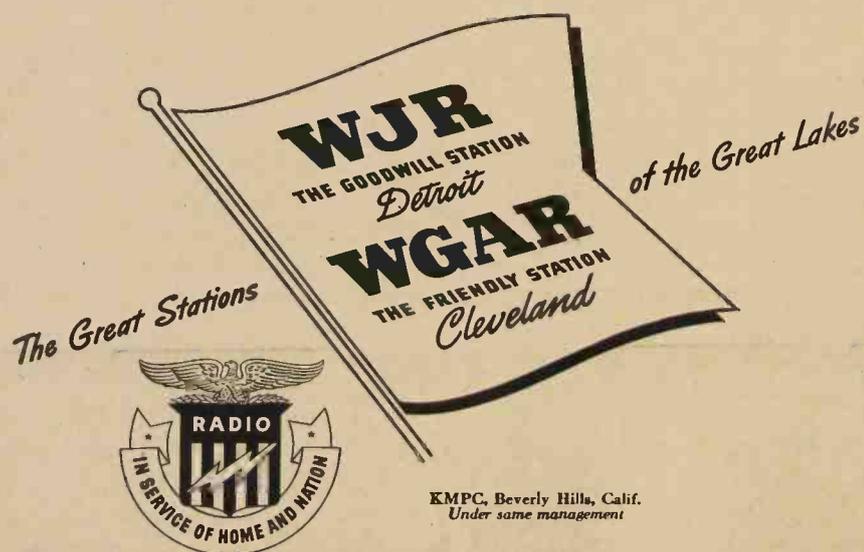


—The **N**ational **B**roadcasting **C**ompany

# Where "E" means more



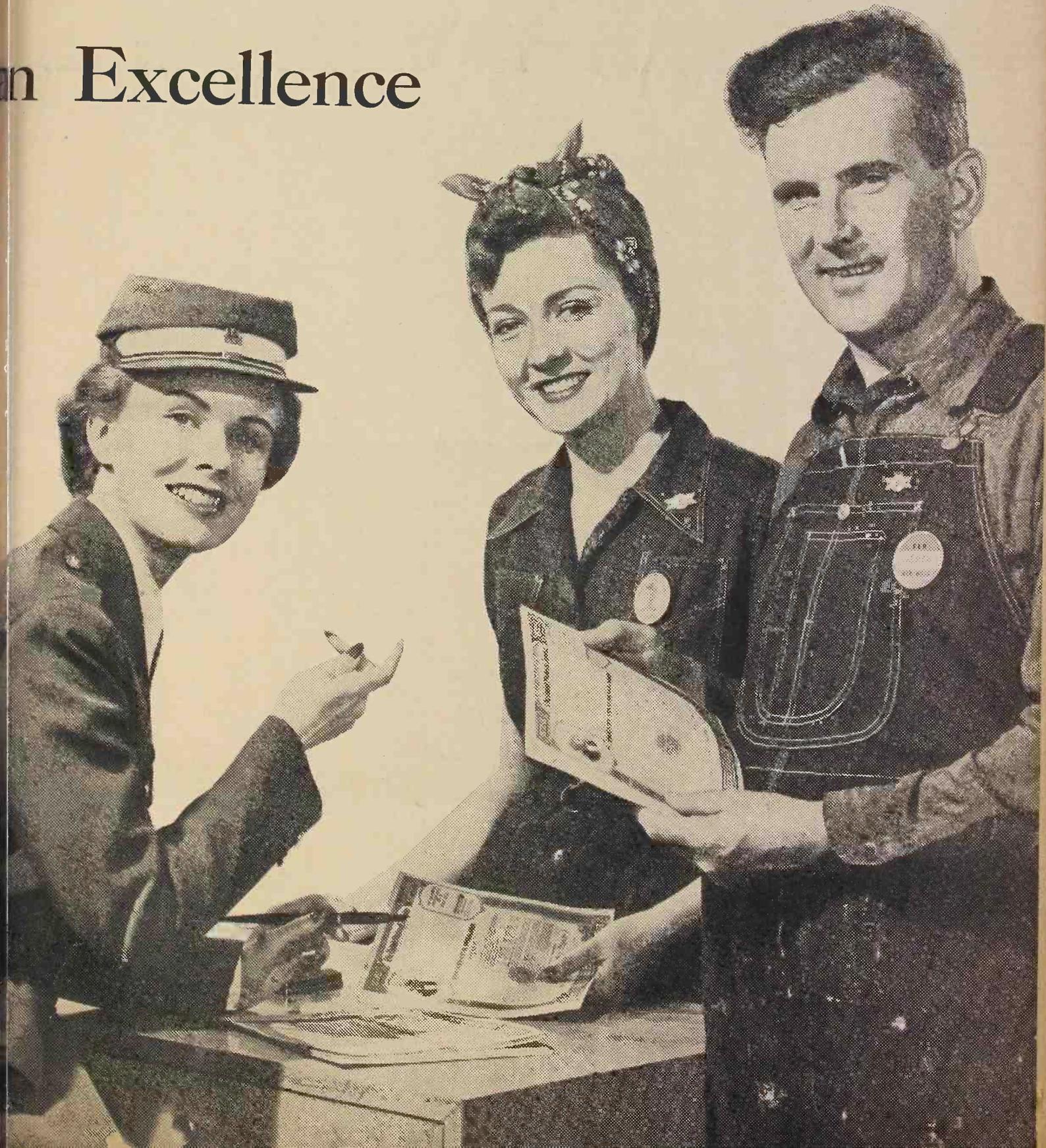
To some, the letter "E" is merely the fifth letter of the alphabet. To Detroiters and Clevelanders, it has more significant meaning. To them, "E" is the symbol of *excellence* so many of them wear so proudly for their records in war production. It is significant, as well, of the \$420.88 average per family invested in "E" War Bonds . . . an accomplishment which sets a high mark for the entire nation. It indicates their determination to help *end* the war as soon as possible. We think, too, that it might well stand for the *ease* with which WJR and WGAR blanket two of America's greatest markets . . . *in war or in peace.*



BASIC STATIONS...COLUMBIA BROADCASTING SYSTEM  
G. A. Richards, Pres. . . . Edward Petry & Co., Inc., Nat'l Repr.

BACK THE ATTACK...WITH WAR BONDS

# in Excellence



# LOS ANGELES

By RALPH WILK



## Reporter At Large...!

● ● ● Mutual will devote the entire day, from 10 a.m. to midnight, tomorrow, to the sale of War Bonds. . . . all of the 35 shows, the 18 regular and 17 special events programs, will plug the only products Uncle Sam offers—"the perpetuation of the American way of life, liberty and the pursuit of happiness" insured by the successful sale of War Bonds. . . . Tuesday is CBS Bond Day and other networks and stations are lining up. . . . as predicted, Radio sure is back of the "Back the Attack" drive. . . . The OWI can use several experienced Radio technicians, who can speak one or more foreign languages, for important overseas work. . . . Lee Posner's swell radio article in Sunday's issue of the *Il Progresso Italo-Americano* (English Section), in which he confirms our oft-repeated contentions that RADIO the former "baby" of show business, has definitely acquired adulthood. . . . rates reading. . . . Marie Greene's brother, a Lieutenant in a P.T. boat, and injured during the battle of Sicily, is recuperating at a hospital on Long Island. . . . a wonderful reason for the added lilt in the NBC *Chanteuse's* songs. . . . Dorothy Lamour replaces Ann Sheridan Monday on the "Blondie" program heard over CBS. . . . WHN's Adrienne Ames, will be guest of honor, Sunday at Leon & Eddie's celebrity nite party. . . .



● ● ● Paul Whiteman has completed playing himself in the flicker, "Rhapsody In Blue," and is now back at his Blue Network desk. . . . Six consecutive months in one place is almost a career, but that's the record of Dick Gasparre and his orchestra, still going strong at the Monte Carlo in Gotham. . . . Crooner Jerry Wayne, heard on the NBC "All Time Hit Parader," will substitute for east-bound Frank Sinatra on this CBSaturday "Hit Parade" . . . . Tuesday of this week, Martin Block, in a 30-minute pitch in favor of War Bonds, offered two free dinners at the Cafe Zanzibar for every \$1,000.00 War Bond purchased: recapitulation—Uncle Sam, \$110,000.00 richer. . . . Cafe Zanzibar—220 dinners on the cuff, a Zanzi (bargain) to all concerned. . . . Ted Hartman, praise agent, who was inducted last week, is Fort Dix's biggest booster. . . . never heard such enthusiasm for Army life. . . . that's natural. . . . a swell guy in the swellest outfit in the world. . . . Lana Turner will guest star October 1, on the CBS Playhouse. . . . her first public appearance since being visited by Sir Stork. . . . Yvette, Blond Bombshell of song, opens today (her twenty-first birthday) at the Palace in Cleveland. . . . Proof of the power of radio is the story of Jack Carson. . . . before he became the star of the Vick Knight-Campbell's CBSouper-duper, Jack played supporting roles on the screen. . . . now he has been cast as co-star with Joan Crawford in Warner's forthcoming production, "Night Shift" . . . . Howard Williams, J. W. Thompson, radio producer marries Betty Tucker, NBCite, Nov. 12 at Cathedral of St. John the Divine.



● ● ● Tip to Radio producers: Paulette Goddard leaves Mexico later this month, heading east. . . . Although Bob Hope will do his weekly radio program, he is too run-down to appear in front of the klieg lights. . . . so no pictures for at least three months. . . . Ginny Simms' one and (truly) only, is red-headed Pat Nearney, able-bodied seaman. . . . A soap opera, titled, "Footlight Five," a story dealing with the adventures of five children whose parents are "theatrical headliners," is making the radio rounds on the coast. . . . author of the serial is Dixie Lee (Mrs. Bing Crosby). . . . RADIOKAYS TO: Milton Berle, who volunteered to be permanent emcee of the program presented over MBS every Friday by the "New York Fighter Wing" of the U. S. Air Force. . . . To Gertrude Lawrence, who will entrain for personal appearances at Camp Edwards, Mass., after every Revlon program, the new radio series which will start on the 30th of the month over the Blue Network.



Remember Pearl Harbor

## PACIFIC COAST PROGRAM NOTES

The guesses averaged 5000.

No one expected 10,233 inquiries.



Yet that's the total Edward Jorgenson, Pacific Blue commentator, drew from five offers of a free canning booklet.

And the offer was made during the final week of August, tag-end of the home canning season!

On a cost-per-inquiry basis Jorgenson's response was decidedly superior to some of the nation's best daytime programs.

This response confirmed Pacific Blue's suspicions that Edward Jorgenson presents one of the most rewarding opportunities in Pacific Coast daytime radio.

These suspicions were aroused when Jorgenson in July—after only four months on the air—topped two long-established sponsored commentaries on other Coast networks in the Hooper sweepstakes.



Edward Jorgenson is the lead-off commentator of Pacific Blue's Monday through Friday hour of news and commentary—"Blue Newsroom Review," which is composed of seven separate programs.

Jorgenson's qualifications? Two decades as a key editorial employee of five great newspapers and as an "editorial troubleshooter" for one of the national newspaper chains.

More details? They're all in a presentation available from the New York, Chicago, or Detroit offices of Blue Spot Sales or directly from the



### TOP PRODUCERS & WRITERS

AVAILABLE NOW—CALL

FRANK McGRANN

POSITION SECURING BUREAU, INC.

(Agency)

331 MADISON AVE., N. Y., MU. 2-6494

## NBC Stresses Quality Public Service Shows

(Continued from Page 1)

service picture since the establishment of a separate public service department nine months ago but added that he expected still greater developments in the next year.

Frank E. Mullen, vice-president and general manager, declared that in the short period the department had succeeded in integrating itself with the complicated network setup and that public service programming had proved as a result.

Sheldon B. Hickox, Jr., manager of the stations department, reported at the stations department has succeeded in getting much broader acceptance of public service programs on stations and has set up the machinery for the same type of handling as commercial programs receive. John Murphy is now devoting his entire time on this phase of the work, Hickox said.

A plan for a public service series which would invite the cooperation of outside groups at different intervals through the year was suggested by Clarence L. Menser, vice-president in charge of programs, and received the hearty endorsement of the meeting.

### Board of Education Accepts Shows

Sterling Fisher, assistant public service counsellor and director of the NBC Inter-American University of the Air, reported the wide acceptance of colleges of "Lands of the Free" and "Music of the New World" and acceptance by the New York Board of Education of courses for teachers based on the programs. He reviewed the cooperation of 600 national organizations on promotion listening for "For This We Fight." John H. MacDonald, vice-president in charge of finance, declared that NBC was prepared to back the department with necessary finances on worthwhile public service programs. Max Jordan, director of religious broadcasts, told of the new studios which had been built for religious program and plans for the coming year.

### Political Aspects Noted To Date

L. Ashby, vice-president and general counsel, reviewed the status of public service broadcasting in the light of the Supreme Court ruling on FCC regulations, and Albert E. ... director of information, brought meeting up to date on political developments in Washington.

Trick Barnouw, editor of the script department discussed the new development of a dramatic device used to produce discussion programs, and reviewed its use on "For This We Fight." Gilbert Chase, music specialist read a program outline which he prepared for the "Music of the New World" series for the coming season. Chase has in preparation a large textbook for use in connection with the programs.

The meeting concluded with a dinner at the Waldorf-Astoria where Dr. ... acted as toastmaster.

## NAB Committee Set To Aid Networks' News Bureaus

(Continued from Page 1)

in establishing radio courses, it was stated that curricula already set up in Columbia and Northwestern Universities will be studied and educators consulted to expedite placing such courses in as many schools and colleges as possible. This is expected to alleviate the serious personnel shortage in radio news bureaus.

The Committee, meeting at the Waldorf-Astoria Hotel in a two-day session, heard Charter Heslep, radio division, Office of Censorship, in a talk titled "After 12,000 Newscasts" offered the following comments on broadcast news operations:

1. Accuracy: copyreading of material to be broadcast is highly essential; complete authority of the news operation should be vested in the news editor.

2. Honesty: broadcasters should do away with phony buildups of news analysts; false labels of personnel and service; lack of credit on sources; overworking of the terms "bulletin" and "flash"; establishing of a 30-minute pre-broadcast deadline for "bulletin" material.

### Impartial Controversial Issues

3. Integrity: there should be no sponsor "censorship" of news; controversial issues in line with the broadcast code should be played impartially and fairly; broadcasters should be alert to propaganda; time "chiselers" should be banned from the air.

4. Responsibility: news editors should be aggressive in asserting their rights and responsibilities; radio station should provide the most complete coverage within their means; there should be more coverage of local news to establish a closer bond between the community and the radio station.

Heslep spoke his own opinions formed after monitoring more than 12,000 newscasts in the Office of Censorship in the last year.

### News Reasoning Absent

Russell Hogin, division of information, War Production Board, talked on "A Government Press Agent Looks at Radio" and said radio is giving too much "what" treatment of news without the "why"—too much bulletin stuff and not enough detail and qualification. He recommended that radio continually experiment to find new

## Fair Awards Blue Ribbons To Four N. Y. Radio Shows

Awarding blue ribbons to radio shows is a wartime innovation of the New Jersey state fair and this week George Hamid, president, and the fair committee, selected four shows for their contribution in providing relaxation and entertainment for war and farmer workers. The programs so honored are "Salute to Youth" "Cities Service," "Kate Smith" and "Hop Harrigan." The blue ribbon awards are being made this week.

techniques in news broadcasting to give the listeners the fullest service possible.

At a joint luncheon the first day with the NAB Public Relations Committee, the Radio News Committee had as guests the members of the Association of Radio News Analysts. Neville Miller, NAB president, was toastmaster and H. V. Kaltenborn, ARNA vice-president, talked briefly on the place of the news analyst in broadcasting. Bruce Robertson, associate editor, Broadcasting Magazine, spoke at the second day's luncheon on "News of Radio Within the Industry" and discussed trade press news presentation and standards.

### Definite Recommendations Next Meeting

In considering problems of radio newscast operation and standards of news broadcasting, the Radio News Committee took no action at the initial meeting, preferring to hold over definite recommendations to the industry to the next meeting after due consideration of the material presented.

Dealing with editorializing on the air and the operation and functions of news commentators and analysts, the Committee took the following position jointly with the Public Relations Committee:

### Responsibility For Broadcasting

"Responsibility for all broadcasting rests and must continue to rest on individual station and network managements. The industry recognizes and accepts this responsibility and the Radio News Committee of the National Association of Broadcasters is certain that various management policies, however they may occasionally differ, are designed to further the public interest."

Members of the Radio News Committee are: L. Spencer Mitchell, WDAE, Tampa, Fla., (who acted as temporary chairman in the absence of Chairman Karl Koerber, managing director, KMBC, Kansas City, Mo.); Paul White, director of news, CBS; Bill Brooks, director of news, NBC; Tom Eaton, news editor, WTIC, Hartford, Conn.; Rex Howell, manager, KFXJ, Grand Junction Colo.; Bill Dowdell, news editor, WLW, Cincinnati, and Walt Dennis, NAB news bureau chief, secretary.

## Fifty-Year-Old Company In Radio Debut On WMCA

For the first time in more than half a century since the firm was established, the makers of "Myer 1890" carbonated beverages are advertising. The campaign will be confined to New York City where these beverages have complete distribution. The initial advertising includes a daily and Sunday program—the "Music of the Nineties" over WMCA at noon.

Arthur Rosenberg Co., Inc., handles the account. Samuel Rubenstein is account executive.

## CBS Promotes Kemp; Other Staff Changes

(Continued from Page 1)

to the Detroit sales management, a post which has been vacant since 1941, Gittinger said "This will mean the strengthening of CBS' operations in this large and important territory."

Kemp came to CBS in 1936 as a member of the Pacific Coast sales department. Later in that year he transferred to Columbia's New York office in the radio sales division of the network as Eastern representative for the Columbia Pacific network. In 1938, Kemp became a special field representative for all CBS owned stations and one year later moved back to the Coast to his present post.

### Witt Named To New Post

D. W. Thornburgh, vice-president in charge of the CBS Pacific Coast division, yesterday announced Harry W. Witt, present sales manager of KNX, CBS' Los Angeles station, has been named to the newly created post of assistant general manager of KNX. Witt came to CBS in 1936 as commercial sales manager of KNX and network Southern California sales manager. Before coming to Columbia, he was manager of KGB, San Diego.

George L. Moskovics, currently West Coast sales promotion manager, has been named to succeed Kemp as sales manager for the Columbia Pacific network.

Other personnel realignments on the West Coast include Arch Morton, now National sales service director for CBS, being named to the post of sales manager of KNX; Charles Morin, at present manager of the CBS office in San Francisco, moving to New York in the radio sales division as Eastern sales manager for the Columbia Pacific network and KNX, and Wayne Steffner, formerly of CBS' San Francisco sales staff becoming manager of the CBS offices in San Francisco.

Other KNX executives are not affected by this shift in West Coast sales personnel.

## ARE MEN AT A PREMIUM?

Here's one that's not!

He has spent 3 years in network and 1 year in regional radio as a promotion executive (copywriting, audience-building, sales presentations, agency contacts). Available within 10 days.

Just clip out this ad and get your premium by sending it to BOX 753, RADIO DAILY, 1501 Broadway, N. Y. C.

# NAB 'Relations' Group Sels Up Working Plan

(Continued from Page 1)

special meetings as well as by direct mail.

Completed panel of District Public Relations Chairmen was presented to the Committee by Willard D. Egolf, NAB assistant to the President, who perfected the details of the working plan. Panel was set yesterday with the appointment of three more District Chairmen, C. T. Hagman, WTCN, Minneapolis, District No. 11; Mrs. G. M. Phillips, KIDO, Boise, Idaho, District No. 14, and W. H. Summerville, WWL, New Orleans, District No. 6. An outline of activities will be given shortly to all 17 district chairmen.

Mrs. Dorothy Lewis, Coordinator of Listener Activity for the NAB, presented reports of her contemplated fall tour of 22 cities in the interest of radio's role in the war, as well as details of the organization of the Association of Women Directors of NAB, of which there are now 600 members.

Also present at the two-day meeting which concluded yesterday, were Committee members and district chairmen. Committeemen were: Leslie Joy, KYW; Edgar H. Twamley, WBEN; Frank M. Russell, NBC Washington; George Crandall, CBS New York, and Neville Miller. District chairmen in attendance were: Edward E. Hill, WTAG, Worcester, District No. 1; Michael R. Hanna, WHCU, Ithaca, District No. 2; George D. Coleman, WGBI, Scranton, District No. 3; Vernon H. Pribble, WTAM, Cleveland, District No. 7 and John Elwood, KPO, San Francisco, District No. 15.

## Putnam To Address Ad Club

George Putnam, NBC newscaster, will be guest speaker at the luncheon meeting of the Advertising Club of New York on Wednesday, September 22.

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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# BIRTHDAYS

September 17

- Rose Alotta
- Mary Charles
- Marguerite Dougherty
- Yvette
- Dorothy Dreslin
- Gabriel Heatter
- Bob Hotz
- Estelle Ralston Lloyd
- Frank Novak
- Alice Yourman

September 18

- Joe Bradley
- Cheerio
- Joan Ellis
- Mildred Fenton
- Bill Fields
- E. E. Hill
- Ann Lester
- Don Shaw

Sherman K. Gregory

September 19

- Aaron S. Bloom
- Dick Fishell
- Josephine Forbes
- Betty Garde
- Janice Gilbert
- Anice Ives
- Lynne Overman
- Curt Purnell
- Willard Robison
- Ernest Truex
- Helen Ward

# Coast-to-Coast

**CHARLOTTE, N. C.**—M. J. Minor has been appointed acting chief engineer at WBT, replacing Jim J. Beloungy, who resigned to become chief of CBS engineering in Chicago. Minor has been a member of the WBT engineering staff for 12 years and transmitter supervisor since March 1942.

**ATLANTA, GA.**—"Just Home Folks," dramatic show which is written and produced by Amanda Barnes, has returned to the air over WGST. Lydia Pinkham Vegetable Compound is the sponsor. Initial contract is for 13 weeks, 15-minutes five times weekly, with options for renewal.

**BOSTON, MASS.**—Louise Morgan, director of special events for WNAC, will replace Ruth Moss, who is joining the Marines, on her daily 9:05 to 9:30 a.m. show. Miss Morgan was formerly in education and public relations work, and assisted on production of the Boston-Providence "Quiz of Two Cities" last year.

**AUSTIN, TEXAS**—One day conference on inter-American affairs for Texas press and radio writers will be held here at the University of Texas on October 22. Arranged by university's committee on inter-American relations, conference is for newspapermen and radio news editors from all parts of the state.

**MONTREAL, CANADA**—People of Britain and Canada will be saluted in a reciprocal exchange series of BBC and CBC programs, starting today. First show will be aired from Canada, and the remaining five will be presented from London and Toronto on successive Fridays. Series is designed to portray the common heritage of the two countries as it has expressed itself in each during the years of this war.

**ST. LOUIS, MO.**—William M. Wider has joined the sales force of KMOX. Formerly Wider was associated with Hyde Park Breweries, St. Louis, as a member of the advertising department.

**MONTGOMERY, ALA.**—WSFA has acquired an AP wire through Press Association, it was announced by Howard E. Pill, general manager. In addition to AP dispatches, service includes hourly summaries and Teletcripts.

**DETROIT, MICH.**—All University of Michigan football games will again be carried over WJR under the sponsorship of the Emmco Insurance Co. of South Bend, Indiana. Bob Kelly, sports editor of WGAR, Cleveland, has been named to handle the play-by-play account. Assisting Kelly on color and between-halves resumes will be Jack Lellman, regular announcer-newscaster for WJR.

**SYRACUSE, N. Y.**—Fred Johnstone, announcer, newscaster and conductor of a program of verse over WSyr, leaves this week to become news editor of CKWS, Kingston, Ontario.

**MILWAUKEE, WIS.**—Harold Ruff and Hilbert Glade, technicians, have joined WTMJ-W55M, and Irma Coffron is the new librarian in the stations' music department. "Torch," official publication for the Milwaukee Advertising Club, has requested an article on FM programming from W55M. It will appear in the magazine's October issue. Beverly Beville, songstress of W55M's "Recital in Rhythm," is recuperating from an appendectomy.

**DES MOINES, IA.**—Wayne Ackley, KSO record-jockey and newsman, has gone to Juneau, Alaska, where he will spend a year driving a truck, working alone, miles from the nearest radio station. After ten years of continuous broadcasting, Ackley's vocal chords have gone back on him. Physicians, unable to diagnose the cause, have recommended the open air cure to whip his voice into condition.

**OAKLAND, CAL.**—University of California newspaper, the "Daily Californian," starts a weekly quarter-hour program on KLX today. Show will review news from the Berkeley campus, a weekly editorial, news of service units training at the university, campus gossip letters to the editor and a guest personality each week. In charge of the program are the editors of the paper: Don Martin, Sherman Rifkin, Virginia Bottorff and Al Levy.

**MINNEAPOLIS, MINN.**—Recent meeting of the stockholders of Independent Merchants Broadcasting Co., operators of WLOL, resulted in the election of the following directors: Charles J. Winton, Jr., David Winton, Ralph L. Atlas, Virginia Mittendorf and E. S. Mittendorf. Charles Winton will continue as president of the company, with Atlas as vice-president, and E. S. Mittendorf as secretary-treasurer and general manager of the outlet. Announcement was made that Fred F. Laws had been appointed sales manager of WLOL.

**CINCINNATI, OHIO**—Richard Dimpleby, war correspondent for the BBC, will be heard over WLW this Sunday, via ET, in another of the London-to-WLW broadcasts. Dimpleby's program, which emanated from a fighter plane control somewhere in southeast England, will be highly dramatic, as listeners will hear actual shortwave reports from Spitfire pilots escorting a group of American bombers as they are attacked by nine German Focke-Wulf planes.

**NEW YORK, N. Y.**—Initial program of a new forum series over WQXR to discuss issues of the war and peace to follow will feature a debate between Senator Robert A. Taft, Republican of Ohio, and Representative Howard J. McMurray, Democrat of Milwaukee, Wis., on Friday, September 24, at 2 p.m. Sponsored by Citizens for Victory, nationwide organization, broadcasts will originate from the Lawyers' Club, New York City.

# Chicago Schools Get Own FM Program

(Continued from Page 1)

in addition to the ten radio council broadcasts written for classroom use and aired also by WIND-WJJD, Blue and Mutual network news period twice daily and a series of public service and education programs of interest to both schools and the general FM listening audience.

Cooperating with WBEZ in presentation of these programs are American Medical Association, East and West Association, the radio section of the Chicago Office China News Service, station WRUL, Boston; U. S. Army; office of the Co-ordinator of Inter-American Affairs and other war agencies.

## WGAR, Cleveland, Plans New Transmitter Site

Cleveland—WGAR, Cleveland will operate on 1,220 kc. with full-time power of 5,000 watts if a proposed favorable decision of the station's application is made final by the FCC. The Commission's decision was made on Sept. 8 and is subject to the 2 day interim period when exception may be filed.

When the decision becomes final WGAR will have to change its present transmitter site. John F. Patt, WGAR vice-president and general manager, stated that it will probably be some time after the first of the year before the station will go on the air from its new site and on its new wavelength. WGAR will then increase its night power to 5,000 watts from its present 1,000 watts.

Simultaneously, the way will be left open for improvement after the war since the wave length, a Mexican clear channel, will accommodate 50,000 watts as soon as the critical material situation has eased. WGAR's application was originally for the higher power but was amended 18 months ago to seek 5,000 watts until such time as radio equipment is again available. The station will reinstate its application for 50,000 watts when the FCC "freeze order" is modified.

At such time as WGAR may assume 1,220 kc., its present frequency of 1,480 kc. will be taken over by WHBC, Canton.

The final adoption of the Havana Treaty several years ago made it possible for WGAR to obtain its new wave length. XEQ, Mexico City, is currently operating on 1,220 kc. and it is believed the only other assignment of the facility in North America will be at Cleveland.

## Mrs. Willkie On WABC In War Bond Campaign

(Continued from Page 1)

same and sold over \$60,000 worth of bonds.

Wife of the former Presidential candidate will be on WABC as part of the "Daily Mirror" day in the station's tie-up with six New York papers.



# RADIO DAILY

The National Daily Newspaper of Commercial Radio and Television



L. 24, NO. 56

NEW YORK, N. Y., MONDAY, SEPTEMBER 20, 1943

TEN CENTS

## Fly Warns Educators

### Fly Warns Educators

Washington Bureau, RADIO DAILY  
Washington—Len Decaux, CIO National Publicity Director, will take stand today in the course of the fight on the transfer of the Blue Network from RCA to the American Broadcasting Company, prepared to cite numerous instances to the FCC that CIO feels was unfair discrimination against labor by the Blue Network and Blue affiliates. Actually, however, CIO officials admit privately Blue president, Mark Woods,

(Continued on Page 6)

### Former Alabama Manager Gets Treasury Citations

Washington Bureau, RADIO DAILY  
Washington—A former Alabama station manager, now a Marine, named at Parris Island, S. C., received his second Treasury "citation" for suggesting a program to facilitate the sale of war bonds and stamps in the Third War Loan program entitled "Armed Forces" was presented by Pvt. John E. Woods, who used to run WJRD, Memphis, and is now attached to classification section.

### Permanent Replacements For Crumit-Sanderson

Beasley, singer and verser, and Bob Downey, pianist have named as permanent replacements for Frank Crumit and Julia Sanderson on the CBS "Singing Hearts" show, Monday through Wednesday from 3 to 3:15 p.m., EWT.

(Continued on Page 2)

### Time-Out

After concluding the important matter whereby Mutual will carry the "Monitor" foreign roundup which starts today at 6:45 p.m., EWT, the New York station finds itself unable to fill the time. Instead, the program will be heard locally over WCA and of course otherwise on MBS affiliates throughout the country.

### "T" Town

Pine Ridge, Ark.—When Chester Lauck and Morris Goff (Lum and Abner) of the Blue Net made their imaginary town of Pine Ridge, a "T" town, meaning that every citizen there bought a bond, the townspeople of the real Pine Ridge did just that. Now the Treasury's "T" banner, originally awarded to Lum and Abner last year, flies over the post office here.

### MBS To Mark 9th Yr. Via Oct. 2 Celebration

Revealing a growth in gross revenue of a little over \$1,000,000 nine years ago to a possible \$14,000,000 this year, Mutual will mark its ninth birthday on Oct. 2. Highlight of the network's anniversary celebration will be the appearance of president Miller McClintock of MBS as guest on "California Melodies" Saturday, Oct. 2, 8-8:30 p.m., EWT.

Mutual started with four stations in 1934 and now has a network of 211 affiliates including outlets in

(Continued on Page 2)

### Rules For Davis' Awards Competition Announced

Pittsburgh—Rules governing the 11th annual competition for the H. P. Davis National Memorial Announcers' Awards were made this week in a pamphlet distributed to independent stations affiliated with the NBC network.

(Continued on Page 2)

### Tells FREC They Must Take Action On The Available FM Channels; May Lose Out Later

### CBS Moves To Expel Station-Break Spots

The Columbia Broadcasting System has invited its clients and affiliated stations to remove a "triple threat" against the soundness and success of radio advertising by the elimination of "cow-catchers" and "hitch-hikers." These two cast-off commercials, in combination with station-break announcements, constitute "the trip-hammer trio" which, it was said,

(Continued on Page 7)

### AFRA Calls Meeting On Transcription Code

American Federation of Radio Artists has sent a notice to all signatories advising that its Transcription Code expires as of November 1, 1943 and inviting them to attend a meeting on Wednesday to discuss

(Continued on Page 2)

### Coulter Named Radio Chief Of McCann-Erickson, Inc.

Lloyd O. Coulter has been named vice-president in charge of radio of McCann-Erickson, Inc. He will supervise the radio department of the New

(Continued on Page 2)

Washington Bureau, RADIO DAILY  
Washington—A sharp warning was issued educators Friday by FCC Chairman James Lawrence Fly, who told the Federal Radio Education Committee that the five FM channels set aside for educational stations would not be held open indefinitely. They were not set aside for "absentees," Fly told a luncheon meeting at the Hotel Statler.

"The ether is far too crowded, the pressure from other interests asking to use radio far too great, to permit

(Continued on Page 7)

### Bergen Leads Top 15 In Eve. Show Ratings

Edgar Bergen-Charlie McCarthy program on its return, snatched the lead rating on the Hooper "National" Evening Program study while the equally new seasonal return of Frank Morgan-Fanny Brice on Thursday nights placed it in third place among shows for the Sept. 1-15 period. McCarthy of course is back on his

(Continued on Page 5)

### Television Society Plans General Meeting

A general meeting of the American Television Society will be held at the Hotel Capitol in New York on Wednesday, at 8:30 p.m., at which

(Continued on Page 2)

## ★ THE WEEK IN RADIO ★

... FCC-Blue Hearing

By PEGGY BYRNE

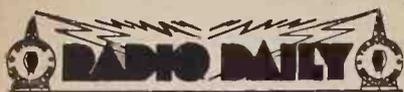
PUBLIC hearings by the FCC on the sale of the Blue Network started September 10 with the Commissioners questioning Mark Woods, Blue president, on the network's policies regarding commercial and sustaining programs. Woods adhered to the NAB Broadcast Code, to which the web subscribes as a member of the NAB, stating that large companies selling advertised products may buy time on the Blue, but trade and labor organizations, cooperatives and similar

groups may procure sustaining time only, at the discretion of the network, which will allocate it only if similar time can be given to a group representing an opposite viewpoint.... Question of choice of commentators arose, and the Commission pointed out that Cameron is allowed to speak on the Ford hour, and queried whether other sponsors would be allowed to do the same. Woods maintained that Cameron spoke for him-

(Continued on Page 6)

### Bond Production

George Allen, WABC program director has the secret for making a success of each of the station's remote bond rallies now in progress via six newspaper tie-ups as part of the station's contribution. Although the programs may originate from a leading night club and the entertainment and speakers sound impromptu, expert direction and writing clinches the "success."



Vol. 24, No. 56 Mon., Sept. 20, 1943 Price 10 Cts.

JOHN W. ALICOATE : : : Publisher

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

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# FINANCIAL

(September 17)

NW YORK STOCK EXCHANGE				Net
	High	Low	Close	Chg.
Am. Tel. & Tel.	155 7/8	155 5/8	155 5/8	- 1/4
Crosley Corp.	19 1/2	19 1/8	19 1/2	+ 1/2
Gen. Electric	38 1/2	37 7/8	38 1/2	+ 3/8
Philco	24 3/4	24 1/2	24 3/4	+ 1/4
RCA Common	10 5/8	10 3/8	10 5/8	+ 1/4
Stewart-Warner	12 1/4	11 3/4	12 1/4	+ 1/2
Westinghouse	96 1/4	93 3/4	96 1/4	+ 3
OVER THE COUNTER				
Farnsworth Tel. & Rad.			Bid 7 3/4	Asked 8
Stromberg-Carlson			10 3/4	11 1/4
WCAO (Baltimore)			20 1/2	22
WJR (Detroit)			27 1/2	29

## AFRA Calls Meeting On Transcription Code

(Continued from Page 1)  
routine matters and possible Code revisions. Transcription company representatives will meet with AFRA at the Bar Association, New York City, at 2:30 p.m., Wednesday.

## John Grierson Considered For CBC Management Post

Montreal, Que.—Possibility that John Grierson, national film board commissioner who is also general manager of Wartime Information Board, may succeed Rev. Dr. J. S. Thomson as general manager of CBC. Thomson's resignation is effective in October, permitting him to return to his post as principal of the University of Saskatchewan. Alternatively it is suggested that Grierson may succeed the late N. L. Nathanson on the board of governors of CBC.

## MBS To Mark 9th Year Via Oct. 2 Celebration

(Continued from Page 1)  
Canada, Hawaiian Islands and Mexico, through Radio Mil.  
Since Jan. 1941, MBS reports that 73 per cent of all of its affiliates have made improvements in facilities, with the greatest improvements made in 14 cities of over 500,000 population. McClintock stated yesterday that the network can "point with pride to a record of remarkable growth in facilities, programming and advertiser acceptance. Our plans for the future," he said, "encompass even greater accomplishments, but on behalf of every Mutual station and every member of our personnel, I want to say that our major task as we look to the future is to contribute even more than our full share to the war effort to hasten the day of peace throughout the world."

## Permanent Replacements For Crumit-Sanderson

(Continued from Page 1)  
When Crumit died suddenly a few weeks ago, Miss Beasley and Downey stepped into the gap and quickly worked up a program similar to the Crumit-Sanderson show.  
New series has a theme song based on an old number titled "Neighbors," the keynote of the show, which consists of the singing of old favorites, piano solos, and an inspirational message. Dick Stark is the announcer.

## Coulter Named Radio Chief Of McCann-Erickson, Inc.

(Continued from Page 1)  
York office of the agency and co-operating with radio groups in the company's offices in Cleveland, Chicago, San Francisco, Los Angeles and Hollywood, thus coordinating the company's radio activities. Mr. Coulter has been a vice-president of the agency since 1939 and has been an account executive for more than 20 years. He was formerly manager of the London office of the company and at the time was sales manager of the Sonora Phonograph Company.

## W. E. Votes Dividend

At a meeting of the directors of the Western Electric Company held this week, a dividend of 50 cents per share on its common stock was declared. The dividend is payable on September 30, 1943, to stock of record at the close of business on September 24, 1943.

## 2 WEAF News Periods Renewed

Two WEAF newscast renewals have been announced. Bond Stores through Neff-Rogow, Inc., will continue to sponsor newscaster George Putnam, Sunday through Friday, 11 to 11:15 p.m., for 312 programs beginning October 10 while S. B. Thomas, through Sherman K. Ellis & Co., renewed Don Goddard and his "Your Morning News," Tuesday, Thursday and Saturday, 7:30 to 7:45 a.m., for 156 broadcasts beginning October 12.

## Rules For Davis' Awards Competition Announced

(Continued from Page 1)  
work and to NBC owned and operated stations, through Marjorie Stewart of the Microphone Playhouse, Pittsburgh, who directs the competition.  
For the first time since the contests were established in 1933 by the widow of H. P. Davis, known as the "father of broadcasting," rules have been broadened to include a larger number of awards. As in past years, however, winners will be selected on the basis of personality, diction, voice, versatility and maintenance of a consistently high standard in the presentation of programs. A national winner, a sectional winner from each of the four time zones, and ten honorable mentions—two in each time zone and two in the national classification—will be named by the judging committee.  
Changes in the contest rules are:  
1—Each station may submit up to three entries. Previously, only one entry has been accepted from each station.  
2—Honorable mention certificates will be awarded to two runners-up in each time zone and in the national judging. This change doubles the recipients in each zone.  
The National winner will receive the H. P. Davis Announcers' Gold Medal and a cash award of \$300; each Time Zone Winner will receive a special award of a suitably engraved signet ring, and each Honorable Mention winner will receive a certificate. Certificates also do to the stations from which the National winner and the Time Zone winners have entered.  
Howard Petrie, NBC announcer in New York was adjudged National winner in the 1942 competition.

## Television Society Plans General Meeting

(Continued from Page 1)  
time Arthur Levey, president of Scophony Corporation of America, and Richard Hubbell of N. W. Ayer & Company, will speak on subjects of vital importance to the television field.  
Mr. Levey was long associated with television activities in Britain before the war and is one of the founders, and still a director of Scophony Ltd. in London. His topic will be "Television's New Horizon" which will involve a discussion of the past and future of large screen television in theatres, schools and homes.  
Following the scheduled talks, an open forum will be held. All those interested in television are invited to attend this open meeting.

## Jack Berch & "Three Sons" Get Sponsor On WOR

Jack Berch, singing emcee starts a new musical series over WOR today to be heard five days weekly from 1:15 to 1:30 p.m. and sponsored by Kellogg's All-Bran. Accompanying Berch will be the Three Sons, trio of electrical organ, guitar and accordion.

## COMING and GOING

JOHN M. RIVERS, president and slow manager of WCSC, Charlestown, S. C., leaves tonight to return home.  
EARL GAMMONS, director of CBS' Washington office, leaves today for the nation's capital.  
O. L. TAYLOR, president of CBS San Antonio affiliate, KTSA, in town today.  
ARTHUR B. CHURCH, president of KCBT Kansas City, Mo. affiliate returns home last night.  
PAUL WHITEMAN is expected in town to occupy his new offices in the RCA Building regularly as Director of Music of the Blue Network.  
EDGAR KOBAK, executive vice-president of the Blue Network, arrives in Washington, D. C. today to appear at the FCC hearing on the Blue sale. He expects to travel to Atlanta Tuesday, en route to a speaking engagement at the Birmingham, Ala., Rotary Club Wednesday. Kobak plans to return to his office Friday.

M. A. GANDASEGUI, president of the Panama Broadcasting System of the Republic of Panama, in New York on business trip, returning several weeks, and conferring with representatives here.

PARKS JOHNSON and WARREN HULL, in Laurinburg-Maxton Air Base, Maxton, N. C. to interview airborne military personnel in the "Vox Pop" program heard on CBS at 8 p.m. EDT.

C. P. "PETE" JAEGER, commercial manager of the Blue, returns to his desk after his recent Chicago trip.

EARL MULLIN, publicity director of the Blue, also returns to his desk after a sojourn to Chicago.

## Joins Blue Sales Staff

Arthur Poppenberg has been pointed to Blue Spot Sales, effective Sept. 20, it was announced today. John W. Brooks, Eastern sales manager of the department. He replaces Theodore W. Herbert, who has moved to the Blue Network sales staff.

**BEST RADIO BUY IN BALTIMORE!**

IRIE & PETERS  
Exclusive National Rep.

John Elmor, President  
Geo. H. Reeder, Gen. Manager

**A MERCHANT Knows!**

WITH has more retail accounts than any other station.

Merchants here know you can do a grand job with WITH in Baltimore.

**IN BALTIMORE**

TOM TINSLEY, President

REPRESENTED BY HEADLEY-REED

**GUEST-ING**

ILY PONS on "The Telephone" today (WEAF-NBC, 9 p.m.).

LARE BOOTHE LUCE, Congressman and author, on "Information Case" from Baltimore today (WEAF-NBC, 10:30 p.m.).

SALIND RUSSELL, GEORGE WENT, and CHESTER MORRIS on Radio Theater today (WABC-CBS, 9 p.m.).

HENRY J. KAISER, shipbuilder, Theodore Granik's "American of the Air" tomorrow (WOR-TV, 8 p.m.).

AY MILLAND on the Burns and Men show tomorrow (WABC-CBS, 9 p.m.).

E LAURIE, JR., HARRY HERSHOLD and "SENATOR" ED FORD J. C. Flippen's "Battle of the Sex" Wednesday (WJZ-Blue, 8:30 p.m.).

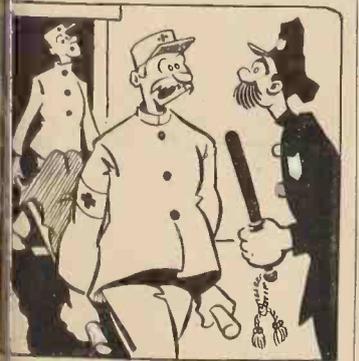
ON. ROBERT A. TAFT, Republican Senator of Ohio; and DR. REINOLD NIEBUHR, professor of Applied Christianity, Union Theological Seminary on "America's Town Meeting" Thursday (WJZ-Blue, 8:30 p.m.).

TRIAM HOPKINS on "Inner City Mystery" Saturday (WABC-CBS, 8:30 p.m.).

DDIE CANTOR on "We The People" Sunday (WABC-CBS, 7:30 p.m.).

LEANOR STEBER, Metropolitan Opera, and DON COSSACK DRUS on "The Pause That Refreshes" Sunday (WABC-CBS, 4:30 p.m.).

**Lt. Kenneth B. Carter**  
Kenneth B. Carter, popular WABC announcer, was killed recently in airplane crash at Muroc Field, California, flying a P-38. He was rescued from his home in Everett, Massachusetts on September 17.



serious, Joe. He just heard WFDF, Michigan, explaining the new income tax."

☆ **PROMOTION** ☆

**WAPI's "Plugs"**  
"312 million 'plugs'" is the title of a new brochure mailed out by WAPI, Birmingham, Alabama. Head is set in black and orange, the color scheme throughout, above a picture of Birmingham industry which runs over to the back cover. "Plugs" referred to are the newspaper, billboard and car-card campaigns conducted by the station.

Twelve-page booklet contains half-tones of busses bearing car cards, billboards and display cards, and reproductions of newspaper ads with statistics and brief break-downs regarding their use accompanying them. Conclusion of the brochure points out that the 312 million, including radio plugs, are "bonus build-ups" which "add extra listeners to the vast WAPI audience"—the reason, station points out, that it has more national spot advertising than the other two Birmingham stations together.

**NBC Promotes ET Series**  
Concurrent with the release by its Radio-Recording Division of a new series of 15-minute transcribed dramatizations, entitled "Modern Romances," NBC has sent out promotion to be used in each locality where the series is scheduled. Network's promotion department has prepared photographs and mats of the players, newspaper publicity releases, mats of

spotlight advertisements and colorful posters. In addition, special merchandising plans have been completed in cooperation with the Dell Publishing Co., publishers of "Modern Romances" magazine, from which stories for the shows have been adapted.

**WINS "Sports Parade"**  
Broadside issued recently by WINS, New York, plugs its "Sports Parade," daily 1 to 7 p.m. show of sports, news and music. Don Dunphy, sportscaster, is featured, with a half-tone of the reporter at a WINS mike set diagonally against silhouettes representing the various components of the show.

"Six Hours of Sports-News-Music" is the title of the promotion piece, which is maroon and white. Headlining Dunphy, the message consists of brief statements listing the contents of the program and the scope of appeal it has. Interested advertisers are advised to call the station for further information. Station's emblem appears at the bottom of the mailing piece.

**AGENCIES**

J. R. KUPSICK agency are placing a series of spots for Hecht's department store on WMCA and contemplate using two more New York stations. Agency also has taken time on WOV for a Monday to Friday quarter-hour show at 6:30 p.m., for Paul Kaskel & Sons, Inc. Show features Sandra Stuart and Alan Courtney.

ROBERT RUSSELL has joined the sales staff of Joseph Hershey McGilvra's New York office and will operate in the Eastern area.

JOHN A. CAIRNS & CO. has been appointed to handle the account of Melville Shoe Corp., manufacturers of Thom McAn shoes.

THE APPOINTMENT of Jim Pease as advertising promotion manager has been announced by the Chicago "Herald-American." Pease returns to Chicago's largest evening newspaper after an absence of 10 years, during which time he has been associated with NBC and more recently with Kling and Associates on a special Navy task.

**6 HOURS OF SPORTS—NEWS AND MUSIC!**  
NEW YORK'S Great-Year 'Round  
**SPORTS PARADE**  
WITH **DON DUNPHY**  
Daily **1 P.M. TO 7 P.M.**

Sports results by Dunphy—Popular tunes picked by Tedd Lawrence—Latest AP and INS news hourly at a quarter of the hour!  
That's the WINS "Sports Parade"—a daily, year 'round, star studded feature with powerful appeal to men and women in America's number one market.  
It offers a real advertising opportunity. Want to know more about it?

For further information call  
**WINS**  
BRYant 9-6000

**CHICAGO CRICKETS**

**Is Your Sponsor Unhappy?**

When sponsors get restless — and begin to eye program ratings — it's time to use FILMACK.

FILMACK — a powerful promotion that lures the ears of thousands of movie theatre goers — can build up any program and drive away your "sponsor restlessness."

FILMACK operates chiefly on sustaining time — and a few pennies of your former promotion budget.

Write FILMACK Today — asking for details — and make this a profitable day.

1327 S. Wabash Ave. **Filmack** Chicago, Illinois

LOS ANGELES

By RALPH WILK

**T**OM BRENEMAN, host on the "Breakfast At Sardi" program, who has been bedded with the flue, returned to his regular chores this week. During his absence, Art Baker and Ken Niles pinched-hit for him. Incidentally, Tom's recent plea for sets of radio headphones for patients at the Naval hospital at Corona, resulted in more than 220 boxes, each containing at least two, and sometimes as many as five pair, being received at the Blue headquarters.

A sponsor hopes shortly to introduce Tenor Jimmy Cash as featured vocalist on a Saturday network program, if the singer can fit rehearsal time in his schedule for the Burns and Allen series.

Broadcast of Groucho Marx's "Blue Ribbon Town" program on Oct. 2 will be exclusively for employees of Douglas Aircraft. Los Angeles' mammoth Shrine auditorium, seating 6,000, has been rented for the occasion.

Russ Johnston, producer of the "Roma" show, thought he had more than enough complications on his broadcast, since Charlie Ruggles is under contract to Paramount, Mary Astor to M-G-M, Mischa Auer to 20th-Fox and the Andrews Sisters to Universal. When he wanted to make some revisions in his theme song, "Saludos Amigos," he discovered that the song, too, is under contract—to Walt Disney.

Lucille Moses, who was a member of the Blue publicity department until several months ago, when her mother's illness called her back to her home in Bakersfield, started her own program, "Yes, Ladies," recently over KERN, Bakersfield, and it will be heard Mondays through Fridays at 10:45 a.m., PWT.

Don Henshaw, representing the Canadian government's finance department, is here to supervise the making of a series of radio programs in connection with the Fifth Canadian War Loan Drive. The programs, to be made at the C. P. MacGregor Studios, will include such names as Ingrid Bergman, Gary Cooper, Loretta Young, Mary Pickford and Norma Shearer.

**Gets 15th Anniversary Gift**

James MacKenzie "Mac" Reid, WOR's Supervisor of Remote Engineers, is the recipient of a pin and check from J. R. Poppele, WOR's Chief Engineer, marking his 15th year with the station. He joined the staff in September, 1928.

**Hamilton Returns to Blue Mike**

Gene Hamilton will return to the announcing staff of the Blue Network, it was announced by Ray Diaz, supervisor of announcers. Hamilton was with NBC and the Blue as an announcer for 12 years before the separation of the Blue from NBC in January, 1942, when he joined the Blue production staff.



**Memos Of An Innocent Bystander. . . !**

● ● ● We know it all along. . . . it just had to come. . . . we've always asserted that Radio can and will discover and develop its own crop of personalities, a veritable talent gold mine for stage and screen producers. . . . some time ago, we mentioned a partial list of such artists, who, after making good at the microphones, found themselves en route to the cinema capital, impeded (it should happen to all) by contracts promising beaucoup d'argent. . . . of course in almost every case these fortunate artists do not give up their radio careers, but rather, continue their radio work, thus making themselves far more valuable to their radio sponsors and the theater box-office. . . . but we digress from the point we wish to bring out. . . . Elmer Rice's play, "A New Life," opened last week on Broadway. . . . Beside the star of the play, Betty (Mrs. Elmer Rice) Field, the cast includes these five radio personalities in principal roles. . . . George Lambert, who plays Edward Leighton in "Amanda of Honey-moon Lane," Joan Wetmore, plays a society girl, the same role she enacts in "This Life Is Mine," Ann Thomas, whose Brooklynese on Sammy Kaye's "Everybody's Inn," is laugh-provoking, gets her share of laughs in the play. Walter Greaza, a "Crime Doctor" regular and Colleen Ward of NBC's "Woman of America" . . . just to keep the records straight, the first four shows named, are heard regularly over CBS system. . . . thus we find that five of this 'legit's' six principals, are definitely Radiolites. . . . quad erat demonstrandum, Abercrombie Ol' fellow.

● ● ● We hear a new racket has sprung up along Kilocycle Row. . . . radio personalities are phoned by a 'pseudo' owner of race horses, who promises to name a horse after the victim if said victim will bet a sum of money for the 'owner' on 'sure-things'. . . . this is to warn radio folk not to 'fall for this line'. . . . we know of several lads who are wiser, albeit a few dollars poorer. . . . if you've any extra coin of the realm, there is one SURE BET. . . . Uncle Sam gives you FOUR DOLLARS for every Three dollars you invest in War Bonds. . . . Edgar Stehli, radio actor who was featured in the original "Arsenic and Old Lace" cast and who appeared in the film version of that hit, is back from Hollywood. . . . Brad Reynolds baritone, bows out of the "Everything Goes" NBC comedy, end of the week. . . . has to get up too early to make rehearsals. . . . Frederick W. Ziv's new strip show, featuring Jack Berch, and the Three Suns, with Tom Shirley, announcing, bows in today (1:15-1:30 p.m.) over WOR and New England Net of MBS. . . . Scriptor is Ken Lyons, one of the best of the newer writer crop.

● ● ● We were pleasantly surprised, in tuning in last Thursday to the Maxwell House program, to hear Frank Tours' deft handling of comedy lines. . . . and yet, in truth, we ought not to have been surprised, considering the fact that back in the early 'thirties,' the musical director showed his sense of humor, on many occasions in the music department of the Paramount Astoria Studios. . . . and while on the subject, we might mention that in addition to Frank's talents, Radio has utilized the following talented lads from that Astoria Lot: Phil Cohan, who, an executive in that department, is now producer of the Jimmy Durante-Garry Moore-NBC camel show, Composers John W. (Body & Soul) Green, Sammy Fain and Jay (Brother Can You Spare A Dime) Gorney. . . . Bert Wheeler reports that one Broadway show has so many hams in the cast that the ticket-taker refuses to accept anything but Red Points. . . . Cab Calloway says that the United Air Forces have changed the German Air Force to the German Air Farce. . . . Late flash: When Ed Bergen guests on the Ameche-peachy "What's New?" he'll substitute Ophelia for C. McCarthy. . . . Buy War Bonds. . . . if we 'Back the Attack' we'll never again be attacked in the back.

— Remember Pearl Harbor —

CHICAGO

By BILL IRVIN

**F**OR the seventh consecutive the classroom series of the Chicago Board of Education will be by stations WIND-WJJD, under supervision of George Jennings, rector of the Radio Council. WIND series starts Monday, Sept. 20 and will be broadcast at 1:30 Monday through Friday. The WJJD series begins on Monday, Oct. 4 and will be heard at 2:15 p.m. Monday through Friday.

A. W. Kaney, station relations manager for the NBC central division, visiting NBC outlets this week in Kansas, Iowa, Missouri and Nebraska.

Dr. Preston Bradley launches 20th season on the air when the vices from the People's church turn to WJJD (11-12:30 noon) day, Sept 19.

William Hamilton, formerly KMBC and KCMO, Kansas City, joined the WIND announcing staff.

"The Human Adventure," sustaining series under the auspices of the University of Chicago, formerly heard on WBBM-CBS, returns to the air over WGN Thursday, Sept. 23 (7:30 p.m.) with Walter Yust, editor of Encyclopedia Britannica as host. Series will be under the supervision of Sherman Dryer, U of C radio director.

When Malcolm Claire, M. C. on early morning WLS "Bunkho Jamboree," found himself without alarm clock recently, he decided after scouring the near North side in vain for a clock, to put the problem up to the listeners to his 3-5 a.m. show. Following his plea for a clock on his Sept. 8 program, Malcolm received the next day both a clock and a letter from a Princeton, Ill., listener. The letter said in part: "so now that I have packed and mailed said alarm (my only one) to you I'll be able to sleep. In lieu of an alarm, I'm typing a shrill whistle to our refrigerator that our ice man promises to blow daily to awaken me."

"Starring Curt Massey," Saturday afternoon song series on WMAA (5:30) will be expanded to a 15-minute station NBC network Sept. 25. Program now is being heard on other stations.

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.

# Bergen Leads Top 15 In Eve. Show Ratings

(Continued from Page 1)

Regular Sunday night time 8-8:30 p.m., EWT.

In second place is the "Aldrich Family" and fourth place goes to the perennial "Mr. District Attorney." Joan Davis-Jack Haley are in fifth place with Kay Kyser in the sixth position. This gives NBC the edge with the first six programs in the Hooper evening ratings. "Screen Guild Players" and "Your Hit Parade," followed by "Take It or Leave It" are in seven, eight and ninth place respectively, all on CBS. Walter Winchell is set down as 10th in the list with Burns and Allen, also newly returned, in 11th place. Bing Crosby, Waltz Time, "Can You Top This" and Abie's Irish Rose fill out the positions to the first 15. Last mentioned program is also back with but one or two shows under its new season's belt.

## Test of Exclusivity Rule Pending Before FCC

Washington—Possibility on an early test of the FCC new exclusivity rules comes as the result of two apparent violations. The first deals with the alleged refusal of the Blue Network to sell the Walter Winchell show to WRAL, Raleigh, N. C., even though Winchell is not carried elsewhere in North Carolina. WRAL sought listener reaction to the Winchell broadcast and received several petition letters from its audience, urging it to present the broadcast. It then contacted Jergens, sponsor and the agency handling Winchell, both of whom were willing to buy the time. The Blue Network then, according to WRAL, refused to sell the program to the station, claiming that it wanted to keep its best programs for its regular affiliates. Although no formal complaint has been received by the FCC, WRAL has written the Commission, and an investigation has been ordered. The second case involves the reported refusal of CBS to sell its "School of the Air" to WOSU, Ohio State University station in Columbus, Ohio. WOSU, the CBS outlet in Columbus, does not want the show, it is reported, but CBS is reported to have refused to contract with WOSU on grounds that the new regulations include the sale of the program to WOSU. Full details on this case are lacking.

## New Show And Renewal Announced By WOR Sales

Announcement of a transcribed musical show titled "Melody Lane" to F. H. Mader, Inc., on WOR Sundays from 1:15 p.m., has been announced. WOR sales department also received renewal of Dr. Walter H. Ross' "Food and Home Forum" on Monday through Friday from 3:30 to 4 p.m., by the Ronzoni Company.



# Maybe you haven't met Janice...

**D**AYTIME radio, says Hooper, enjoys greater audience in Washington than in most big cities.

**Moral:** combine proved daytime techniques with never-failing local appeal. WTOP did it.

**Result:** "Janice Grey, Washington, D.C.," a daytime serial that has all the animation, all the suspense, all the heart-throb of good daytime radio. **And**—a story so localized—so typically Washington—that it grips the listener's imagination... focuses her attention... **demand**s her loyalty.

The leading character is a girl from out-of-town, working in wartime Washington. Its locale and many of its incidents are so familiar to Washington listeners that they

might have happened next door—and sometimes do!

**Janice**—on the air Monday through Friday afternoons over WTOP—follows a proved radio formula, personalized and localized for Washington women. One of the new "capital-ized" WTOP shows. Let us—or Radio Sales—tell you about them.

**WTOP**  
WASHINGTON'S  
50,000 watt Station  
COLUMBIA OWNED  
CBS

Represented by Radio Sales  
the SPOT Broadcasting Division of CBS

## FCC-Blue Sale Inquest To Hear CIO Charges

(Continued from Page 1)

took the wind out of their sails when he admitted the network's attitude toward labor during the hearings ten days ago.

"Everything we've got to say," said a CIO leader, "Woods admitted last week. All we can do now is cite chapter and verse on the matter. Certainly we plan to go into the NAB Code carefully, outlining our objections to specific parts of the Code."

We have decided that the FCC is our proper forum, he said, "But we are doubtful that this particular proceeding is the proper place for really staging our fight." He promised that the matter of "fair treatment for labor broadcasters" will be pressed to the limit, being brought up independently after the termination of the Blue hearings. "We're out to get this thing straightened out," he said, "and we're not going to stop with this proceeding. The Blue Network has been the fall-guy so far, but that's unfortunate. Our complaints against Blue might be made against any of the other networks."

Another hot session is predicted for today, although no general topic not introduced in previous hearings is expected.

### Provides FCC 'Golden Opportunity'

General feeling here is that the FCC—and particularly Chairman Fly and Commissioner Clifford J. Durr, have found the CIO appearance in the proceedings a made-to-order opportunity for them to strike back at NAB, the networks and others who have been hurling charges of dictatorship at them. Labor's objections to the NAB Code have been logical and have provided the FCC a golden opportunity to turn the tables on its most bitter critics.

Some have even charged that the FCC has maneuvered so as to use the Blue hearings as a forum in which to hurl at the networks and the NAB the very charges leveled against itself, emerging as protectors of the public and champions of freedom of the air. That they have done so is admitted privately by many industry figures here, but there is no evidence that the CIO was inspired by FCC to set up the Commission's opportunity for it.

That the Blue hearing cannot help but have effect upon Congress is also admitted by observers here, who predict that the searching study to which the NAB Code has been put might be the final nail in the coffin of the various new legislation to curb FCC for which Congress has been asked. Congressmen see little to gain politically in altering the Communications Act although some of them do feel that Radio might become more anti-Administration if the Act is altered.

On the other hand, however, there are no votes involved in changing the Act, they feel, and there is little interest in such a move despite ever increasing pressure from industry sources.

In the meantime, growing signs that

self alone, and not for the sponsor, and that was the condition invariably required by the network. With regard to insurance companies being allowed to solicit membership and not other organizations, Woods pointed out that the companies were selling policies, rather than merely soliciting members. . . . Len Decaux, CIO publicity director in charge of radio, appeared before the Commission to contest the Blue's transfer. Stressing the fact that the CIO's complaint was not directed against the Blue in particular, but against the broadcasting industry in general, and that the hearing was one of the few opportunities for labor to air its grievances before the FCC, Decaux condemned the NAB Code on the grounds that it permitted only one point of view, that of business, to be presented to any large degree. Citing the case of the UAW-CIO ETs, Decaux pointed out that the recent addition to the Code, prohibiting broadcasts soliciting membership, was a serious blow to labor unions, as that is one of their main functions. . . . Decaux made three recommendations to the Commission: that more free time be made available to labor; that no blanket restrictions be placed on labor's right to purchase time, and that no blanket restrictions be placed on labor's right to solicit additional members.

H. V. Kaltenborn, speaking at a joint meeting of the NAB News Committee and members of the ARNA, lashed out against CBS' news policy, stating that every good analyst must of necessity have an editorial viewpoint and that to prevent him from discussing controversial topics makes him no more than an ordinary news reporter. He suggested to broadcasters that they set no inflexible rules for commentators, and, if an analyst refuses to conform to certain basic station policies, to fire him rather than try to restrain his opinions. . . . New era of cooperation between radio and films was predicted last week. 20th Century-Fox has made extensive plans for radio advertising, as the result of various campaigns by film

### 'Four Freedoms' Symphony Premiere On NBC, Sept. 26

The world premiere of "The Four Freedoms" symphony, recently completed by Russell Bennett, noted American composer and arranger, will be played on the General Motors Symphony of the Air program Sunday, September 26 (5:00 to 6:00 p.m., EWT.) Dr. Frank Black will conduct. Inspired by the Norman Rockwell series of paintings, the new work will be performed by the NBC Symphony as the feature music of an all-American program.

the administration will support the FCC have been piling up, dimming the chances for new radio legislation in the eyes of most Washington observers—even the most hopeful.

## THE WEEK IN RADIO

. . . FCC-Blue Hearing

(Continued from Page 1)

companies during the past year which proved highly successful. . . . Four major networks last week agreed to the Treasury Department's request to set aside one day apiece during the Third War Loan drive for direct bond selling. Each has chosen a different day on which both key stations and affiliates will concentrate on bond sales.

Edward J. Noble, purchaser of the Blue Network, last week sold WMCA, New York to Nathan Straus for \$1,255,000. Sale is subject to the approval of the FCC. . . . NAB radio news committee, which met for two days in New York last week, announced that it will aid colleges and universities in setting up courses in radio news technique, in order to help relieve personnel shortages in radio news bureaus. . . . Blue Network announced that it has increased its time donated to the war effort to 119 hours this August, as compared with 80 hours during August, 1942. . . . President Roosevelt, in a special message to Congress, defended the FCC's stand on the rider to the Urgent Deficiencies Bill, which Congress passed last session, stating that nothing had been proven to warrant the dismissal from the federal payroll of Goodwin B. Watson and William E. Dodd, Jr., FBIS employees, and Robert Morse Lovett, Governor of the Virgin Islands. . . . NBC public service department, after a two-day meeting last week, announced that it would aim for still higher quality in its public service shows this year. . . . CBS named Arthur J. Kemp, Pacific Coast sales manager, to the post of manager of the Detroit sales office. . . . FCC chairman James L. Fly last week warned news commentators to present both sides of controversial issues and to beware of presenting sponsors' interpretations of the news. . . . CBS announced that it will conduct an extensive promotional campaign on the start of the Fall season. . . . Establishment of a post-war planning committee to work with the Radio Technical Planning Board was announced last week by the American Television Society.

### "Mirth And Madness" Now Shortwaved

Complying with requests made by the Office of the Co-ordinator of Inter-American Affairs and by the Canadian Broadcasting Company, the NBC daily fun show "Mirth and Madness" (Monday through Saturday, 12:30 to 1:00 p.m., EWT) is being shortwaved to Mexico, Central America, South America, Canada and Africa. "Mirth and Madness" originates at KPO, San Francisco.

### Stork News

James G. Bennett, newest addition to the Blue sales staff, announced a new addition to his family. His second child, a girl, was born this week.

## New Music Series Announced By CBS

"Gateways to Music," music series of Columbia's "American School of the Air," begins its season Tuesday, October 12, and continues each Tuesday thereafter, except in school vacation periods, through April 25. A major and comprehensive music appreciation series, "Gateways to Music" is presented in cooperation with the Music Educators National Conference representing 46,000 music teachers. Manuals for the series have been requested by more than 175,000 teachers in the United States and Canada.

### WQXR's Sales For Week Largest In Its History

WQXR's sales for the week ending Friday, Sept. 10, were the largest any week in the history of the station according to Hugh Kendall Boice, vice-president in charge of sales. Boice disclosed that new and renewal business for the week surpassed by 10 per cent the previous high in total sales for the week of Dec. 11, 1942.

Full business has been exceptional heavy, Boice said. In the first two weeks of September, contracts were signed for several programs a week for each of the following: "My Fine" Desserts, Penick & Ford, Ltd. (BBD&O), the J. B. Williams Company, for Glider Brushless Shampoo Cream, (J. Walter Thompson), Garbarelli & Davitto for G. & D. Wine (DE Biasi Agency), Crawford Cloth (Al Paul Lefton Company), American Express Travelers Cheques (The Caples Company). In addition, number of spot campaigns were signed, among them Paramount Pictures (Buchanan & Co., Inc.), Twentieth Century-Fox (Kayton-Spiro Franklin School of Dancing (Franklin Advertising Service), "Blossom Time" (Blaine, Thompson Co., Inc. and Old Dutch Mills Coffee (Peck Advertising Agency).

### FCC Lists WOKO Hearing To Clear Stock Transfer

Washington—Today will see the resumption before the FCC of the hearing on the application for license renewal of WOKO, Albany, N. Y., as well as further sessions for the Blue Network transfer hearings. Renewal has been held up for the Albany station because of questions raised by the Commission regarding the furnishing of information on stock ownership. Sam Pickard, former Federal radio commissioner and later a CBS vice-president, has admitted receiving a quarter interest in the station for his part in arranging a CBS affiliation, but station records do not indicate that Pickard has held this interest for a number of years.

Richard Phelps, Kansas City attorney and brother-in-law of Pickard, who appeared as owner of this station on station records, is expected to be heard next week.

# CBS Moves To Expel Station-Break Spots

(Continued from Page 1)

to create the effectiveness of radio advertising. Elimination of the triple sequence simulated spot announcements on the network was endorsed by the CBS Affiliates Advisory Board at its fall meeting in New York. The action allows an analytical review of the tire field of "plug ugly" criticism. The new policy which becomes fully effective October 1, 1944, is delineated as follows:

1. No change in standard time limits for commercial advertising on quarter-hour, half-hour or full-hour programs.
  2. No restriction on the number of products any client may advertise within such time limits.
  3. The only actual change precludes simulated spot announcements which pretend to be divorced from the program by ceasing introduction of the program itself following the apparent sign-off.
- This move to encompass all commercials within the limits of the radio program itself, according to the CBS announcement, "expresses our confidence in the highest skill in selection and use of broadcast advertising which in recent years has amounted to a new tonal range and widens, we believe, the horizons for its further effective use."

## Research Convincing

Painstaking research over a long period convinced CBS officials that practically all unfavorable criticism of radio advertising was leveled—not material intimately linked to radio advertising but—at the "cast-off" commercials cut adrift from entertainment.

Laboratory tests established that consumers registered "annoyance" only when two or more consecutive commercials were heard between programs. The same total amount of advertising was often rated by listeners as "25 per cent to 50 per cent more" when it was dislocated from the body of the program. Hence the "plug ugly" illusion and "plug ugly" complaint. Even more striking, these experiments revealed:

Most listeners indicated they would rather hear a long commercial with entertainment than a short commercial without. Admitting that the network itself must assume full responsibility for the problem of the "triple threat" against the soundness and success of radio advertising, a straightforward statement by CBS to its clients and affiliate stations points out that the solution is designed to protect "the indispensable idea in broadcast advertising."

This is defined as "the host-and-guest relationship between sponsor and listener, almost doctor-creditor equation between buyer and seller—which powerfully suggests reciprocity even before the 'commercial' is spoken." Identity of the entertainers with their sponsor is termed in the CBS statement as "the buoyant psychological carrier for the sales message—unique to radio among all advertising media."

The statement continues: "Broadcast the same commercial in a new way—and it becomes just another commercial. The charmed circle of give-and-take is dissolved. . . . Break that equation often and broadcasting would lose its magic; it would become merely another mass medium

# Washington Front

By ANDREW H. OLDER

ALL we hear about down here these days is bonds and men. Get rid of the bonds and get the men. Or, in some quarters, don't get the men. Radio has fared rather well in the manpower setup, despite the extreme difficulty experienced by some stations in getting competent help. It just happens that radio, both commercial and military, is growing faster in importance than is the number of men competent to staff the thousands of key posts. Enough men have been left to the industry, however, to enable it to launch what bids fair to be the greatest single job ever done not only until now but for a long time to come. We refer, of course, to the bond job, about which you'll read plenty elsewhere in this paper. . . . Radio has been one of the most cooperative of all industries from the viewpoint of the War Manpower Commission. Industry leaders have brought problems here and have been able to work out most of them. And when they weren't worked out to complete satisfaction, they managed to hang on to their point without antagonizing the WMC.

Which brings us to another matter. Advertising has been hit squarely by the new non-deferrable list—and stands to suffer even more in the event of a labor draft. Plenty of pressure has been brought to bear upon WMC to get most or all of the advertising jobs off the non-deferrable list, but it appears to be a battle waged in a lost cause. . . . Somehow, this battle doesn't sit so well with some powerful WMC officials, and unless the advertising industry alters its tactics a bit there's grave danger it will find itself way down at the bottom of the heap at just about the time the labor draft, or national service legislation, is voted. The position isn't good now, but it could be worse.

on a cost-per-thousand basis. . . . that basic equation is now being broken."

Affiliates Board members' enthusiastic reaction to the CBS plan is manifest in telegrams which they dispatched to Columbia stations within their districts. Excerpts from some of these follow:

Hoyt B. Wooten, WREC, Memphis—"This new policy is another evidence of Columbia's leadership in developing good standards of broadcast advertising."

Leo Fitzpatrick, WJR, Detroit—"Columbia has taken lead among networks to abolish cow-catcher and hitch-hike announcements. Am sure you will agree it is a great step toward better broadcast."

C. W. Myers, KOIN, Portland, Oregon—"Columbia has taken the lead again."

Franklin Doolittle, WDRC, Hartford, Conn.—"Columbia has again assumed leadership of broadcasting industry in eliminating of hitch-hike and cow-catcher announcements."

Arthur B. Church, KMBC, Kansas City, Mo.—"Columbia has taken the lead among networks to abolish cow-catcher and hitch-hike announcements."

John M. Rivers, WCSC, Charleston, S. C.—"CBS has taken its usual forward step in the elimination of hitch-hike and cow-catcher announcements."

I. R. Lounsberry, WKBW, Buffalo—"This new policy has met the enthusiastic endorsement of all Affiliate Board members."

They're still talking down here about a federal judgeship for Cliff Durr, over at the FCC. When the matter was mentioned some months ago, Durr wouldn't consider leaving the commission because he was in the middle of the Cox fracas. By now, it's our guess that he doesn't ever expect to see himself or any of the commission majority on the stand, and so could accept the judgeship without feeling that he was the one who had ducked a fight. . . . If he does get the appointment—and he says the White House has never discussed the matter with him—the federal bench will be getting a noteworthy addition.

Willard Egolf told us one we found hard to believe, but he's got a good reputation in our book so we'll take him at his word. Says he got kicked out of his berth in the wee hours of the morning while on his way up from the Jacksonville meeting of the Florida Association of Broadcasters last Sunday. The reason being a hotbox in the car. . . . Reason we found it so hard to believe was that we had traveled much of the same route only a day earlier—on a so-called fast train—and didn't make enough speed at any point in the trip to cause a hotbox on our daughter's kiddie car.

The speculation here is regarding funds for the Cox committee. How much longer it can go without asking Congress for more than the \$60,000 voted it last winter. Hugh Reilly just told us he didn't suppose it could be much longer, but there is a story around that the committee has managed to save enough to fall back upon if it should be denied further funds. . . . We can't vouch for it, not being a favorite of that committee, but it sounds like a good idea. It's hard to see how Congress could vote additional funds for the investigation in view of the terrific thumping it had for ever having authorized Cox to chair the investigating committee in the first place. The Washington "Post" remarked the other day that further activities of the committee can no longer damage the prestige of the FCC—might even raise it—but do damage the reputation and prestige of Congress.

Talking about the Cox committee, there's the story of the committee employe who bumped into an acquaintance in New York early this month, poured out all his grievances against the committee and told how sorry he was to be tied up with it, then asked, "and what paper are you with?" The answer was, "I'm with the FCC. Remember?"

Marcus Cohn, FCC lawyer, has just become the father of a boy named "I-know-it's-the-chairman's-name-but-that-has-nothing-to-do-with-it-Lawrence N. Cohn."

# Fly Warns Educators To Take FM Channels

(Continued from Page 1)

continued reservation of those channels, unless educators actually get busy and fill them with educational stations. There is no room for what the railroad industry calls 'deadheading.' If education doesn't want and doesn't need those channels, and if it doesn't prove its desires and needs by actually making intensive use of them, history is going to repeat itself, and education will again find that it is left with memories of a lost opportunity."

Fly traced the history of AM broadcasting, recalling how a substantial portion of the early licensees were educational institutions, and how most of them fell by the wayside because they did not keep up with commercial competition. With FM, educators have an excellent opportunity to "redress that balance," he said, and assured the group that the FCC will aid in the task.

## Must Be Progressive

Educators will be "traveling in fast company" when they use the FM bands, Fly warned. "Your programs will be competing, so far as general listeners at least are concerned, with the best that commercial radio has to offer," he said. "And, remember, it's easy to play hookey from a radio school. A mere twist of the dial will shut out 17th century history or trigonometry and bring in Jack Benny or the results of the World Series. I am myself a great believer in competition, and I have a notion that if educators do their part and do it well competition between the adjacent commercial and non-commercial FM bands will result in improved program service on both bands.

"In one sense, of course, all radio is educational, for better or worse," he continued. "The local commercial stations and the networks alike are educating listeners every hour of the day and night. I suppose the symphony and the opera are music education whether they are treated in the classroom or are sponsored by a roofing company. Similarly the news programs which have done so much to make commercial radio an indispensable part of our daily lives are no less educational because they are not called courses in current events. The technics for reaching and impressing mass audiences so skillfully developed by commercial radio can and indeed must be applied, though perhaps in somewhat modified form, if the new educational FM stations are to live up to their promise."

Predicting that materials for these stations will be readily available after the war, Fly urged that plans be formulated now for the use of the educational bands.

## Leo Mishkin, Joins CBS Press Dept.

Leo Mishkin, publicist and former New York and Paris newspaperman, joined the Columbia network's Press Information Department, George Crandall, director of the department, announced.

★ ★ COAST-TO-COAST ★ ★

PHILADELPHIA, PA.—Eight-alarm fire on September 12 at Philadelphia's Broad Street station also seems to have generated heat among the radio stations. Both WCAU and WIP claim to have scooped the town with the first eye-witness broadcast of the conflagration. Both outlets went on the air with bulletins at 10 a.m. First eye-witness account was broadcast by WIP at 12 noon, station claims, while WCAU says it aired its first on-the-scene description at 10:30 a.m.

WATERTOWN, N. Y.—Thomas E. Martin, station manager of WWNY, has returned from a five-week tour of England and the British Isles as a guest of the British government. . . . WWNY announces that it sold over twenty per cent of total War Bonds sold in Watertown on the opening day of the Third War Loan drive.

BOSTON, MASS.—News series of weekly broadcasts, titled "Invitation to Music," will be aired over WMEX at 8:45 p.m., starting Wednesday. Programs feature Boris Goldovsky, pianist and commentator, who will play works of the great masters and comment informally on composers and their works. Of special interest will be his remarks on the current Boston Symphony Orchestra programs.

FORT WAYNE, IND. — Five eminent guests appeared for personal interviews over WOWO-WGL last week. They are band leaders Les Brown and Louis Armstrong, screen actress Margo, and Marian Carter and Jeanne Sarazy of the "American Town Meeting of the Air."

STAMFORD, CONN.—Edward D. Untermeyer has joined the WSRR engineering staff. This is his first position with radio. . . . C. O. Miller Co., Stamford department store, has added Thursday night, 7 to 7:30, to its regular Monday through Friday a.m. broadcast schedule. Program, which is designed to promote the store's Thursday night opening, features Bob Carlyle, emcee, Ann Davenport, C. O. Miller's personal shopper, and the music of Frank Daly's orchestra. . . . WSRR is celebrating its second anniversary with a special program tonight at 9 p.m. EWT.

PRINCE ALBERT, SASK.—Lorraine Seckinger is the new face at the traffic desk of CKBI. . . . Doris Donnelly, recently wedded, has been replaced in CKBI continuity by Margaret Herron. . . . The sound of hammer and saw resound through the studios of CKBI, as three new offices are being added and the control room remodelled.

SAN ANTONIO, TEXAS—Wildroot Hair Tonic Co. will sponsor a 15-minute commentary twice weekly by Col. T. L. Landers, U. S. Army, retired. Broadcasts will originate from the studios of WOAI and will be carried by KPRC, Houston, WFAA, Dallas, and WBAP, Fort Worth, all of the Texas Quality Network. Col. Landers will give his views on the military aspects of this war, based on his 40 years of active service. Broadcasts are scheduled for Mondays and Wednesdays at 6:30 p.m., CWT. Account was placed through BBD&O.

NEW ORLEANS, LA.—"Eyes on the Sky," weekly program of the New Orleans Air Region of the Third Fighter Command, Army Air Forces, recently celebrated its six month anniversary. Series, originating at WWL, and heard via transcription on KVOL, Lafayette, La., and WDX, Jackson, Miss., is a 15-minute evening show directed primarily at the Aircraft Warning Service civilian volunteers in the Gulf area.

LYNCHBURG, VA.—"Home Front Quarter-Master," new government show, has been sold to a local bakery to run three times weekly over WLVA. . . . Christening and presentation ceremonies of the Army bomber "City of Lynchburg," purchased by citizens during a recent war bond campaign, will be broadcast by WLVA. Claude Taylor, outlet's chief announcer and production manager, will handle the show.

OMAHA, NEBR.—Walter O'Keefe, radio and stage comedian, will be emcee at the stage show and dance presented at the city auditorium Wednesday for visitors to the American Legion national convention. With him will appear the "Cresta Blanca Carnival" program, having direct hookup with New York, and part of the program will be synchronized with the broadcast of Morton Gould's orchestra. . . . Hugh Feltis, KOIL general manager, and Foster May, station's special events announcer, have been named to the publicity committee of the United War and Community Fund campaign.

HARLINGEN, TEXAS—"Jitterbug Jamboree" aired on KGBS, is literally the answer to a maiden's prayer. Miss Merle McClendon of Mercedes, Texas, wrote the station: "We're saving our money for war bonds and stamps, so we have to have our entertainment at home. How about some jitterbug music so we can

dance?" KGBS responded with the Saturday night "Jitterbug Jamboree."

ST. LOUIS, MO.—Ambrose Haley and the "Ozark Ramblers," hillbilly and western outfit, made their debut over KXOK last week. Haley and the gang, composed of the Miccolis Sisters, Dickie Phillips, Curley Roberts and Joe Nuccio, will be heard eighteen times each week over KXOK. . . . Bowling team of KXOK got off to a good start in the city bowling competition. Harry Renfro, team captain, issues a challenge to stations in other cities to roll a match game by mail.

NEWARK, N. J.—Orange (N. J.) Merchants Association, for the first time in its history, will inaugurate a series of daily programs over WAAT, starting tomorrow.

PORTLAND, ORE.—Grove Laboratories, Inc. have bought four newscasts on KGW. They are sponsoring "Your Home Town News," ten minutes of local and Pacific Northwest dispatches; Bob Thomas' "Labor News"; Day Foster, commentator, and a quarter-hour of straight news.

ROCKFORD, ILL.—Father Edward J. Flanagan, founder of Boys Town, recently addressed listeners of WROK on behalf of the Third War Loan drive. . . . Another special War Bond show was presented on WROK by employees of the Rockford Drilling Machine Co., appearing on the station's weekly "Soldiers of Industry" program. . . . American Cabinet Hardware Corp. of Rockford is sponsoring a series of news casts on WROK to promote the Third War Loan.

NEW HAVEN, CONN.—Savitt's Jewelers are presenting a program of Salon Music Mondays, Wednesdays and Fridays at 6:30 p.m. over WELI, with the Monday presentation being turned over to the Red Cross. . . . Phil Buxbaum Jr. has moved his sports program to the 6:45 spot. . . . Lillian's Fur Studio of New Haven have expanded their broadcast schedule over WELI, sponsoring the 6:15 p.m. newscast six nights weekly. . . . WELI has revised its schedule so that it now carries Monday through Saturdays the complete one hour "Breakfast Club" from 9 to 10 a.m.

MINNEAPOLIS, MINN.—KSTP and stations of the Minnesota Radio Network—KROC, Rochester, KYSM, Mankato, and KFAM, St. Cloud—again will carry pre-game and post-game football shows for Shell Oil. Halsey Hall, KSTP sportscaster, will handle actual game broadcast. But since University of Minnesota forbids commercial sponsorship, Shell will sponsor 15-minute periods immediately preceding and following games. Del Franklyn will handle the Shell broadcasts.

OAKLAND, CAL.—"Hayward Hospital House," featuring interviews with servicemen from the Air Corps and Seabee

Camps near Hayward, Cal., is now heard every Thursday evening on KLX from 9:15 to 9:30 p.m. Two emcees are KLX special events men Harry Koplan and Wally Kin Show is sponsored by Jack Casson, building contractor and president of the Hayward Chamber of Commerce.

VINCENNES, IND.—Howard Dempsy of WIRE, Indianapolis, Ind., temporarily stationed at WAOV in the capacity of chief engineer. . . . Royal Crown Cola Co., through BBD&O, has renewed their commercial contract with WAOV for another 52 weeks. . . . "Last Night In The Ros Room," musical show, has been placed by J. Walter Thompson over WAOV, WIRE and WKBV, Richmond, Ind. The new Kellogg feature starts today over WAOV.

CINCINNATI, OHIO—New advertiser joins the ranks of WLW-promoted drug merchandise tomorrow, when Foley & Co., Chicago, assumes sponsorship of the morning newscast over WLW three times weekly at 9:15 a.m. for their cough remedy. Also a "hitch-hike" announcement at the end of each broadcast will be devoted to their vitamin line. Contract was placed through C. Lauesen & Salomon, Chicago.

ATLANTA, GA.—Ted Anthony is the newest addition to the announcing staff of WGST. He was formerly with WATL of the same city.

SACRAMENTO, CAL.—Leo Ricketts, manager of KFBK, announces that the station has acquired an AP news wire, which includes hourly news summaries, telescripts and other features, as well as AP dispatches.

Caskey Promoted At WFIL; Other Philly Staff Changes

Philadelphia—Promotion of William B. Caskey from the post of business manager and promotion director to that of assistant general manager of WFIL, was announced by Roger W. Clipp, executive vice-president of the station. This important move is designed to relieve some of the extra burden placed on Clipp's shoulders caused by President Samuel R. Rosenbaum's leave of absence to join the AMG.

Succeeding Caskey, will be T. R. Oberfelder in the position of promotion director. "The acquisition of Oberfelder formerly promotion director of WCAU to take complete charge of all our promotion activities," said Clipp, "frees Caskey to assume greater responsibilities and I am confident that these major moves on our part will reflect in a general strengthening of our organization and broadening of our service to both agencies and clients of WFIL."

1943 BIRTHDAYS table with dates 17-30 and names Alma Dettinger, Daniel Duncan, Frank DuVal, Ed Kayatt, Mary McKim, Billy White.



# RADIO DAILY

The National Daily Newspaper of Commercial Radio and Television



VOL. 24, NO. 57

NEW YORK, N. Y., TUESDAY, SEPTEMBER 21, 1943

TEN CENTS

## ET Settlement Imminent

### CC-Blue Case Rests; Noble To State Policy

Washington Bureau, RADIO DAILY  
Washington—The FCC yesterday adjourned its hearing on the transfer of the Blue Network from RCA to the American Broadcasting System pending the filing of a statement by ABC of its policy and intentions regarding the "expansion of the mechanism of free speech." Edward J. Noble, head of ABC, and President Mark Goodson of the Blue were the only witnesses, with most of the discussion centering about aspects of the free speech question.

### Successor To Thomson Main Topic CBC Meeting

Ottawa—Resignation of Rev. J. S. Thomson as general manager of CBC was one of the main items on the agenda of the corporation's board of directors when it went into session today. Dr. Thomson was appointed Nov. 2, 1942 succeeding Edystone Murray who resigned, and obtained a year's leave of absence from his post as president of the

### Neuwerth Gets Promotion With WBBM-CBS, Chicago

Chicago—O. J. Neuwerth WBBM production manager, has been named assistant program director effective September 20, it was announced by Walter Preston, program director. Neuwerth replaces Mitchell, who leaves to do free

### Full Sked

One guy on WABC is most certainly above being mentioned as handling a program with idle talk. The possible 90 weekly commercial spots on Arthur Godfrey's program, on a six-day-a-week basis, have been sold as of yesterday. The gent is heard on the station 10-7:45 a.m. EWT and commutes to Washington on occasion, according to report.

### P.A.'s Paradise

Radio refutes a major picture producer's claim of the industry's dependence upon the screen for stars and entertainment by pointing to the number of radio stars who have contributed their names and talents to the motion picture industry. So-o-o-o it's movie press agents vs. radio's space grabbers!

### Suit Re Pearson Script Filed In Washington

Washington Bureau, RADIO DAILY  
Washington—Basing their suit on a portion of the Drew Pearson script of March 28, 1943, Ira Chase Koehne, H. Victor Broenstrupp and Frank W. Clark yesterday filed in Federal Court here a suit claiming slander and libel against Pearson, RCA, the Blue Network, NBC, the "Washington Evening Star" (owner of WMAL), Serutan

### Farnsworth Television Co. Plans Expansion

Fort Wayne, Ind.—Farnsworth Television and Radio Corp., has received War Production Board authority for expanding its engineering laboratory, and manufacturing facilities, at a cost of approximately a quarter of a million dollars. E. A. Nicholas has been re-elected president of the firm. Action is being taken to list the company's stock on the New York and San Francisco stock exchanges, he said.

## Radio's All-Out Bond Drive Gains Momentum In N. Y. C.

### Quiz Kids Prove Ace War Bond Salesmen

Washington Bureau, RADIO DAILY  
Washington—By knowing the right answers, the Quiz Kids have won \$90,000 in defense and war bonds since they went on the air about three years ago in Washington; now to sell bonds at the Army show, they count the \$90,000 they have won as

## Transcription Men Inform WLB Panel They May Accept AFM-World Terms If No Hidden Contingencies

### Defends Web Refusal To Sell Winchell Show

Washington Bureau, RADIO DAILY  
Washington—RCA Attorney John T. Cahill yesterday pointed out to the FCC what appears to be a method for the networks to avoid full compliance with the FCC's new network rules. During a discussion concerning the refusal of the Blue to sell the Walter Winchell program to WRAL, Raleigh, N. C., Cahill re-

### Reader's Digest Buys Time For Blue Web Program

The Reader's Digest has contracted with the Blue Network to sponsor a program Thursday from 10:15 to 10:30 p.m., EWT, on approximately 130 stations beginning Oct. 7. Although the format of the show has not yet been

### Town Hall Broadcasts Link Network And BBC, London

A two-way audience participation hook-up with full heckling privileges for participants on both sides of the Atlantic has been arranged by the Blue Network and the British Broad-

Due to the events having taken place over the weekend, whereby Decca Record and World Broadcasting System, phonograph record and transcription company respectively, verbally agreed to a contract with the American Federation of Musicians, it appears imminent that the transcription firms now before the War Labor

## Orson Welles Returns Via Thriller Over CBS

Orson Welles returns to the air for a series of four consecutive broadcasts on the CBS "Suspense Show" beginning Thursday, September 23, re-uniting him with William Spier, director, who first gave Welles his radio break on "March of Time" in 1933.

## Radio Exchange Set For Swedish-U. S. ETs

Washington Bureau, RADIO DAILY  
Washington—A number of prominent Washington government officials, members of Congress and radio men were on hand yesterday for a pre-

## Over The Teacups

As announced on her "Goldberg" program last week, Gertrude Berg, creator of the show, sat for sixty minutes taking bond orders by 'phone. One woman ordered a \$25 bond, but offered to purchase a \$500 one if Mrs. Berg would have tea with her some afternoon. Always game, Mrs. Berg made the appointment and is selling the bond over the tea table today.

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(Continued on Page 2)



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# FINANCIAL

(Monday September 20)

## NEW YORK STOCK MARKET

	High	Low	Close	Net Chg.
Am. Tel. & Tel.	156 1/4	156	156	0
CBS A	23	23	23	+ 1/2
CBS B	23 1/2	23 1/4	23 1/2	+ 1/4
Crosley Corp.	20 1/4	20	20 1/4	+ 1/2
Gen. Electric	39	38 5/8	38 3/4	- 1/8
Philco	25 1/4	24 3/4	24 3/4	- 1/8
RCA Common	11	10 3/4	10 3/4	- 1/8
RCA First Pfd.	69 3/4	69 1/2	69 1/2	- 1/8
Stewart-Warner	12 3/4	12 1/2	12 1/2	- 1/8
Westinghouse	97 1/2	96 3/4	97	+ 1/8
Zenith Radio	35 3/4	35 1/4	35 5/8	+ 7/8

## NEW YORK CURB EXCHANGE

Nat. Union Radio	3	3	3
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## OVER THE COUNTER

	Bid	Asked
Farnsworth Tel. & Rad.	8	8 1/4
Stromberg-Carlson	10 7/8	11 1/8
WCAO (Baltimore)	20	23
WJR (Detroit)	27	29 1/2

## Successor To Thomson Main Topic CBC Meeting

(Continued from Page 1) University of Saskatchewan. There have been reports also that Rene Morin of Montreal, chairman of the board of governors, would retire and that Dr. Thomson would succeed to that post.

## "Guess Who" Hearing Adjourns Till Thursday

Hearing on the injunction filed by Audio-Scriptions against N. W. Ayer and other parties involved in the production of "Guess Who" to restrain the broadcasting of the show took place yesterday morning in the chambers of the New York Supreme Court, Justice Hammer presiding. Defendants presented evidence to back their claim that the program idea was not original with Audio-Scriptions in 1939, but had been used by several individuals and outlets in different ways prior to, and following, that time. Hearing was adjourned until Thursday morning.

## Town Hall Broadcasts Link Network And BBC, London

(Continued from Page 1) casting Company for the two trans-Atlantic broadcasts of "America's Town Meeting."

The actual transmission of the first of the two broadcasts will take place on Saturday, September 25, when a capacity audience of 1,500 is expected to assemble in Town Hall, 123 W. 43rd St., at 10 a.m. to join with an audience of their British allies in London in a discussion of the question "What Shall We Do With Germany After the War to Win the Peace?" A transcription of this discussion will be broadcast at the regular "America's Town Meeting" hour at 8:30 on Thursday evening, September 30 over WJZ and the Blue Network.

Dorothy Thompson, author and columnist, and Dr. Richard Brickner, psychiatrist and author of "Is Germany Incurable?" will be the speakers in Town Hall, while Sir Robert Gilbert Vansittart, political adviser to the British Foreign Office, and Jennie Lee, former Member of Parliament and journalist, will be the London speakers. George V. Denny, Jr., founder of the program, will moderate both of the discussions from England.

The second discussion in the series will be on the subject, "What Shall We Do with Japan After the War?" and will be transmitted on Saturday, Oct. 2, with audiences in both sides of the Atlantic participating. This program will be heard by transcription on Oct. 7. Speakers will be announced later.

## Reader's Digest Buys Time For Blue Web Program

(Continued from Page 1) set. Frazier Hunt will be featured. Batten, Barton, Durstine & Osborn, New York, handles the account.

## Canadian Tube Situation Expected To Improve

Montreal—M. M. Elliot, Montreal radio manufacturing executive said in an interview that if projected plans materialize radio tube shortage will have eased considerably by the end of 1944. The biggest obstacles facing the production of tubes, he said was labor and materials.

## Mail Pouch Expands Coverage

Effective Dec. 27, Mail Pouch Tobacco Company will add 37 stations, making a total of 101 Blue Network affiliates, to the lineup of stations for "Counterspy," adventure drama which Mail Pouch has sponsored on the Blue since Sept. 28, 1942. The program has been renewed effective Sept. 27.

**EXPERIENCED ANNOUNCER WANTED**

Get in touch with Mr. Thomas, Radio Station WATR, Waterbury, Conn.

## Suit Re Pearson Script Filed In Washington

(Continued from Page 1) (Pearson's sponsor), and the Henry Souvaine Agency, Serutan advertising representative. Broenstrupp and Clark are two of the 33 now under indictment here for sedition.

A lengthy complaint outlines a dozen charges. On most of which the plaintiffs demand \$1,500,000 from each defendant. In a few cases they taper their demands to half a million per count per defendant.

Genesis of the suit seems to be Pearson's statement during the broadcast, for which he gave as source the Department of Justice, that "The American Civil Liberties Union has refused to help the 33 indicted Hitler agents, following which a new rival, the Citizens Civil Liberties Union has been formed and has an office at 1118 Barr Bldg., but there is something very peculiar about this new civil liberties union. Its office also is the office of the attorney for Victor Broenstrupp (sic), one of the alleged Hitler agents who is indicted."

It goes on to charge monopolistic practices in the industry by RCA, charging that RCA, through NBC and the Blue, has interfered with the free choice of programs of broadcasters and coerced 180 stations into carry Pearson.

Although Koehne was on hand yesterday for the Blue hearings, and had intended to seek to intervene, he made no move to do so.

## Neuwerth Gets Promotion With WBBM-CBS, Chicago

(Continued from Page 1) lance work as writer, producer and actor. George Case, staff producer, succeeds Neuwerth as production head.

## Palmolive Renews CBS Show For 4th Season

Colgate-Palmolive-Peet Company, has announced that it is renewing its 8:30 Columbia Saturday night time for the fourth season effective October 2. Presented in behalf of Palmolive Shave Cream, the client now sponsors "Inner Sanctum" over the full Columbia network Saturdays from 8:30 to 8:55 p.m., EWT, with rebroadcast at 11:30 p.m., EWT. The eerie mystery drama made its CBS debut September 4 for Colgate.

In addition to "Inner Sanctum," Colgate-Palmolive-Peet sponsors "The Judy Canova Show" over the full CBS network.

## NBC Management Meet Ends

Problems of the radio industry including the manpower situation, educational programs, recording ban and pending legislation were among the subjects discussed by NBC executives at their annual management discussion session concluded Sunday at the Sea View Country club, Absecon, N. J. Most of the executives returned to their posts in New York, Washington, today with Chicago and West Coast executives remaining in the New York for home office conferences.

## COMING and GOING

CARL BURKLAND, general manager of WT Columbia's Washington-owned station, MARTIN WICKETT, program director, are town.

PAUL WHITEMAN is back at his desk musical director of the Blue Network and is commuting daily between the city and Walking Horse Farm at Stockton, N. J.

LT. TOD SWALM, erstwhile member RADIO DAILY staff and now with the U. Army Air Force, is in town on furlough.

GASTON W. GRIGNON, general manager WISN, Milwaukee, Wisc., is here for conferen with the New York representatives of station.

LOUIS J. APPEL, manager, and SYDN ROBBINS, commercial manager, of WSI York, Pa., visitors yesterday at the staff department of the Blue Network.

ROBERT BRENARD, BBC overseas press ficer, left last night on a ten-day tour newspaper offices in Montreal, Toronto Chicago.

LOUIS SAIFF, JR., commercial manager of CBS affiliate in Watertown, N. Y., WW is here visiting at CBS headquarters.

NEAL SMITH, manager of WCOL, Columbus, Ohio, is spending several days in New York. The station is a Blue Network affiliate.

J. CARSON BRANTLEY, head of the Salt Lake, N. C., agency bearing his name, in New York this week on transcription business.

LT. TOM GOOTEE, former NBC engineer, caller at the offices of the network's central division while on leave from Ft. Monmouth, N. J.

LARRY BAIRD, commercial manager of WJ is in New York on station business.

WILLIAM F. CRAIG, commercial manager of CBS affiliate in Muncie, Ind., WLBC, visits CBS offices in New York.

WOODY HERMAN and his band are in Columbus, Ohio, filling an engagement at the Palace Theater.

## 81.5% of the votes

Students at Baltimore colleges voted for their favorite sports commentator. Bill Dyer, W-I-T-H sportscaster, received 81.5% of the votes.

Proving again that W-I-T-H is the leading sports station in Baltimore.



## IN BALTIMORE

TOM TINSLEY, President  
REPRESENTED BY HEADLEY-REED

# ET Accord Imminent In Dispute With AFM

(Continued from Page 1)

board along with the AFM will also come to some sort of accord possibly within the next 24 hours. This was developed yesterday afternoon as the WLB panel resumed hearings over the dispute between the transcription men and the AFM.

## Socolow Asks Exec. Session

The hearing yesterday resulted in Walter Socolow asking the panel for an executive session to consider the situation that had arisen since the adjournment over a week ago. Joseph A. Padway, attorney for the AFM also attended the transcription session for a short time. Chairman Meyers then said there would be a joint executive session for 15 minutes at which ran much longer. At the conclusion of this it was stated that the joint executive session would continue this morning at 11 a.m.

According to A. Walter Socolow, attorney for the ET men, his clients are willing to sign an agreement with the AFM on the same terms as that outlined by World Broadcasting System, provided however, that it is a clean-cut pact and there are no contingencies to which they may object.

## Exact Terms Not Defined

The exact terms of the agreement for both Decca and World were stated as not being wholly defined. Padway told RADIO DAILY that he hoped they could be ready within this coming week. Nothing was signed he said, which is about the same said by Milton Diamond, attorney for Decca and World. The verbal agreement however means that both these companies, (Decca recently bought out World) may resume recording forthwith. Understood that World started last night and Decca is now set to start on the leading tunes of the day. This probably means today, or as soon as certain bands can be assembled at the studios. Some are out of town.

When the hearing opened yesterday, Chairman Meyers went through the routine of announcing several additional exhibits filed by the AFM, some at the request of the WLB panel. He then asked Milton Diamond to say a few words and Diamond did just that and mentioned his firms had reached an agreement with the AFM. Socolow then requested that the AFM give his clients the privilege of recording and making any future agreement retroactive. To this Padway objected and several times said, "We are not that dumb." He feared that a backlog would be rolled up which would seriously hamper the AFM in its negotiations. And if the talks fell through, then the backlog would hold the ET men for many months to come.

## Fuller Queries Padway

At this point Panelman Fuller, representing management, queried Padway as to certain advantages that may be enjoyed by World and Padway reiterated that he was willing to sign with the ET men also if they

# ☆☆ GUEST-ING ☆☆

HENRY J. KAISER, ship builder; DR. ERNST P. BOAS, chairman of the New York Physicians Forum for the Study of Medical Care; DR. MORRIS FISHBEIN, editor of the Journal of the American Medical Assn.; DR. KINGSLEY ROBERTS, director of the American Administrative Service, Inc., and DR. LOUIS BAUER, speaker of the House of Delegates of the New York Medical Society, on "The American Forum of the Air," today (WOR-Mutual, 8 p.m.).

JANE WITHERS, on the "Jack Carson Show," tomorrow (WABC-CBS, 9:30 p.m.).

DONALD M. NELSON, chairman of the War Production Board, as speaker on the "Victory Parade of Spotlight Bands," Friday (WJZ-Blue Network, 9:30 p.m.).

ALVINO RAY and his orchestra, on the "Fitch Bandwagon," Sunday (WEAF-NBC, 7:30 p.m.).

will agree to the same terms as World.

Subsequently Socolow went into the executive session and this session resulted in its being continued this morning. Main thing it was stated, is to find if any woodpile denizens resided in the proposed pact.

Representatives of other phonograph record companies, including RCA Victor who were asked by RADIO DAILY if they were not worried by the fact that Decca was getting the jump on them in the manufacture of records did not appear unduly ruffled. They preferred to wait and see what the contract was like.

## Talks In Chicago

The talks between the AFM and Decca-World took place in Chicago and from there it was announced an accord had been reached. Unofficial reports gave the deal as calling for one fourth of a cent minimum on recordings selling for 35 cents and scaled upward to the \$2 recordings. Somewhat similar scale is down for the transcriptions.

It is estimated that some 10,000,000 to 15,000,000 records are sold annually and at the rate the AFM is seeking to impose a super-tax it would bring the AFM something over \$300,000 annually. This is wholly unofficial, but it is pointed out that the deal is considerably less than originally sought by the musician union. The sum to be paid over the union scale is to be paid directly to the AFM headquarters and is not a sick or benefit fund proposition so far. If Petrillo's own figures of \$7,000,000 in losses as recording revenue have been sustained by the union's members, than it is indicated that the union will be a long time recuperating its losses. World sought a five years pact it is said but the AFM reduced it to two and a half years.

The very fact that the AFM has ostensibly reduced its original request is what the ET men now fear and wonder if there is a catch to the proposition. If there isn't any, they

PAUL WHITEMAN, on the program of the "Musical Steelmakers," Sunday (WJZ-Blue Network, 5:30 p.m.).

PAUL SCHUBERT, news analyst, on John W. Vandercook's "Where Do We Stand," Sunday (WJZ-Blue Network, 5 p.m.).

CHESTER BOWLES, senior deputy administrator of the Office of Price Administration, on "Washington Reports on Rationing," Sunday (WEAF-NBC, 3 p.m.).

THEODORE R. GAMBLE, national director of the War Finance Division of the U. S. Treasury, as guest speaker on "The Family Hour," Sunday (WABC-CBS, 5 p.m.).

ARTHUR MURRAY, dancing teacher, on Bill Stern's "Colgate Sports Newsreel," Friday (WEAF-NBC, 10:30 p.m.).

are willing to go along with the World contract.

Thus it is conceded that if the terms of the Decca-World pact are revealed this morning and they have been fully accepted by both sides, the outlook for an early settlement of the transcription dispute is held to be near.

# Orson Welles Returns Via Thriller Over CBS

(Continued from Page 1)

the lead in "Most Dangerous Game" by Richard Connell. The following Thursday, September 30, Welles stars in Arthur Conan Doyle's "Lost Special" and on October 7 and 14 Welles is cast in a two-part story, "Donovan's Brain" by screen writer Curt Siodmak.

# Quiz Kids Prove Ace War Bond Salesmen

(Continued from Page 1)

just peanuts, compared with the millions they have sold on tour since the Third War Loan started. Wherever they go their audiences have to buy bonds to be admitted to their show and so far they have sold \$5,700,000 of war bonds in this way.

Bond sales aggregating \$4,000,000 were made in connection with their appearance in Washington's Constitution Hall on Sunday. In Philadelphia the Quiz Kids sale was \$1,500,000; in Des Moines, \$500,000; in Elkhart, Inc., \$200,000. They expect to sell millions more at shows in Richmond, Va., and Detroit next week.

Biggest winner of war bonds is the renowned Richard Williams, 13. He has \$11,000 of \$100 bonds won in the weekly quiz. Next is the erudite Gerard Darrow, 11, with \$7,800.



## for the MOHAWK RADIO & FURNITURE MART

The Mohawk Radio & Furniture Mart is an outstandingly successful Cincinnati Company . . . has had a 15-minute once-weekly program on WSAT for 7 consecutive years . . . has renewed its contract yearly.

Result? Increased business necessitating expansion of the Company's store to 4 times original size . . . A sample of WSAT's EXTRA POWER to Lift Sales in Greater Cincinnati!

5000  
WATTS  
DAY AND  
NIGHT

WSAT

Basic Blue Network Sta.  
Nat'l Reps.  
SPOT SALES, INC.  
New York, Chicago,  
San Francisco

LOS ANGELES

By RALPH WILK

**KIM HUNTER**, dramatic find of David O. Selznick's, interviewed by Erskine Johnson on his "Hollywood Spotlight" program as his "Star Of Tomorrow" selection over KECA, Sept. 15.

Our selection of the week of the most photogenic non-professional—Doris Callahan of the KNX Script Department.

Perhaps the most decorative script of any one on "The Judy Canova Show" is that of Eddie Dean, the singer, who is a constant doodler. During rehearsal, he amuses himself—and the rest of the cast—by drawing pretty faces, and more often indistinguishable figures on the cover and inside of his script. But, in spite of these dood-dads he never fumbles a line on the air.

Agnes Moorehead, "Marilly" on the Lionel Barrymore show, "Mayor Of The Town," is busy in her spare time experimenting with Spanish casserole dishes. Cooking is her hobby. Husband Jack Lee has sampled the new menus and okayed them with gusto. He has just finished a part in the Columbia film, "There's Something About A Soldier," which is scheduled

Contralto-voiced Denny Wilson, five years a member of the Music Mails, gets her first solo spotlight as guest singer on the "Bob Crosby & Co." edition of words and music Sept. 26. Dark-haired, Paris-born Denny, one of Hollywood's busiest singers, is the daughter of Forrest Wilson, author of the 1942 Pulitzer Prize winning "Crusader In Crinoline."

Hollywood's "greatest" musician is heard weekly on "The Great Gildersleeve" show. He is Hubert "Tiny" Berman, a member of Claude Sweeten's orchestra, who tips the scale at a solid 350 pounds and ducks doorways 'cause his hat starts just 6 feet, 7 inches from the floor. What instrument does he play? The "Bull Fiddle," naturally!

**N. Fletcher Turner Joins WABC As Account Exec.**

N. Fletcher Turner, Jr., for ten years a member of J. M. Mathes, Inc. in New York, has joined the sales staff of WABC, CBS outlet in New York City, as an account executive, it was announced by Arthur Hull Hayes, general manager of the station. While with Mathes, Turner was active in production and commercial writing for such programs as "Information Please," "Duffy's Tavern" and others.

**64 Stations Rave About FUNNY MONEY MAN**

ALLEN A. FUNT RADIO PRODUCTIONS  
52 Vanderbilt Avenue New York City



**A Reporter's Report Card. . . !**

● ● ● **WENDELL WILLKIE:** Globe-trotter Lowell Thomas, newscaster of the Blue Network, has been "nominated" in a recent editorial carried by the Cincinnati Times-Star, as the Republican candidate for the Presidency . . . . . **CHARLIE SPIVAK:** We hear that your quartette, the "Stardusters," will SpIVAKATE at the end of this month. . . . . also that June Hutton leaves your band. . . . . **HENRY MORGENTHAU, JR.:** The recordings, thrashed by Yvette for the Treasury Department, will be aired over 648 radio stations which means that the masses will hear your message. . . . . **CHARLES M. BARBE:** Thanks for your letter; and congratulations on the new connection starting October 1, with the Cowles people at WNAX. . . . . and tell Phil Hoffman, we had that TALL drink at Longchamps' "toasting the dedication of the tower" . . . . . but was it alright? We mean what we drank was a TALL glass of milk. . . . . **JOHN W. VANDERCOOK:** Your "Where Do We Stand?" partner, has returned from a two-month tour of the battle areas in Africa and Sicily and will rejoin you Sunday on the program.

★ ★ ★ **JAY JOSTYN:** With the terrific rating of your "Mr. District Attorney" program, we know that Hollywood will up the 'ante' . . . . . what we want to know is, do you plan to take the 'Chief' if and when the new offer is made? . . . . . **BILL GERANNT:** Thought you'd like to know that Lois January has been selected by Hillman Periodicals, "the prettiest girl in Radio" . . . . . **SIGMUND ROMBERG:** Blonde and curvaceousinger, Marie Nash, who was last seen and heard on your recent concert tour, gets a featured role with Ed Wynn's Washington Company of "Big Time" . . . . . **BETTY HUTTON:** Sister Marion makes her Gotham debut as a soloist, November 10, when she opens at the Paramount theater. . . . . **LEO REISMAN:** You and your boys certainly get a break (as far as transportation problems are concerned) when you close, September 30 at the Waldorf-Astoria's Starlight Roof. . . . . you open next day at that Hostelry's Wedgewood Room. . . . . **BOB KERR:** when CBStylist, Joan Brooks starts vocalizing for the recording people (we recently reported seeing her in a huddle with Mannie Sachs of Columbia Records), the song she introduced on her program titled "Seven Days A Week" should be a 'must' . . . . . if you hear her rendition of that tune you'll thank us for the tip.

★ ★ ★ **GEORGE WHITING:** Your NBCan You Top This? trio, Senator Ford, Harry Hershfield and Joe Laurie, jr. will try to solve an "Ellery Queen" whodunit Saturday. . . . . betcha a tube of Colgate's toothpaste. . . . . **DMITRI SHOSTAKOVITCH:** The world premiere of your "Second Piano Sonata" will be presented over CBS, Wednesday, September 29 by Vera Brodsky, brilliant pupil of Josef and Rosina Lhevinne. . . . . **BERNIE SCHUBERT:** We hear that you've sold your program "Blind Date" to Hinds' Honey and Almond Cream. . . . . also that lovely Arlene Francis will femcee the show which bows in Monday, October 25th over the Blue Network. . . . . **MACK GOLDMAN:** Ted Fio Rito, whose orchestra opens tonight at the Roseland Ballroom, will be guest-conductor, Saturday on Barry Wood's "Million Dollar Band" program. . . . . **ERIC SEVAREID:** Thanks to the radio call for help, the world thrilled at the recent rescue of yourself and members of your party when your plane crashed in the jungles of Jap-held Burma. . . . . we're happy to reprint the cable you dispatched to Doctor W. R. G. Bakers, Vice-President of the General Electric Co. in Schenectady. . . . . quote:— Delighted to be able to tell jungle rescue story first on World Today (ed. note, CBS program), which was made possible by American short wave radio. . . . . no need to explain my gratitude for the quality of American radio equipment which certainly saved our lives. . . . . regards Eric Sevareid. . . . . unquote:—

★ ★ ★  
—Remember Pearl Harbor—

CHICAGO

By BILL IRVIN

**JOE KELLY** has moved his children program, "Jolly Joe and His Pals," currently heard on WLS 1 WGN. During the first two weeks on WGN the program will be heard Tuesday through Saturday from 7:35 to 7:45 a.m. thereafter, the schedule will be Monday through Saturday from 7:30 to 7:4 a.m. starting October 4 the program will be sponsored by Jel Sert Co. of Chicago, contract, for 26 weeks was handled by Wade Advertising agency.

Chicago's section quiz program "Chicago Brain Battle," off the air for the summer, returns to WBBM October 11 for Noxzema Chemical Co. Don Kelley, sales promotion director of WLS, has departed on a two weeks' fishing trip to Rainy River Ontario, Canada. Accompanying Kelley are George Watson and Art Mercier, WBBM announcers, and Eddie Voytal, WBBM engineer.

Robert F. Hurlleigh, central division manager, Press Association Inc., is pinch-hitting for vacationing Alvin Steinkopf on the latter's WBBM news broadcasts.

Vincent Pelletier, veteran Chicago announcer, will be the narrator on the "Moose Fireside Party" broadcasts which will be heard over WGN and 60 Mutual stations each Sunday (4 to 4:30) starting October 17 under sponsorship of the Loyal Order of Moose. The program will feature Griff Williams and his orchestra, a six-voice chorus, and dramatizations of the wartime experiences of men and boys who grew up at Mooseheart, Ill., site of the benevolent home maintained the Moose order.

WBBM will pick up Thursday for the CBS network only the talk of Louis Bromfield, author and farmer, before National Food conference of consumers and producers in Chicago.

Ade Hult, manager of Mutual network's Chicago sales office and Arnold Sarlsen, western sales representative, leave today for St. Louis to attend the meeting of the St. Louis advertising club on the 21st. Miller McClintock, president of Mutual, will address the meeting. New addition to Chicago sales staff of Mutual is Daniel A. Orth, Jr., former Illinois branch manager of the All-State Insurance Company, Lavonne Papple and Dorothy Furman are new WGN employes, Miss Papple in the continuity department and Miss Furman as a member of the program staff.

**THIS LITTLE BUDGET WENT TO WORL BOSTON MASS.**

# Radio War Bond Drive Gains Strength in N. Y.

(Continued from Page 1)

The nation to "Back The Attack" and Mutual this week have arranged additional special promotional programs with their stars to inspire the population to buy more bonds. Kate Smith is scheduled to be broadcast 17 hours on 64 programs on the full CBS network, beginning 8 o'clock today and terminating 1 a.m. tomorrow. Miss Smith will introduce a show to be broadcast on the network, urging all listeners to pledge purchases. Local stations, at the noon-break, will present local celebrities of stage, screen, radio and affairs who will accept phone calls for bond pledges on "behalf of Kate Smith." Each purchaser of a bond will receive a personal letter from Kate Smith, thanking the bond-purchaser on behalf of the Treasury Department.

Presenting a special radio matinee for children and their parents for the special price of a ten-cent war bond up to \$100 bonds to the Victory War Tent, 50th Street and 6th Avenue, WOR and Mutual will introduce their idols of the air in the programs of Bob Emery and his Rain-forest Choir, Uncle Don; Loni Clark; Dick Carter; Bill Lipton as Chick Carter; Jean McCoy as Sue Pennington, Chick's girl friend; Mutual's dear old Bobby Hookey and his "Whispering Rhythm"; Jackson Hagen as the Cisco Kid; "The Shadow"; Douglas as the Black Hood and his girl friend, Marjorie Cramer; WOR's host Stan Lomax; the cast of "The Boys To Be Ignorant"; the Norton Quartet and the U. S. Naval Armed Band under the direction of Lt. Bernard Klivans. John King will act as emcee. The shows, the stations and network report, have increased the sale considerably. Although exact figures can not be released just now the drive has not been completed by the independent stations and networks have indicated that the totals to date surpass the totals of the previous two drives during a similar period.

## Equity-AFRA Groups Confer Regarding Merger

A meeting of Equity, Chorus and American Federation of Artists was held last week at the Equity Association to further discuss the proposals of a merger between Equity, AFRA and AGMA. The meeting will hold an organizational conference today, prior to another conference of Equity and AFRA representatives tomorrow. It was resolved "That the AFRA representatives of the joint committee report of the meeting in his report to the Equity Council to ask for a vote concerning the desire to merge and for the power of Equity Council to discuss, participate and execute plans which they will bring to their council.



# If you pay these pipers you'll profit...

**I**N WASHINGTON, daytime audiences are larger than in most big cities, according to Hooper. Hence - WTOP's *TOP Tune Time*; a mid-afternoon show with all the crack talent and production of nighttime radio. *TOP Tune Time* is a daily variety hour combining all the *proved* elements for good listening - plus the *Washington touch*... for *Washington sales*.

There's fun by emcee Gunnar Back... songs by photogenic and audiogenic Ada Jane Clemens... organ antics by Johnny Salb... smooth, danceable rhythms by Paul Kain and his Novacains, Washington's most popular orchestra (featured in the capital's leading night-clubs). Quiz questions

on the silly side... delirious dramas... many features that keep *TOP Tune Time* going at *TOP* speed.

Such *TOP* local showmanship makes this strictly-Washington review one of the most listenable shows on the local air. And one of the most *economical buys*. (Participations - are available). Ask us or Radio Sales about *TOP Tune Time*.

# WTOP

WASHINGTON'S  
50,000 watt Station

COLUMBIA OWNED

Represented by Radio Sales,  
the SPOT Broadcasting Division of CBS

## AGENCIES

MARJORIE LAMIE, secretary for the last nine years to Buckingham W. Gunn, head of the radio department of the Chicago office of the J. Walter Thompson Company, has resigned to join the company presenting "The Doughgirls" in Chicago. Miss Lamie will understudy three parts, including that played by Lenore Ulric, and will go on tour with the company.

DONAHUE & COE, INC. announces the appointment of Latham Ovens as head of its Radio Script Division. Ovens was associated with Erwin, Wasey & Company for the past two years as script chief. Prior to this, he was staff-scripter for WLW, Cincinnati. In addition Ovens will continue to be writer-consultant with the War Manpower Commission.

HORACE H. NAHM, Hooven Letters, Inc., has been chosen vice-chairman in charge of clinics of the Advertising and Selling Course Committee of the Advertising Club of New York. The Course, in its twentieth year, opens October 18.

MRS. EDNA M. CATHCART, of the radio department of J. M. Mathes, Inc., has been appointed time buyer for the agency.

## Radio Exchange Set For Swedish-U. S. Ets

(Continued from Page 1)

audition of the first recorded programs to be exchanged by this country and Sweden. Discs made here and in Sweden by the OWI will be presented, featuring addresses by Eleanor Roosevelt and Prince Wilhelm. Thirteen records were made in each country and the Swedish discs, available upon request to all broadcasters, are already scheduled by stations in five Northwest states with large Swedish populations.

The programs have been prepared under the supervision of OWI outpost representatives, under the auspices of the official government radio people in Sweden. They feature music by the Swedish radio orchestra, songs by Joel Berglund of the Royal Opera House in Stockholm, Sweden's special sports singer, Alf Alfer, Swedish Folk music by Sven Skold, and the student choir from the University of Upsala, famous for its tours throughout Europe and America. There are interviews with Gundar Haegg, the Swedish runner, with soldiers and sailors of the Swedish armed forces, representatives from the Swedish Trade Union Federation, the Swedish Minister of Supplies and the Minister of Finance.

Other programs in the series include a visit to a Lap camp in Northern Sweden, and a story about Sweden's movie industry, with an interview with Victor Seastrom, once known to American moviegoers. The first program contains a message by

## WHO'S WHO IN RADIO

### PAUL WHITEMAN

**A**S THE new musical director of the Blue Network, Paul Whiteman is peculiarly fitted for the post, probably more so than any other man in the country. Especially when taking into consideration that the Blue is interested in the proposition of encouraging new composers and talent of every description that fits into radio's needs. Thus in his job in which he will act in a supervisory capacity Paul will look after the sustaining musical programs and cooperate in the production of shows with sponsor possibilities.

History of Whiteman is the history of "Jazz being lifted out of the gutter" and the history as well of Modern American Music. As to jazz, Paul lays no claim to its invention, so to speak, but he most certainly dressed it up for the best carriage trade. As to the modern idiom, he was instrumental in putting it on the map and took all the risks, financial and otherwise.



"Pops" himself. . . .

As we probably all know, Paul Samuel Whiteman was born in Denver the son of Wilberforce James Whiteman who was superintendent of music in the Denver public schools. His mother was a concert and choir singer. Not wanting Paul Samuel to be a musician, they sent him to the University of Denver as an engineering student. Paul liked engines but not engineering and the only technical knowledge he went after was lifting the hood of a taxi he drove in spare time to see what made it tick. He still likes to tinker with motors and the like.

At any rate he still held on to the viola which he had been studying and soon was a member in the Denver Symphony. From there he went to San Francisco and sat in with the local symphony organization.

World War I found P.W. in the navy and he conducted a navy band which he had built. It was no longer symphony stuff but the jazz rhythms that had arrived on the Barbary Coast from the deep South. He had tried his hand at it from time to time and wasn't so good at it. After the war he organized a seven piece band and made the rounds. Finally a stroke of luck landed an engagement at the Alexandria Hotel, San Francisco. It was better than the other hotel they had just vacated. Here Ferde Grofe joined Paul in a band that already held Henry Busse and Mike Pingatore. Mike is still with Paul after 25 years, possibly a little less.

Here Paul began to show that he had something on the ball and he got a better job and enlarged the orchestra at the Los Angeles stand. Recording companies and others interested in this terrific musical organization brought the band East for a debut at the Ambassador Hotel, Atlantic City. Victor phonograph outfit was holding a convention and they went stark mad about the band, which was duly signed to a heavy contract. From Atlantic City the band came to the premiere night spot of the day, the Palais Royale in New York. From then on the sailing was fast. Musical comedy, and the Palace theater were side jobs. About three and a half years later Paul head about one George Gershwin who was writing a concerto for two pianos. This fitted into Paul's plans for a concert of Modern American Music. He encouraged Gershwin to go ahead along certain lines and assigned Grofe to orchestrate the piece. With "Rhapsody in Blue" as the piece de resistance, the concert was given in Aeolian Hall and a new Whiteman was revealed. Foreign concert tours soon followed.

Upon his return to the U. S. radio was beginning to take shape commercially and additional talent was being added to bands, especially vocalists. Within the next few years a host of talent had been hired (and fired) by Whiteman, but the list reads like a who's who in the book of success, both in the East and in Hollywood. Whiteman was not always successful in selling the sponsor, for instance, on the talent he had on tap. Subsequent events proved Whiteman was right.

Thus with still another motion picture under his belt, the latest being none other than "Rhapsody in Blue" based on the life of George Gershwin, "Pops" is back East, not too far from his 400 acre modern farm in New Jersey where he is doing his best to alleviate the food shortage (steaks included). There he resides with his wife the former Margaret Livingstone of motion pictures, his daughter Margot and of course Paul Jr. Any hobbies or relaxation all come under the head of the "family and the farm."

Prince Wilhelm to the American audience and an introductory address by Robert Sherwood, OWI Overseas Director. With the possible exception of some of the words for music, material in the programs will be presented in English throughout.

The Swedish series is the first in a

large scale "exchange" plan being developed by OWI Overseas Branch. Other programs will be made in various allied and neutral capitals of the world, prepared under the supervision of OWI outpost representatives under the auspices of the official government radio people in those areas.

## NEW BUSINESS!

WSPR, Springfield, Mass.: Rusling Miller Milling Co., Minneapolis, (Cident Flour) three 15-minute transcribed programs weekly, through Campbell-Mithun agency, Minneapolis; Pillsbury Flour Mills Co., Minneapolis, (Golden Bake Mix) 15 minute transcribed announcements weekly, through McCann-Erickson, Inc., Minneapolis; Longines-Waltham Watch Co., New York, the half-hour transcribed programs weekly, through Arthur Rosenberg agency, New York; W. F. Young, Springfield, Mass., (Absorbine) renewal of 18 one-minute transcribed announcements weekly, through Walter Thompson Co. agency, New York; Foster-Milburn Co., Buffalo (Doan's Pills) three one-minute transcribed announcements weekly, through Street & Finney agency, New York; Colgate-Palmolive-Peet Jersey City (Palmolive Soap) 10 minute transcribed announcements weekly, through Ted Bates agency, New York.

## Signal Corps Using FM In New "Walkie-Talkie"

Washington Bureau, RADIO DAILY

Washington—A new model "Walkie-Talkie," the man-packed radio by front-line troops for short direct communications, is being applied troops at home and overseas. War Department announced yesterday. The new model has two standing improvements. Its range triple that of the old model, and has remarkable clarity of tone, latter due to the use of FM.

Other improvements include following:

Instead of the old type super-generative receiver, the new "Walkie-Talkie" has an improved super-Heterodyne. This facilitates "netting" or use of two or more sets on same frequency for inter-communication.

### Two Antennas Used

Two antennas are provided instead of one. In addition to the standard vertical antenna, a goose-neck type is included. This permits the soldier using the set to operate it while prone or in a slit trench.

A head set is included with the new model, enabling the operator "listen in" for a call, while a hand set is available for use by the operator in command.

Miniature radio tubes are used, with a resultant increase in the life of batteries and in compactness.

With all improvements, the weight of the set remains the same as that of the old model—about 35 pounds.

The "Walkie-Talkie" was developed by the Signal Corps in 1933. It is one of three "portable" types designed by the Signal Corps for combat troops, the others being the "handie-talkie" an integral hand-carried set with shorter range than the "Walkie-Talkie," and the "guidon" set a piece radio with a slightly longer range than the "Walkie-Talkie."

# Noble Case Rests; Noble To State Policy

(Continued from Page 1)  
Noble in the questioning, Noble attempted to reply concerning the way he would handle various time-sale problems in the event the transfer is approved, but was finally forced to defer for time to study the whole prob-

**"Put on Spot" By Fly**  
Noble was placed squarely on the spot by Fly just before the close of the morning session, when the FCC chairman asked whether Noble would time on the air to an organization whose purpose was to fight taxation without representation in the District of Columbia. The former president of WMCA replied that he'd not have the time but would give it. When Fly pointed out that such an organization would be seeking to increase membership, Noble withdrew his offer, asking time to deliberate on the matter. Fly then charged him to deliberate also upon how he would handle the matter if, instead of an organization in the present day District of Columbia, the group seeking to fight taxation without representation was the Massachusetts Bay colony of two centuries ago. He contended that the answer would be

**Many Questions Hypothetical**  
Fly and Durr, and occasionally a member of the Commission, asked a number of hypothetical cases of Noble in an attempt to get him to answer strictly from his own judgment. Although he claimed he had studied the broad question of whether should be granted broadcast time frequently enough—such affairs were management problems at WMCA and did not concern himself with management—Noble's replies were based very largely upon the NAB code. Finally he synthesized his remarks to mean that radio cannot sell time for the promotion of ideas—only for the promotion of products. When it finally became quite obvious that Noble was not prepared to take the shelter of the NAB code to discuss his attitude toward time sales, Fly finally demanded a written statement of him, setting no time limit. "We can't act until we know what this network intends to do. We are entitled to know these policies, and we want a statement."

**Queried By Hyde**  
When the FCC assistant general counsel, Rosel Hyde, head of the first division, questioned Noble concerning the public service and programs of WMCA, Noble referred to the "Town Hall Forum" and other programs. He was asked if he would sell time to the Automobile Workers, CIO, for series of transcriptions on public air already refused by a number of stations in conformity with the NAB code. Noble re-directed the questions to Mark Woods, who said he had not been asked for time for a series, but if asked would sell. Here Fly asked Woods if Blue was trying to sell its "Town Hall"

# CIO Lists 3 Recommendations To Get Radio Time For Labor

Washington Bureau, RADIO DAILY  
Washington—Pointing out that CIO is not complaining about the Blue exclusively, and by implication that he is aware that the hearings on the Blue transfer are not the best place to raise the question, Len Decaux, CIO publicity director, yesterday recommended that the FCC consider the following when deliberating upon the Blue transfer:

- "(1) That a larger proportion of free time should be made available to labor organizations than has been the case in the past, particularly in the form of regularly recurring sustaining programs.
- "(2) That labor organizations should suffer no blanket restrictions on their right to purchase radio time.
- "(3) That labor organizations should suffer no blanket restrictions on their right to use the radio for the solicitation of membership or in organizing campaigns."

Although this problem goes far beyond the matter of the Blue transfer, he said, the FCC must give "serious consideration to the establishment of machinery for the relief of labor and other organizations in cases where there is a discriminatory denial of their right to buy or receive free time on the air."

### Submitted Late

The Decaux statement was offered unread for insertion into the record because of the lateness of the hour. When it was suggested that it be so treated, FCC Chairman Fly agreed, remarking that most of the questioning during the day had dealt with the same subject as the CIO statement.

"We have attempted to bring to the attention of this Commission and others the difficulties which have arisen in this past experience as and when these difficulties did arise. Unfortunately there exists no machinery by which those problems can be considered other than by bringing them before the Commission on the occasion when the Commission is called upon to exercise its functions through the approval of a transfer or a renewal of a license" said Decaux, and he added:

"In inquiring, therefore, whether the blue network under its new ownership will be operated in the public interest, it is our very sincere conviction that this Commission should give serious consideration to the

show, receiving an affirmative reply from Woods.

### Little Progress Made

Noble's appearance resulted in little progress toward the Commission's apparent goal of putting him on record for a freer policy than observed by the networks in the matter of time for labor groups and others. As things now stand, Noble is to file a report of his intentions along these lines, with Fly threatening that it is important for the FCC to know whether ABS intends simply to "follow the restrictive regulations" adopted by the industry already. That transfer of the network could be denied for this reason is doubtful, but the FCC obviously hopes to put Noble on record

question as to whether these general policies followed by the Blue Network and others may be considered to be in accordance with the dictates of the public interest.

"Labor's experience with using the radio both networks and local stations has been that it is a definite disadvantage as compared with employer and business interests, despite its great numerical preponderance over such interests. Labor gets little time over the air and is frequently denied the right to buy time or obtain free time, while the airwaves are largely monopolized by programs sold to employing and business interests and their representatives.

"It is true that time is granted by the networks from time to time for speeches by national labor officials and that the CIO and the AFL together representing over 11 million members, are jointly granted a single fifteen-minute weekly sustaining program, 'Labor for Victory' over the National Broadcasting Company's network. But altogether such radio time does not in any way compare in frequency, regularity or good timing with the time afforded to business and employer interests.

"Furthermore, the most frequent demands for radio time are those made local stations by our affiliated unions, councils and local unions, and such requests are frequently rejected. Our unions are denied the right to buy time by such stations usually on the grounds that their programs are 'controversial' and so barred from bought time by the NAB code. In some cases, compensatory free time is granted, but in others this too is refused. In any case the free time granted does not as a rule compare in frequency, regularity or timing with the kind of time desired by the unions concerned.

### New NAB Clause Criticized

"Moreover, there has recently been added to the NAB code a new clause whose effect is to deny to labor organizations the right to either free or paid time for programs involving solicitation of membership. This clause is particularly serious where labor unions are engaged in organizing campaigns for the purpose of increasing their membership. Commercial concerns are free to advertise and sell their goods and services over the radio, but labor under this clause is denied the right similarly to advertise its services.

"The final decision on whether or not radio time should be granted to labor, and whether or how labor programs should be censored, rests in the hands of the individual station owner, the owners of the network, or the commercial broadcasters represented in the code committee of the National Association of Broadcasters. In none of these cases is there any representation of the public, including labor in policy-making, nor is there any machinery for appeal or relief from unfair and discriminatory decisions.

"Our organizations have frequently appealed to the Federal Communications Commission against discriminatory denials of radio time. But in all cases so far as I am aware, the Commission has taken the position that it has no power to intervene, and that the only recourse for labor is to enter its objections against a particular station at the time when hearings are held for a renewal of its license."

with some sort of a progressive statement.

### Handelman Appears

The session concluded with the attempt of Philip Handelman, attorney for the former WMCA owner, Donald Flamm, to intervene.

Handelman ran into a stone wall when he sought leave to question Noble yesterday. Handelman turned up at the FCC hearing on the Blue sale to show, he told reporters, that Noble is not a fit man to own the Blue.

FCC Chairman Fly was prepared for Handelman, who sought to question Noble when the Commission had finished with him. Fly answered with a firm "no," then read a prepared statement drawn up to dispose of

# Defends Web Refusal To Sell Winchell Show

(Continued from Page 1)  
marked that there is no violation of the exclusivity clause of the rules because no other station has blocked sale of the program to WRAL. Refusal was simply at the discretion of the Blue, he pointed out, implying that the rules in no way prohibit the network from arbitrarily deciding that it does not care to sell to any station. (There is no Blue affiliate in Raleigh).

Cahill's remark came during the hearing on the Blue transfer before the FCC with the Blue's president, Mark Woods, on the stand. It followed a charge by Fly that Blue's refusal to sell was "breaking down the purposes and effect of the network rules." Fly was supported in that statement by Commissioner Paul Walker.

### Woods Explains Stand

Woods explained to the Commission that Blue is disinclined to sell because it is dickering with WRAL for a full affiliation contract, and is unwilling to let WRAL pick its programs without such a contract. Commission Attorney Rosel Hyde pointed out that WRAL already carries two Blue shows daily.

Hyde then remarked that in numerous cities, like Raleigh, there may be only two stations. If a network refuses to sell single programs to these stations, insisting upon full affiliation, these cities are automatically denied the programs of any but two networks. Here Woods explained that the Raleigh station seeks "too much money" for the program, demanding it at full card rates. He had mentioned financial difficulties with the station before, but not specifically regarding the Winchell show, he said.

Handelman. The FCC cannot, he said, see that Flamm's activities against Noble in the New York courts have any bearing in the matter of the transfer of the Blue, and the Commission feels also, he said, "that it must not assume the authority to try in this proceeding and in a purely collateral manner the issues now pending before the Supreme Court of New York County."

### Asked for Written Statement

Handelman, after several attempts to reply, waited for Fly to finish his statement, then declared that he was appearing to represent only himself and the public, whereupon he was told to file a written request to intervene. During a ten-minute recess he did file such a statement, in which he said he seeks to question Noble's fitness. "In the course of my investigation of Mr. Noble," he said, "I have come upon many things which reflect upon the question of his fitness."

Fly stated after the recess that the Commission finds it hard to dissociate Handelman from his client, Flamm, and is inclined not to disallow his intervention. Noble had already been excused from the stand, however, so the chairman said the Commission will give further consideration to Handelman's request.

# ★ ★ ★ COAST - T O - COAST ★ ★ ★

**MIAMI, FLA.**—Adele Goddard, Fred A. Collar, and Y. M. Dickerson have joined the engineering staff of WIOD. Mrs. Goddard is the second woman control engineer to be employed at the outlet. . . . Wilton Chiles has been appointed acting chief engineer to replace M. N. Barwick, who has resigned.

**MINNEAPOLIS, MINN.**—New account starting on Bee Baxter's "Household Forum" on KSTP is Robertshaw Thermostat Co. of Youngwood, Pa. Thirteen-week sked calls for five-a-week participation plugging thermostats. . . . Ray C. Jenkins, sales manager of KSTP, has been decorated by the OCD for his contribution, in the past year, of more than 1000 hours of voluntary work in behalf of the war effort.

**SAN ANTONIO, TEXAS**—"Production Parade" will replace the "Soldiers Serenade," Kelly Field's all-soldier show aired over KONO every Monday evening at 7:30 p.m. New program will feature talent of civilian employees on the field and is in keeping with the Air Service Command's new Special Information program, which is designed to publicize the work of the entire Command in relation to our fighting forces on the various fronts. Broadcasts will be written and produced by Cpl. Morris Stein of the Kelly Field Radio Public Relations staff.

**BLUEFIELD, W. VA.**—Lee Herrick, formerly announcer for WOC, Davenport, Iowa, and free lance actress heard on a number of NBC and CBS daytime dramas, has joined the staff of WHIS. . . . Grove Laboratories has bought an early evening summary of the news across the board on WHIS, advertising Grove's Cold Tablets. News will be handled by Lindsey Alley, and tagged "Today's Headline News."

**CINCINNATI, OHIO**—Mars, Inc. has renewed sponsorship of the WLW "Fountain of Fun" program for 52 weeks. Contract was placed through Grant Advertising, Inc., Chicago. Program is a variety musical and comedy show, heard Sundays at 6 p.m., featuring Toby Tuttle, comedian; Ralph Moody, character actor, with music by Phil Davis and his band and vocalists Norman Ruvell and the trio Mary, Jeanne and Betty.

**NEWARK, N. J.** — Victor A. Bennett, vice-president and national sales director for WAAT, announced last week that the station's sales for August show an increase of thirty-four per cent over any August in the outlet's history.

**DENVER, COLO.**—Inez Pence, formerly a featured vocalist at KLZ, Denver, has joined the musical staff of KMYR. . . . Peg McCoid, formerly with KGGF, Coffeyville, Kans., is now continuity editor of KMYR. . . . New to radio, and the latest addition to the KMYR announcing staff is Dick Schmidt, who comes from Wichita, Kans.

**PORTLAND, ORE.** — Evelyn Lampman has been appointed continuity chief at KGW-KEX, it was announced by Arden X. Pangborn, stations' managing director. Mrs. Lampman, who recently received an award in the "Dr. Christian" contest, replaces Edwin A. Browne as writers' chief. Browne resigned to do news work at KGEL, San Francisco, for the CIAA. Mrs. Lampman has been on the KGW-KEX continuity staff for five years.

**PITTSBURGH, PA.**—Irma Loomis, formerly of the WAACS, has rejoined the WCAE office staff. . . . Joan Bainbridge, of the WCAE continuity staff, is recuperating from a tonsilectomy.

**FITCHBURG, MASS.**—Unique schedule of local high school football broadcasts has been worked out by WEIM. Schedule of ten games will be played in the afternoon, with Bob Reynolds, WEIM sports announcer, doing play-by-play accounts direct from the field. These will be transcribed and aired at 7:30 each Saturday evening. Broadcasts will be sponsored by the Coca Cola Bottling Co. of Fitchburg and Leominster.

**SAN FRANCISCO, CAL.**—Hal Moon has joined the mike staff at KQW, having formerly worked at KGVO. . . . Another newcomer to KQW's voice crew is Bill Bley, formerly a salesman. . . . The St. Thomas More Society, an organization of Catholic lawyers in San Francisco, has begun a weekly series of commentaries on world affairs over KQW. . . . Evening concert, sponsored by Pacific Gas & Electric Co. for two hours, seven nights a week, has begun its fifth year on KYA, Frisco independent. . . . KYA mikeman Bob Sweeney organized a gang of eight volunteers for the Blood Bank among studio personnel. . . . "Jobs for Victory," program detailing war plant openings in the bay area, is being carried over KYA daily.

**HARTFORD, CONN.**—Charles N. Mitchell, regional manager of Esso Marketers, was interviewed last week over WDRC in a 15-minute program on "Synthetic Rubber." Mitchell outlined the various developments in synthetic rubber use and predicted its general use by the public in about two years.

**OAKLAND, CAL.**—Shipyard workers wrestling contest being held for 13 weeks in the Oakland Auditorium on Friday evenings is being broadcast by KLX. Various coast shipyards are competing and at the end of the 13-week elimination sponsor of the broadcasts, DeLanes Jewelry, will present a diamond studded championship belt to the winner. Sports-caster handling the bouts for KLX is Speed Riley.

**BROOKLYN, N. Y.**—Willard A. Fraser is the new addition to the WLIB sales department staff. He joins the outlet after receiving an honorable discharge from the U. S. Army. Fraser was previously employed by the sales division of RCA Victor in Camden, N. J., where he served as sales representative for five years.

**STAMFORD, CONN.**—Bob Carlyle, formerly of WSBA, York, Pa., and WHP, Harrisburg, Pa., where he was program director has assumed the program directorship of WSRR, replacing Gail Smith. Carlyle, who has been in radio for seven years, has received national recognition for "America In Action," series he produced at WHP.

**PHILADELPHIA, PA.** — WIBG and three new members to its staff last week. Charles Lynch, formerly with WY Waterbury, Conn. to the announcing staff; Agnes Tolle, harpist, formerly at KYW, to the Eric Wilkinson house band; and Anne Barr to the program department.

**SPRINGFIELD, OHIO**—New are the keynote of WIZE's staff. The new announcers have taken to the air. . . . Sheila Stevens MacRae, wife of Gordon MacRae who formerly sang with Horace Heidt's band; L. Hueber from WHDL, Olean, N. Y., and Joan Alexander, who is working her way through school on Antioch co-op plan. . . . New production director is Ad Karns, who has done dramatic shows at WING, Dayton; WSPD, Sarasota, Fla.; and KG Missoula, Mont. . . . Other new faces are those of Ernestine Beebe, who handling promotion; Helen William formerly of W45D, Detroit, Mich.; Robin Thomas, continuity writers. Also part of the new gang is Marjorie Albeck, freshman at Wittenberg College who received her third of control engineer's permit on her eighteenth birthday and is relief engineer at WIZE.

**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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September 21

Louis Sorin                      Del Courtney  
Fred Irving Lewis              Jay Toney

**IN METROPOLITAN CINCINNATI**

**WCKY**  
DELIVERS A  
**STRONGER SIGNAL**  
TO  
**MORE PEOPLE**  
THAN ANY OTHER STATION

*L. B. Wilson*

**CBS**

**FIFTY GRAND IN POWER**



# RADIO DAILY

The National Daily Newspaper of Commercial Radio and Television

INDIANA UNIVERSITY LIBRARY  
SEP 25 1943



OL. 24, NO. 58

NEW YORK, N. Y., WEDNESDAY, SEPTEMBER 22, 1943

TEN CENTS

# AFM Rushes Pact Terms

## of J. Is Criticized For Inaction Re Cox

Washington Bureau, RADIO DAILY  
Washington—The chorus of complaints against the Department of Justice for failing to take action against Congressman Eugene E. Cox, FCC inspector, for his acceptance of a \$2,500 check for aiding WALB, Albany, Ga., negotiations with the FCC, has grown considerably louder as a result of the indictment for mail fraud last week of Rep. Michael J. Curley of Boston. Attorney General Biddle has been accused of playing favorites—"playing favorites" is the title of  
(Continued on Page 5)

## Top Grid Classics Set For WOR Pick-Ups

Seven of the top games of the college gridiron schedule will be broadcast over WOR beginning Saturday, September 25. The series will be sponsored by the Atlantic Refining Company, and will have Red Barber, Sam Saam, Tom McMahon, Franny Murray and Claude Haring doing the play-by-play announcing. The lead-off contest will be between Pennsylvania and Princeton at Frank-  
(Continued on Page 6)

## Mutual Will Broadcast Special Jewish Program

A religious message dedicated to the servicemen of Jewish faith in commemoration of the Hebrew New Year will be broadcast over the Mutual network Sunday (September 26) 1:15-3:30 p.m., EWT. The broadcast anticipates the Jewish Holy Days, beginning Septem-  
(Continued on Page 2)

## Thumbs Up? Down!

Springfield, Mass.—Public service can go just so far decided Milton W. Sloughton of WSPR, who adamantly refused a listener's request last week. Over the phone came this plea: "I'm trying to hitch-hike to Boston. I thought you might broadcast that I'm waiting on Post Road, Pine Point. Someone might hear it over his car radio and stop to pick me up!"

### Advantage

Since it is understood that no recordings or ET will be released until those agreeing verbally actually sign the finished document, although they can make the disks now, it is pointed out that Decca gains its advantage by Jack Kapp, president, being able to set orchestras and other talent, particularly the Hollywood names.

## CBS Expands Staff Of Station Relations

In line with the expansion of the operations of the CBS Station Relations Department, Howard Lane, for the past year central division manager for the Station Relations Department with offices in Chicago, has been named to the newly created post of director of Stations Relations for the entire Columbia network, Herbert V. Akerberg, CBS vice-president in charge of station relations announced yesterday.  
Lane joined CBS in August, 1942.  
(Continued on Page 2)

## Gunther Returns From War Zone; Resumes Newscasts

John Gunther, just returned from the European and North African war zones where he witnessed the invasion of Sicily and watched other invasion moves in the making, will resume his regular spot on "Where Do  
(Continued on Page 2)

# New Patents For Television Assure Post-War Progress

## "Hello From Hollywood" To Be Sponsored, Sept. 28

Los Angeles—"Hello From Hollywood," CBS hospitality show for visiting servicemen, will be sponsored by Vick's Chemical Company of New York on the CBS Pacific network starting September 28. The 26-week contract was placed by Morse International, Inc., of New  
(Continued on Page 2)

## WLB Grants Delay Until They Are Set For Industry Knowledge; WOR Signs; No Disks Released This Week

## Brisk Fall Business Chalked-Up In Chi.

Chicago—Brisk fall business was reported by two Chicago stations, WMAQ and WGN with an imposing line up of new programs and renewals.  
WMAQ reported four new programs and renewal of two others while WGN had a total of nine program renewals and two new shows.  
The new shows at WMAQ, accord-  
(Continued on Page 7)

## Illinois Firm Buys Time Of Full Blue Network

A. E. Staley Mfg. Company, Decatur, Ill., will launch a 52-week campaign on the Blue Network beginning some time in December. Through Blackett-Sampie-Hummert, Staley has contracted for the 15-minute  
(Continued on Page 4)

## NBC Schedules New Show And Four Renewals

Addition of a new series and renewal of four daytime serials has been announced by NBC. "Bob Becker's Pet Parade," a new series by Bob Becker, authority on the care  
(Continued on Page 2)

With the six transcription companies originally a party to the War Labor Board petition for a hearing maintaining a united front on the matter of not signing agreements similar to that of World Broadcasting System until they know the exact terms of the pact, no verbal agreements by this group took place yesterday following the lengthy executive sessions both  
(Continued on Page 6)

## Equity-AFRA Merger Plans Approved

Adopting a resolution approving the proposal of a merger with the American Federation of Radio Artists "and all others concerned," the Actors' Equity Association moved yesterday that its committee "explore all possibilities with this one objective" at the joint meeting of AFRA-Equity today. Equity also appointed four ad-  
(Continued on Page 2)

## CIO Plea To FCC Today; WOKO Hearing Resumed

Washington Bureau, RADIO DAILY  
Washington—The FCC will consider today the petition for public hearing on "censorship" demanded by Richard T. Frankenstein, vice-president of the  
(Continued on Page 7)

## Fast Selling

At 9 p.m. last night, with four hours still to go in her 17-hour bond-selling stint over the full CBS network, Kate Smith had rolled up the impressive total of \$25,538,600 in sales. At that hour, orders were pouring in from Columbia affiliates from coast to coast in a deluge which taxed the capacity of a corps of tabulators in the New York offices.

Two basic patents were issued by  
(Continued on Page 7)



Vol. 24, No. 58 Wed., Sept. 22, 1943 Price 10 Cts.

JOHN W. ALICOATE : : : Publisher
FRANK BURKE : : : : : Editor
MARVIN KIRSCH : : : Business Manager

Published daily except Saturdays, Sundays and Holidays at 1501 Broadway, New York, N. Y., by Radio Daily Corp. J. W. Alicoate, President and Publisher; Donald M. Messer...

FINANCIAL
Tuesday, September 21

Table with columns: NEW YORK STOCK EXCHANGE, High, Low, Close, Net Chg. Lists various stocks like Am. Tel. & Rad., Crosley Corp., etc.

Professional Training for RADIO
Do you wish to grow with Radio? If so, learn to do more than your present job! New York University offers practical training in evening courses under professionals in Radio Writing, Radio Production and Direction, Radio Acting, Radio News and Publicity...

CBS Expands Staff Of Station Relations

(Continued from Page 1) in the Chicago post he occupied up to his present appointment. Prior to that he was with McClatchy Broadcasting Company as business manager of the company and of its five stations: KWG, Stockton; KFBK, Sacramento; KMJ, Fresno; KERN, Bakersfield, all of California and of KOH, Reno, Nevada. He is also a former member of the editorial staff of the McClatchy newspapers. J. G. Gude will take over the duties of assistant director of Station Relations. William A. Schudt, Jr., continues as Eastern division manager while Edwin Buckalew remains as Western division manager of the Station Relations Department. No successor has as yet been named to fill Lane's position in Chicago. In making the announcement of the reorganization and expansion of the CBS Station Relations Department, Akerberg said "the move is being made in recognition of the present day complexities of network operations from the standpoint of affiliated stations as well as of the network, and because of our desire to extend the scope of the services which CBS gives to its affiliated stations."

Equity-AFRA Merger Plans Approved

(Continued from Page 1) ditional members to its organizational merger committee in the persons of Raymond Massey, John Lorenz, Dudley Digges and Augustin Duncan. In the text of the resolution Equity also adopted the preference for its members "one card which will permit their being active in any field and at the same time add" to their "bargaining power" in the merger of "all concerned" in the American Association of Artists and Actors.

Gunther Returns From War Zone; Resumes Broadcasts

(Continued from Page 1) We Stand?" sponsored by Clark Chewing Gum Company on the Blue Network, Sunday, Sept. 26. Gunther will again take up his position at the microphone with his commentator-colleague John W. Vandercok, who carried on in his absence with the aid of several guest commentators.

NBC Schedules New Show And Four Renewals

(Continued from Page 1) of dogs, will be sponsored over approximately 70 NBC outlets by John Morrell & Co., manufacturer of Red Heart 3-Flavor Dog Food. Programs, which start October 2, will be heard each Saturday at 10:45 a.m., EWT. Sterling Drug has renewed "Backstage Wife," "Stella Dallas," "Lorenzo Jones," and "Young Widder Brown" on NBC networks effective September 20. Quartet of dramatic serials are heard successively in the 4 to 5 p.m. period Monday through Friday. "Backstage Wife," (4 to 4:15 p.m.) advertises Haley's M O and Dr. Lyon's Tooth Paste, followed in the next quarter hour by "Stella Dallas" for Phillips Creams and Phillips Milk of Magnesia and Tablets. "Lorenzo Jones" is broadcast (4:30 to 4:45 p.m.) for Dr. Lyon's Tooth Paste and Bayer Aspirin, and "Young Widder Brown" concludes the hour in behalf of Phillips Milk of Magnesia and Tablets, and for Phillips Tooth Paste and Powder. "Backstage Wife" is heard over 60 NBC stations and each of the three remaining programs use a network of 55 NBC stations.

Mutual Will Broadcast Special Jewish Program

(Continued from Page 1) ber 30. Jewish servicemen have been invited by the USO and National Jewish Welfare Board field workers to listen to the program, designed especially to reach men whose opportunities for worship during the Holy Day period will be limited by necessary military restrictions. Participating in the program, presented under the auspices of the Committee on Army and Navy Religious Activities of the National Jewish Welfare Board, will be Rabbi Barnett R. Brickner of Cleveland, representing the Central Conference of American Rabbis, Rabbi Louis Levitsky, of Newark, N. J., of the Rabbinical Assembly of America, and Rabbi Joseph H. Lookstein, of New York, of the Rabbinical Council of America.

"Hello From Hollywood" To Be Sponsored, Sept. 28

(Continued from Page 1) York through Edward S. Reynolds of Columbia's radio sales division. Show will be heard Tuesdays and Thursdays, 4:00 to 4:15 p.m., PWT.

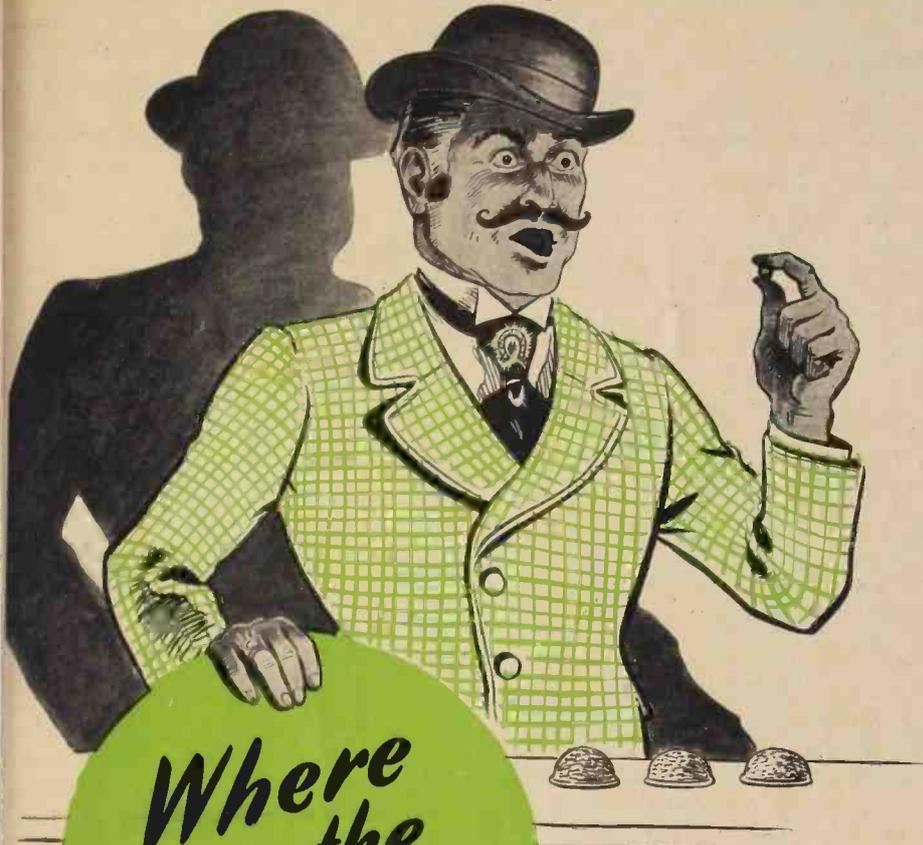
COMING and GOING

JOHN D. HYMES, head of station relations in the Domestic Radio Bureau of the OWI, leaves Washington on Sunday for the West Coast where he will visit regional offices in San Francisco, Los Angeles and Denver. He will return around Sept. 30. FRED WEBER, general manager of WDSU, Blue Network affiliate in New Orleans, is in New York on business. He plans to leave Sunday. JOE EATON, commercial manager of WHA, Louisville, Ky., is here for conferences at the headquarters of CBS. LATHROP MACK, assistant manager special events for NBC, is en route by plane to Fairbanks, Alaska, where he will handle Saturday's broadcast of "This Is Alaska," originating at KFAR. He will be away about 10 days. CLARE DAVISON, assistant trade news editor of CBS, has returned from a vacation spent in Chicago. SHEP FIELDS and his band are in Chicago for an engagement at the Oriental Theater. F. ERNEST LACKEY, general manager of WHOP, Hopkinsville, Ky., has joined the executive contingent currently in New York on business. CHRIS CROSS and his orchestra have returned from Hartford, where they participated in a rally for the Third War Loan. EARL W. WINGER, station manager of WDDO, Chattanooga affiliate of CBS, has arrived from Tennessee for a few days on station and network business. BOB KERR returned yesterday from a business trip of four weeks in Hollywood. JOHN ELMER, president and commercial manager of WCBM, Baltimore, Md., is here to attend the WLB-AFM hearings. MURRAY GRABHORN, of the Blue Network's spot sales department, off on a business trip to Chicago. BEN GRAUER has returned from Baltimore. BILL BURTON, manager of Dick Haymes, leaving for Hollywood. Haymes will follow at the end of the month.

1480 Kilocycles Full Time Operation
WHOM
FOR BETTER THAN AVERAGE RESULTS
Joseph Lang, Gen. Mgr.
New York Studios: 29 West 57th Street, New York City

It Still Goes On!
Month after month, employment in the Baltimore area rises. Payrolls are at an all time peak! If you have goods people need, W-I-T-H will help sell it . . . at extremely low costs!
WITH
IN BALTIMORE
TOM TINSLEY, President
REPRESENTED BY HEADLEY-REED

# It's the old SHELL GAME

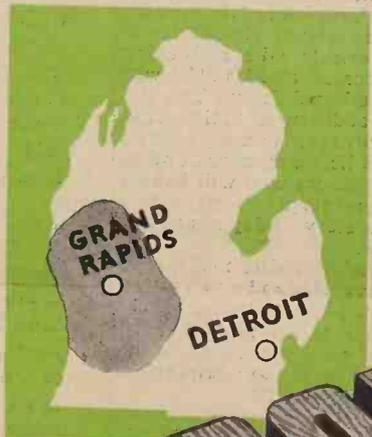


Where  
are the  
3 P's?

It was fun to let the spieler play you for a sucker at the county fair. But there's no need to gamble on the 3 P's in the Western Michigan Market. Only one station between Chicago and Detroit has the combination of **POPULATION**, **PROGRAMS** and **POWER** to do the job in Michigan's second market. That's **WOOD** — Grand Rapids.

**POPULATION**

GRAND RAPIDS — outstate Michigan's largest city. The Grand Rapids Market is second only to Detroit. **WOOD** broadcasts from the very center of this high wage territory of over a million listeners. Obviously no station on the *fringe* can do the job.



**PROGRAMS**

**POWER**

NBC PROGRAMS. For eight straight years the only NBC outlet in Western Michigan. The dials stay tuned to **WOOD** for the Parade of Stars, the best entertainment in radio. No wonder Grand Rapids listeners prefer **WOOD** 14 to 1 over any other 5000-watt station in the state.

5000 WATTS — second to none in outstate Michigan. **WOOD** is the only high-powered station transmitting from Grand Rapids.

Don't gamble. Follow the Rule of 3 P's. Only **WOOD** can deliver the listeners you need in Michigan's second market.



**GRAND RAPIDS** NBC . . . 5000 WATTS

"Outstate Michigan's Greatest Station"

PAUL H. RAYMER CO.  
National Sales Representatives

# LOS ANGELES

By RALPH WILK

**"LIGHTS OUT,"** produced and written by Arch Oboler and heard on CBS, goes off the air September 28. Oboler, who has a new play opening on Broadway this fall, plans to spend a great deal of time in the East.

"Goin' To Lasso a Rainbow" was written by Alma Sioux Scarberry, of CBS publicity department, and Connie Glone, who are excited over the news that their song has been sold to Columbia Pictures. Tex Ritter will sing the number in "Cowboy Canteen." Eddie Dean introduced the song on the Judy Canova program several weeks ago.

Nelson Pringle, KNX-CBS news analyst Sept. 13 polished off Il Duce with "Mussolini, first in Fascism, worst in war, last in the hearts of his countrymen. Sic transit gloria." Our Passing Show: Jack Smalley, Wayne Tiss and Homer Fickett of the BBD&O agency, Carroll Nye at the preview of "Soldiers Of The Soil."

Jack Carson has a unique hobby. He has been collecting humor magazines for years and even has some editions of Punch dated as far back as 1840. "The difference between those jokes and the modern ones is the length," Jack adds. "Today they have to be streamlined; told in two lines. In those days, it took at least a half page to get the punch line."

## Movies Promote Radio "Spot" Plugs For Stars

With radio sales executives contacting motion picture producers for additional spot business on new fall picture productions, a movie publicity release of yesterday reveals the amount of gratis time and credits obtained from radio programs with star tie-ups.

Focusing attention on the tie-up campaign for the picture "So Proudly We Hail" the release states "Radio spot announcements, with a listening audience estimated at 25,000,000 will be used on the Royal Crown Cola tie-up alone, in addition to their magazine and newspaper campaign." The statement also lists a number of other commercial sponsors who will handle spot announcements plugging the stars and picture, a story of Japan's attack on Corregidor.

Deals for radio credits made with agencies are reported to be predicated on the motion picture studios allowing their stars to be photographed with sponsors' products. In exchange the agencies agree to newspaper, poster and radio credits.



## Notes From A Ringside Seat. . . !

● ● ● Joan Davis, co-manager with Jack Haley of the Thursday Nite NBCountry store, will have a comedy role in Eddie Cantor's forthcoming flicker for RKO. "Show Business" . . . . . We hear that the Blue Network sold the "Basin Street" program to Lennen & Mitchell for Twenty Grand . . . . . Although the Squibb people have already bought the time on CBS and the Mon.-Wed.-Fri. 6:00 to 6:15 p.m. program is scheduled to start October 11, program and artists haven't as yet been selected. . . . . however it will be a musical show. . . . . Jane Winton, former screen star, works as an extra in Charles Martin's CBS Playhouse, refusing bit parts to learn Radio the hard way. . . . . Charles Gaylord, pianist-songster, who debuts over WJZ Sunday, is a veteran of the New England airwaves, having been heard in that territory for the past two decades, via NBC . . . . . Bill Smith has resigned from the Tom Fiddale office. . . . . Fifteen-year old Olivio, heard on his own program every Sunday morning over NBC, has been renewed for another thirteen weeks. . . . . Bobby Hookey and Marion Loveridge continue with the show. . . . . Harry Wismer, Blue Net's Sportscaster, will set a record this season during which he will broadcast 26 grid spectacles. . . . . While on a personal appearance tour of theaters, Phil Brito will continue to be heard over the Blue Network, Tues. and Thurs. 11:20-11:30 p.m. . . . .



● ● ● Jackson Beck, whose "Cisco Kid" program, celebrates a full year over MBS, Tuesday has been signed for an additional 52 weeks. . . . . Jimmy Blair, the lark who expects to become a daddy in November, reports to Camp Upton, October 5. . . . . Bill Meeder, organist heard on "Pepper Young's Family," dittoes for the program immediately following, which is "Right To Happiness" and which, luckily is in the next studio. . . . . with the aid of two sound men, who hold the doors of both studios open for him, Meeder's wild dash gets him to the "happiness" program, each day with approximately a full second to spare. . . . . Because she saluted the lads at Abilene (Texas) Army Air Base recently, Jeri Sullivan, was selected by that outfit as its own "Radio Sweetheart" . . . . . An old baseball injury has hospitalized Lieutenant Norman Weiser, former Radio Dailyite. . . . . When cinemactress Margo, appears on the "Meet Your Navy" program, Friday, a long-established Naval tradition of "no civilians allowed," will be broken. . . . . Chucho Martinez, singing star of the Gertrude Lawrence-Revlon program, will be profiled in forthcoming issue of Newsweek. . . . . Garth Montgomery and Jo Lyons, B B D & O scribes, are writing a musical comedy. . . . . We can't understand why George Putnam's "big time" newscasts, aren't NBCoast-to-coasted. . . . . such a waste of talent. . . . .



● ● ● Loretta Young will star in the two-part CBSilver Theater story, "Broken Prelude," scheduled for September 26 and Oct. 3. . . . . Mabel Cobb's new series of programs, based on "hunches" and "intuitions," bows in next month over a Gotham independent station. . . . . While appearing in the CBS show, "Mother and Dad," Gordon Clifford was heard as Gordon Clifford, Baritone, in the cast. . . . . when he left that program to take an important singing job in Irving Caesar's musical, "My Dear Public," Gordon thought he'd get an opportunity to play a "real character part" . . . . . so, in "My Dear Public," Gordon Clifford, baritone, is cast as . . . . . Gordon Clifford, Baritone. . . . . P. S. this item concerns one, Gordon Clifford, Baritone. . . . . Max Marcin's "Crime Doctor" will be published in book form. . . . .



Remember Pearl Harbor

# CHICAGO

By BILL IRVIN

**CAMPBELL CEREAL CO.**, of Minneapolis, effective October 4, has signed for a Monday-Wednesday-Friday news series on WGN. Contract for 26 weeks, was handled by H. W. Kastor & Sons.

The University of Chicago round table will air its 500th NBC network broadcast Sunday September 2 on WMAQ. The round table made its bow on WMAQ in February, 1931, becoming a network feature in October, 1933. Program was created by Judith Waller, then manager of WMAQ and now NBC central division public service director, and Allen Miller, then radio director at the U of C. Among the world-renowned personalities who have appeared on the round table are Mrs. Eleanor Roosevelt, Dr. Edward Benes, Norman Thomas, William Allen White and Dr. Lin Yutang.

Lucille Whittall observed an anniversary last week—her sixteenth year as secretary to Ralph L. Atlas, WJJB president.

The Radio Council of the Chicago public schools will hold its Seventy Annual Broadcast Conference, November 28, 29 and 30.

Results of an in-school radio listening survey for the 1943 spring semester, announced by George Jennings, acting director of the Radio Council of the Chicago Public schools, show that more than 112,000 children in 2,800 elementary classrooms listened to the Radio Council's productions. Four thousand youngsters participated in the ten weekly broadcasts originating from the studios in the board of education headquarters and in the studios of the nine Chicago radio stations over which school programs were broadcast, Jennings said. WBEZ, the new frequency modulation station of the Chicago public schools, during its test schedule last May and June, re-broadcast all of the council's in-school programs and also brought to the schools 97 hours of network, government music and student workshop programs.

## Illinois Firm Buys Time Of Full Blue Network

(Continued from Page 1)

period beginning at 10 a.m., EWT, Monday through Friday, on the complete Blue Network.

The program to be aired in this spot has not definitely been decided upon. Staley manufactures a new soy flour called Stoy, and also makes cube starch, sweetose syrup, and cream corn starch.

**CHERISH**—your 'off the air' records as you would your baby's pictures—years from now they will be priceless to you. Let us make copies on our **UNBREAKABLE PLASTIC**—Play our copies hundreds of times—and preserve your originals—This is especially important if your records are on a glass base. **DUPLI-KUT RECORD CORP.**, 236 W. 55th St., N. Y. C. CL. 6-4268.

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

# of J. Is Criticized For Inaction Re Cox

(Continued from Page 1)

editorial in the Capital newspaper, "Washington Post." Instead of being prosecuted for his inaction," said the paper, "the representative from Georgia has been permitted by an indulgent House to serve as chairman of a special committee reportedly investigating the FCC, which actually engaged in persecuting Cox's officials.

Why should a Congressman from Massachusetts charged with an offense against the law be indicted, while a Congressman from Georgia who runs afoul of the law pursues his legislative way without challenge? From the viewpoint of public policy, it is a venture to say that it is probably more important to press the case against Mr. Cox than it is to prosecute Mr. Curley and his associates. Congressman Curley is charged with having tried to feather his nest by methods characteristic of the professional crook. Such offenses are of a personal nature, having little effect on the orderly processes of government. Congressman Cox, on the other hand, has perverted and distorted the important investigative functions of Congress in an attempt to intimidate those who exposed his own corrupt practices.

We may deplore the attachment of voters of some of our states to those whose public careers have demonstrated their unfitness for holding offices of public trust, but occasional scandals involving elective officials do not destroy our faith in democratic institutions. That faith would be destroyed, however, if politicians against whom serious charges have been preferred are not promptly brought to book by the prosecuting agencies of government. Why, then, would Attorney General Biddle discriminate in favor of Mr. Cox?"

## Book Review On Tele

A review of a book will be televised on DuMont television this Sunday afternoon, EWT. "c/o Postmaster," by Thomas R. St. George, is the subject of Sunday night's program, which will be handled by Kirby Cushman. Original illustrations for the book, drawn by Cpl. St. George, will be used on the show, which will also feature an interview with his parents who are coming from Minnesota for the telecast.

## Trotter Coming East

Los Angeles—John Scott Trotter, big band boss of the Bing Crosby Orchestra, is taking a holiday after 399 nights of weekly broadcasts. He's going to New York for two weeks of local shopping and will also visit his hometown, Charlotte, N. C.

## Stork News

A boy at the home of the Harold and Mable Storks, christened Jerry. The father is a guitar player for the Westinghouse stations WOWO-WGL, Fort Wayne, Ind.

# These Washington workers know the answers

**BATTLE OF THE BUREAUS.** Not a radically new idea—but it's a most engaging quiz show built along proved-program lines...with a unique Washington twist.

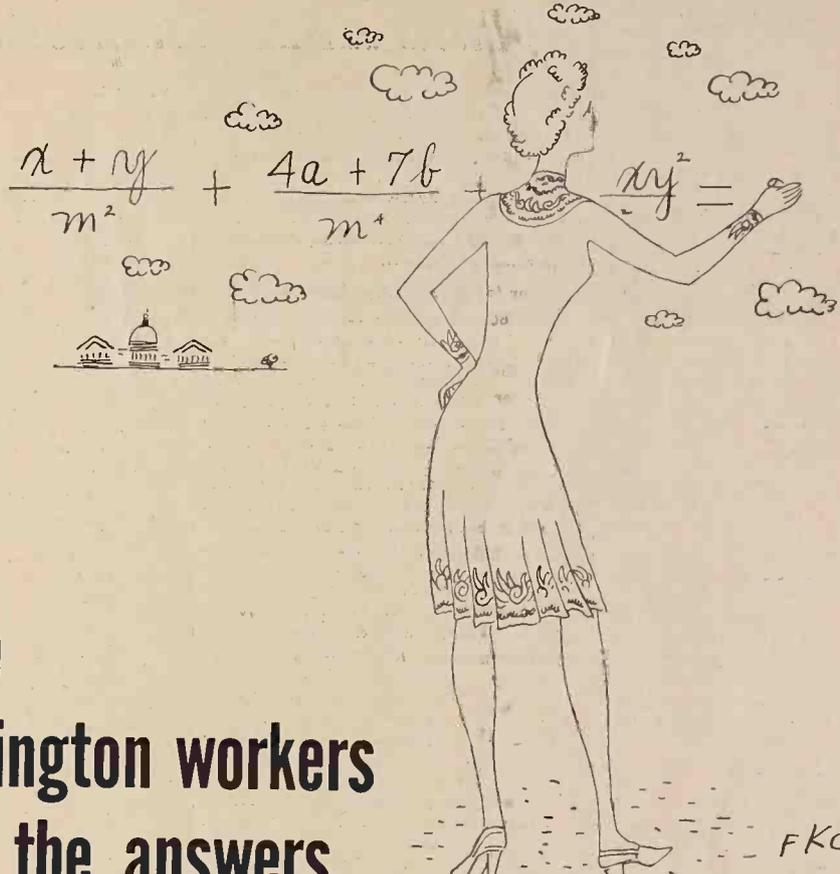
Contestants are chosen from the more than forty major government bureaus. They match wits, bureau vs. bureau, for cash prizes—every Sunday afternoon.

Serious questions...gags...music...and a spelling-bee section entitled "Pity the Poor Steno" make up 30 minutes of light-stepping, interest-holding showmanship, enthusiastically endorsed by the Federal Recreation Committee.

Emcee Bailey Axton—a familiar Washington figure—WTOP news and special-events favorite. Musician Johnny Salb—13 years in Washington radio, with a knack for making a Hammond organ sound like 5 or 6 bands. Robert Ehrman, producer—

brings to the show smooth scripting and direction.

Custom-tailored for the Washington market...aimed at high-income government workers...priced for big results on a little budget—*Battle of the Bureaus* is another of the new WTOP shows which apply sound programming to the Washington scene. Be sure to ask us—or Radio Sales—about them.



FKC

# WTOP

WASHINGTON'S  
50,000 watt Station

COLUMBIA OWNED

Represented by Radio Sales,  
the SPOT Broadcasting Division of CBS

## AGENCIES

R. B. DAVIS COMPANY announces the appointment of Kenyon & Eckhardt, Inc. to direct the advertising of Cocomalt and Davis Baking Powder, effective immediately. . . . MALCOLM F. SMITH has been elected a vice-president of Kenyon & Eckhardt, Inc.

NORTH AMERICAN ACCIDENT INSURANCE CO., Chicago, is releasing a new fall and winter campaign on its Premier Limited Policy. The list includes spot radio in 25 cities. Franklin Bruck Agency, New York, handles the account.

LILLIAN GREEN, formerly employed in the radio department of Steve Hannagan's publicity office in New York City, is now with KDYL, Salt Lake City, assisting Myron Fox, director of Publicity and promotion.

SHAW NEWTON, vice-president and general manager of the Morse International Agency for six years, has joined Donahue & Coe, Inc. in an executive capacity. Prior to his connection with Morse International, Newton was copy director of McCann-Erickson.

## Ten Top Grid Classics Set For WOR Pick-Ups

(Continued from Page 1)

lin Field, Philadelphia. Byrum Saam will describe the game which goes on the air at 1:45 p.m. The rest of the schedule follows: October 2: Columbia vs. Princeton at Baker Field, New York; October 9: Princeton meets Cornell at Palmer Stadium, Princeton; October 16: Red Barber brings listeners the Army-Columbia game from Baker Field, New York; October 23: Army plays Yale at the Yale Bowl; October 30: Princeton vs. Brown with Franny Murray announcing at 3:15 p.m. from Palmer Stadium.

November 6: Again from Palmer Stadium when Princeton meets Villanova; November 13: Yale vs. Princeton at Yale Bowl; November 20: Princeton plays Dartmouth at the Palmer Stadium; November 25: The traditional Thanksgiving Day game between Cornell and Pennsylvania from Franklin Field, Philadelphia.

## Secretary Wanted

Competent girl. Must have trade paper, advertising agency, or radio experience. Call Wisconsin 7-6336.

Ask for Extension 11.

# WLB Adjourns ET Hearings Until AFM Completes Terms

(Continued from Page 1)

joint and individually with the WLB. At the end of the day Chairman Arthur Meyers of the WLB adjourned the hearing until next Monday morning when the AFM promises to have ready the formal and legal phraseology of its contracts and precise demands made known.

### Empire in Agreement

Meanwhile Decca Records, World Broadcasting System and the WOR transcription organization are now in process of recording their various commitments. WOR, not a party to the six petitioning transcription companies before the WLB, joined World in making a verbal agreement and yesterday informed the AFM that it would accept the WBS terms when they are concluded. The AFM had informed all companies, recording and transcription that they could immediately begin recordings of phonograph records and commercial transcriptions provided they would agree to the terms now being promulgated between the union and World.

Empire Broadcasting Corp. through Mrs. G. A. Kelleher also signified willingness to proceed with her commercial ET business, but failed to sign the agreement without full details of the pact being available to her. Thus the six firms before the WLB remained intact. In announcing her intention of signing with the AFM, Mrs. Kelleher sought to withdraw from the WLB panel hearing and to this Chairman Meyers acceded but made it plain in his statement at the close of the hearing that this did not mean that the WLB was withdrawing its jurisdiction over the case and pacts eventually arrived at.

### "Unfair Advantage"

When the open hearings were resumed shortly after 3 p.m. yesterday, Chairman Meyers of the panel gave a resume of the executive session activity. He then asked Henry A. Friedman of counsel for the AFM if he wished to state his position and Friedman said in part they were now engaged in the preparation of the legal papers for Decca and World and when these were concluded they would be submitted to the transcription and phonograph recording industry. This was as far as they could go at this time, beyond sending a memo to the various companies telling them of the situation and conditions under which they could immediately begin to record.

A. Walter Socolow, attorney for the transcription men declared the advantage being now enjoyed by World was unfair and asked that the WLB panel communicate at once with the War Labor Board and obtain recording rights for all companies during the same period that World has such privileges. He requested that "discrimination be eliminated." To accept a cat in the bag, he stated, was abhorrent to his clients. Socolow also stated later that the transcription companies did not wish to subscribe

to a "slush fund" which was going directly into the AFM coffers.

Chairman Meyers said that the agreement by Decca and World and the conditions under which they were now recording were to be regarded as "competitive advantages" obtained by trading and if the rest of the companies did not do so also it was because they refused the same proffered arrangement. Socolow said he vehemently decried the adjournment and wished to proceed with the hearing before the panel. However Chairman Meyers, already had set the adjournment in view of the upcoming terms of the agreement being made available.

### Recordings In "Escrow"

It being understood that the AFM is not down on the commercial transcription so much as the library type which cannot be controlled as to the number of times it will be played, the World agreement is understood also to refer to commercial ETs and the same goes for WOR. These recordings now being made currently are to be held for release until actual signing of the perfected legal instrument.

WLB panel Chairman Meyers' statement which follows and which he delivered at the close of the meeting has a final paragraph which refers to the then contemplated withdrawal of Empire Broadcasting Corp. and since rescinded. Said Meyers:

### Chairman Meyers' Statement

"The panel will take no action at this time on Mr. Socolow's request. An adjournment will be taken until Monday. It appears certain that by that time the situation will be somewhat clarified. Both Mr. Diamond and Mr. Padway have assured us that the contract with Decca and World Broadcasting System will be completed. The remaining companies will have had an opportunity to consider the terms of that contract. If it is found to be acceptable the problem which now concerns Mr. Socolow will be speedily resolved. If it is not acceptable the problem as it is now presented will have vanished because the remaining companies by rejecting the proffered settlement will have chosen to continue their competitive disadvantage of which they now complain and the panel will resume consideration of the dispute.

### Panel Retains Jurisdiction

"The panel does not deny the relief requested, since there exists the possibility that the choice to which I have referred cannot be made by reason of failure to complete the contract within the allotted period.

"In any event this panel retains full jurisdiction of this dispute in all particulars, including not only relief which might later be requested with respect to the situation as it now exists or as it may develop during the period of adjournment, but also the review of the terms and conditions of contracts and agreements entered into to the extent that they are matters

## NEW BUSINESS

WOL, Washington, D. C.: Credit Clothing Co., through H. L. Kronstat Agency, five-minute program; Ewell's Barber Shop, through Lewis Agency, 15-minute program on Sundays; Gayety Theater, 15-min. anns., direct; Foster Milburn (Mint), through Spot Broadcasters, Inc., anns.; Kenmore Publishing Company, through Weiss & Geller, "Musical Clock" five-minute program; Morton Salt Company, through Walter Thompson Company, 15-min. anns.; Potomac Conference of Seventh Day Adventists, 15-minute broadcasts on Sundays, direct; Strays Business College, through Kaufman Agency, Washington, D. C., spot ann.; United Airlines, one 15-minute program, direct; Washington, Marlborough and Annapolis Motor Lines, Inc., through Lewis Agency, Washington, D. C., evening news program three times per week.

## World Planners' Panel To Be Heard On WMC

Eight of the leading world planners in America will be heard in a special roundtable conference call to clarify issues concerning the post-war world to be broadcast by station WMC next Friday, September 22, from 10:00 to 10:45 p.m. The program will originate at the New York Times Hall before a specially invited group interested in post-war plans.

With Anne O'Hare McCormick moderator, the program will bring together for the first time on a public rostrum, the authors of various plans for post-war world cooperation. These include Hugh Gibson, Senator Joseph H. Ball, Representative J. V. Fulbright, Ruth Bryan Owen Rohd, Clarence Streit, Ely Culbertson, John Foster Dulles and Dr. James T. Shouwell.

## Will Salute Steel Workers

The men and women of U. S. Steel numbering more than 340,000 are working in 37 states from coast to coast, will be saluted tonight on the Coca-Cola Spotlight Band program for their remarkable war production job. Joining in the tribute, which will be aired at 9:30, Eastern War Time, over the coast-to-coast facilities of the Blue Network, is the U. S. Navy, which will be represented by Rear Admiral W. H. P. Blandy, Chief of the Bureau of Ordnance.

of national concern under the broad powers of the National War Labor Board.

"In permitting withdrawal from the case the panel wishes to make clear that such withdrawal can only mean that the party withdrawing will no longer participate; no agreement of withdrawal, though acceded to by the panel, implies that the panel has surrendered its jurisdiction nor does it mean that other withdrawals will be permitted in cases which the panel may believe are not analogous."

# Risk Fall Business Chalked-Up In Chi.

(Continued from Page 1)  
 to Oliver Morton, manager of central division local and spot are as follows:  
 Aviation Devices, through Men and Hedrick (New York) will sponsor "Famous Flights of History," described on Wednesdays (10:45-11:15) for 100 weeks starting Oct. 10. Other 15-minute transcribed programs will be launched by Omar Inc., (house pancake flour), through Farland, Aveyard & Co., starring Bradley in a musical series "Ranch House Jim," it will be on Mondays, Wednesday and Friday (12:45-1 p.m.) beginning Nov. 1. Cough Syrup through Er-Wasey, will sponsor a five-minute transcribed program "Singing Neighbors" on Mondays, Wednesdays and Fridays (5:25-5:30 p.m.) for 26 weeks beginning Oct. 4.

**Newscast for Campbell**  
 The Campbell Cereal Co. (Malt-O-Meal), through H. W. Kastor & Sons, start a five-minute news program with Don Elder as newscaster on Oct. 26 weeks. Program will be aired on Fridays through Fridays at 5 p.m. Program renewal was the Chicago "Herald and American's," 13-week continuation of "Turning the Tables," program of news and transitions in a reciprocal trade agreement with WMAQ beginning Oct. 3. Program is heard Sundays from 9:30 a.m. featuring Betty Ames as a series of ceremonies with news presented by Ulmer Turner. The other WMAQ program renewal was placed by Gilson & Company, Inc., through Advertising Corp., for the five-to-six a week news period 8:40-9:45 a.m. for another 26 weeks effective Sept. 20.

**New Promotional Show**  
 "Radio Star Parade," live and transcribed show which will preview NBC fall and winter programs makes its debut on WMAQ Sunday, Sept. 26 (6-10:30 a.m.) as a presentation of the NBC central division press treatment.

Spot business at WMAQ this week totaled 141 live and transcribed minute announcements and 98 signal announcements while spot totals totaled 971 live and transcribed one-minute announcements and 11 time signals. Largest spot renewal order came from Potter Drug (cuticura soap and ointment), through Atherton & Currier, New York for 572 one-minute transcribed announcements to run 11 a week for 26 weeks beginning Oct. 19.

**WGN Fall Line-up**  
 Program renewals and two shows are reported by WGN;

**EXPERIENCED ANNOUNCER WANTED**  
 In touch with Mr. Thomas, Radio Station WATR, Waterbury, Conn.

# New Patents For Television Assure Post-War Progress

(Continued from Page 1)  
 the Patent Bureau as a part of the group of patents covering the Skiatron system, a new television projection apparatus expanding Scophony's basic television methods. It was described by Mr. Levey as having characteristic features in common with cinematography by which for the first time it will be possible to project a large screen television picture up to full-sized theater screens 20 feet in width or more, with brilliance equal to motion picture standards.

**Text of Announcement**  
 The announcement by Mr. Levey follows:  
 "The Skiatron has the same basic significance to television as the standard motion picture projector has to cinematography. No longer will television viewers have to strain their eyes to see boxing, baseball, football, racing, tennis, hockey, etc. Instead, the observer now may relax and from an armchair have a ringside view of thrilling national events as they actually occur.

"In announcing this new miracle of science, I want to express my deep appreciation to Chairman James Lawrence Fly of the Federal Communications Commission whose encouragement to Scophony in the development of an alternate system, in the public interest, as early as August, 1940, spurred SCA and its scientists to carry forward the perfection of Supersonic and Skiatron television.

"The existence of alternate methods dissipates the menace of monopoly in the television field.  
 "Scophony's original basic large screen methods, Supersonic and Skiatron, will undoubtedly profoundly influence the future of television. They hold vast significance to the motion picture and radio industries.

**See Color Problem Solution**  
 "The Skiatron is conceded to offer a solution to the problem of projecting full-size color television pictures based on the efficient subtractive three-color method which is utilized in all successful processes of color cinematography such as Technicolor and Kodachrome. In practice the system is very similar to motion picture projection technique. A theater pro-

Peter Hand Brewery Co., Chicago, through Mitchell-Faust Advertising Co., has renewed six programs for an additional 26 weeks. They are "Mirth Parade," 8:30 p.m. Monday and Wednesday, 7:30 p.m., Tuesday and 7:15 p.m. Friday; "Nightcap yarns," 9:45 p.m., Thursday and 10 p.m. Saturday; Sanders & Savage, 9:15 p.m. "Seven Days a Week"; "Bulldog Drummond," adventures series, 9:30 p.m. Monday; "The Weird Circle," 8:30 p.m. Thursday, and "They Give Their Lives," 9:30 p.m. Sunday.

Studebaker Corp., South Bend, Ind., has renewed John Holbrook's news period Mondays through Saturdays (6:30-6:45 p.m.) for 13 weeks, effective Oct. 11. Agency was Roche, Williams

jectionist can learn to operate the Scophony projector in a few hours. Actually the home user will find no more difficulty in operating his set than a modern home radio receiver. The economy of the apparatus, its simplicity and compactness will be a boon to the motion picture theater operator and home user."

**Three-Dimension in Work**  
 Mr. Levey revealed that SCA engineers are now working to make three-dimensional television a reality. Some leaders of the radio industry, says Mr. Levey, have expressed a belief that television broadcasting may develop on a subscriber basis as a means toward solving certain financial problems. If such method should be deemed desirable by the regulatory authorities, Scophony is prepared to provide it, since the company has already patented a "Secret Television" method whereby transmitted pictures which are scrambled at the source may be reproduced on television receiver screens of subscribers in full clarity. Such receivers would be provided with key patterns by means of which the received signals are unscrambled again so that only these subscriber receivers would be enabled to receive a clear and intelligible picture.

Commenting on the fact that the large electric companies and communication systems recently began exploring the field of Supersonic and Skiatron television, Levey said:

**Utilities Interested**  
 "Scophony Corporation of America considers it a high tribute to its long and patient pioneering that these leading companies now recognize the importance of the fields in which SCA is protected by its basic patents.  
 "As a reward for its 14 years of pioneering research, SCA now occupies a preeminent position in the field of basic television patents, in its steady march toward leadership in television."

Scophony Corporation of America is associated with Television Productions, Inc., a subsidiary of Paramount Pictures, and General Precision Equipment Corporation, which in turn is associated with Twentieth Century-Fox Film Corporation.

& Cunnyngnam, Inc., Chicago. "Stars of Tomorrow," amateur show heard Sundays from 8 to 8:30 p.m. sponsored by Rubin's Women's Apparel, was renewed, effective Sept. 12, for 52 weeks. Program will be heard 6:30 to 7 p.m. Sundays effective Oct. 3.

Two new WGN shows are "Judy and Jane," five-a-week serial, and Gracie Fields song and story series starting Oct. 12. "Judy and Jane" is sponsored by Consolidated Biscuit Co., Chicago, through Mitchell-Faust Advertising Co., Chicago, and is heard 11:15-11:30 a.m. Gracie Fields program, also a Monday through Friday series, will be heard from 7:15 to 7:30 under sponsorship of American Cigarette & Cigar Co., New York.

# CIO Plea To FCC; WOKO Again Heard

(Continued from Page 1)  
 United Automobile Workers, CIO, as the result of deletions from a script which was to have been delivered by Frankenstein last month over WHKC, Columbus, Ohio. Denial of the petition on the grounds that the FCC has no authority over program content is expected.

WHKC has already filed a report to the Commission, explaining that it has a 52-week contract with UAW, and that the union understands that nothing controversial is to go on the air during the contracted time.

R. K. Phelps, assistant U. S. District Attorney in Kansas City, Mo., took the stand yesterday to tell the FCC that he has never been beneficial owner of the quarter interest in WOKO, Albany, N. Y., which has been credited to him since 1934. Phelps' testimony was at constant variance with that of Sam Pickard, former CBS vice-president and one-time member of the Federal Radio Commission, who had earlier testified that he received the stock in 1930, while with CBS, for arranging an affiliation contract with CBS for the station.

The hearing on WOKO's application for license renewal was ordered by the FCC because the station records have shown Phelps as a stockholder since 1934.

Phelps declared that he has asked Pickard, his brother-in-law, to take the stock out of his name three times, but that it has never been done.

Phelps also testified that Mrs. Pickard had gone to Kansas City last January and asked for the affidavit concerning his WOKO holdings which Phelps had already filed with the Commission. He said also that she had asked him to keep her visit a secret. Phelps revealed that Mrs. Pickard had told him the stock was a gift to him but insisted that he had never been told that until the current proceedings were brought, even when on previous occasions he demanded it be taken out of his name.

**WENR**  
*Blue Points*  
 WENR pulled returns from 42 states and 3 Canadian provinces on a late hour test offer. WENR gives you coverage!  
**WENR** is Chicago's Basic Blue Network Station. 50,000 watts on a clear channel, 890 k. c. Represented nationally by Blue Spot Sales.





# RADIO DAILY

The National Daily Newspaper of Commercial Radio and Television



VOL. 24, NO. 59

NEW YORK, N. Y., THURSDAY, SEPTEMBER 23, 1943

TEN CENTS

## AFRA's New ET Proposal

### New Capital Offensive Against OWI Readied

Washington Bureau, RADIO DAILY  
Washington—Signs of renewed Congressional offensive against the OWI continue to pile up now that Congress breaks from its summer recess. Albany Rep. William B. Barry, Democrat from Queens County, New York, introduced a bill to transfer the OWI's Overseas Branch from the OWI to the State Department. Rep. Peter Ploeser of Missouri, another Republican isolationist, threatens an investigation of OWI "influence" upon the motion picture industry, and Republican John Tabor of New York  
(Continued on Page 7)

### Henderson Renewed For Another 13 Weeks

Henderson, former OPA administrator, has been renewed by the Blue Network for another 13 weeks on the Blue Network effective Nov. 13, and the sponsor will add from 10 to 15 stations to the present network of 67 Blue affiliates. Henderson is heard Saturdays from 6:45 to 7 p.m., EWT.

### Columbia 'U' Plans Course For H. F. Radio Engineers

Columbia University will replenish the exhausted supply of radio engineers trained in ultra-high frequency techniques essential to Army and Navy operations and war industry production, Columbia University will inaugurate a special up-grading program for engineers in the technical aspects of radiating systems  
(Continued on Page 2)

### Rev. Henry Aldrich

Syracuse, N. Y.—The Rev. Herbert Aldrich must have been somewhat surprised to hear himself introduced on the air recently as "the Rev. Henry Aldrich," but his surprise couldn't compare with the embarrassment of Bob Rowley, WSYR announcer, when he heard Rowley's voice through the studio doors of a fellow announcer shouting: "Coming, Mother!"

**"Walkie-Talkie"**  
Picturing the post-war farmer conversing with his farm hands with "walkie-talkie" sets as they go about their agricultural duties, Lewis W. Waters, vice-president of General Foods Corporation, envisions life on the farm as a scientific snap. Mr. Waters spoke at a testimonial luncheon for Dr. Walter H. Eddy, president of the American Institute of Food Products, at the Waldorf-Astoria yesterday.

### Television Will Develop New Stars

A prediction that television will quickly develop its own stars was among the statements made by Arthur Levey, president of Scophony Corporation of America, at a meeting of the American Television Society at the Capitol Hotel last night.  
"There is no doubt that television will quickly develop its own stars and  
(Continued on Page 7)

### World Wide Asks CP; Other FCC Activities

Washington Bureau, RADIO DAILY  
Washington—World Wide Broadcasting Corp., Boston, has filed with the FCC an application for the construction of a new international station to be operated on 6,040 and 7,805 kc, seven kilowatts power, unlimited hours, with A1, A3 and A4 emission. Hearing has been ordered by the  
(Continued on Page 2)

## Cecil Brown Explains Stand Re "Non-Opinionated News"

### Eisenhower Inaugural Will Be Heard On Blue

Chicago—Blue Network's National Farm and Home Hour will broadcast the inaugural ceremonies and acceptance speech of Milton Eisenhower, brother of Gen. Eisenhower, when he is installed as president of Kansas State College, Manhattan, Kan., on Sept. 30. Eisenhower is  
(Continued on Page 2)

## Preliminary Meeting With Signatories Of Code Seeks Equal Talent Scale With That Of Live Programs

### Referring Cox Case To Attorney General

Washington Bureau, RADIO DAILY  
Washington—Tom C. Clark, assistant attorney general who recently left his post as head of the Department of Justice anti-trust division to head the criminal division, exchanging jobs with Wendell Berge, said yesterday that one of the first things he will discuss with Attorney General Biddle upon the return of the latter  
(Continued on Page 2)

### CBC Board Will Name Successor To Thomson

Montreal—Governors of Canadian Broadcasting Corporation will meet next month to make a recommendation to the Government nominating a successor to Dr. J. S. Thomson, general manager, who is retiring to re-  
(Continued on Page 2)

### Artists On New Al Pearce Announced; 1st Show Oct. 3

Al Pearce's new show, titled "Al Pearce and His Gang in Fun Valley," will be heard on 120 Blue Network stations starting Sunday, Oct. 3, 4 to  
(Continued on Page 2)

American Federation of Radio Artists and representatives of producers, ad agencies and transcription companies who are signatories to the AFRA Transcription Code, held a preliminary meeting yesterday afternoon for the purpose of preparing a new Code which would give the talent union's members the same scale for transcribed programs as that of live radio shows. Proposal follows the decision made at the recent AFRA convention in Chicago.  
Emily Holt, executive secretary of  
(Continued on Page 5)

## CBS Bond-Day Sales Exceed \$36,000,000

CBS' War Bond Day, headed by Kate Smith and with the aid of the entire list of affiliates in a 17-hour network campaign, resulted in total bond sales of \$36,657,525 on Tuesday from 8 a.m. to 1 a.m. the following morning. Miss Smith broke into nearly every program with a plea and while she did not answer the  
(Continued on Page 6)

## OWI Conservation Plan Set For Week, Oct. 25

Washington Bureau, RADIO DAILY  
Washington—Special attention from all broadcasters to the conservation program scheduled as part of the station allocation program for the  
(Continued on Page 5)

### Well We'll Be Donned

Don Low, announcer on the Blue Network, resides with his wife, Ann, in Waterbury, Conn. Don was visited at the studios yesterday by a Waterbury citizen referred to him by the local newspaper's radio editor. The visitor was—Don Low, of Waterbury. Furthermore, he had his wife, whom he introduced, and whose name—if you haven't already guessed—was Ann.



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JOHN W. ALICOATE : : : Publisher

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

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# FINANCIAL

(Wednesday, September 22)

NEW YORK STOCK MARKET

	High	Low	Close	Net Chg.
Am. Tel. & Tel.	156 1/8	155 3/4	156	
CBS A	23 1/2	23 3/8	23 3/8	+ 3/8
CBS B	23 1/4	23	23	- 1/2
Crosley Corp.	19 7/8	19 3/4	19 5/8	- 3/8
Gen. Electric	38 7/8	38 1/4	38 3/8	
Philco	24 7/8	24 1/2	24 3/8	
RCA Common	10 3/4	10 1/2	10 3/4	
RCA First Pfd	70	69 3/4	69 3/4	
Stewart-Warner	12 1/2	12 3/8	12 1/2	- 1/8
Westinghouse	96 1/2	96	96 1/2	- 1/2
Zenith Radio	34 7/8	34 3/4	34 7/8	- 5/8

NEW YORK CURB EXCHANGE

Hazeltine Corp.	30 1/2	30 1/2	30 1/2	
Nat. Union Radio	3	3	3	- 1/8

OVER THE COUNTER

Farnsworth Tel. & Rad.		Bid 7 7/8	Asked 8 7/8
Stromberg-Carlson		11	12
WCAO (Baltimore)		19 1/2	22 1/2

## Referring Cox Case To Attorney General

(Continued from Page 1)  
to Washington is the "Cox Case." He referred to the apparent violation of the federal code involved in the acceptance of \$2,500 from WALB, Albany, Georgia, by Rep. E. E. Cox of Georgia after Cox had pleaded for that station before the FCC. Berge is understood to have recommended laying the facts of the case before a grand jury sometime ago, then to have withdrawn his recommendation because one witness altered his testimony. Clark would not commit himself on the matter yesterday, beyond telling RADIO DAILY that he intends to discuss the case with the attorney general. Only a few more months remain in which the case can be brought against Cox, under the statute of limitations.

**EXPERIENCED ANNOUNCER WANTED**

Get in touch with Mr. Thomas, Radio Station WATR, Waterbury, Conn.

## World Wide Asks CP; Other FCC Activities

(Continued from Page 1)  
Commission for October 11, in Miami, Fla., on the application of Ralph A. Horton and for the Industry Co., of Ft. Lauderdale, Fla., for assignment of licenses to WFTL, WAAD and WRET.

The Commission also approved the transfer of the license to KWJB, Globe, Arizona, from Sims Broadcasting Co. to the Gila Broadcasting Co. for \$20,000.

A joint hearing was ordered on the applications of the Valley Broadcasting Co., West Point, Ga., for a new station in that city to operate on the 1,490 band, with 250 watts unlimited, and that of the Albany Broadcasting Co. (J. W. Woodruff and J. W. Woodruff, Jr.) to move its transmitter from Albany, Ga., to West Point, Ga. The latter company is licensee for WGPC and seeks to change its frequency from 1,450 to 1,490 kilocycles.

A 90-day extension of his temporary license to operate WBAX, Wilkes-Barre, Pa., was granted John H. Stenger Jr., pending the FCC's decision in the so-called Wilkes-Barre case. Commission records on this case are held by the Cox committee.

The Commission also announced that it has extended until May 1, its waiver of Rule 3.261 in order to permit continued operation under their special co-operative plan by five Philadelphia FM stations.

## Columbia 'U' Plans Course For H. F. Radio Engineers

(Continued from Page 1)  
Oct. 5, it is announced by Dr. John R. Ragazzini, director of the course.

Given in cooperation with the U. S. Office of Education, the special program has been planned particularly for development and research engineers who need advanced training in the latest wartime developments in ultra-high frequency. A basic training program will also be given for engineers in other fields to enable them to convert to this specialized type of work.

## CBC Board Will Name Successor To Thomson

(Continued from Page 1)  
sume his duties as president of the University of Saskatchewan.

This was announced at the conclusion of a two-day meeting of the board, by Rene Morin, chairman, who said Dr. Thomson had announced his desire to return to his university duties, and asked for leave of absence until November 2 when his term of office expires.

"The board, while expressing their regret at this decision and their appreciation of his services to the Canadian Broadcasting Corporation, acceded to his request," Morin's statement said.

It is assumed that Dr. Augustin Frigon, assistant general manager, will carry on the duties of general manager until an appointment is made.

## Eisenhower Inaugural Will Be Heard On Blue

(Continued from Page 1)  
former associate director of the OWI, and prior to that Director of Information for the Department of Agriculture. It was during his tenure of that post that he helped originate the Farm and Home Hour.

## Artists On New Al Pearce Announced; 1st Show Oct.

(Continued from Page 1)  
4:30 p.m., EWT. Show will originate in Hollywood and cast will include Arlene Harris, Earle Hodgins, Martha Mears and Ivan Dittmars' orchestra. Jack Hasty will do the writing job and Ken Niles will be the announcer. Dr. Pepper Bottling Company is the sponsor.

## Will Visit Stage Door Canteen

The entire personnel of "The Million Dollar Band," (NBC, Saturdays, 10:00 p.m., EWT), headed by Emcee Barry Wood and the Double Daters Quartet, will make a personal appearance at the Stage Door Canteen following the October 2 broadcast.

## COMING and GOING

MARTY LEWIS, radio director of Paramount Pictures, leaves today for the Coast.

LT. COL. EDWARD A. DAVIES, vice-president of WIP in charge of sales, was here in Philadelphia yesterday for conferences with New York representatives of the station.

MARK ETHRIDGE, owner of the Courier Journal and Louisville Times Co., which operates the CBS affiliate, WHAS, is in New York on a short business trip.

MORT SILVERMAN, commercial manager WEIM, Fitchburg, Mass., is spending a few days in town.

LOIS WINSTON leaves for Hollywood today with the Horace Heidt troupe.

THOMAS W. METZGER, general manager WMRF, has arrived from Lewistown, Pa., talks with the local reps.

BOB ALLEN and the members of his band in Miami for an engagement at the Peacock Club.

BOB WOOD, head of the Western office WOR, who was in New York on an extension business-and-vacation trip, left last night for Chicago. De MAWER, also of the station's Western office, has returned to Chicago following a trip to Cleveland and Detroit.

DON DOUGLAS, featured on the "Blind Castle" program over CBS, has returned from Newark, where he participated in a war bond rally.

SAMMY KAYE and the members of his band go to Washington, D. C., tomorrow for an engagement at the Earle Theater.

BOB HOWARD, comedy star of "Early Bed" is back from Holyoke, Mass., where he made an appearance at the Auditorium as a feature of a Third War Loan rally.

A-MIKE VOGEL returns today from Hollywood.

**GOOD NEWS**  
PUBLISHED BY RUBINOFF DICES

**RUBINOFF AND HIS VIOLIN**

With His Brilliant New ORCHESTRA will be heard again WJZ-Blue Network Sunday, Sept. 26 4 to 4:30 P. M. EWT

"... Sunday listeners have another must attraction."

Ben Gross, N. Y. Daily News

**BALTIMORE'S Finest Men's Store Goes Radio!**

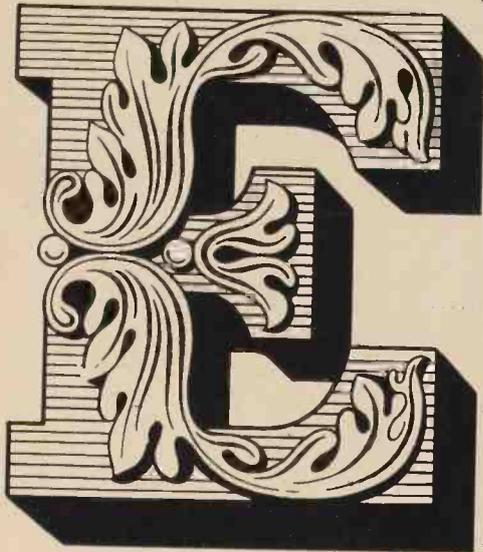
The famous store, I. Hamburger's, selects Station W-I-T-H to pep up its prep school shops. A 15 minute across-the-board air adventure show is the program!

What are your problems? W-I-T-H may have the answer!

**W-I-T-H**

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

ONE · TWO · THREE · FOUR · FIVE · SIX · SEVEN



**THE** *Eighth*

**DOLLAR**

***...is it working effectively for you?***

Perhaps you haven't thought about the *eighth* dollar of your radio budget. Or about the sixteenth and the eightieth and eight-hundredth.

These are the dollars (and *every* eighth dollar of your appropriation) that should be at work for you in America's greatest market . . . where  $\frac{1}{8}$  (12.3%) of the nation's retail purchases are made . . . Metropolitan New York. They *should* be bringing your sales-message to people who pour six-billion dollars a year into the tills of retail merchants.

If one-eighth of your radio money is not

working for you in New York . . . if you are *under-spending* in this vital market . . . chances are you're *under-selling* here as well. And that means you *need WOV*.

WOV, with its array of hit programs, with its complete coverage of this entire market, with its *lowest-cost-per-listener of any New York independent*, can turn your *extra* dollars into *extra* sales and bring you your full share of this greatest market of them all. *No other Metropolitan station can make those eighth dollars do so much!*

RALPH N. WEIL, GENERAL MANAGER  
JOSEPH HERSHEY MCGILLVRA, NAT'L. REP.

**WOV**

NEW YORK

FOR VICTORY

## LOS ANGELES

By RALPH WILK

**O**UR Passing Show: Lewis Allen Weiss, Don Gilman, William B. Ryan, Fox Case, Leo Tyson, Ruby Cowan at the Ascap dinner.

The Merry Macs left Hollywood this week to launch their eastern personal appearance tour in Pittsburgh Friday, Sept. 24. Tour will take them to Philadelphia, Newark, Springfield, Hartford, Washington, Boston, the Strand in New York City, Cleveland, Chicago and Milwaukee. Harry Norwood, their manager, checked out of the Hollywood Hospital this week to continue his convalescence at home, and hopes to be able to join the Merry Macs in New York, in a couple of weeks.

New play titled "Upon These Ashes," written by Harry W. Flannery, CBS war analyst, in collaboration with Elmer Harris, is being read by a Broadway producer, with plans for New York production early this season.

Trumpet maestro Charlie Spivak and his band appearing at the Hollywood Palladium, are keeping busy, to say the least. They worked in "Pin Up Girl" at 20th-Fox and will also appear in "Something For The Boys," at Universal.

Daytime shooting on Comedienne Cass Daley's new Paramount picture will permit her to appear only on radio shows aired after six o'clock in the evening.

### NRR Spot Report Charts Increase For Small Outlets

Continued increase in the use of smaller stations is shown in the August Spot Radio Report issued by National Radio Records, with 782 stations reporting for that month. Nineteen additional advertising agencies reported for the first time, making a total of 136 agencies now reporting to NRR. August issue marks the third anniversary of NRR's Spot Radio Reports.

### Alice Smith

Services were held yesterday morning at St. Patrick's Cathedral, New York, for Alice Smith, who died suddenly Sunday morning of a heart ailment. Miss Smith was secretary to M. H. Aylesworth for a number of years including his tenure as president of NBC.

Among those attending the services were Aylesworth, Niles Trammell and a group of radio people who had known Miss Smith for many years.

Renewals Prove Results

# W T B O

820 Kc. Cumberland, Md.

# MAIN STREET

OL' SCOOPS DAILY

### Radio Is My Beat. . . !

● ● ● Too little thought is given to the "stories behind the news" . . . . . for instance the news that the Garry Moore-Jimmy Durante combo will take over, in addition to their regular Thursday nite program, the Camel CBS show, this latter, filling in for Abbott and Costello until such time when the rotund comic is well enough to return. . . . . we feel that Garry and Jimmy, whose chores thus are actually quadrupled, rate an accolade for undertaking the task, and a double-accolade to Producer Phil Cohan, who, unhesitatingly, assumed the responsibilities of both programs. . . . . it's true "The show must go on," but when it "goes on" those, whose redoubled efforts are responsible, rate added applause. . . . . George Faulkner leaves for the coast tomorrow to edit the Camel scripts. . . . . Helen Phillips, in town for a few days, will accompany him to Hollywood. . . . . J. Walter Thompson takes over the "Mary Marlin" program from Benton & Bowles, Monday. . . . . auditions now being held to find replacement for Ann Seymour. . . . . show switches from NBC to CBS but retains the time, 3:00 p.m. daily with a repeat at 5 p.m. for coast listeners. . . . . Cecil Brown, CBS newscaster, resigns from that net. . . . . Ray Heatherton and his Orchestra move into the Bowman Room of the Biltmore, next Wednesday. . . . .

★ ★ ★

● ● ● Whitey Ford, the "Duke of Paducah," joins the Prince Alpert-Grand Ol' Opry program Saturday. . . . . the show, heard at 10:30 p.m. over 63 stations, will go out over the entire NBC chain, starting October 9. . . . . When Ginny Simms opens at the Capitol theater in New York this Fall, she'll get \$5,500.00 per. . . . . 'Texas' Jim Robertson, whose Bluebird recording of the novelty tune, "The Cowboy Isn't Speakin' To His Horse," is setting a 'juke box' record leaves on a Southern personal appearance tour October 1. . . . . Jerry McGill will write and direct the new "Big Town" series when it replaces "Lights Out" October 5 over CBS. . . . . show will be heard Tuesdays, 8-8:30 p.m. with Edward Pawley as 'Steve Wilson' and Frances Carlin, playing 'Lorelei'.

★ ★ ★

—Remember Pearl Harbor—

### Minneapolis Firm Sets New Show On CBS

Chicago—The Minneapolis-Honeywell Regulator Co. of Minneapolis, through Addison Lewis & Associates, will sponsor a Sunday morning musical program over WBBM and full Columbia network and two Canadian affiliates starting Oct. 10 (10:05-10:30). Program will feature Danny O'Neil, WBBM-CBS tenor, and the 200-voice choir of the Great Lakes Naval Training Station, under direction of Chaplain Hjalmar Hansen. O'Neil, a former bluejacket himself, is a comparative newcomer to radio, having risen to network prominence as a singer within the past few weeks. He was a member of the Great Lakes choir and the first soloist during his boot training as a naval recruit at Great Lakes. Later, while serving on the aircraft carrier "Lexington," he was injured by a swinging crane at Pearl Harbor a short time before the outbreak of war. After a long stay in the hospital he was given a medical discharge from the service.

### Hodges To Cover Football For Mutual This Season

Washington—Russ Hodges, veteran Washington sportscaster, has been chosen by the Mutual network to describe the football games covered by the network this fall. Tom Slater, director of sports for Mutual, will handle the color details of the games.

### Joins WOR Recording

Helen Hawley, formerly with the radio department of Ruthrauff & Ryan, advertising agency, has joined the staff of WOR's recording studios. Previous to joining R&R, Miss Hawley was associated with the Columbia Recording Company, and prior to that she was with Decca Records.

### Pillsbury Launches WJZ Drive

Pillsbury Flour Mills, Minneapolis, will launch a 13-week campaign for its Golden Bake Mix on WJZ. Company will participate five times weekly in Nancy Booth Craig's "Woman of Tomorrow." McCann-Erickson, Minneapolis, handles the account.

## CHICAGO

By BILL IRVIN

**A**FTER treading the fairways 7 years, Ken Trietsch, of the National Barn Dance Hoosier hot shot scored his first hole-in-one the other day at the Glencoe Country Club near Chicago.

John Ravencroft, George Howard and Francis Bestow, WBBM's King Jesters, are doubling in brass the days. The vocal trio devote the mornings to working in a defeat plant before reporting to WBBM on their broadcasts. The three work together in a room by themselves, they're too busy watching their clogs grow to swing into harm's way on the job.

Mary Tagney of the WBBM program department, leaves shortly for U. S. Marine Corps Women's Reserve.

### Whiteman To Aid Canadian 5th Victory Loan Drive

Montreal—Paul Whiteman, director of music of the Blue Network, has accepted the invitation of the National War Finance Committee, Canada to be a guest on "L'Heure la Victoire" in Montreal Oct. 10, in connection with the Canadian Fifth Victory Loan campaign beginning Oct. 18.

### "People Are Funny" Take Full NBC Network

Chicago—"People Are Funny," Brown and Williamson's Friday night audience participation show, "Wings, 8:30, WMAQ, expands from 65 stations to full NBC network effective October 15. Russel M. See Co., Inc. is the agency.

### OWI Aide Joins Army

Washington Bureau, RADIO DAILY—Washington—Arthur Force, radio news aide in the OWI news section, was sworn into the Army last week but will remain on duty with OWI through next week. The agency was anxious to apply for deferment to Force, but he refused to permit. Successor has already been chosen but his name will not be announced until he has been cleared by the Civil Service Commission.

The Denver Market  
ONE OF THE  
TOP TWENTY

KLZ-Denver

REPRESENTED BY THE KATZ AGENCY, INC.

## AFRA New ET Proposal To Equal Live Scale

(Continued from Page 1)

AFRA pointed out that there was just much time needed and work for the artists in making a recording as in a live show, and that the disparity between the scales should be eliminated.

With the recent 10 per cent addition to the scale agreed upon as a "cost of living" rise okayed by the War Labor Board, live scale is \$23.10 for 15-minute programs. The ET scale is \$18. It was believed that there would be no great dispute because of the proposed rise in the ET scale.

Another meeting is scheduled between both AFRA and its signatories under the Code on Wed. Sept. 29. The present pact expires on Nov. 1, 1943. Among the firms represented at yesterday's meeting were: RCA, NBC, World Broadcasting System, Associated Music Publishers and others.

At yesterday's meeting there were sparks of friction and this led those present to believe that the new scale for ETs would be well on its way following the meeting next week. It was pointed out that the new scale was coming at a time when ET men are having their troubles with the AFM purely coincidental.

## OWI Conservation Plan Set For Week, Oct. 25

(Continued from Page 1)

Week of October 25 has been asked by OWI radio bureau. Transcriptions will go out for local sponsorship and special effort to sell these is asked. OWI is anxious that they be used retaining if they are not sold. The critical resources to be covered in the campaign are manpower, fuel, materials and equipment. The six announcements will refer to coal and gas, electricity, water, transportation and communications.

## New Warfare Sound Effects

Newest release of Gennett Sound Effects are 28 sides of actual warfare sounds. Made in cooperation with the U. S. Army, U. S. Navy and the Canadian Government, the sound of the Coast Artillery gun is included for the first time. Also featured are actual Stuka Dive Bomber attack and an artillery ground battle. All effects were made under fire in the African theater of war.

## Duffy's" Renewal Confirmed

Bristol-Myers Company has renewed "Duffy's" for 52 weeks on the Blue Network effective Oct. 5, when Duffy and his companions at the famous bistro will start off the new season with Veronica Lake as their guest. The program, in behalf of Duffy-Rub, will be heard at the same time, Tuesday, 8:30 to 9 p. m., EWT, a network which has been increased from 123 to 129 stations. As replacement for "Duffy's," Bristol-Myers has presented "Noah Webster's" on the Blue since July 6.



## Seven ways to make women listen...

**A**N EXTENSIVE study, made by a noted readership-study organization, disclosed what women like in the news...what they read in their newspapers. Headline news... society... humor... news about women... fashions... Hollywood. So we built a show, conducted by two brilliant WTOP personalities, around these seven topics.

World news by CBS-WTOP newscaster George Moorad (who reported direct from Guadalcanal, Buna, New Guinea and the Bismarck Sea battle).

Women's news—witty, factual, informative—by Martha Baker, newspaper woman and radio reporter who knows the Washington scene from long personal experience.

A special "Where-Else-But-in-Washington!" department, which pays cash prizes to listeners who send in humorous anecdotes about wartime Washington—like overnight stays in telephone booths, bulging street cars, and other phenomena.

"News for Women" is on the air Monday through Saturday afternoons. It's one of the dynamic new WTOP shows which take known successful program formats and adapt them to the Washington market.

Let us—or Radio Sales—tell you about these new programs which *capital-ize* on the richest per capita market in the world.

# WTOP

WASHINGTON'S  
50,000 watt Station

COLUMBIA OWNED

Represented by Radio Sales,  
the SPOT Broadcasting Division of CBS

# Brown Gives Explanation Of Stand Regarding "Non-Opinionated News"

(Continued from Page 1)

and gave out the details as it concerned him. He revealed the events in chronological order. Although he had some difficulties in the past, it was nothing serious until after his broadcast of August 25, at 11:10-11:15 p.m., EWT. His analysis of the news then is part of a regular CBS feature in which various commentators take turns in five minutes of analysis following the 10 minutes of news and is a sustaining program.

## Reads Broadcast Script

In this particular broadcast, which Brown read over to the newspapermen present, he called attention to the fact that nothing satisfying to the American people had come out of the talks following the Quebec conference of Roosevelt and Churchill. Brown said that he had taken a vacation for the first time in five years, prior to this broadcast and spent 40 days traveling around the country interviewing everybody from banker to charwoman and had 1,000 pages of notes to substantiate this since he was really collecting material for a forthcoming book tentatively entitled "A War Correspondent's Report On America." The day before this however, he had been informed by the Johns-Manville Company, sponsors of his five-minute newscasts or commentaries 8:55-9 p.m. on CBS that they were giving notice of cancellation of his contract by the usual advance notice method.

## Gets Memo from Brown

Two days after the commentary made on August 25, on the sustaining program mentioned above, Paul White, sent Brown a memo to the effect that his commentary or news analysis had been an editorial, etc. Brown said he felt that he was not editorializing but giving the viewpoints of some 22 questions answered by the many people he interviewed on his trip. He later stated in answer to a question that he did not inform his listeners that his opinion expressed was the result of his travels and interviews. He did not see a need to tell the public such items, but felt he had acquired sufficient authority through his interviews and spoke accordingly.

There followed more correspond-

ence and Brown eventually wrote to CBS President William S. Paley, who placed the matter back in the hands of Paul White after regretting the circumstances under which his resignation was tendered. Brown subsequently outlined his background of activity during the war and some of his experiences abroad.

Brown's letter to Paul White dated yesterday follows:

"In this morning's 'PM' you are reported as saying that my resignation from the Columbia Broadcasting System 'was in no manner connected with the present censorship row.' In this you make a misstatement which I feel compelled to correct.

"It is quite obvious that the reasons I requested on September 2, 1943 to be released from my contractual relations are inseparable from the 'present censorship row' on expressing 'editorial opinion' over CBS. You said so in a memorandum to me on August 27, 1943.

"My resignation was submitted because I, as an American citizen, find it impossible to continue my work under the news policy, as you have formulated it for CBS.

"That news policy, as enunciated by you, is not, as you suggest, intended to make CBS reporters neutral, passive spectators of this war, but to make them creatures of your own editorial opinion of what constitutes the news.

"It is no part of my desire, nor of my sense of duty to the American people as a reporter and analyzer of the news, to forsake my honesty, experience and judgment in order to become the propagandizer of your notion of what constitutes 'non-opinionated' news.

"On the basis of your own public statement, you sought to turn me, as you seek to turn every other news broadcaster on CBS, into a mere messenger boy to relay the notions of others as to what makes the news. To that is added your own opinion of what makes up the 'objective' news.

"You take the view that CBS has no news brain of its own, and that the broadcasters who relay someone else's notion of the news also are complete automatons.

"I do not take that view. To me it would be a disservice to my country to take such a view when our men and women are dying to preserve this nation and our freedom.

## Cites Association Ruling

"I firmly believe in the principles set forth by the Association of Radio News Analysts that:

"The Association opposes all censorship of broadcast material, except in so far as duty required by governmental authorities in the interest of public safety during a national emergency.

"My 15 years of gathering, reporting and analyzing the news does not permit me to ignore my own best judgment and responsibility. A reporter has no higher duty, whatever the obstacles, than to report the news as it is. And where he analyzes the news, to do so with the same high sense of responsibility.

"Your statement in today's paper that my resignation 'was in no manner connected with the present censorship row' is all the more incorrect because in your memorandum to me of August 27, 1943, which you say you circulated among other members of the CBS news staff, you took exception to my news analysis of August 25, 1943. Therein you describe that analysis as 'in my opinion nothing but an editorial.' Therefore, the connection between my resignation and the present controversy is quite apparent.

"The statements I made in that broadcast are by no means 'editorial' nor 'editorial opinion.' They are backed up by a thousand pages of notes and quotations from the American people themselves, from coast to coast, in all walks of life. Those statements constitute the expressions of American people themselves, in their own words.

"You are not in a position to deny them, nor would I be in a position to report these statements were they not already conveyed to me by Americans themselves.

"Notwithstanding your statement in your memorandum of August 27, 1943 attacking my integrity as a reporter, your superior,

William S. Paley, wrote me, in acknowledging my wish to resign:

"I am most appreciative of the very fine work you have done for us over a period of years. You have made some very valuable contributions to the advancement of news service which is rendered by radio to the American people."

"And this, as you must be aware, also has been the judgment of others who have publicly recognized my work as a reporter by numerous awards and honors.

"As I said before, my resignation is connected with the present controversy, since I oppose, as do my colleagues, 'all censorship of broadcast material.'"

## White's Memo

White's memo to Cecil Brown two days after his August 25 broadcast which was read by Brown was as follows:

"I have looked over your 'analysis' of 11:10 on Wednesday night and have found it to be, in my opinion, nothing but an editorial.

"When you make the statement 'any reasonably accurate observer of the American scene at this moment knows that a good deal of the enthusiasm for this war is evaporating into thin air,' in my judgment you are indulging in defeatist talk that would be of immense pleasure to Dr. Goebbels and his boys. That statement is made at a time when all production records are being broken, when the largest sum of money ever to be sought by our government is going to be invested in government bonds by the people themselves, and at a time, according to every single eyewitness account we have had from the battlefronts, when American military morale was never higher.

"The entire 'analysis' was a statement of what Cecil Brown thinks, of what Cecil Brown would have done had he been President Roosevelt, disregarding the very obvious truth that the people did not elect Cecil Brown but did elect President Roosevelt.

"Another statement seriously open to question is 'the need for sacrifice in America is becoming less acceptable to the people.' I submit that despite a very brief trip around the country, it would be impossible for anyone to gather sufficient information about the temper and spirit of the American public to give him sufficient authority to make such a statement. It illustrates to me what I previously suspected, that you undertook the tour of the country with preconceived notions and merely looked for the things which would support your theories.

"At any rate, you are completely familiar with our policies in regard to news analysis. These policies are in no sense capricious. They have been formulated for the protection of the public and to me it is vital that they be enforced if we are to achieve any genuine freedom of the air. I expect you to conform to these policies. If you find that it is impossible for you to do so, then, of course, I will be glad to consider affording you relief from your contract with us."

Meanwhile, CBS had taken full page ads in such media as the "New York Times" earlier this week in which it reiterated its stand on "opinionated news." This was the cue for the rest of the dailies to delve into the matter pro and con. Brown is scheduled to do his final broadcast on CBS tonight at 8:55 p.m., EWT for his sponsor Johns-Manville Co. He revealed, incidentally, that he started with the client after Elmer Davis dropped it to go to Washington, coming in from a lecture tour and receive \$750 per week which has since been raised to \$1,000 weekly.

## Stork News

Los Angeles—A seven pound baby daughter has been born to Mrs. Herman Michael, wife of the KNX-CBS sound effects engineer. It is their first child.

# CBS Bond-Day Sales Exceed \$36,000,000

(Continued from Page 1)

phone herself, others took the order and pledges both in New York and out of town. The singer made 16 appearances on the air including her regular 15-minute noon-day new show plus a special 15-minute period allotted her. After 1 a.m. she continued for one hour over WABC making additional pleas.

Ted R. Gamble, assistant secretary of the Treasury and national sales director for the War Finance Division went on CBS at 11:07 p.m., EWT to pay tribute to Miss Smith and the CBS network for their excellent work, as well as splendid cooperation.

## Affiliates Busy

From all parts of the country, CBS affiliates were on the job, with one station in Louisville (WHAS) suspending all other business so that the phones could be manned. WHIO in Dayton enlisted the aid of the Mayor and other city officials. In New York at WABC, calls came in at the rate of two every minute.

Wherever possible, stars of radio stage and screen gave their time to cooperate in the CBS drive and vast technical difficulties in breaking in on the various programs and at a prearranged cue all affiliates would throw the switch to pick up Miss Smith's message. Only five seconds were allowed for the switch as against the usual 30 seconds.

# PROMOTION

## PA Selling Aids

Swinging behind the NAB campaign to tackle merchandising problems of outlets, Press Association, Inc. is mailing out 18 "selling aids" designed to help time salesmen of affiliated stations in that vital first approach to a potential sponsor. The selling aids are colorfully bound presentations aimed directly at the advertiser, each carrying a complete description of a PA Telescript. Presentation package also includes data on buying habits and tastes of the audience. The Telescript is already being received in urban and rural markets.

Telescripts ("Listen Ladies," "Between the Lines," "Behind the War News," "The Sportsman" and others) are not only written for radio on the basis of spot news, but reach individual stations on the 60-word-a-minute AP radio news wire in script form—titled, timed and cued for sound.

First group of selling-aid presentations, already mailed, will be followed by others at the rate of two a month until all eighteen PA Telescripts have been covered. Other aspects of PA's campaign to help affiliated stations merchandise their new products will be announced later.

# Secretary Wanted

Competent girl. Must have trade paper, advertising agency, or radio experience. Call Wisconsin 7-6336.

Ask for Extension 11.

# Television Will Develop New Stars

(Continued from Page 1)  
adliners to become public favorites in the movies," Levey said, "and would not be surprised to observe each artists insisting upon contract clauses whereby pay increases would be based basically from and become dependent upon the ratio of increase in sales of television sets.

"Some leaders of the radio industry have expressed a belief that television broadcasting may develop on a subscriber basis as a means toward solving certain financial problems. If such method should be deemed desirable by the regulatory authorities, Scophony is prepared to provide it, since the company has already patented a 'Secret Television' method invented by Dr. A. H. Rosenblum whereby transmitted pictures which are scrambled at the source may be reproduced on television receiver screens of subscribers with full clarity. Such receivers would be provided with key patterns by means of which signals received are unscrambled again so that only these subscriber receivers would be enabled to receive a clear and intelligible picture—and those receivers not possessing the key would show only a blur.

In regard to larger television pictures, particularly for the home, such large pictures are very definitely a "must," since the detail of football, baseball, and similar sports could be seen on such larger screens.

### Programs To Be Varied

Moreover, for the first few years of television broadcasting, programs may well include a certain number of motion picture shorts consisting of educational, travelogues, possibly some feature films—all obviously produced for large-sized screens and before hardly suitable for small screens. It follows, then, that the only means of obtaining the advantages of higher definition standards is to enlarge the television screen, enabling more detail to be observed. We further believe that the stimulation of competition between cathode ray tube methods, the methods of the Scophony group and possibly other methods of producing pictures of acceptable size should by all means be encouraged.

### Pays Tribute to FCC

It is my opinion that the development of the television art and the upbuilding of the post-war television industry and the stimulation of enterprise and competition in the field will be fostered to the highest degree by the guidance of the FCC under its present leadership.

In my humble judgment and experience, the FCC has shown itself to be a national planning body of great and soundly administered power, under the brilliant direction of Chairman Ely. It is my guess that those laws and legislation to reorganize the FCC will be the Supreme Court decision giving the broad powers appears to be working very well in practice and even those executives antagonistic to the FCC are privately conceding that the chaos which they predicted would follow adoption of the FCC anti-monopoly rules has, in fact, not occurred.

Now, in the 20th Century, motion pictures produced at American and British studios have helped knit these peoples more closely together and I am confident that in not too distant future, the great new art of television will help promote international good-will because it speaks a universal language, and will exercise a far greater influence on account of its immediacy, than motion pictures or radio alone could accomplish.

Television thus will become a great instrument for peace, and the motion picture industry, through the utilization of the same, will have the same opportunity to

### WANTED

Two experienced copywriters, preferably women. State experience, expected salary and availability. Reply to CSC, Charleston, So. Carolina.

# COAST-TO-COAST

**PLATTSBURG, N.Y.**—Mal Weaver has arrived from WATR, Waterbury, Conn., to take up his duties as program director and studio manager of WMFF. Mal broke into radio with WMFF back in 1936 as a member of the sports staff and now returns to his Alma Mater in an executive capacity.

**BILLINGS, MONT.**—Promotions and new assignments for several members of the staff of KGHL have been announced. Virginia Braunberger, program director of the station for the last seven years, becomes assistant manager and continues to supervise program assignments. Dorothy Morris, who has handled KGHL's traffic for the past three years has been named head of the promotion and publicity section, and Julia Bell returns to the staff to take charge of traffic. Franz Robischon, on the announcing staff of KGHL for five years, is now chief announcer. Harry Turner, also a member of the announcing staff, has assumed new duties as station's musical director, and filling his place is Edmund Kasser, former speech instructor in the Moosehart Institute, Illinois.

## Father Of Meyer Levin In Bond Appeal Tonight

Samuel Levin, father of America's war hero Meyer Levin, will make a War Bond appeal over station WMCA this evening, as the guest of the New York City council whose extraordinary sessions are being broadcast by WMCA during the Third War Loan drive. The broadcast will be heard direct from the council chambers at City Hall from 9:00 to 9:30 p.m. This will mark the third session at which the councilmen exhort their constituents to purchase bonds by phoning their pledges directly to the city council chambers.

Further the cause of international amity as it had in 1921 when this speaker conceived and founded the Anglo-American Unity League, to which many leaders of the American film industry, civic affairs, finance and the press of the nation then gave their support.

"But while the war continues, Scophony's scientists and engineers in Britain and America are devoted to the task of heating the German and Japanese aggressors and have already helped to provide unpleasant surprises for our enemies. Some of Scophony's original inventions may not be disclosed until after the war—but this much may be said—Scophony's scientists and engineers are working overtime for victory!"

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

September 23

- Don Bestor
- Bob Drydenforth
- Helen Marshall
- Leo B. Tyson
- Lt. Col. Elliott Roosevelt
- Cynthia Cline
- Artie Dunn
- Bill Pennell
- Fred Vosberg

**ST. PAUL, MINN.**—Executive offices of the North Central Broadcasting System are being moved on October 1 from the Commodore Hotel to the First National Bank Building because of a need for increased space. Network also operates branch offices in New York and Chicago.

**HARTFORD, CONN.**—Special round table broadcast is being held today over WDRG on the subject "Back to School for Teen Age Children." Among those who are taking part in the program are: Mayor Dennis P. O'Connor; Superintendent of Schools Fred D. Wish, Jr.; and State Senator William A. Scott.

**RICHMOND, VA.**—Recent address by Ralph W. Carney, vice-president of Coleman Lamp & Stove Co., to local Kiwanis-Rotary Clubs gathering was transcribed by WRVA, and the hour-long talk was played back over the air the same night. Speech caused such controversy and brought such response from listeners, that station re-broadcast it several weeks later by request.

## Swift To Participate In "Breakfast at Sardi's"

Beginning Dec. 21, Swift & Co. will participate three times weekly in the "Breakfast at Sardi's" program heard on the 13 stations of the Pacific Blue Network. Swift also sponsors a 15-minute segment of the "Breakfast Club" five days weekly on the complete Blue Network.

### Returns To WBBM Schedule

Chicago—"Missus Goes to a Party," WBBM's hilarious audience participation program with Cliff Johnson as emcee, returned to the air via transcription this week. Series is aired Tuesdays and Thursdays 3:45 to 4:00 p.m. from the Food Research Institute with housewives participating in games, stunts and songs for prize money.

### Song Writers Phone "Girls"

On the WHN "Gloom Dodgers" program from 9 a.m. to 1 p.m. today, six prominent song writers will act as telephone operators, taking orders for war bonds. They are W. C. Handy, Lew Brown, Charlie Tobias, Benny Davis, Harry Armstrong and Ernie Burnett.

THIS LITTLE BUDGET WENT TO

**WORL BOSTON MASS.**



# New Capital Offensive Against OWI Readied

(Continued from Page 1)  
has attacked the agency for its overseas activities. That a large group of anti-Administration Congressmen is determined to kill the agency before it can possibly exert any effect upon the 1944 elections is certain.

It is difficult at this time to determine how good are their chances of success. It has not yet become apparent what the solons learned during their recess. Some observers see in the overwhelming vote on the Fulbright resolution some evidence that Congressmen have found dissatisfaction with their attitudes on foreign affairs among their constituents. But there has not yet been any issue or vote to show a change in their feeling on domestic matters.

### Elmer Davis Caustic

Tabor's outburst of Tuesday drew from OWI Director Elmer Davis one of the most sarcastic of all replies the former CBS newscaster has yet given his Congressional critics. "Congressman Tabor in his renewed attack on OWI, is wrong as usual" said Davis, "he says that our overseas activities are getting worse instead of better. The men we are fighting, the German and Japanese propaganda agencies, take a different view. A great propaganda battle is now being fought in enemy and occupied countries—a battle in which OWI, working in close cooperation with the military authorities, is the agency of the United States Government. For testimony as to our effectiveness we can cite, among many others, a Japanese broadcast on Sept. 9 by a spokesman of that government, who declared that we must realize how skillfully the propaganda of the United States and Britain is working, and we must see in the collapse of Italy an example of this in sharp reality. The propaganda of the United States and Britain will be directed toward our nation with further ferocity and persistence."

### Available Immediately

12 years experience in

**PRODUCTION PROGRAM OPERATIONS ADMINISTRATION**

Complete background and details on request. 4-F.

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**EFFECTIVE IMMEDIATELY,  
YOU CAN ONCE AGAIN TAKE  
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RECORDING STUDIOS TO  
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# RADIO DAILY

The National Daily Newspaper of Commercial Radio and Television



OL. 24, NO. 60

NEW YORK, N. Y., FRIDAY, SEPTEMBER 24, 1943

TEN CENTS

# White-Kaltenborn Feud

## Box Hearing Reopens Wash. Next Week

Washington Bureau, RADIO DAILY  
Washington—Hearings before the FCC Committee investigating the FCC will be resumed early next week. Committee Counsel Eugene L. Garey announced yesterday. He was not chairman of the day, but it will be decided Monday, when Representatives Howard Wigglesworth and Edward J. Royce, committee members, return to Washington and a committee meeting can be held. Subject of the inquiry will be the activities of the FBIS and RID. Garey hopes to get under way Tuesday or Wednesday. First witness will be Commissioner

(Continued on Page 5)

## Pioneer Television User Returning To WNBT

Botany Worsted Mills, one of NBC's pioneer television commercial accounts, has resumed on WNBT after having been off the telecaster for a year and one half due to NBC cutting its time schedule from 15 to four hours daily. Firm televises a comic strip film featuring "Botany's woolly" as promotion for men's ties Monday at 9 p.m. The Botany commercial, like many WNBT programs

(Continued on Page 2)

## CAB Annual Meeting At Quebec, Feb. 14 to 16

Montreal—Annual meeting of the Canadian Association of Broadcasters has been set for February 14, 15 and 16 at the Chateau Frontenac, Quebec. T. A. Evans of CAB announced. Convention details will be worked out later.

## Bond Boost

WQXR's part in the Independent Station Day for the War Loan drive was going along nicely yesterday but did not hold well in one spot. Management decided to make a special offer of its monthly listing of good music programs—three for \$1 instead of \$3 to those who bought a bond. In one hour 54 listeners bought \$5,600 in bonds.

## Kate Smith Honored

Veterans Of Foreign Wars next Monday will honor Kate Smith with a special citation for her work in selling war bonds. Presentation will be made on Miss Smith's CBS noon-day newscast by national commander Robert T. Merrill as a reward for her "distinguished service on the home front," first such citation given to a civilian by the VFW.

## WORD Complaint To FCC Re World Series Show

Washington Bureau, RADIO DAILY  
Washington—Violation of the network rules, with particular reference to the territorial exclusivity clause, is laid to WCOS, Columbia, S. C., and the Mutual Broadcasting System in a complaint by WORD, Spartanburg, S. C., a Blue Network affiliate. The complaint arose from the attempt of WORD to obtain the World Series

(Continued on Page 3)

## WBT, Charlotte, N. C., Sells Over Half Million In Bonds

Charlotte, N. C. — WBT's total sales yesterday in CBS bond day promotion was \$549,500. Entire station personnel including management and talent assisted by volunteer workers at battery of special telephones followed through on Kate Smith's network appeal to produce more than half a million dollars in bonds yesterday

(Continued on Page 2)

## "T. or C." Bond Sales Climb; Springfield Quota Sold Out

## Seymour Joins Counsel Of Newspaper-Radio Com.

Whitney North Seymour, a senior partner of the firm of Simpson Thacher & Bartlett, New York, has been appointed by the steering committee of the Newspaper-Radio group as associate counsel of that group. Harold Hough, chairman, announced yesterday. Mr. Seymour replaces

(Continued on Page 2)

## Radio Analysts In Three-Hour Session Hear White's Talk And Discussion; Kaltenborn Makes Answer

## Shows Not Affected By Radio City Strike

With efficient Radio City thrown into a turmoil yesterday by the elevator employees and cleaners strike, the broadcasting industry, as represented by the NBC and Blue, carried on despite lack of elevators and other inconveniences.

Hundreds of radio, advertising agency and other office workers arrived

(Continued on Page 3)

## Admiral Land To Speak On WOR-Mutual Program

Rear Admiral Emory S. Land, chairman of the U. S. Maritime Commission, will make the principal address, and Lucy Monroe will sing, at the dedication ceremonies of the first Merchant Marine Academy in the United States, to be broadcast over the Mutual

(Continued on Page 3)

## Station Executive Raps Sales Policy Of NAB

Taking NAB to task for not cultivating new radio business among the railroads, airlines, and radio set manufacturers, W. L. Gleason, presi-

(Continued on Page 2)

Battle of the analysts and CBS policy regarding them and "opinionated news" burst out in a three-hour session yesterday at the Hotel Algonquin which included luncheon and a free-for-all discussion of the controversy. Meeting was called by the Association of Radio News Analysts so that Paul White, CBS director of news broadcasts could fully answer

(Continued on Page 6)

## WPBRadio-Labor Post For Harold R. Sharpe

Washington Bureau, RADIO DAILY  
Washington—Appointment of Harold R. Sharpe, former secretary of the Labor-Management Electronics Industry Advisory Committee, as assistant director for labor of the WPB Radio and Radar Division was announced yesterday by Ray C. Ellis, director.

Ellis has delegated to Sharpe re-

(Continued on Page 7)

## CBS News Controversy On "People's Platform"

The news policy of CBS recently the subject of controversy in the New York press, will be debated by two prominent attorneys on Columbia's

(Continued on Page 2)

**Irony**  
Most unhappy at the start of the Rockefeller Center elevator strike were the poor bass players and drummers who had to dash from floor to floor to catch different shows. They doggedly trundled their loads around the building, till one finally found the moving car. Said the operator: "Where've you been? The piccolo players have been going up and down all night!"

"Truth or Consequences" in two days mail, has been notified of over \$400,000 in bonds having been bought as a result of the broadcast (NBC) last Saturday night wherein Ralph Edwards told the audience a wounded navy man would receive a \$1,000 nest egg if the listeners purchased at least \$1,000,000 worth of bonds during the Third War Loan drive. It is expected that as soon as mail just coming in from the middle west and other more

(Continued on Page 7)

# RADIO DAILY



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

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## FINANCIAL

(Thursday, September 23)

### NEW YORK STOCK EXCHANGE

	High	Low	Close	Net Chg.
Am. Tel. & Tel.	156	155 7/8	156	— 1/8
CBS A	23 1/4	23 1/4	23 1/4	— 1/8
CBS B	23	22 1/2	23	— 1/4
Crosley Corp.	19 1/2	19 1/2	19 1/2	— 1/8
Gen. Electric	38 5/8	38	38 1/2	— 1/4
Philco	24 7/8	24 1/2	24 1/2	— 1/4
RCA Common	10 3/4	10 3/8	10 1/2	— 1/4
RCA First Pfd.	69 5/8	69 3/8	69 3/8	— 1/8
Stewart-Warner	12 3/4	12 1/4	12 3/8	— 1/8
Westinghouse	96 1/2	95 3/4	96	— 1/2
Zenith Radio	34 1/2	34 1/2	34 1/2	— 3/8

### NEW YORK CURB EXCHANGE

Nat. Union Radio	2 7/8	2 7/8	2 7/8	— 1/8
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### OVER THE COUNTER

	Bid	Asked
Farnsworth Tel. & Rad.	8 1/8	8 3/8
Stromberg-Carlson	11	12
WCAO (Baltimore)	20	23
WJR (Detroit)	27	29

## Show Drops Audience Ban

Chicago—The "Hymns of All Churches" program, will abandon its rule forbidding audiences beginning Monday, September 27. The program will be broadcast before an audience daily thereafter.

In the program's first audience show, Soprano Louise Weber will sing "O Perfect Love." The choir, directed by Fred Jacky, will present the hymnal medley "Holy God, We Praise Thy Name" and "In Speechless Prayer and Reverence." Franklyn MacCormack, poetry reader, also will be heard in a few selections during the program.

**WBNX NEW YORK**  
WITH THE MOST INTIMATE AND EFFECTIVE PROGRAM APPROACH TO AMERICA'S LARGEST MARKET

**5000 WATTS** Directional  
OVER METROPOLITAN NEW YORK

## Station Executive Raps Sales Policy Of NAB

(Continued from Page 1)  
dent of KPRO, Riverside, Calif., yesterday addressed an open letter to Neville Miller, president of NAB.

Mr. Gleeson charged that millions are being spent by the transportation industry in the printed media and that radio set manufacturers, in a sense dependent on the broadcasting industry, have favored magazine and newspaper advertising. The letter, in part, reads as follows:

"The campaign seems to have died for lack of support from the NAB. Considering the millions that are being spent by the transportation industry, it would seem to me that you fellows there at the NAB wouldn't rest until radio got its fair share.

"There is another industry doing what the railroads are—that is, using the printed media to the extent of millions of dollars when, if there ever was an industry that should use radio, it is the manufacturers of radio sets.

In one issue alone of Newsweek, dated September 20, 1943, I clipped the enclosed seven advertisements of radio set manufacturers—all but one being full-page ads. And every magazine that I have picked up, and a good many newspapers, contain these same advertisements, carried by set manufacturers apparently for the sole purpose of building good will.

"You and I and all other broadcasters know that radio advertising is the greatest possible builder of good will. It would seem to me that these set manufacturers would want to keep the good will of the radio industry as well as of the public, and they could do both by being fair in their use of the radio broadcast media. In fact, it would seem to me to be a slam at the NAB that such a tremendous campaign has been permitted to be launched without the intervention of the broadcasters' representative, namely, their national association.

"Isn't there something that can be done to wake up the radio manufacturers' association, the railroad association and the American Bus Transportation Association to the fact that broadcasting as an advertising medium really exists in this country? Apparently they don't know it. What can the NAB, as the representative of the broadcasting stations, do along this line?"

## Pioneer Television User Returning To WNBT

(Continued from Page 1)  
grams, is also telecast simultaneously by station WRGB, Schenectady, by direct pick up from the Empire State tower transmitter. While the NBC station is still on a four hours daily broadcast there are indications that the television program schedule will be increased early in 1944.

### Will Use Full Network

"Cavalcade of America" will use the entire NBC network of 126 stations when it broadcasts "The Hated Hero of 1776" on September 27 from the NBC studios in Hollywood.

## CBS News Controversy On "People's Platform"

(Continued from Page 1)  
"People's Platform" tomorrow over WABC-CBS, 6:15 to 6:45 p.m., EWT.

Participants are Morris L. Ernst, member of the law firm of Greenbaum, Wolff & Ernst, lecturer, author, and attorney for the American Newspaper Guild; and Sydney Kaye, of the firm of Rosenberg, Colin and Kaye, and executive vice-president of Broadcast Music, Incorporated.

The discussion is an outgrowth of contention over CBS news policies which are designed to let the radio listener make up his own mind on controversial issues rather than have news analysts make it up for him. These policies have been defended this week by Paul W. White, CBS Director of News Broadcasts, and attacked by some broadcasters, including Walter Winchell, Cecil Brown and H. V. Kaltenborn.

## Seymour Joins Counsel Of Newspaper-Radio Com.

(Continued from Page 1)  
Judge Thomas D. Thacher, former counsel, who has retired from private practice, having recently been appointed to the New York Court of Appeals.

Associated with Mr. Seymour will be Sydney M. Kaye of New York and A. M. Herman of Fort Worth who have been connected with the case since April 1941. Mr. Seymour's first appearance for the Newspaper-Radio committee will probably be in Washington during the coming hearings before the White-Wheeler committee in reference to a new Communications Act.

## WBT, Charlotte, N. C., Sells Over Half Million In Bonds

(Continued from Page 1)  
day from 8 a.m. to 1 this a.m. It was open house all day at WBT with station talent and staff members carrying appeals to local listeners. Half million mark was reached on special program 10 p.m. last night featuring Morris Field Army Base orchestra with WBT top flight entertainers and Charles H. Crutchfield, program director, emceeing.

**Milwaukee FM Station Popular**  
Milwaukee—W55M, The Milwaukee Journal FM Station is setting a precedent in FM broadcasting with 33 live shows every week, and is reaping the benefits of an ever-increasing public interest.

**THIS LITTLE BUDGET WENT TO WORL BOSTON MASS.**



## COMING and GOING

**WILLIAM M. DAWSON, JR.**, commercial manager of WARM, Blue Network outlet Scranton, Pa., is spending a few days New York.

**ROBERT W. FRIEDHEIM**, sales manager of NBC Radio-Recording division, and **MORRIS HAMILTON**, program producer, have left on a business trip to Montreal. They will return Monday.

**GRACIE FIELDS** has arrived in the North Africa invasion zone to entertain Allied troops. She will return to the United States at the end of the month to prepare her new "Victory Show" scheduled on Mutual.

**BILL STERN** is in Pittsburgh for the broadcast of tonight's "Coast Sports Newsweek" which will originate at KDKA.

**DEWEY LONG**, manager of WELI, New Haven, a visitor yesterday at the headquarters of the Blue Network.

**RALPH EDWARDS**, of the "Truth or Consequences" program, will broadcast the show tomorrow night from Springfield, Mass., in cooperation with the Third War Loan Drive.

**PHIL SPITALNY** and the members of his all-girl orchestra are going to Washington, D. C., for the airing of Sunday night's "House of Charm" from Walter Reed Hospital.

**FAULA STONE**, commentator heard on WNEP is back from New Haven, where she participated in a Third War Loan rally.

**MIRIAM LANE**, of WJLB, Detroit, has returned from a California vacation. She featured an interview with Sigmund Romberg on her return to the air.

## NBC Television Station Honored

NBC's television station WNBT has received one of the first yearly awards established by the American Television Society. WNBT was cited for "The greatest contribution to the use of television as a public service." A plaque bearing the citation is now displayed in the office of John T. Williams, NBC manager of television.

**REM—**

one of America's ablest buyers of time purchases W-I-T-H's AP News Round-up 6:30-6:45 P.M. Monday thru Saturday.

A few other good news periods still available.

**W-I-T-H**



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

# Radio Programs Not Affected By Radio City Elevator Strike

(Continued from Page 1)

ing at the RCA packed and jammed the main floor corridors and crowded occasionally operated elevators. For the most part the workers walked stairs to their respective floors and tumbled as they walked. Those going to Blue and NBC headquarters climbed three and four floors.

Developments in the strike took an interesting turn last night when radio officials pointed out that broadcasting was vital to the war effort and

*Drug stores at Radio City did a land office out-going business yesterday as a result of the strike. Mobs waiting for the few running cars stormed the stores to pick up their lunches before rising to the practically untenable heights. Common sight by mid-morning was a single delegate totting a precarious pile of 30 or 40 sandwiches to satisfy the hungry hordes upstairs.*

at a possible appeal to official Washington might result. Broadcasting, important as communications in wartime, may ask that striking elevator operators return so that their normal wartime operation can go on unhampered.

Tickets for shows were not distributed Wednesday night and yesterday, and only those who had obtained them in advance were allowed

## Admiral Land To Speak On WOR-Mutual Program

(Continued from Page 1)

al network, Thursday, September 2, 2:30 to 3:00 p.m., EWT. The academy, one of the largest in the world, will serve as the "Annapolis the Merchant Marine."

As a highlight of the dedication, Capt. Edward S. Macauley will award the highest honor of the Merchant Marine, the Distinguished Service Medal, to Cadet Midshipman Frederick R. Zito for his valorous act of rescuing at sea, a ship fireman who is trapped as the ship was being abandoned.

The musical background will be supplied by the U. S. Merchant Marine Academy Regimental Band and Chorus. The broadcast will originate from Kendrick Field, Kings Point, New York.

## Art Linkletter Joins Cast Of 'People Are Funny'

Los Angeles—Art Baker, who has been master of ceremonies of "People Are Funny," for past 78 weeks, has resigned, effective Oct. 8 and will be succeeded by Art Linkletter. The show is sponsored by Brown-William and is now boosting "Wings." Music is being added to the program and will be furnished by Wendell Wyhew and his six-piece band. Show heard over NBC, coast to coast.

to attend the broadcasts—on condition that they climb to the studios. Stairways were manned by pagettes and other personnel to guide spectators to the various floors, but the stations did not provide employees for other parts of the building, maintaining a neutral policy with regard to the strike. Stage elevator was kept running, but only employees, musicians with heavy instruments, etc. were allowed to use it, with the majority travelling via stairs.

### 60 Per Cent Attendance

Attendance at the "Battle of the Sexes" and "Beat the Band," both aired from the sixth floor, was about 60 per cent of normal Wednesday night. Audience at Mary Margaret McBride's show yesterday, held on the third floor, was practically normal, while "Be Seated Ladies," on the eighth floor had only approximately 50 per cent of its normal audience. Indications are that enough people are willing to walk to the various audience programs, and stations have made no plans, as yet, for moving those on higher floors down to more accessible studios. Otherwise programs went on the air as scheduled with artists taking their work good naturedly.

Tours were halted completely at 4:30 Wednesday afternoon, causing a loss, up until last night, of about 1,000 paying tourists.

## WORD Plaint To FCC Re World Series Show

(Continued from Page 1)

broadcasts from MBS. The network's refusal to furnish the program duplicates its action of last year.

WORD claims that the refusal was inspired by the Columbia, S. C., station, which is the nearest MBS affiliate (WCOS also takes Blue programs). If this is true, it appears that the FCC ruling regarding territorial exclusivity might be violated.

The Spartanburg station is anxious to receive the series broadcasts, stating that it desires to carry them, among other reasons, for the benefit of large numbers of Army trainees located in camps near the city. The WCOS signal is too weak for good reception there, WORD claims in its complaint.

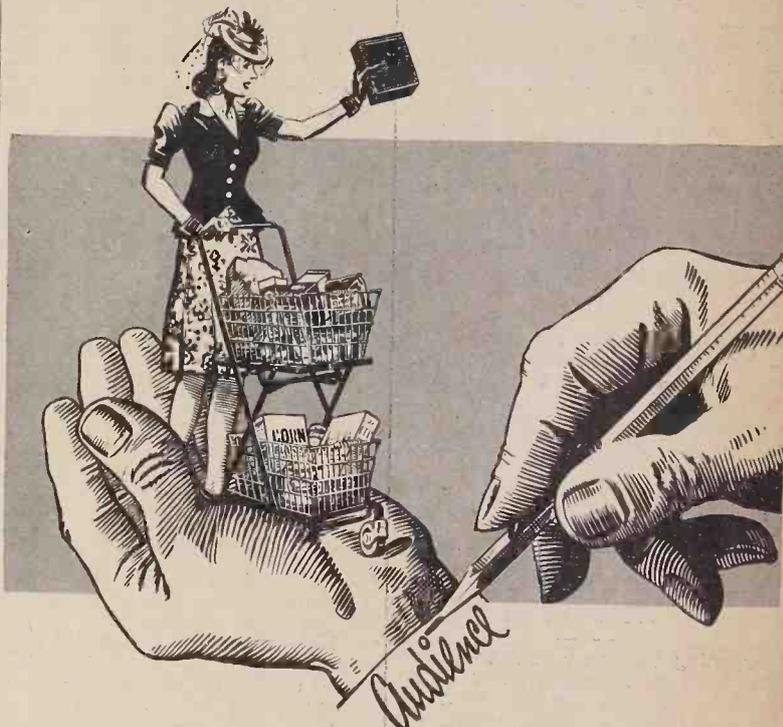
The incident will be investigated by the FCC.

## Henry Takes News Spot Vacated By Cecil Brown

Bill Henry, chief correspondent of CBS' Washington News Bureau, will replace Cecil Brown in a five-minute summary of world events on CBS Mondays through Fridays, beginning September 27, 8:55 to 9 p.m. Henry's period will be known as "Bill Henry and the News." Johns-Manville sponsors the program.

WHAT THE RADIO  
TIME BUYER WANTS  
TO KNOW ABOUT

# WTAM



# AUDIENCE

● More people listen most to WTAM, Cleveland day and night than to any other station in the whole Northern Ohio area. \*In Metropolitan Cleveland it's 34% by day and 69% by night, against 20% and 19% for the next stations. In Akron, Youngstown, Canton and other 25,000 population cities, WTAM has a big lead and in the rural areas the preference is overwhelming.

\* 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

LOS ANGELES

By RALPH WILK

**Q**UIPS Groucho Marx, "We not only go into our fall season with a new hour, but with a new Day." Groucho's "Blue Ribbon Town" show on Oct. 9 airs on the new time of 8 p.m., EWT Saturdays. On Sept. 25 it introduces a new singer, Bill Days, whom Groucho picked out of his own chorus.

A swift script change was the result of Sergeant Page Gilman's unexpected visit to NBC Sept. 12. He was heard regularly on "One Man's Family" before he enlisted in the U. S. Army last year. At the same time, Scriptor Carlton E. Morse had the character of Jack join the Marine Corps. This was the second time Soldier Gilman has appeared on the show since his enlistment, and he was heard again on the show as Jack Sept. 19.

Janet Gaynor, hostess for "Hollywood Showcase," arrived from Dallas fashion show she attended with her husband, Adrian, in a happily excited mood. First, Adrian was awarded the designers' coveted award for the past year. Second, the gown which Adrian offered as a prize at the War Bond rally in Dallas brought just twice the amount set as the goal—nearly \$116,000.

**Radiophoto Linked With Swiss Station**

Opening of a new radiophoto circuit between New York and Berne, Switzerland, only neutral country in the heart of Nazi-held Europe, has been announced by RCA Communications, Inc.

The new 3,900-mile circuit, which RCAC operates in cooperation with Radio Suisse, is licensed by the FCC to carry commercial photographs, drawings, sketches, documents and all types of printed or written material.

The Switzerland circuit is the sixth opened by RCA since the outbreak of war, the others being to Sweden, Russia, Egypt, Hawaii and Australia. In addition, radiophoto circuits operated by RCA before the war, and still in operation, are with London and Buenos Aires. Supplementing these channels is an overland RCA radiophoto circuit between New York and San Francisco.

**Carraway to Blue Production**

Howard Carraway has been appointed to the production staff of the Blue Network by Raymond Knight, production manager. Carraway comes to the Blue with varied radio experience as producer, writer and announcer. From 1938 to the present he has been continuity chief of stations WBAP and KGKO, Fort Worth, Texas. He was previously on the news staff of WSMB, New Orleans; with KWKH and KTBS, Shreveport, La., and WMC, Memphis, Tenn., as announcer-producer.

MAIN STREET OL' SCOOPS DAILY

**Reporter At Large...!**

● ● ● We were seated yesterday at Toots Shor's at a table adjoining that occupied by Paul Whiteman, Blue Net's music head, Willard Alexander, head of the William Morris Orchestra department and Frank Burke, ye editor of Radio Daily.....naturally (to a columnist it's natural) we tuned in on the conversation for whatever tips might be dropped.....however instead of hearing familiar names, dates 'who opens where'—does so and so mean more to a band than what's-her-name' and other items pertinent to music, we kept hearing about "Hampshire" something or other.....and then came the dawn (or whatever it is that makes one keenly alert)..... we realized that Paul and Willard, Gentlemen Farmers, owning farms in New Jersey and Pennsylvania respectively, were discussing "Hampshire" hogs. Anyhow, we still maintain that they conversed in PIG-Latin..... Some time ago we ran an item about having seen Lou Soringo into the "Abie's Irish Rose" rehearsal and wondered if it means that Charlie Cantor was about to leave that program.....we were right.....Sofrin did Cantor's role last Saturday and continues in the part.....Cantor left Tuesday for Hollywood to appear in a Paramount flicker and to work on Ed Gardner's "Duffy's Tavern."

● ● ● Lovely Diane Courtney will replace Joan Roberts on the Texaco program, opposite James Melton CBStarting Sunday October 3.....The David Ross' are expecting a visit from Sir Stork..... possibility is that the 'Heavenly Bundle' might arrive simultaneous with Santa Claus..... Winsome Wini Shaw, arrives from an overseas tour with the Jack Benny Troupe, October 1.....her hubby, radio producer Fred Vosberg, will be on hand to greet her, having just returned from a three-month business trip to Florida..... NBChanteuse Liza Morrow will be heard Mon.-Tues.-Wed. instead of Saturdays, starting Monday.....Irving Miller's Orchestra will accompany her.....Monday's "Awake at the Switch" comedy, will feature five stories sent from London By Gracie Fields.....should awaken nostalgic memories in Dora Maughm, one of the 'switchmen'..... "Armstrong's Theater of the Air" celebrates its third anniversary on CBS, Saturday, Oct. 2..... Harold Levey is program's composer-conductor.....Irene Daye, former vocalist with Gene Krupa, will be Charlie Spivak's new thrush.....ork is currently featured at the Hollywood Palladium.....The Landt Trio, bent on selling War Bonds at a local rally, rushed out of the CBStudio, recently just prior to the station-break.....so Announcer Hugh Conover had to solo their closing theme song, "Singing Along"..... (maybe he sang it a la "Singing Alone.")

● ● ● Henny Youngman, comic who opened at the Capitol yesterday, has been renewed on the Kate CBSmith program which returns to the ether, Friday, October 1.....Bob Allison, WNEW announcer and former sports commentator has signed to do sportcasts for Paramount News..... Quipmaster Bob Hawk rates a bow for quick thinking.....recently, when a contestant, Pvt. William Garvin, asked that his prize of 3,000 Camels (free ad) be sent to his buddy, "because he smokes my cigarettes anyhow," Hawk added another 3,000 ciggies (check free ad for brand) for the generous contestant with the remark, "Now you won't have to chisel any from Buddy"..... Bandleader Jerry Wald and crew leave for an engagement at the Sherman Hotel in Chicago, after the current Roxy date.....CBSStage Door Canteen will be heard on Fridays at 10:30-11 p.m. beginning October 1.....Carol Kay, Benny Goodman's new vocalovely, has already been offered a screen test by 20th Century Fox.....Harry Reser, after two years conducting the orchestra at the Olympia Theater in Miami, is back in Gotham.....we still thrill when we think of his "Cliquot Club" theme music.

—Remember Pearl Harbor—

CHICAGO

By BILL IRVIN

**E**VERETT MITCHELL, director of agriculture for the NBC central division, is on a farm survey trip through North Dakota and the North-west. On Sept. 28 he will stop off at Jamestown, N. D. to address the North Dakota Dairy Association. He will broadcast his portion of "Voice of the Dairy Farmer" Sunday, Sept. 26, from Bismarck, N. D.

Kennedy Nelson, musical director at WJJD since March, 1942, leaves on Oct. 2 to join the Army. He will be succeeded by Lee Gillette. Gillette who joined the WJJD staff in June was formerly program director at WAAF, Chicago.

Paul Sneder who was given a medical discharge from the Army, has returned to his announcing duties a WGN.

Engagement of Ruth Carlson, secretary to William Kephart, chief announcer for NBC central division, to Warren Patterson of Chicago was announced this week.

William Ray and Shep Chartoc, managers of the NBC central division and the WBBM-CBS news and special events departments, respectively, in Omaha to handle network pickups from the American Legion convention.

Paul Prokes is the new WIND engineer at the Gary studios.

Don't Miss  
**RUBINOFF**  
AND HIS VIOLIN  
his BRILLIANT New  
ORCHESTRA  
on  
WJZ—Blue Network  
SUNDAY, SEPT. 26  
4 to 4:30 P.M., E.W.T.  
"Sunday listeners have another  
most attraction."  
BEN GROSS, N. Y. News

# Cox Hearing Reopens Wash. Next Week

(Continued from Page 1)

M. Craven, but before Craven called Garey will read into the record testimony taken in New York by officials of Short Wave Research, an organization which works closely with the OWI Overseas Branch. Craven has been accused of being "pink" by members of Congress. He will attempt to show connection between the organization and the FBIS. Another witness will be Matt Gordon, former CBS news editor now heading the OWI Domestic Branch's short-wave listening, a section which works closely with FBIS.

Garey, unusually talkative about the plans, said also that several other witnesses might be called by the House, adding that he has informed the committee that he will place on the list witnesses of their choice. He stated that these would be General Counsel Charles Denny, Chief Engineer E. K. Jett and RFD head George H. King. This obvious attempt to give the Commission a voice is a sign that the committee must ask the House for more money in the very near future. Garey also asked that he be heard beforehand of the content of the testimony intended by the committee's delegated witnesses.

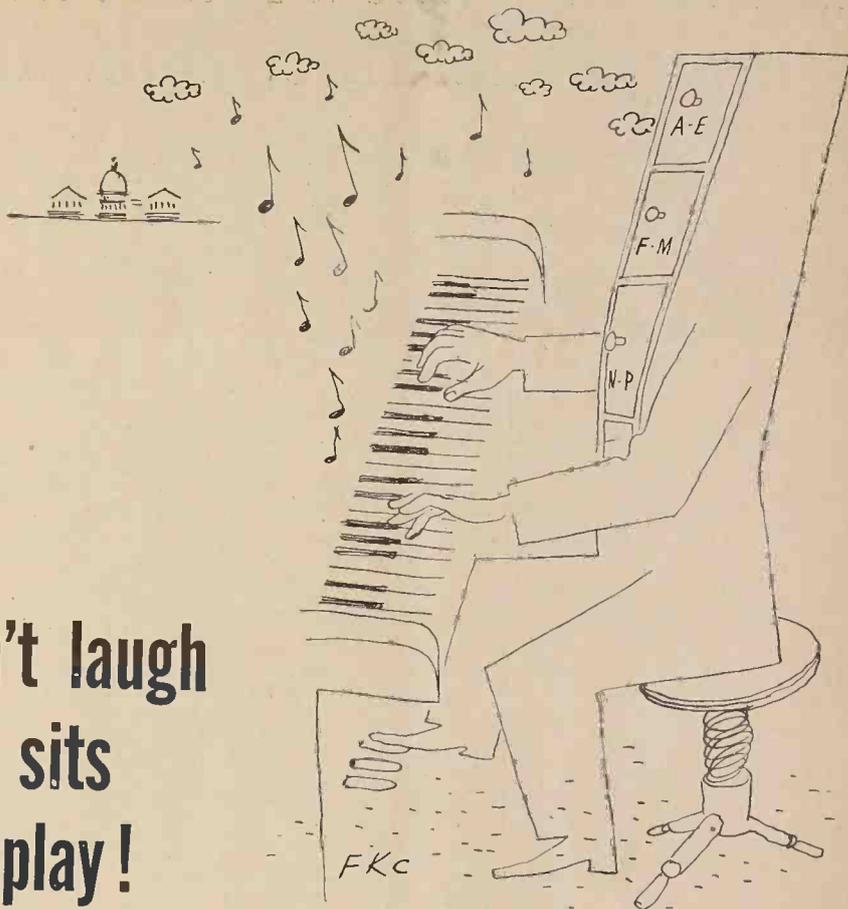
In the meantime, it was revealed yesterday that the House Judiciary Committee has decided to remain aloof from the Cox-FCC controversy, having refused to act upon the petition for disqualification of Cox as committee chairman filed last Spring. Commissioner Clifford J. Durr had asked disqualification on the grounds of "bias and personal interference" and had asked to be heard by the Judiciary Committee. He wrote the committee again last week, and was notified by Judiciary Committee Chairman Hatton W. Sumners of the fact that "the opinion seems to be shared among the members of the committee, and is one in which I believe that the committee has no jurisdiction and no responsibility as a committee with reference to the subject matter" of Durr's letter.

Durr had written last week that the conduct of the investigation thus far has confirmed his "original feeling that an investigation by a committee created and staffed as this one could serve no purpose except to substitute the investigatory powers of Congress."

As the House has sidestepped the matter of disciplining one of its own members, returning to the Department of Justice responsibility for action against Cox, if any such action is taken on the grounds of his acceptance of \$2,500 from W.A.L.B., Albany, Ga., for representing the station with the FCC.

## Radio Educational Program

Ottawa-Toronto Symphony Orchestra Association has been informed this year the Ontario Department of Education will undertake a program of musical education in schools through province-wide broadcasts.



## They don't laugh when HE sits down to play!

JOHNNY SALB is the musical wizard of WTOP's new musiquiz, "Stump Us."

He's a walking music-library. He knows most any tune ever written. On "Stump Us" he challenges listeners to send in musical requests they think he can't play. If they stump Johnny Salb, they win a dollar. But stumping Salb is no cinch.

All the elements of mass-appeal are in the program: cash prizes...cleverly-styled music...humor...the lure of trying to outwit an expert.

And to Washingtonians, there's a special appeal in the musical personality of Washington-born Johnny Salb...who played for years at White House functions...in Washington's leading theaters and night

spots. The emcee is Lee Vickers, Columbia's Presidential announcer.

"Stump Us" is only one of WTOP's brand-new shows which *capital-ize* on tested, proved program ideas—adapting them smartly, professionally to the unique Washington market.

Ask us or Radio Sales.

# WTOP

WASHINGTON'S  
50,000 watt Station

COLUMBIA OWNED

Represented by Radio Sales,  
the SPOT Broadcasting Division of CBS

# Kaltenborn-White Feud Flares Up; Analysts In Three-Hour Discussion

(Continued from Page 1)

the recent talk by H. V. Kaltenborn before the Radio News Committee of the NAB.

Although the discussion was supposed to be "off the record" in so far as the ARNA was concerned, press associations carried all or part of White's main speech which appears to be a sort of even-Stephen, because at the time of Kaltenborn's NAB talk White said he did not expect a prepared address. As a result the ARNA set yesterday's talk for rebuttal by White. All networks were represented, either by officials or their representatives.

## Kaltenborn vs. White

Two leading paragraphs in White's talk were answered by Kaltenborn late yesterday afternoon. Thus one quotation of White's read: "Another opponent of our announced policies is H. V. Kaltenborn. With quotative assistance from Polonius, King Lear, and the Book of Revelations, Mr. Kaltenborn recently made a speech in which he pleaded against what he, perhaps intuitively, called 'ham-stringing' but in which he said: 'The radio news analyst cannot and should not function night after night as a preacher or soap box orator. He cannot constantly make himself the medium for passionate expression of personal opinions.' The key to Mr. Kaltenborn's argument thus seems to concern only the frequency with which the news analyst becomes pulpiteer. In other words he agrees with me in the main, but if a radio analyst wants to get passionate about something occasionally, then we should throw our policies out the studio window and dust off the soap-box."

## Frequency Treated

To this Kaltenborn replies: "In the first place frequency is certainly a factor considering the war and the many great events that take place, it is important that the analyst express opinions which he feels deeply. If some analyst expresses the same viewpoint night after night—I'm not defending this type of pulpiteer. I do defend the opinions of a trained, seasoned news analyst and his work when it must be treated as news."

White's talk closed with reference to the CBS policies as they may be set up in quotes. This told the analysts that they would handle the news as they saw fit but still not be a self-designated Messiah. To permit the analysts to harangue and persuade in the direction of their own beliefs would be to tilt the scales on every public question the favor of the analyst, etc.

## Cites "Fallacy"

To this Kaltenborn answers to the effect that: The fundamental fallacy of White's argument is that he assumes that all the analysts are in full agreement on as many questions, but that this isn't so. That out of a multitude of opinions, we get truth. That if White edits everything that goes

out over CBS by its analysts, we get White's viewpoints and that this might prove more dangerous than that of the opinions of the other analysts.

In his parting shot, Kaltenborn says the trouble with Paul White is that he professes to enforce rules but does not do so in every case. As for example, Murrow, Shirer and Major Eliot express their opinions every time they go on the air and if he (White) were to adhere to his rules, he would fire the rest of them as he did Cecil Brown. Kaltenborn said in conclusion that White reserves for himself the right to say when an opinion is being expressed and he and CBS should most certainly permit their analysts full leeway. If White were to censor what the three above mentioned commentators were to say he would most probably lose their services, but they continue to say what they believe.

## White's Talk

Paul White's talk before the ARNA yesterday, follows in full:

"Columbia's long-established policies of letting the radio listener make up his own mind, rather than allowing news broadcasters to make it up for him, have lately been a subject of controversy and it might be useful at this time to examine and explain them.

"The basic reason for these policies, of course, is our decision not to have editorial views of our own except in regard to radio itself. This is how we arrived at that decision: The number of available broadcasting frequencies is physically limited. Anyone who has the money and is prepared to risk it may start a newspaper or a magazine or a publishing house. But very few persons may start new radio stations unless and until there is a vast increase in the number of frequencies. And, in the existing situation, there can be only a limited number of nation-wide networks.

"We feel that radio has become a number one force in the creation of public opinion. That is why Columbia regularly sets aside time for discussion of controversial issues, first to one side, then the other. On one such issue alone, the Lend-Lease program, we scheduled 47 broadcasts in which every conceivable controversial viewpoint was expressed. That is why we have forums, why we have elaborate news schedules in which are reported all sides of major controversies so that the people may be as well informed as possible and then draw their own conclusions. In view of the limitation on frequencies and the number of possible networks reaching coast-to-coast audiences a considerable responsibility to serve the public interest rests upon individual station and network managements. To me it would be a very tragic distortion of radio's function if these managements should attempt to control democratic public opinion either on a local, regional, or national basis. It is for the same reason that we have repeatedly refused to sell time for the presentation of one-sided viewpoints. Were we to do this, we would be selling—and selling out—the great power of broadcasting to the particular groups able to, or willing to, spend the most money.

## Calls Policies "Fundamental"

"These policies are so fundamental in the protection of the concept of freedom of speech, that there is little quarrel with them. Where some argument seems to start, however, is in applying our policies to the men who report and analyze the news. But to us this extension appears logical, even mandatory. If Columbia itself does not express opinions on controversial issues, then CBS would be violating its own ideas if it created a super-editorial page in which a limited number of news analysts were permitted to harangue, to preach, to tell the public what to think and what to do about it. We would be appointing a few men, giving them a 'preferred position,' and letting them have a

powerful advantage in moulding the nation's thinking. There is no democracy in that—in fact, it is the very antithesis of the democratic processes.

"Now, for a moment, let's look at some contrary points of view. Walter Winchell believes CBS is wrong and asks 'Aren't we all lucky that Patrick Henry's message didn't have to be reported by the Columbia Broadcasting System?'

"By Patrick Henry's message, Mr. Winchell probably means either of the two speeches including the much-quoted 'If this be treason make the most of it,' or 'I know not what course others may take, but as for me, give me liberty or give me death!' Tearing off 168 years from the calendar and imagining that CBS was then in existence, I am certain that the Virginia legislator's words would have been carried in our news programs, that news analysts would have mentioned them in their proper perspective to the background of the news, that Patrick Henry would have been invited to expound his views and that he might have participated in a radio forum. Whether the orator himself should have been selected as a news analyst, however, is another thing. Let it not be forgotten that he was his state's leader in opposition to ratification of the American Constitution and that his views presented with the advantages which accrue to radio analysts having regular periods week after week might well have been put so persuasively as to change for the worse the course of our national history.

## "Quotative Assistance"

"Another opponent of our announced policies is H. V. Kaltenborn. With quotative assistance from Polonius, King Lear, and the Book of Revelations, Mr. Kaltenborn recently made a speech in which he pleaded against what he, perhaps intuitively, called 'ham-stringing' but in which he said: 'The radio news analyst cannot and should not function night after night as preacher or soap box orator. He cannot constantly make himself the medium for passionate expression of personal or minority opinion.' The key to Mr. Kaltenborn's argument thus seems to concern only the frequency with which the news analyst becomes a pulpiteer. In other words, he agrees with us in the main, but if a radio analyst wants to get passionate about something occasionally, then we should throw our policies out the studio window and dust off the soap-box.

"On the other hand, Mr. Kaltenborn has raised one quite serious point. Here is the way he puts it:

"No news analyst worth his salt could or would be completely neutral or objective. He shows his editorial bias by every act of selection or rejection from the vast mass of news material placed before him. He often expresses his opinion by the mere matter of shading and emphasis. He selects from a speech, or interview, or public statement the particular sentences or paragraphs that appeal to him. Every exercise of his editorial judgment constitutes an expression of opinion."

## "All Journalism Human"

"Here is involved, it seems to me, merely a matter of definition of words such as 'opinion' and 'editorial.' Certainly all journalism is human. 'Editorial bias,' in the sense that all men do not see and read and think alike, certainly does not start with the news analyst or the news rewrite desk. It starts with the police beat reporter or the correspondent in the field or anywhere else a man or woman sees something, hears something, and then reports it. Complete journalistic objectivity is probably only an ideal, but the fact that it is difficult if not impossible to attain, does not seem to me to impair the ideal itself, nor excuse the broadcaster from a constant and vigilant effort to attain it.

"To sum up, every item of genuine news interest, irrespective of whom or what it affects, will be presented fearlessly and fairly over CBS. Our schedules are wide open to the most partisan speakers on every major controversial issue in the news, where the battle of opinion can be waged as such (and where it is announced as such). This is most important to us because it eliminates the camouflaged propaganda that opinionated reporters could otherwise insinuate into a field which we think should remain simon-pure,

## PROGRAM REVIEW

### Bob Hope

Pepsodent returned its top comedian Bob Hope for the Fall Winter season in the Tuesday 10-11 p.m., EWT period over NBC, originating at a California army base. Hope was in fine trim, which he went for Vera Vague and J. Colonna. New orchestra conductor was Stan Kenton, replacing Skin Ennis, heard in past seasons.

Hope gave a running fire account of his experiences overseas which had good fresh material and when it had hit its peak, Vera Vague picked up the ball for additional laughs. Colonna arrived as usual toward close and had no trouble keeping his end.

Guest star for this particular evening was none other than Bing Crosby. The famed duo handled a little fire to excellent advantage and then did a very funny skit. Crosby did the bond talk at the close.

Somewhat new is the jingle commercial for Pepsodent which revolves around "Miriam using the iridium toothpaste etc. Seemed to go pretty good. New orchestra had plenty of pep and rhythm and, lest we forget, Frances Langford was on hand for her usual banter and fine rendition of a popular song. Thus Hope continues powerful in his style, which includes a gag or two slightly out of color but naturally it is relished by the servicemen in the audience.

Reopening for the season, Hope set a strong program for himself to follow and so far he has always managed to gather momentum as he goes along.

## Five New Outlets Listed For "Funny Money Man"

Five new stations have added "Funny Money Man" show to their schedules. They are WIZE, Springfield, Ohio; WTNA, Charleston, S. C.; WTOG, Savannah, Ga.; WGH, Norfolk, Va.; and WKGK, Youngstown, Ohio. Wrenn Department Store is sponsoring the program over WIZE. Modell's Department Store on WTN and WTOG is running the show. B. H. Levy & Co., also a department store. New additions make a total of 64 outlets now carrying show.

honestly objective, and utterly non-editorial. "The policies which are under discussion are those in which we say in effect: 'You, Mr. News Analyst, have been given a preferred position in a limited medium to let the listener in understanding the news. You are to bring the news into focus from your own special or common knowledge and from your rich background in the study of current affairs. You will illuminate the news and enrich an understanding of it but you will not be a self-designated Messiah. To give you the opportunity to harangue and persuade in the direction of your own beliefs would be to tilt the scales on every public question in your favor. This would not make for a free radio, but for a one-sided and dangerously autocratic one. You and the small group of other news analysts could, by their 'opinionated' their broadcasting, exercise a dominating power over public opinion. Such power in the hands of a few would destroy all fairness on the air—and in a democratic world there is no freedom without fairness."

# WPB Labor-Radio Post for Harold R. Sharpe

(Continued from Page 1)  
 ability within the division for  
 solving labor problems, determining  
 power needs in critical plants and  
 and securing appropriate intercy  
 action to alleviate plant and  
 community hindrances to the most ef-  
 fective use of available manpower.  
 He also will analyze individual  
 manpower requirements upon  
 request in conjunction with Selective  
 Service national headquarters, advise  
 national WPB radio specialists on  
 problems and make any neces-  
 sary recommendations as to readjust-  
 ment of production schedules.

For the past seven years, Sharpe  
 served as secretary and business  
 manager of the United Electrical, Radio  
 and Machine Workers (CIO) local  
 union representing employees of the  
 General Electric Corporation in Philadelphia,  
 where he had been employed for four  
 years as a radio laboratory inspector  
 and control supervisor.

# C Completes Hearings on WOKO Renewal Plea

Washington Bureau, RADIO DAILY  
 Washington—With a final session  
 continuing until after 7 p.m. last night,  
 the FCC has completed its hearings on  
 the license renewal application  
 of WOKO, Albany, N. Y., which was  
 included. The record was closed and  
 the FCC now has to decide whether  
 station management has been at-  
 tempting to conceal the identity of  
 some of its big stockholders since the  
 year 1934.

Yesterday's witnesses were Duell  
 Wardson, assistant station manager,  
 Harold E. Smith, manager and  
 owner. Little that was new was  
 brought out. Although FCC attorney  
 Thomas Cohn did get a negative  
 answer when he asked whether the  
 shares listed in the name of R. K.  
 Phelps, on which dividend checks had  
 been mailed Sam Pickard, were ever  
 sold.

Pickard, former Federal Radio Com-  
 missioner and later a CBS vice-presi-  
 dent, acquired this stock while with  
 the station in return arranging an affilia-  
 tion contract for the station, he had  
 signed earlier. Since 1934, how-  
 ever, the stock has been listed in the  
 name of R. K. Phelps, Pickard's  
 father-in-law. Dividend checks  
 mailed out to Phelps have been mailed  
 regularly to Pickard. The Commis-  
 sion must determine whether the  
 station management was aware that  
 Phelps was not actually the bene-  
 ficial owner of the stock.

# Win Barron, Commentator on Can.-Para. Newsreel

Toronto—Win Barron, Paramount  
 distribution man and former radio  
 announcer, has been appointed com-  
 mentator for the Canadian edition of  
 the Paramount News. He will commute  
 to New York each week to do his  
 part on the newsreel.

# Washington Front

By ANDREW H. OLDER

MONDAY'S hearing on the Blue  
 didn't get anywhere in particu-  
 lar, but did turn up a couple of  
 nuggets. For instance, Fly's cold  
 shoulder to Philip Handelman, Donald  
 Flamm's attorney, who sought to in-  
 tervene. Fly was all ready for him,  
 barking out a "No" just about as soon  
 as Handelman opened his mouth, then  
 going ahead with a prepared state-  
 ment explaining why the commission  
 wouldn't permit intervention in the  
 proceedings on behalf of Flamm....  
 Handelman finally managed to say he  
 was appearing for himself and the  
 public, but didn't get much farther  
 .... After that performance, Ira Chase  
 Koehne, who had planned to reenter  
 his petition to intervene on behalf of  
 the alleged seditionists under indict-  
 ment here decided to pass.

Then there was the description of  
 a Winchell script given by Mark  
 Woods. "Walter comes in at about  
 six with his pockets full of little  
 cards," said Woods, "and tries out  
 these cards on Mac (Blue newsman).  
 Putting the cards together with a few  
 news items is about as close as he  
 ever gets to a script." According to  
 Woods, Winchell must spend a lot of  
 time thumbing through his various  
 cards, putting the hottest ones in in-  
 side pockets, then those less hot in  
 his vest, those only good go in his  
 jacket and the less important in his  
 overcoat. We suppose he must swal-  
 low an occasional hot flash, but our  
 doctor says that's good for anyone.  
 Walter used to slip in some torrid  
 ad libs, but Woods says he's been  
 cured of that.... Pearson, on the other  
 hand, writes his script a few hours in  
 advance, leaving it open for late  
 news.... Woods declared that both  
 Pearson and Winchell would back his  
 statement that they've no complaint  
 about censorship. They do get plenty  
 of "advice," however, he admitted  
 .... His claim jibes with Pearson's  
 remark of last week. Drew told us  
 then that he has little to kick about  
 in his relations with Blue. He added  
 that he has learned there are some  
 things they just don't want, and he  
 uses his column for those.... Chief  
 among these has been L'Affaire Cox,  
 although after three attempts last  
 spring, he did finally get a mention  
 of the committee on the air.

Next there was Fly's "taxation  
 without representation" questioning  
 of Noble. Although he had lived in  
 Washington not so long ago, Noble  
 had apparently forgotten that resi-

dents of Capital city have no repre-  
 sentation in Congress. When asked  
 by Fly whether he would sell time  
 for membership solicitation to an  
 organization whose purpose is to kill  
 t.w.r., Noble thought somebody was  
 carrying matters just a bit too far.  
 "Why, that's unconstitutional," he  
 declared. Mebbe so, but....

Radio men here are plenty upset  
 about the line of questioning followed  
 by Fly and Cliff Durr during these  
 sessions. They indicate little appre-  
 ciation for the business problems of  
 broadcasting, is the complaint.... At  
 the same time, a few have decided  
 that the commissioners are actually  
 doing radio a great service in forcing  
 into the open the whole question of  
 who has a right to the air. Although  
 they think the CIO position is un-  
 justified, they realize that there is  
 and has long been widespread dis-  
 satisfaction among many Americans  
 over the metering out of radio time.  
 A thorough re-examination of the is-  
 sues is called for, they admit.... we  
 suppose they'd go along in part with  
 Fly when he insists that broadcast  
 management must assert itself on this  
 problem. "You have answers written  
 in books saying 'this can't go on the  
 air' and 'that can't go on the air,'  
 but you haven't been able to find  
 out how to expand the usefulness of  
 this great mechanism in terms of free-  
 dom of speech," Fly declared at one  
 point.... Later, when Woods had re-  
 marked that free time sale to any  
 group anxious to promote an idea  
 rather than goods, would mean dis-  
 satisfaction because the best time  
 would go to those groups with the  
 most money and the program day  
 would lose balance in program types.  
 Fly suggested that strict rules re-  
 garding program types be laid down.  
 So many hours for this type, so  
 many for that. He added that the  
 present situation, with product  
 promotion the only type of promotion  
 permitted, seems to present just as  
 unbalanced a picture.

There's no question but that the  
 FCC is setting itself in a good posi-  
 tion for the deliberations which  
 might or might not come off on Capita-  
 Hill soon regarding the communica-  
 tions act. It's emphasizing the pub-  
 lic service aspect of its job, and that's  
 a smart move. Popular support for  
 the FCC, even if not of landslide  
 proportions, would probably be  
 enough to dissuade most Congress-  
 men from voting to clip the wings of  
 the Commission.

## Stork News

James V. McConnell, manager of  
 NBC's spot sales department, and Mrs.  
 McConnell are parents of a boy born  
 September 19 at Lying-In Hospital,  
 New York City.

The child, which weighed nine  
 pounds, six ounces, has been named  
 Alfred Jeffrey.

## WLS Educational Show Resumed

Chicago—More than 870,000 students  
 in 6,000 midwestern schools listen to  
 the WLS "School Time" series which  
 was resumed this week for the  
 eighth straight year, according to E  
 Jerry Walker, WLS education direc-  
 tor. Program is heard Monday  
 through Friday, 1:15-1:30.

# "T. or C." Bond Sales Sell Out Town's Quota

(Continued from Page 1)  
 distant points is tabulated, the quota  
 will be exceeded by a considerable  
 sum.

First day's mail had 1,000 letters  
 and the second brought a total of  
 2,200 for the day. Yesterday's mail  
 had not yet been totaled. Sufficient  
 time had to be allowed for the people  
 to go out and make their purchases  
 before being able to write in. Broad-  
 cast on Saturday included Mickey  
 Costa, gunner's mate who was  
 wounded by shrapnel overseas and  
 he was picked up from the Halloran  
 Hospital on Staten Island. He sang a  
 song and also talked to his gal Mary  
 in Philadelphia. Following this the  
 announcement was made by Edwards  
 regarding the \$1,000 etc. Emotional  
 type of appeal brought letters of equal  
 type wishing the couple well; one  
 Marine about to embark phoned in  
 his \$100 pledge and 77-year-old Span-  
 ish-American war veteran decried his  
 inability to get into the war beyond  
 buying a bond. Average bond-buy per  
 letter so far is estimated at \$125. Some  
 of the individual purchases were un-  
 usually large however, two being for  
 \$10,000 each.

## Sell Out Springfield Quota

Meanwhile Ralph Edwards left for  
 Springfield, Mass., where the "Truth  
 or Consequences" troupe tee off Satur-  
 day afternoon for the first of three  
 shows. In order to obtain entrance  
 to the broadcasts, the patrons have  
 purchased the entire E Bond quota  
 of Springfield which was \$4,000,000.  
 Edwards believes that the quota may  
 be doubled, and will make a stab at  
 it at least.

Originally scheduled to do the usual  
 evening program and later the repeat,  
 the matinee with a local broadcast  
 only had to be thrown in to accom-  
 modate all of the bond buyers. Shows  
 for the evening will originate from  
 the Municipal Auditorium.

## Restaurant Buys WJZ Time

Pointing up the trend toward in-  
 creased radio advertising by the  
 amusement business, Brass Rail, Inc.,  
 with restaurants in Manhattan and  
 Brooklyn, will launch a 15-minute  
 live musical program on station WJZ,  
 Sunday. The campaign, scheduled  
 to continue for 52 weeks, represents  
 an expansion of the Brass Rail's radio  
 budget, formerly expended on re-  
 corded programs. Show will be titled  
 "Moments of Memory" with Chester  
 Gaylord.

## June Baker Honored

Chicago—June Baker, conductor of  
 WGN's home management program,  
 heard daily from 11:45 a.m. to 12  
 noon, has been awarded the Malvina  
 Hoffman service pin for her inter-  
 est and cooperation furthering the  
 work of the Red Cross. Miss Baker  
 is devoting her spare time to work  
 in the Red Cross publicity depart-  
 ment in Chicago.

# ★ ★ ★ COAST-TO-COAST ★ ★ ★

**MILWAUKEE, WISC.**—Phil Laeser, technical supervisor for W55M, has announced that since mid-summer the FM outlet has achieved its full authorized input power of 60.5 kilowatts. Previously it was impossible to run at full power without burning out the antennae at Richfield, Wisc. Laeser, after much careful experimentation on a model at the Armstrong Laboratories in Alpine, N. J., made a successful change in the antennae and the transmission lines feeding it, which resulted in the new power input. W55M is carrying out field measurements at present to determine if their pattern conforms with FCC regulations.

**BROOKLYN, N. Y.**—Dr. Joseph Hanc, Czechoslovakian Counsel-General and lecturer at Fletcher School of Law and Diplomacy, will speak on the topic "Where Do We Stand With Russia?" on WLIB's "Liberty Forum" this Sunday from 3:30 to 3:55 p.m., EWT. Also speaking will be Professor Harry Ward, former chairman of the American Civil Liberties Union and professor-emeritus of Union Theological Seminary. J. Max Weis, of World Peaceways, will again preside.

**BRIDGEPORT, CONN.**—Frances Jones, receptionist at WICC, is being heard Thursdays at 7:45 p.m. with Frederic Roth, head of the local OPA office. . . . Walter Klavun, WICC's newest announcer, has been silenced temporarily by a bad case of laryngitis. . . . Engineer Dick Kelly is recuperating in the Bridgeport Hospital following a minor operation. . . . Jud La Haye of the U. S. Navy and Sgt. Louis La Haye, U. S. Air Corps, both formerly with WICC, met for the first time in a year last week. As brother Jud was walking out the door having completed his leave, brother Lou walked in on the first lap of his furlough.

## 1943 BIRTHDAYS

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

September 24

Jack Armstrong Charles F. Gannon  
Jim Lucas Maj. Paschal N. Strong  
Margaret Potter Bowen

September 25

Noble Cain Mildred Crown  
Jack Denny Harry Louis Earnshaw  
Virginia Hays Carl Hoff  
Charles Parker Tom Revere  
Robert Simmons Tommy Taylor  
Victor Van der Linde

September 26

Elizabeth Bennett Del Casino  
Harold Essex Hal Hackett  
Martin Lewis Kermil Moss  
Forrest U. Daughdrill

**SAN FRANCISCO, CAL.**—Sales staff of KPO has hung up the "S.R.O." sign as far as sponsorship of the daily "Woman's Magazine of the Air" is concerned. Last available spot on the half-hour variety show has been taken by Swift & Co. five days weekly, plugging All-Sweet Margarine. Week before Consolidated Millinery came in for a daily five-minute fashion plug. United Wallpaper, Inc. has bought two types of commercials on the show—a five-minute participation Tuesdays and Thursdays, which is condensed for Mondays, Wednesday and Fridays. Western Auto Supply has daily announcements; condensed plugs are aired daily for Joint Occupational Therapy and Physical Therapy Committee; and renewals have been announced by the Pan-American Coffee Bureau and also by Herb-Ox bouillon cubes.

**PORTLAND, ORE.**—News staff of KGW-KEX has moved into its new, private quarters in the rear of the stations' general offices. Newscasts will henceforth originate direct from the news department, instead of the regular program studios. Only exceptions will be James Abbe's Blue Network commentaries, which originate daily at KEX, and his local KGW broadcasts, and the daily programs broadcasting remote from Portland's newsreel theater.

**FORT WORTH, TEXAS.**—Red Arrow Laboratories has signed a contract for a series of quarter-hour broadcasts Mondays through Fridays over KGKO at 1:45 p.m., featuring the "Old Timer," with rustic philosophy by Wilbur Hard, interspersed with familiar melodies and hymns. Shows will be in the interest of various Red Arrow medicinal products, with emphasis on their Nose Drops. Account was placed through the Houston office of Ruthrauff & Ryan.

**DAYTON, OHIO.**—Two 15-minute periods a day, six days weekly, have been set aside on WING to be used for "help wanted" commercials. Both local manufacturers and military airfields are making use of this medium to recruit help. . . . Inland Manufacturing Co. of Dayton, subsidiary of General Motors, has bought an early a.m. sports show on WING. . . . Carter Coal Co. begins a thriller series titled "Hermit's Cave" over WING this Sunday.

**COLUMBUS, MISS.**—Dr. Pepper Bottling Co. of Columbus is sponsoring a weekly 30 minute broadcast over WCBI, featuring the pep squad, high school band, orchestra, coach of Lee High School, visiting coaches, captains and team members in a "Dr. Pepper Pep Rally" prior to each Lee High football game. Programs originate from the main WCBI studio each Friday night. Special feature of each broadcast is a short sports review by the sports editor serving on the high school paper.

**PHILADELPHIA, PA.**—Sun Shipbuilding and Drydock Co. has assumed

sponsorship of the Tom Moorehead sports program—heard Mondays, Wednesdays and Fridays over WFIL, at 6:45 p.m., EWT—for the purpose of increasing coverage of their "Help Wanted" message. Sponsor's plugs offer a three-week course in welding for those seeking jobs at Sun Ship. . . . Irvin Mitchell has resigned from the WFIL engineering staff to become a Warrant Officer in the U. S. Marine Corps. . . . Samuel Kaplan has been engaged as a temporary technician at WFIL. . . . Fred Moore, who left the WFIL engineering staff to accept a Lieutenant's commission in the Signal Corps, has received a medical discharge and has resumed his duties at WFIL. . . . Doris Blade has resigned from the WFIL accounting department to continue her musical education. She has been replaced by Lotte Hagdorn.

**CINCINNATI, OHIO.**—John Stinson, featured as the Sohio Reporter on WLW, has joined the WKRC news staff, it has been announced by Tom McCarthy, news chief. Stinson will be highlighted on three nighttime newscasts to be broadcast from the newsroom of the "Times Star." Before coming to Cincinnati, Stinson was a featured broadcaster in Miami, Akron and Detroit.

**FORT WAYNE, IND.**—As an added impetus to the Third War Loan drive, WOWO-WGL have placed a dummy mike on top of each of their regular ones. Inscription on the dummy is: "Back The Attack With An Extra Bond," a constant reminder to the various announcers to keep plugging for bonds at every station break.

**CHARLESTON, W. VA.**—That radio is an integral part of life today was conclusively proven in Charleston courts recently. A family, involved in an automobile accident, couldn't remember the time the mishap occurred. But they did remember what program they were listening to on their car radio. Court called in WCHS program director Joe Herget, who served to establish the time of the accident.

**ALBANY, N. Y.**—William W. Lee & Company, makers of Save-the-Baby, are sponsoring Colonel Jim Healey in a 15-minute Sunday afternoon news program on WSNY, Schenectady, N. Y., spotting it through the New England Regional Network. WSNY will originate the program, featuring Ed Flynn working with Healey. Show will be fed by WSNY by special line to WTIC, Hartford, Conn., which in turn will feed to WBZ, Boston, WCSH, Portland, Me., WLBZ, Bangor, Me., and WJAR, Providence, R. I.

**SAN ANTONIO, TEXAS.**—New quarter-hour series being aired over KABC Mondays through Fridays at 9:45 a.m. is titled "The Zimmerman Slogan Salute," sponsored by a local shoe store. Following the conclusion of the program each

day, a telephone call is made from number picked at random from the Antonio directory. Person called answers not with the usual salutation with the store's slogan. Jackpot starts at \$5 and increasing in a like amount goes to person with the right answer. Show has been set for 52 weeks. Merchandise tie-ins are being utilized by store in its display windows in downtown San Antonio.

**ST. LOUIS, MO.**—David R. M. promotional expert, has just joined KMOX, as director of advertising and sales promotion. Mars has been associated with the radio industry since 1938. Before joining KMOX he was promotion manager for the St. Louis "Star-Times" and the newspaper station KXOK for six years. Prior to that he was with the D'Arcy Advertising Co. in St. Louis.

**NEW YORK, N. Y.**—Richard Stark, announcer and partner of Axel Gruenberg, gave a farewell party for the late Wednesday night at Amando's. Gruenberg is leaving today for the West Coast to work on films with David O. Selznick. G.S. Radio Productions, firm recently started by Stark and Gruenberg, will continue to operate under Stark's management. Attending the gathering were members of the casts of the various shows Gruenberg has directed and Fred Weihs, who will take over the direction of "The Open Door" and "Right To Happiness."

## CBS Seeks Opinions On Sustainer Shows

Managers of Columbia affiliate stations have been asked to turn criticism by the network's program department in a questionnaire mailed out this week for the purpose of learning the entertainment value of current sustainers.

The questionnaire, in booklet form, includes such questions as "Which of the following program types do you believe are enjoyed by the audience to your station?" or "In your opinion, what is the best sustaining program CBS has on the air today?" or "Has ever put on the air." CBS also asks the station's advice as to whether there are any sustaining programs once on network that should be brought back. Their reaction is also invited to the network's new cue—"This is CBS. . . . The Columbia Broadcasting System."

The questionnaire is one more step that CBS is taking to develop further its sustaining program service. Other recent moves taken in this direction include the accepting by William B. Lewis of a special 12-month assignment to make a nation-wide study of radio program service for CBS, and the setting up of the Program Relations Division, headed by Robert L. Kennett, to operate for mutual benefit of Columbia and its affiliated stations.



# RADIO DAILY

The National Daily Newspaper of Commercial Radio and Television



OL. 24, NO. 61

NEW YORK, N. Y., MONDAY, SEPTEMBER 27, 1943

TEN CENTS

## Radio To Sell Retailers

### WLB Resumes Hearing in AFM-ET Men Today

War Labor Board resumes its hearings today in the dispute between the American Federation of Musicians and the six transcription companies who petitioned the board to interfere. WLB Panel expects that the AFM will have made public the terms of its agreement with Decca Records and the World Broadcasting System, and WOR Recording Studios, which agreed to resume commercial recordings for radio on the basis of what a new AFM pact would require.

Up to time of going to press, RADIO

(Continued on Page 3)

### Mutual Station Managers Observe Quiz Renewal

More than 200 station managers of Mutual that carry "Double Or Nothing" heard representatives of the Armaco Company and the William Advertising Agency in a special "Conference Call" program to launch a quiz on its fourth year. Claude Sanford, vice-president in charge of Mutual, and Gifford Hart, advertising manager spoke for the sponsors.

(Continued on Page 2)

### Durr Demands Action On Plea To Bar Cox

Washington Bureau, RADIO DAILY  
Washington—Pointing out that no action has been taken on a petition he filed four months ago asking that Congressman E. E. Cox be disqualified as a member of the Select Committee to investigate the FCC, Commissioner J. Durr on Friday appealed to

(Continued on Page 9)

### Phone Operators

In line with its custom of having well-known personages receive telephonic orders for war bonds, CBS scheduled as "phone operators" over the week-end James A. Farley and Frank Sinatra. The former Postmaster-General served from 7:00-9:00 p.m. on Sunday, while Sinatra donned the ear-phones following his "Bandbox" show at 9:45 p.m. Saturday.

### Ear-marked?

Ushering in the fall radio season with full page ads in New York dailies, WEAH paraded its imposing list of "name" shows, with incidental illustrations of human ears. The ears, probably designed to illustrate the ear-compelling qualities of the shows, didn't add a decorative touch to an otherwise attractive type ad.

### Maintain Advertising, Gov't Booklet Advises

Washington Bureau, RADIO DAILY  
Washington—The maintenance of advertising schedules in all media is an essential war need, according to the Department of Commerce. Quoting leaders of the federal government on the importance of advertising in the war, the department releases today a 96-page illustrated booklet entitled "Advertising And Its Role In War And Peace." It constitutes, in effect, a bibliography of the

(Continued on Page 9)

### Southern Hospitality Puzzled Ed Kobak

Ed Kobak, executive vice-president of the Blue Network, was down in Washington last week regarding the sale of the Blue to Ed Noble. From there he went to Birmingham Wednesday to speak before the Rotary Club.

When he got off the train, he picked up a copy of the Birmingham "Age-

(Continued on Page 3)

### Retail Promotion Committee Of NAB Will Launch Nation-Wide Campaign Using Movie And Field Staffs

### NAB Plan For Cities From Coast To Coast

Washington Bureau, RADIO DAILY  
Washington—After more than 18 months of postponement the NAB Retail Promotion Plan will have its premiere showing here on Tuesday October 12, it was announced Friday by Chairman Paul W. Morency of the special committee. A committee of Washington broadcasters, including Carlton Smith, WRC; Carl Burkland,

(Continued on Page 10)

### Radio Representatives To Plan Industry Bond Nite

Jim Sauter, chairman of the General Entertainment Committee of the War Finance Committee, of the United States Treasury Department, has invited representatives of the radio industry to meet at 2:30 p.m. today at

(Continued on Page 3)

### Can. Radio Manpower Under Wartime Priority

Montreal—Selective service officials announced that workers in high priority industries, such as radio, frozen in their jobs by a government

(Continued on Page 3)

Signalizing a nation-wide drive by the Retail Promotion Committee of NAB to make retail merchants radio advertising conscious, the premiere showing of "Air Force and the Retailer," new promotional motion picture, will be staged at the Hotel Statler, Washington, October 12, and subsequently will be shown in 126 cities throughout the country.

The movie, representing 16 months, research, production and technical skill, will be given national exploi-

(Continued on Page 10)

### 'When A Girl Marries' Leads Daytime Shows

"Top Ten" week-day program ratings by C. E. Hooper for the period Sept. 9-14 finds "When a Girl Marries" in the lead. Show is sponsored by General Foods. "Big Sisters," sponsored by Lever Bros. is in second place. Former show is on NBC and the latter on CBS.

Next eight daytime serials men-

(Continued on Page 3)

### Mutual Denies Complaint Filed By WORD With FCC

Washington Bureau, RADIO DAILY  
Washington—Answering the complaint of WORD, Spartanburg, S. C., that WCOS, Columbia, S. C., and the Mutual Broadcasting System is in

(Continued on Page 3)

## ★ THE WEEK IN RADIO ★

... Disc Situation Clearing

By PEGGY BYRNE

ARRANGEMENT last week between Decca Record-World Broadcasting System and the American Federation of Musicians for an amicable settlement of the ET controversy forecast a general agreement for all transcription companies in the near future. Deal was disclosed at the WLB panel hearing early in the week, and subsequently WOR recording studios gave their okay to the idea and all three firms began recording in anticipation of a satisfactory con-

tract. Terms of the pact were not revealed, however, and the transcription companies directly involved in the hearing refused to capitulate until all details were made public, suspecting loopholes which might lead to unfair exploitation of the companies by the AFM. Hearing was adjourned on Tuesday until today, to give the union time to draw up the contract and present it to the panel. A. Walter Socolow, attorney for the

(Continued on Page 2)

### Distinguished Honor

Secretary of the Treasury Henry Morgenthau, Jr. has been appearing on radio so often that he thought he might be violating some code. Consequently he applied for membership with AFRA through the usual channels. When the distinguished secretary's name was called by the board, the executives voted Morgenthau honorary AFRA membership.



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FINANCIAL (September 24)

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, and OVER THE COUNTER section with Bid and Asked prices.

Named Station Manager Of KFAB & KFOR, Lincoln

Omaha—The appointment of Earl Williams as station manager of KFAB and KFOR in Lincoln, Neb., was announced here by Hugh Feltis, general manager of the Central States Broadcasting System.

Advertisement for WIAC featuring a radio tower illustration and text: 'DON'T OVERLOOK P. R. Nearly 2,000,000 fellow Americans offer a rich market. Most of them keep tuned to WIAC. FIRST ON ALL PUERTO RICAN DIALS'

THE WEEK IN RADIO . . . Disc Situation Clearing (Continued from Page 1)

ET companies, objected to the delay, pointing out that Decca, World and WOR were gaining an unfair lead in the production of recordings. However, the WLB panel decided to uphold its decision.

Clash between news analysts and CBS, precipitated by H. V. Kaltenborn in a recent speech condemning the network's news policy, continued hot and heavy last week with both sides pitching in. On Monday, as a result of Kaltenborn's blast, CBS inserted full page ads in various dailies stating its stand on the broadcasting and interpretation of news. Soon after Cecil Brown disclosed his reasons for resigning from CBS, refuting Paul White, Columbia's news chief, who had stated that Brown's leaving had nothing to do with the present controversy. Brown stated that he believed in the principles of the Association of Radio News Analysts, and that he was compelled to resign because of the web's policy of censoring commentators. White was given a chance for rebuttal Thursday at an ARNA meeting. He put forth the arguments of limited broadcasting channels, and the network's obligation to the public, declaring that a news analyst's function is to "aid the listener in understanding the news," not to preach his own opinions as a "self-designated Messiah". In answering White, Kaltenborn said he was not defending the pulpsters but the opinions of experienced analysts, and added that if White were really to enforce his regulations, which Kaltenborn maintains he does not do, CBS would lose the services of its remaining commentators.

FCC hearing on the Blue Network transfer adjourned last Monday to allow the American Broadcasting System to draw up a statement of its policy, following the questioning of Edward J. Noble. ABS president, and further examination of Mark Woods, head of the Blue. Commission attempted to make Noble take a stand on his network's attitude toward time requests, and when it became apparent that Noble based all his answers on the NAB Broadcast Code, FCC Chairman Fly requested a written statement of policy. Commission

NBC Advertising Campaign Gains Start In 6 Cities

The first major consumer newspaper advertising campaign to be used by National Broadcasting Company started last Friday in all newspapers in the six cities where NBC manages and operates stations. In addition, many NBC affiliated stations plan to use the campaign in local territory. The initial advertisement, in full-page space, is captioned "The Greatest Shows in Radio are on NBC." The copy mentions the current star shows. The campaign, in smaller space, will run daily and is scheduled to continue for several weeks. J. Walter Thompson Company is the agency.

denied intervention request of Philip Handelman, attorney for Donald Flamm, former owner of WMCA. When Handelman claimed he was appearing in the interest of the public and himself, and not his client, he was told to file a written request which would be considered by the Commission. Late in the day the CIO inserted an unread statement into the record elaborating further on its complaints against the broadcasting industry and the NAB Code.

American Federation of Radio Artists and signatories to its Transcription Code held a preliminary meeting last week to discuss terms of a new Code, as the present one expires November 1. AFRA's proposal to raise the talent wage scale for transcribed shows to that required for live shows seemed to meet with no opposition, and it was felt that the new pact would be practically set at this Wednesday's meeting. Speaking to the Federal Radio Education Committee last week, FCC chairman James L. Fly warned members that they had better make use of the five FM channels set aside for educational stations, as the demand is too great to reserve them indefinitely. CBS announced that effective October 1 it will not permit the use of "cow-catcher," "hitch-hiker" or station-break announcements. New policy was decided after extensive research on listener reactions.

Arthur Levey, president of the Scophony Corp., announced last week that the U. S. Patent Bureau had granted the firm two basic patents involving large screen television for movie theaters, homes, schools and churches, in black and white and in color. WORD, Spartanburg, S. C., filed a complaint with the FCC charging that WCOS, Columbia, S. C. has violated the territorial exclusivity clause contained in the chain regulations by influencing Mutual Broadcasting System in its decision to deny WORD the World Series broadcasts. Cox Committee Counsel Eugene L. Garey announced that the investigation of the FCC would resume this week, probing the activities of the FBIS and RID. Harold Sharpe was appointed an assistant director for labor of the WPB Radio and Radar Division.

COMING and GOING

EDGAR KOBAK, executive vice-president of the Blue Network, is expected back today for a trip which kept him out of town most last week. CARL BURKLAND, general manager of WT-CBS owned station in Washington, and MARTIN WICKETT, program director, left New York on Friday night for the home offices. RAY KNIGHT, production manager of the Blue Network, and PAUL WHITEMAN, music director, return to town today from Wheeling, West Va., where they covered yesterday's broadcast of the "Musical Steelmakers" program. ROBERT D. HUSSEY, director of radio activities for Universal Pictures, left Hollywood last week on a two-week trip to New York and Canada in connection with radio exploitation plans for "U" product and personalities. TED HUSING and JIMMY DOLAN spent the week-end at Annapolis, where they reported in Saturday game between the Navy and North Carolina Pre-Flight. CLIFTON FADHMAN, JOHN KIERAN, OSCAR LEVANT and FRANKLIN P. ADAMS went out to Newark tonight for the broadcasting of "Information Please" over NBC from the Mosque Theater. CLAIRE and MERNA BARRY, singing duo heard on WHN, have returned from Raritan, N. J., where they participated in a war bond rally and broadcast. FRED COLE, Blue Network announcer, will be in Hingham, Mass., tomorrow for the broadcasting of the "This Nation at War" program. Hingham is his home town.

Mutual Station Managers Observe Quiz Renewal

(Continued from Page 1) Pharmaco Company, while P. Wesley Combs, vice-president of William Esty, spoke for the agency. Quizmaster John Reed King acted as emcee.

Advertisement for PLASMA! featuring a stylized face illustration and text: 'PLASMA! "Since the inception of the program we have had a notable increase in quantity of blood donors... many of these people who have made no appointments say they are coming in because they have heard the Save-A-Life Campaign on Station W-I-T-H." E. H. CARMAN, JR. The American Red Cross, Army and Navy Blood Donor Service. WITH IN BALTIMORE TOM TINSLEY, President REPRESENTED BY HEADLEY-REED'

Advertisement for WEVD featuring a stylized 'WEVD' logo and text: '5000 WATTS 1330 KILOCYCLES NEW YORK'S STATION OF DISTINCTIVE FEATURES ENGLISH • JEWISH • ITALIAN The roster of advertisers using WEVD year after year reads like "Who's Who" in National Advertising. List on Request. HENRY GREENFIELD, MANAGING DIRECTOR WEVD—117 W. 46th Street, New York, N. Y.'

# WLB Resumes Hearing in AFM-ET Men Today

(Continued from Page 1)

ly found that no concrete instrument has been signed by the two transcription firms who had agreed to AFM's terms. James C. Petrillo, AFM, president was due to arrive in town to settle a few points at which either Joseph A. Padway nor the Decca and World attorney Milton Diamond could agree. This was the situation late on Friday and it is presumed that by the time this morning's meeting opens before the AFM the deal may have been fully consummated.

There is also the possibility that it will be announced to the WLB Panel that the deal is still being negotiated on certain details which will mean further delay before the rest of the men can see their way clear to making a deal. If by chance full agreement has been reached over the week-end, then will be announced to the WLB Panel and the six transcription companies as soon as they can. They will go along with a similar contract and end the ET ban or request WLB to continue with the case.

# Opposition Opposes Airing House Of Commons Talks

Montreal—Cmdr. Stephen King, independent national member of the British House of Commons, has made more than 1,000 broadcasts over the BBC network, told a conference late last week that he was opposed to broadcasting the proceedings of the British House of Commons.

"I would have no objections," he said, "to having speeches in Commons moved to another room where, say, people could hear them, but I am against a national hook-up." He expected that if the proceedings were broadcast the whole nature of House of Commons discussions would be changed, with members addressing their constituents instead of the other members.

# Can. Radio Manpower Under Wartime Priority

(Continued from Page 1)

order issued recently, may be permitted to transfer to another high priority industry if such transfer is considered justifiable by the local selective service officer.

The officials stated that a high priority rating has been given technicians, announcers and similar radio station employees. Like newspapermen, radio station employees will not be able to change their employment without a permit from their local selective service officer.

The essential radio station workers such as announcers and technicians will have the top priority ratings. A lower rating would be given other station employees such as musicians whose services were not essential to continued operation of the station.

# Southern Hospitality Puzzled Ed Kobak

(Continued from Page 1)

"Herald," looked at it and began to mutter under his breath. When he addressed the Rotary Club, he started, "Gentlemen, I've said a lot about southern hospitality and read a lot about it. In fact," he said, "I once lived in Atlanta and practiced it." Concluding his speech, he asked, "Is this any way to greet a representative of the Blue Network?" as he held up before the audience a page of the "Age-Herald" with a black headline reading, "Death Penalty Asked for Blue."

The news story under the dateline of Bessemer, Ala., was a piece about the trial of one Dr. Howard J. Blue, charged with murder in connection with the death of his wife.

# Radio Representatives To Plan Industry Bond Nite

(Continued from Page 1)

the offices of the United Theatrical War Activities Committee to discuss "Radio Industry Night at Victory Square," 50th Street and 6th Avenue, as part of radio's contribution toward the current campaign for the Third War Loan.

# Mutual Denies Complaint Filed By WORD With FCC

(Continued from Page 1)

violation of the network rules, with particular reference to the territorial exclusivity clause, Mutual revealed correspondence on file with FCC. The complaint arose from WORD's allegation that they had been denied this year's world series broadcasts.

In answering the charge Richard F. Connor, station relations manager of Mutual, placed on file with FCC correspondence addressed to J. W. Kirkpatrick of WORD. One letter dated Sept. 21, indicated that neither Mutual nor WMRC had any objections to WORD carrying the World Series and referred them to the sponsor's agency, Maxon, who in turn offered no objection to the station using the World's Series as a sustaining feature.

# Begins Second Year On Air

"Lands of the Free," the historical series of NBC's Inter-American University of the Air, begins its second year Sunday, Oct. 10, 4:30 p.m., EWT. The curriculum is divided into two semesters of 21 programs each, with a recess of two weeks for the Christmas season. The first series of 1943 has the over-all title "The Americas and the World." The second, "Development of Ideas in the Americas."

# 'When A Girl Marries' Leads Daytime Shows

(Continued from Page 1)

tioned finds Procter & Gamble sponsoring four out of the "top ten" programs, starting with "Ma Perkins" which is third. "Right to Happiness" also a P. & G. program is in fourth place. Others in their respective order are: "Young Widder Brown," "Portia Faces Life," "Pepper Young's Family," "Stella Dallas," "Our Gal, Sunday" and "The Goldbergs."

Top ranking week-end daytime shows, not included in the above weekday list of across-the-board programs, are "The Pause that Refreshes" and "World News Parade" in second place.

# Fulton Lewis, Jr. To Celebrate

Fulton Lewis, Jr., Mutual's syndicated radio reporter, will mark a memorable milestone in his broadcasting career when he numbers his 1500th newscast over the Mutual network, Friday, Oct 1, 7 to 7:15 p.m., EWT. Lewis, who is heard Monday through Friday, 7 to 7:15 p.m., EWT, first broadcast over only a handful of stations. He's now listed amongst the top-ranking commentators.

**WEED AND COMPANY**

New York  
Boston  
Detroit  
Chicago  
Hollywood  
San Francisco

★  
**RADIO STATION REPRESENTATIVES**



Listen to "Watch the World Go Round" on WFDF, Flint, Michigan?"

# MILDRED BAILEY

WTAG's Hostess



Central New England women appreciate her daily "housewise" approach.

**WTAG  
WORCESTER**

# LOS ANGELES

By RALPH WILK

A NEW YORK publisher is interested in collecting the nonsense rhyms written and read by Garry Moore on the Moore-Durante show.

As part of a special program spurring the Third War Loan, a mock court was held at Victory House, with Charles Ruggles presiding as "judge," Art Baker "prosecutor" and Fred Brady "defense attorney."

At the annual conference of the nation's principal symphony concert orchestra managers in Minneapolis, Mrs. Leland Atherton Irish, who brought Frank Sinatra to the Hollywood Bowl, said that his performance, which yielded \$12,500, helped wipe out the Bowl's deficit.

In conjunction with the Third War Loan Drive, "Pee Wee" Hunt is giving a musical salute to production workers of California's vital was industries during the Marshall and Clamptt Hour each night this month over KFWB.

Bob Burns has put in a busy summer on his ranch near Canoga Park in California's San Fernando valley. He has 200 acres of lima beans, 120 acres of alfalfa, 20 acres of walnuts and another 20 acres of everything from squash to watercress. He also raised several prize broods of Berkshire pigs, a number of Hereford steers, several milk cows and a huge flock of chickens plus all varieties of game birds. Whenever his farm activities allowed time, he played Army camps and did several recordings for the War Department.

When Phil Hanna sang his own song, "Lynne," on "Sunrise Salute" Sept. 18, the words were for the ears of one listener in particular—his three-year-old daughter, Lynne. He wrote the song for his daughter and sings it to her each year on her birthday.

The Hollywood Radio Theater program, presented by C. P. MacGregor, has been advanced to a preferred position by NBC and will henceforth be heard over KFI on Sunday nights from 9:30 to 10:00. The show was formerly spotted on Saturday at 9:00 p.m. Joan Bennett, Herbert Marshall, Pola Negri and John Sutton are among the stars signed to appear on forthcoming broadcasts.



## Memos Of An Innocent Bystander. . . !

• • • When the Gertrude Lawrence program for Revlon makes its debut Thursday over the Blue it will be tops insofar as 'names' are concerned. . . . Moss Hart, author of "Lady In The Dark," part of which will be dramatized by La Lawrence, will guest on the show. . . . the comedy will be handled by Bob Benchley (en route from the coast he'll stop off at Detroit to attend his son's wedding). . . . Chuchto Martinez will handle the vocals and Lyn Murray will conduct the orchestra (in place of Mark Warnow, who asked to be relieved in order to devote time to the musical comedy, "What's Up," which he will produce on Broadway), Ray Milland, Paramount star will appear opposite Miss Lawrence, in the sketch. . . . Charles Martin is producer-director. . . . Last Thursday, when both were guest-speakers at the War Bond Rally at the New York Stock Exchange, Secretary of the Treasury Morgenthau, personally thanked Kate Smith for her 18-hour Bond Drive of the previous Tuesday over CBS, during which the Songbird of the South, raised \$36,657,525.00. . . . La Smith is CONSISTENT. . . . her person, her heart and her efforts can only be described B-I-G. . . . Lieutenant Rudy Vallee, U. S. Coast Guard, is en route East.

• • • Ray Block's orchestra will be heard instead of David Broekman's, when Dick Haymes' voice, will be piped in from Hollywood, on the "Here's To Romance" program, Sunday. . . . Florence Halop, a graduate of Madge Tucker's "Coast to coast on a Bus," is the new "Miss Duffy," for the Ed (Archie) Gardner program which resumes on the Blue air waves, October 5. . . . program will return to New York about mid-January, when Gardner's flicker will have been completed. . . . We hear that Henry (AFRAttorney) Jaffe will don khaki sometime next month. . . . The Frank Sinatras expect a second visit from Sir Stork who will probably make his appearance for the Yule-tide. . . . Universal Pictures may have signed five-year-old Bobby Hookey by the time you've read this. . . . the boy is definitely a 'find'. . . . Jay Jostyn celebrates his fourth year as "Mr. District Attorney," October 6. . . . CBS has rented the Maxine Elliott Theater to house two of its current shows. . . . "Stage Door Canteen" will emanate from there Fridays and Bob Hawk's "Thanks to the Yanks" giving, Saturdays. . . . With Eddie Pola as writer-director, Redd Evans' "Club Time" will be heard twice weekly 7:30 p.m., over WJZ. . . . Maestro Johnny Gart is one busy musician. . . . he's heard on 27 shows a week. . . . Marion Basel and Graham Alexander have been added to WBYN announcer staff.

• • • Success Story: two months ago a six-foot lad, named Wes Howard, hitch-hiked to New York from Hollywood and Moe Gale booked the handsome songster into the Famous Door. . . . Marvin Schenck spied, heard and signed Wes, who leaves soon for the M-G-M studios. . . . but here's the pay-off. . . . when Wes was in Hollywood, he worked for M-G-M as an office boy.

Remember Pearl Harbor

### Jackson Replaces Wolff

Washington—Appointment of Cornell Jackson, who has served as assistant to Nat Wolff in the Hollywood office of the OWI Radio Bureau as a deputy director of the bureau, replacing Wolff, has been announced by OWI. Wolff left last week to head the M-G-M television department. Jackson is a former Hollywood agent. Appointment of a successor to Bureau Chief Don Stauffer, whose

### WTAW Joins Blue Web

Effective Oct. 1, station WTAW, College Station, Texas, will become affiliated with the Blue Network as a bonus station, bringing the total number of Blue affiliates to 168.

resignation is already in, has not yet been made, but it is believed that definite word will have been received by Wednesday of this week. It is possible that Stauffer's successor may be named on that day.

# CHICAGO

By BILL IRVIN

CRAIG MAUDSLEY, formerly associated with WIND-WJJD in sales and production, has been appointed sales manager of WAIT, native of Los Angeles, Maudsley brook into radio there as an announcer specializing in sports. He was later associated with Baltimore stations in announcing and production. Maudsley is married and the father of three children, Craig, Jr., seven, Barbara Lynn, 19 months, and Kelly, nine weeks.

Charles Lanphier, general and commercial manager of WEMP, Milwaukee, has been named Wisconsin consultant for the OWI Domestic Radio Bureau by John Hymes, chief of station relations division, Office of War Information, it was announced Saturday. Lanphier will act in an advisory capacity in connection with OWI activities in the Wisconsin area, furnishing liaison between the industry and the OWI Regional Station Relations office in Chicago, headed by Mrs. L. S. Schwartz.

Andes Candies Shops, Chicago, through George Hartman Co., has contracted for a 52-week news series on WGN, starting Saturday Sept. 29. The series with Charles Irving, a newscaster will be heard at 10:30 p.m. each Saturday.

Opening of the pheasant season in South Dakota will find a WBBM-CBS group on hand. In the party will be Jack Van Volkenburg, assistant manager of CBS Western Division; Donald Roberts, western sales manager of CBS network sales; Charles Garland, head of WBBM local sales; Shepar Chartoc, WBBM-CBS director of public affairs; and Fred Howard of "M. Perkins."

Eddie Dunn, former WBBM emcee who left Chicago to go with CBS in New York, has been signed to a seven-year Columbia contract and will emcee a five-a-week afternoon network variety show beginning Oct. 4. The program, for which no title has yet been selected, will be built around Dunn with singer Vera Holley.

Malcolm Claire, the Pied Piper of the air, whose whimsical stories for children have endeared him to youngsters and adults alike, is now heard on a Monday through Friday series on WENR, 4:30-4:45 p.m. The program, effective today, will be sponsored by the Chicago "Daily News."

Lt. Lynn Brandt, former NBC announcer, now stationed in Boston, was a Chicago studio visitor this week en route to California to see his wife and child.

\*\*\*\*\*

**BASCH**

*Tested* 5 minute TRANSCRIBED SHOWS

"IT TAKES A WOMAN" 200 Dramatic Stories

"FACT OR FANTASY" 92 Thrilling Episodes

★ **FRANCES SCOTT** ★  
Narrator

Write or wire for details  
Audition Records on Request

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

**BEST RADIO BUY IN BALTIMORE!**

**WCBM**

FREE & PETERS  
Exclusive National Rep.

John Elmer, President  
Geo. H. Booder, Gen. Mgr.

# plan *effective* September 26, 1943

On September 25 and 26 the stations of the Columbia Network, acting in planned synchronization, open, in more than 119 cities of the United States, the most formidable, realistic and aggressive campaign of program-promotion ever undertaken in the history of radio. The purpose of this report is to advise you of its strategy and tactics.

**STRATEGY:** To notify the American public in certain terms, as the curtain rises on the 1943-44 fall and winter season of Columbia Network programs, of the specific offerings of the greatest pageant of entertainment, instruction, music and comedy ever broadcast by any network—and thus steadily to broaden their audiences.

**TACTICS:** The “arms” to be used in coordination are, in the order of their relative emphasis:

1. RADIO
2. NEWSPAPERS
3. TRANSPORTATION ADVERTISING
4. POSTERS
5. DIRECT MAIL
6. PERSONAL CONTACT
7. BROCHURES

Let us examine the tactical plan for each in detail:



## 5 by DIRECT MAIL . .

CBS Stations are issuing skilful and detailed direct mail information, including well over 500,000 unusually effective post cards concerning the "Forward March" to those affected in their communities, to the total of millions of additional circulation. Clients and agencies are planning to use this material for their dealers, as well.

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CBS Station Managers, in close contact with the civic leaders and the mercantile customers and representatives of their CBS Network Clients, have advised them of the "Forward March" and (as we go to press) are working 24 hours a day to cooperate with them.

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 *effective* . . . . in every  
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*This is CBS...* THE COLUMBIA BROADCASTING SYSTEM



## Maintain Advertising, Gov't Booklet Advises

(Continued from Page 1)

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It is addressed directly to "those who short-sightedly" view advertising as "an economic waste in wartime," and informs them that the government "strongly disagrees with this attitude."

It is only natural that the Department of Commerce should have been one of the pioneers in this movement," the booklet declares; "In addition to its statutory function—to regulate, promote and develop foreign and domestic commerce—this department has watched advertising develop in the years into a powerful international industry... A consistent order of business. It has shown how potential markets are quickly opened... How a demand for products or services is given life through an informative method.

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Various government spokesmen, it is pointed out, have continued from time to time to voice their approval of advertising, making it "evident in the eyes of the government that advertising has a rightful role in wartime and that it is filling that role successfully."

The strong trend toward maintaining wartime advertising as near as possible to a peacetime level "because of an attitude on the part of business to avoid the mistakes made in the last war," the booklet states. It tells that during World War I some companies dropped from sight so far as newspapers and magazines were concerned. In fact, they dropped all advertising and by the end of the war recovered just how forgetful is the public. The products which these companies distributed faded from memory and were never able to regain their spotlight buying position.

Advertising and its role in wartime peace" was compiled by Corrie [Name] of the Division of Commercial Economic Information, Bureau of Design and Domestic Commerce;

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Still an eligible bachelor, a fact that daily contributes to the general mystification of the NBC secretarial staff, he lives with his brother Dick and their married sister in a fairly big corner house in Suburban Evanston. Classing himself as something of a football expert, he doesn't have far to go to Northwestern University's Dyche Stadium, which takes care of many of his Saturday afternoons in the Fall. A fisherman, by avocation, he has an extensive collection of fishing tackle. The briny deep has other attractions for him, too. He has crossed to Europe at least three times and to South America once. The latter event furnished a bit of a thrill, due to the fact that it was a Dutch ship and had to skedaddle for port when the Nazis invaded the Netherlands. Kopf is reported to have liked the extra speed.

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## NAB Sets Promotional Movie As Aid In Influencing Retailer

(Continued from Page 1)

tation among retail merchants, civic leaders, government officials through the NAB Retail Promotion Committee headed by Paul W. Morency, chairman, of WTIC, Hartford, Conn. Plans call for 16 separate units led by prominent broadcasters to fan out from Washington following the premiere and to introduce the film in key center cities.

In setting up the list of broadcasters who will function as master-of-ceremonies for the various traveling units, Mr. Morency announced that 15 of the 16 leaders had been selected. Those who will "emcee" the merchandising movie units are:

M. F. "Chick" Allison, sales promotion manager, WLW, Cincinnati, Ohio.

Lewis H. Avery, director of broadcast advertising, NAB.

Harry Burke, program-commercial manager, WOW, Omaha, Neb.

Donald H. Davis, president, WHB, Kansas City, Mo.

James H. Gaines, stations relations, NBC, New York City.

Arthur Hull Hayes, manager, WABC, New York City.

Kingsley F. Horton, sales manager, WEEI, Boston, Mass.

Walter Johnson, assistant general manager, WTIC, Hartford, Conn.

John Nell, special representative, WOR, New York City.

John M. Outler, Jr., sales manager, WSB, Atlanta, Ga.

Clyde Pemberton, commercial manager, KFJZ, Fort Worth, Texas.

William C. Roux, sales promotion, NBC, New York.

Frank Webb, commercial manager, KDKA, Pittsburgh, Pa.

Frank P. Wright, manager, San Francisco Retail Radio Bureau.

E. Y. Flanigan, Toledo, Ohio.

**Tours Continue Until Nov. 10th**

The sectional tours will continue throughout November 10 with radio's message to the retailers graphically told in the picture, "Air Force and The Retailer." Typical set up of the showings locally will be that in Hartford, Conn. There the presentation committee is composed of the Retail Trade Board Committee of the Hartford Chamber of Commerce and representatives of the three local stations. The committee chairman, is president of a large department store. E. N. Allen, president of Sage-Allen store in Hartford and president of the National Retail Dry Goods Association, which has endorsed the radio industry's presentation, will act as host and honorary chairman.

**Coons Author of Plan**

Sheldon R. Coons, widely known in the retailing and advertising field, was the unanimous selection of the committee to direct the retail survey which led to the production of the film. Mr. Coons, with his experience in retailing and advertising psychology, engaged a staff of associates in planning the presentation. Among those engaged in making the distribution study were Dr. Julius Hirsch,

widely known economist and author of standard text books on distribution costs and Dr. Paul Lazarsfeld of Columbia university's Office of Research. They made scientific surveys among consumers, radio listeners, radio stations, agencies and advertisers.

The findings of Drs. Hirsch and Lazarsfeld and other experts form the basis of an absorbing and dramatic portion of the film presentation which is divided into the following five parts: (1) "The History and Development of Retailing"; (2) "Distribution Tomorrow"; (3) "America Takes to the Air"; (4) "Why Radio Works"; (5) "Retailing's Future in Radio."

Mr. Coons, himself one of the first customers of broadcast advertising, says of this study: "This is the first time in the history of American business where one industry has made such a sizeable investment in time and money in study which would lead to the solution of the problems of another industry." He added, "We owe the National Retail Dry Goods Association no little appreciation for its endorsement and its constant encouragement of this project."

More than 400 radio stations, members and non-members of the National Association of Broadcasters, have underwritten with the NAB the cost of the survey and film.

## NAB Plan For Cities From Coast To Coast

(Continued from Page 1)

WTOP; Henry Seay, WOL; Ben Baylor, WMCA, and Bennett Larson, WWDC, will join with Washington retailers in sponsoring the unveiling of the presentation at the Hotel Statler. A large attendance of government and industry leaders is expected. This showing will be followed by others in 116 cities.

Chairman Morency has released a list of the cities to be covered, they include:  
Alabama—Mobile, Montgomery; Arkansas—Little Rock; California—Los Angeles, Oakland, San Diego, San Francisco; Colorado—Denver; Connecticut—Bridgeport, Hartford; Florida—Gainesville, Jacksonville, Miami; Georgia—Atlanta, Columbus, Macon; Indiana—Evansville, Fort Wayne, Indianapolis; Iowa—Cedar Rapids, Davenport, Des Moines, Dubuque, Fort Dodge, Sioux City; Kansas—Wichita; Kentucky—Louisville; Louisiana—New Orleans, Shreveport; Maine—Portland; Maryland—Baltimore; Massachusetts—Boston, Fall River, Greenfield, Pittsfield, Springfield, Worcester; Michigan—Flint, Kalamazoo; Minnesota—Albert Lea, Duluth, Minneapolis, St. Paul; Missouri—Kansas City, St. Louis; Nebraska—Lincoln, Omaha; New Hampshire—Manchester; New Jersey—Newark; New York—Albany, Buffalo, New York, Rochester, Utica; North Carolina—Asheville, Charlotte, Durham, Fayetteville, Newbern, Raleigh, Winston-Salem; North Dakota—Fargo, Grand Forks; Ohio—Akron, Canton, Cincinnati, Cleveland, Columbus, Dayton, Springfield, Toledo, Youngstown; Oklahoma—Oklahoma City, Tulsa; Pennsylvania—Altoona, Philadelphia, Pittsburgh; Rhode Island—Providence; South Carolina—Charleston, Columbia, Greenville, Spartanburg; Tennessee—Bristol, Chattanooga, Kingsport, Knoxville, Memphis, Nashville; Texas—Austin, Beaumont, Dallas, El Paso, Fort Worth, San Antonio; Utah—Provo; Virginia—Danville, Lynchburg, Newport News, Norfolk, Richmond, Roanoke.

## LEADERS OKAY PLAN

Enthusiasm keyed the replies from a number of the industry's leaders when RADIO DAILY asked them for comments on the radio-retailing project. Excerpts from their statements follow:

**PAUL W. MORENCY, manager of WTIC, Hartford:**

"The plan is now a fact which will be turned over to local broadcasters to handle in the communities selected for showings. It will call for and need the best reception—and promotion and should be heard by the top retail personnel in those cities. With the full and enthusiastic support of local broadcasters, the success of the plan will be complete and lasting and will result in cordial and cooperative relations between retailing and broadcasting for a long time to come."

**EDGAR L. BILL, president of WMBD, Peoria:**

"I am glad to say here what I said at the NAB directors' meeting—not only have I signed but I'd give \$1,000 extra to get the study presented in my community."

**JOHN NELL, WOR, New York:**

"We have signed for this plan because we believe it will help to develop this (retail) field faster and more fully. It has practical dollars and cents value for us."

**JOHN M. OUTLER, JR., WSB, Atlanta:**

"As Chairman of the Executive Committee of the Sales Managers group, I unqualifiedly assert that the Retail Promotion Committee Plan will do more for Radio than anything that has happened since the industry got under way."

**G. RICHARD SHAFTO, WIS, Columbia, S. C.:**

"It's a great satisfaction to me that our district was the first to hear the plan unfolded and that we went for it unanimously. Our station and our district eagerly await the completion of the material and its presentation down here."

**HOYT B. WOOTEN, WREC, Memphis:**

"We know it will help us to develop retail business to an extent we never before thought possible."

**JOHN J. GILLIN, JR., WOW, Omaha:**

"For years we have been talking about the use of broadcasting by retailers and doing very little about it. Here's a professional industry approach to the problem."

**DIETRICH DIRKS, KTRI, Sioux City:**

"I know the plan will sell radio to department stores but just as important it will enable me to hold the retail business I now have and help me seek new advertisers in this field."

**GENE L. CAGLE, Roosevelt Properties, Texas:**

"Our stations have signed and I hope every station in the Southwest signs."

**ARTHUR HULL HAYES, WABC, New York City**

"I'm not thinking about today or tomorrow—but about next year and the years after that. Radio must look ahead—plan for the future."

**JAMES R. ROCK, KDKA, Pittsburgh, Pa.:**

"We believe here that such an operation, properly conducted, can be of great and lasting benefit to Radio in general, and to us as an individual station."

**CLARENCE WHEELER, WHEC, Rochester, N. Y.:**

"The plan is just as big, as I see it, as BMI, and any broadcasting station that contributes to this plan and later on has a local show, has an opportunity to cash in on it almost immediately following the show, not necessarily from just department stores but any number of smaller stores who have something to sell every day in the week."

**WILLIAM F. MALO, WDRC, Hartford, Conn.:**

"As a long-time member of the Sales Managers Committee I can assure you we are delighted to see this plan approach fruition."

**H. K. CARPENTER, WHK, Cleveland, Ohio, WHKC, Columbus, Ohio:**

"The opportunity this plan offers radio stations to sit down with the owners and managers of leading retail establishments and discuss both retailing and radio is worth the cost of participation alone."



**LEWIS AVERY**  
 Director of broadcast advertising,  
 National Association of Broad-  
 casters.



**JAMES M. GAINES**  
 of the Stations Relations Depart-  
 ment of NBC, New York.



**WILLAN C. ROUX**  
 Assistant Manager of NBC's Spot  
 Sales Department in New York.



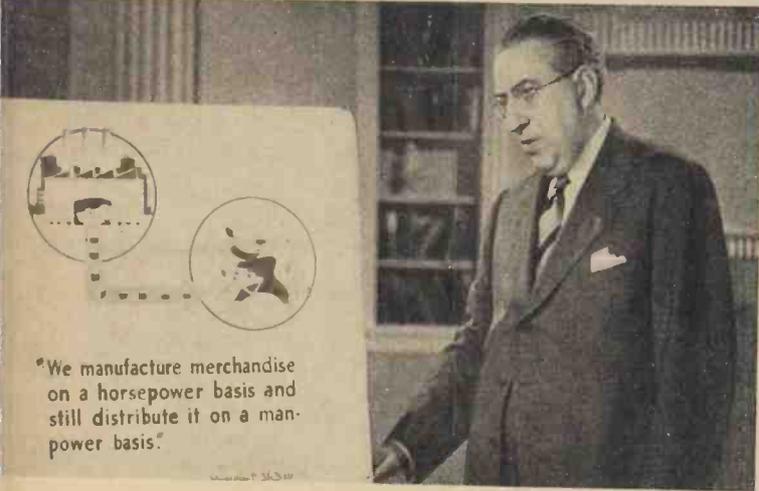
**HARRY BURKE**  
 Program-commercial manager of  
 WOW (NBC) Omaha.



**KINGSLEY F. HORTON**  
 Sales Manager of WEEI (CBS)  
 Boston.

(Above)—**PAUL W. MORENCY**,  
 Retail Promotion Committee  
 chairman, (at left) and **SHEL-  
 DON R. COONS**, committee's  
 consultant, discussing itinerary  
 of 16 radio executives who will  
 emcee showing.

(At left)—A still shot from the  
 radio industry's film study of re-  
 tail distribution problems, show-  
 ing **SHELDON R. COONS**, busi-  
 ness consultant and former retail  
 and advertising executive, dis-  
 cussing an analysis of the subject  
 by **Malcolm P. McNair**, of the  
 Harvard Graduate School of Busi-  
 ness Administration.



## Retailers and Broadcasters Await Showing of Film Presentation

ty-five thousand retailers in 126 cities soon will  
 Retail Promotion Committee's presentation, de-  
 d to solve the problems of retail selling and distri-  
 tion and the part radio can play in their solution.  
 presentation represents 16 months' intensive re-  
 h which forms the basis of an absorbing, dra-

matic film, in five parts. Committees of top radio men  
 from all sections of the country will act as hosts to  
 retailers.

\* \* \*

Shown here are eight of the masters of ceremonies  
 who will tour nation.



**WALTER JOHNSON**  
 Manager of WTIC, Hartford.



**M. F. ALLISON**  
 of WLW-WSAI Cincinnati.



**ARTHUR HULL HAYES**  
 General Manager of WABC (CBS)  
 New York.



**KINGSLEY F. HORTON**  
 Sales Manager of WEEI (CBS)  
 Boston.

# COAST-TO-COAST

**CINCINNATI, O.**—WLW has scheduled this week a special program, presenting selected speakers for the "Ohio Leads The Nation" dinner to be set at the Netherland Plaza Hotel here. Held under the joint auspices of the Ohio Development and Publicity Commission, the Cincinnati Chamber of Commerce and the National Farm Chemurgic Council, the speakers will be Roger Ferger and W. F. Wiley of the Cincinnati "Enquirer," and H. H. Hampton, chairman of the Ohio Development and Publicity Commission.

**NEW YORK, N. Y.**—Richard Eaton will introduce Under-Secretary of Interior Wayne Chatfield Taylor tomorrow night at 9:15 p.m. over WMCA to discuss the "Post-War Planning on the Home Front" "Business Forum," heard on WMCA Wednesdays at 10:03 p.m., will be featured by a discussion on the "New Wage Stabilization Order." Theodore W. Kheel, regional chairman of the National War Labor Board, C. F. Hughes, business editor of the New York "Times," and John A. Zellers, vice-president of Remington-Rand will be the speakers. The program is presented in cooperation with the Commerce and Industry Association of New York, with Neal Dow Becker, president of the organization, presiding as moderator.

**PARKERSBURG, W. VA.**—New staff member at WPAR is Tom Garten, native of Charleston, S. C. A Washington and Lee graduate, Garten was an adman on the "Daily Mail" in his home town.

**PHILADELPHIA, PA.**—After several months spent as a welder in the local Sun Ship Yards, Bon Bon (George Turnell) returns to vocalizing over WCAU. He was one of the original Three Keys and later was featured soloist with Jan Savitt's orchestra. Al Taylor, WCAU staff announcer, "won out" in auditions last week to do the "color" of the Pennsylvania football games over WCAU, sponsored by the Atlantic Refining Co. Byrum Saam will do the play-by-play. Agency is N. W. Ayer.

**LOUISVILLE, KY.**—Newcomers to WINN include Vernon Nunn and William Green, engineers, and Stanley Bush, announcer. Will Sales, "the diamond store of Louisville," now sponsors Dick Tracy five days a week.

**CHICAGO, ILL.**—Paul Sneider, a WGN announcer until he joined the Army more than a year ago, has again assumed his announcing duties with the station. Sneider was given a medical discharge.

**OKLAHOMA CITY, OKLA.**—The Carey Salt Co., Hutchinson, Kans. has bought a 15-minute musical-variety strip, Dixie Boy Jordan and His Dinner Bell Gang. The program will be heard at 12 noon, Mondays through Fridays, over the Texas-Oklahoma network, listing KOMA, Oklahoma City; KTUL, Tulsa and KWFT, Wichita Falls, Texas.

**GRAND RAPIDS, MICH.**—Ted Brink, recently arrived staff announcer for WOOD, got his radio pinfeathers directing the "Safety Players," a public service feature of WOOD. Now in the seventh year, the "Safety Players" are presented by the local police department and safety council.

**HARTFORD, CONN.**—Irwin Cowper of the WTIC sales department has been promoted to assistant sales manager, Paul W. Morency, station's general manager, announced last week. Cowper began his radio career with the Yankee network in 1929 as an announcer, and later was supervisor of continuity and production. He joined WTIC in 1933 as announcer and editor of continuity, later switching to the sales department.

**VINCENNES, IND.**—The newest addition to WAOV announcing staff is Richard Aker of Indianapolis. WAOV has just renewed its lease on the studios in the Grand Hotel. The station has been located in the present studios since October, 1940. The new lease runs for five years.

**CLEVELAND, OHIO**—Murray Young, news commentator on WHK, has been signed by the Wm. Taylor Son & Co. for the second successive year. He is heard on the 11 p.m. 15-minute spot Monday through Friday.

**OMAHA, NEBR.**—Two old-timers in the WOW orchestra have left—Don Larson going into the Army and Jimmy Burson to Chicago, where he is going into mechanics. That leaves only one member of the original WOW orchestra, Marvie Wright, most of the others being in service. Georgia Porgie Mills of Council Bluffs, Nebr., has begun a new spot announcement program on KOWH for Soya Creme, a pancake flour and waffle mix.

**GREENVILLE, S. C.**—Bob Anthony has left the post of assistant program director-program manager of WFBC to join the staff of WAAT, Newark, N. J.

**SHARON, PA.**—Sgt. Joe Louis and members of his troupe were interviewed by Johnny Pepe, WPIC's sportscaster, earlier last week at the local Army personnel depot, Camp Shenango, where the heavy-weight champ is staging exhibition matches.



**1500**  
**DAILY BROADCASTS**  
**UP TO OCTOBER 1st!**  
 IS THE RECORD OF

**Fulton Lewis, jr.**

Here's a man with a "story" to tell . . . and he's told one every night for 1500 nights. For 6 years, Fulton Lewis, Jr. has been analyzing and commenting on news and current events. His "scoops" have made radio history. He is definitely . . .

*America's Most Discussed Commentator*

You can sell him at your one time quarter hour rate per week. Sell him twice, or three times a day via playback. Call, wire or write: WM. B. DOLPH, WOL, WASHINGTON, D. C.

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

**1943 BIRTHDAYS**

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

September 27

Pat Barrett	Billy A. Hoff
Phil Cook	Helen Stevens Fisher
Edwin H. Kasper	Bob Keller
Annette King	Edward Tomlinson
Walter Hubert Lewis	Vera Stuart



# RADIO DAILY

The National Daily Newspaper of Commercial Radio and Television



DL. 24, NO. 62

NEW YORK, N. Y., TUESDAY, SEPTEMBER 28, 1943

TEN CENTS

# Radio's Big Bond Rally

## Opposition Mounting Cox Probe Method

Washington Bureau, RADIO DAILY  
Washington—Monday was marked by three new developments in the C-Cox struggle. First the Washington "Post," prominent Capital newspaper which has long objected to the methods of the Cox inquiry and the failure of the Department of Justice to act against the Georgian, on page one a two-column open letter from its publisher to Sam Rayburn, Speaker of the House, urging that the matter of Cox's fitness to conduct the investigation be laid be-

(Continued on Page 2)

## Radio City Strike Settled; Employees Ride Again

Radio and agency executives quarreled in the Radio City buildings rode to work on fully manned elevators yesterday with the settlement of the strike of elevators and cleaner women which had been in progress for the past four days. With the resumption of normal service pass out of tickets to Radio City shows was resumed with employees again rushing to see their favorite attractions on NBC and the

## Radio Contact Department Opened By Warner Bros.

West Coast Bureau, RADIO DAILY  
Hollywood—Keeping pace with the growing radio activities, Alex Evers, publicity manager, Warner Bros. studios, yesterday announced the creation of a special department to handle radio relations. Taylor, for the past 15 years a writer and commentator, will func-

(Continued on Page 2)

## Deputy Mayor

Marks Woods, president of the Blue Network, now answers to the title of "Honorary Deputy Mayor of Radi, N. J." Title was bestowed on Woods by Mayor Joseph Luna of Radi. The town is the site of the new WJZ transmitter. The opening of the new plant a few weeks ago was marked by a celebration in which executives of the municipality participated.

## Nice Goin', Les

Resourceful Lester Gottlieb, Mutual p.a., was faced with the problem of getting a uniformed butler to wheel in the birthday cake on the "Double or Nothing" show the other night. He dashed across the alley-way to the Broadway theater, grabbed a uniformed chorus man from "The Student Prince," and five minutes later had "tall-dark-and-handsome" wheeling in the cake.

## New Femme Division Created by NBC Exec.

Creation of a Women's Activities Division to establish channels of communication with women directors of all NBC owned and operated stations was announced yesterday by William Burke Miller, manager of NBC's Public Service Department. The new department, recognizing the importance of women in the wartime radio pattern, will become effective October 1.

The group, it was explained, will exchange information and suggestions

(Continued on Page 3)

## Honor Frank Singiser With 5th Anniversary Party

Marking the fifth anniversary of sponsorship of his 6:30 p.m. News period by the Consolidated Cigar Corp., WOR newscaster Frank Singiser was the guest of honor yesterday at a testimonial luncheon given by

(Continued on Page 2)

## Increased News Time Sales Seen Boon To Radio Stations

### Vice-President Will Speak On Yom Kippur Over CBS

Vice-President Henry A. Wallace will be the principal speaker on a special Yom Kippur program broadcast over WABC and the full Columbia network, Thursday, 6:15 to 6:45 p.m., EWT, in observance of the most solemn day on the Hebrew calendar.

Vice-President Wallace speaks from

(Continued on Page 2)

## All Stations And Many Guest Stars To Participate In Big Show Thursday With City-Wide Broadcasting

## Disk Contract Terms Hold Up WLB Hearing

With the six petitioning transcription firms before the War Labor Board in the recording dispute with the AFM possibly willing to sign agreements similar to that of World Broadcasting System and others, provided they know in advance what they are signing, the AFM yesterday again received an adjournment of the hearings until tomorrow morning.

Adjournment was asked by AFM

(Continued on Page 6)

## New USMS Musical ETs Available To Outlets

Music War Committee, in cooperation with the U. S. Maritime Service which will start a new series over WNEW on October 4, entitled "Music Goes To War," will make available

(Continued on Page 2)

## Canadians Announce Plan For Radio Music Festival

Montreal—Irvin Cooper, director of Music in Montreal Protestant schools plans to use radio broadcasts of music as an international medium of com-

(Continued on Page 5)

Radio's all-out effort to bring the industry's New York participation in the Third War Loan drive to a smashing climax assumed the form of a gigantic entertainment-rally to be called "United Nations Night," following a committee meeting in the offices of the United Theatrical War Activities committee yesterday. The big radio show will be staged Thursday from 8 p.m., until midnight under the circus tent at New York's Victory

(Continued on Page 5)

## Mutual Calls Meet Of Station Heads

First conferences of the newly formed program, sales, merchandising and station service committees of the Mutual network will be inaugurated in the Assembly room of the Waldorf-Astoria Hotel, October 5, 6 and 7 with Miller McClintock, president of the network, presiding at all three meetings.

The conferences will bring together

(Continued on Page 5)

## NAB Asks Advt. Pools As Aid To War Drives

Washington Bureau, RADIO DAILY  
Washington—General plans for the formation of local war advertising pools have been outlined by the NAB, which urges the formation of such

(Continued on Page 6)

## Must She?

Since Frank Sinatra's CBS Monday Broadway Bandbox program left the air, amongst a number of calls to WCAU, Philadelphia, a young lady tried to gain some consolation from the station's telephone operator with the anguishing cry "Oh, but what am I going to do now? My boy friend is away and I use to sit home and listen to Frankie. I'll have to cheat!"

(Continued on Page 5)



Vol. 24, No. 62 Tues., Sept. 28, 1943 Price 10 Cts

JOHN W. ALICOATE : : : Publisher

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

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# FINANCIAL

(Monday, September 27)

NEW YORK STOCK EXCHANGE				
	High	Low	Close	Net Chg.
Am. Tel. & Tel.	156 5/8	156 1/8	156 1/2	...
CBS A	23 1/2	23 3/4	23 1/4	...
CBS B	23	23	23	+ 1/4
Crosley Corp.	19	19	19	- 1/8
Gen. Electric	38 3/8	37 7/8	38 1/4	- 1/8
Philco	24 5/8	23 5/8	23 7/8	- 7/8
RCA Common	10 1/4	10	10	- 1/4
RCA First Pfd.	70 1/2	69 3/4	70 1/2	+ 1/2
Stewart-Warner	12 5/8	12 1/2	12 5/8	...
Westinghouse	97	96 3/4	97	...
Zenith Radio	34 1/8	33 1/2	33 1/2	- 1 1/2
OVER THE COUNTER				
Farnsworth Tel. & Rad.			8 3/8	8 3/4
Stromberg-Carlson			10 7/8	11 7/8
WCAO (Baltimore)			20	23
WJR (Detroit)			27 1/2	

## Vice-President Will Speak On Yom Kippur Over CBS

(Continued from Page 1)  
Washington, and on the same program Chaplain Max Braude, executive officer of the Army Chaplains' School, Harvard University, is heard from Boston, Massachusetts.  
The Yom Kippur program on CBS is under auspices of the National Jewish Welfare Board, which recruits and endorses rabbis to serve as chaplains in the armed services.

### Stork News

It's a boy, Paul Edward Jr., for Mr. and Mrs. Ed Prentiss, Chicago. Papa plays "Captain Midnight" in the WENR-Blue adventure series.

**THIS LITTLE BUDGET WENT TO WORL BOSTON MASS.**

## Opposition Mounting To Cox Probe Method

(Continued from Page 1)  
fore the full House. Publisher Eugene Meyer, although not attempting to excuse the Department of Justice for its failure to act, pointed out that Congress has, by its acquiescence, indicated support for Cox.  
The second item was a virtual denial by FCC Chairman Fly that the Commission has been invited to appear in its own defense by the Cox committee. Fly said he had not himself been notified by the committee that such an opportunity would be offered, although he did have knowledge of a discussion along those lines between a representative of the committee and the FCC general counsel, Eugene L. Garey. The invitation involved furnishing to Garey by the Commission the proposed testimony of the commission-delegated witnesses before they take the stand, "however, that hardly seems like a fair hearing to me," Fly said.  
The FCC chairman added that he fails to see how the committee can fail to give the Commission a hearing at this time, because, said he, the public is aroused over the investigatory tactics followed thus far. Fly also declared his support for the demand of his colleague, Commissioner Clifford J. Durr, that the question of Cox's fitness be referred to the full House. Congress cannot fail to act when it knows the full facts, he said.  
Representative Warren J. Magnuson of Washington, a majority member of the Cox committee, told RADIO DAILY that he intends to raise some serious questions concerning the tactics of the inquiry as it has been conducted thus far. Magnuson was present only at the first public session early in the summer, having been on the West Coast and in China since then. He has "grave doubts as to the propriety of the inquiry as it has been conducted thus far," he said, explaining that he was familiar with the investigation mainly through press reports thus far. Representative Edward J. Hart of New Jersey, also a democrat, was not here yesterday, but if he is on hand for this morning's meeting he is expected to introduce several questions of his own.

(Continued from Page 1)  
Erwin, Wasey & Co., the advertising agency representing Consolidated. In addition, Transradio News presented a special tribute to Singiser on his regular Monday news period. A message from the sponsor also was included on the broadcast.  
Among those present at the luncheon, in addition to Singiser and Charles Stark, his announcer, were: Marc Haas and Morris Hillison, Advertising Director and Sales Manager respectively of the Consolidated Cigar Corp. Representing Erwin, Wasey & Co. were Howard D. Williams, vice-president and general manager, and A. G. Van Utt, treasurer. R. C. Maddux, vice-president in Charge of Sales, represented WOR.

## Honor Frank Singiser With 5th Anniversary Party

(Continued from Page 1)  
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## New USMS Musical ETs Available To Outlets

(Continued from Page 1)  
transcribed versions of the live program to some 200 stations, it was revealed yesterday by the OWI. Understood that the recordings will be gratis to the outlets, but that the Radio Recording Division of NBC which will make the disks, will forward them to stations making the request on an actual cost basis for pressing etc.  
OWI has given permission for the rebroadcast of the series by transcription and the American Federation of Musicians has agreed to let them go to over 200 outlets which it is expected will want to use them. WNEW will put the program on live Mondays 8-8:30 p.m., EWT from the Sheepshead Bay USMS training station where 2,000 merchant marine members will comprise the audience. This is believed to be the first time a program played live locally is being syndicated to other stations. No network time was found available at the time desired by the USMS.  
Music War Committee is headed by Oscar Hammerstein II, and will seek to bring new war songs and stage music to the program. Strong list of guest conductors will include such names as Dr. Frank Black, Morton Gould and Andre Kostelanetz as well as the Lynn Murray Chorus, the Modernaires and others. Emcees will include Albert Spalding, Deems Taylor, James J. Walker, while guests will include Barry Wood, Double Daters, Lynn Murray and John B. Kennedy as narrator.  
Band itself will be comprised of 26 USMS musicians with orchestrations by Bert Shefter of the NBC music department. American Theater Wing is cooperating and also supplying guest soloists and guest emcees. Each week the Music War Committee will select two or three new songs for debut, a salute to a fighting ally, salute to a branch of the service and a war song already popular.

## Radio Contact Department Opened By Warner Bros.

(Continued from Page 1)  
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## Waste Paper Conservation Show

Morton Downey, Boake Carter, Ralph Edwards, Milton Cross, Jackie Kelk, Bea Wain and Don MacLaughlin, all noted in the radio metier, will be heard on stations across the country in an appeal for Waste Paper Conservation. They were recorded last week.

**AVAILABLE**  
Radio Announcer—12 years experience—NBC—Network stations. Just discharged from Army. Write Box 758, RADIO DAILY, 1501 Broadway, New York City.

## COMING and GOING

ARTHUR L. BRIGHT, station manager of KFPY, CBS affiliate in Spokane, Wash., is in town on station and network business.

L. J. Duncan, president and manager of WDAK, West Point, Ga., and ALLEN WOODALL, commercial manager of the station, visitors yesterday at the headquarters of the Blue Network. They leave tomorrow.

H. L. McCLINTON, vice-president in charge of radio for N. W. Ayer & Son, Inc., off on a business trip to the West Coast.

ARCHIE TAYLOR, general manager of KRCV, Waco, Tex., a caller yesterday at the station relations department of NBC.

CHARLES CRUTCHFIELD, program director of Columbia-owned WBT, Charlotte, N.C., is here for conferences at network headquarters.

A. N. "BUD" ARMSTRONG, assistant general manager of WORL-WCOP, Boston, has left on a business trip to Chicago.

S. S. FOX, president and general manager of KDYL, Salt Lake City, and JOHN M. BALDWIN, chief engineer of the station, are in New York on business.

HOWARD DAHL, commercial manager and sales promotion director of WKBH, La Crosse, has arrived from Wisconsin for a look around.

J. C. GUDE, CBS assistant director of station relations, left yesterday for a trip to Columbia's affiliate in Wichita, Kansas, KFH.

## Australian Returns To Radio

Sydney—Ray Allsop, inspiration of the Raycophone Sound Equipment, appointed vice-president of the Australian Radio Institute of Engineers. Formerly a Lieut.-Commander in the R.A.N. Allsop is now back with his company. Naval authorities felt he would better serve a war job in this direction since the Raycophone plant is almost 100 per cent engaged on precision work for the Government.

**"Hot" Availability SYMPHONY HALL**  
Monday thru Friday  
9:15 to 10:00 P. M.  
time and talent—\$150.00 per week  
(over 6,000 subscribers to program booklet!)

**WITH**

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

**PROGRAM REVIEWS**

**Rubinoff**

Pleasant proof of his versatile artistry as conductor and arranger as well as violinist was offered by Rubinoff leading his new orchestra last Sunday from 4 to 4:30 p.m., EWT, bracketed over WJZ and the Blue Network. Sustainer was final session in announced two-week series. Ernest Chappell was musical commentator, and introduced numbers in an inspirational way. Local solos were sung by Edward Roecker, baritone, billed as Rubinoff's latest discovery.

Blending the old with the new, selections were aimed at a family audience, at times falling wide of the mark. Outstanding was Rubinoff's scoring of the entire program. Leading with a medley of children's tunes titled, "When We Were Very Young," the orchestra was followed by Roecker's effective rendition of "Ben the Beguine."

The show really came into its own when Rubinoff brilliantly played "Infermezzo" on his Stradivarius. A poor choice was Roecker's second song, "See, It's Great To Be An American," another in the long line of topical, well-intentioned tunes, which didn't long on this program. Offsetting was Rubinoff's stimulating playing of his own composition, "Dance of the Russian Peasants."

Nostalgic finale to the proceedings as the orchestra's rhythmic interpretation of the ever-popular "Blue Anube." Broadcast ended on a moving note as Rubinoff spoke in farewell. Commentator Chappell intimated a flood of letters might make a new series possible. With a little tightening, more discriminate programming and perhaps the addition of a girl singer, it should be strong enough to resume and continue until sponsor turns up.

**"Hero Of The Week" Renewed**

Austin Studios, Los Angeles, has renewed "Hero of the Week," heard on seven Pacific Coast stations of the Blue Network, and has expanded the program from a five to a 15-minute show. The new 15-minute program is heard Sunday at 8:30 p.m., EWT. Casser-Gailey & Co., Los Angeles, the agency.

*Denver Delivers*  
**SALES**  
*KLZ Delivers*  
**The DENVER MARKET.**

KLZ Denver Represented by The Kats Agency

**New Femme Division  
 Created By NBC Exec.**

*(Continued from Page 1)*

with the manager of the Central Division Public Service Department in Chicago, and the western division Director of Public Service in Hollywood.

Chairmanship of the Activities Division will rotate automatically after each four months period. Duties of the incumbent will be to conduct correspondence and to distribute information between Eastern, Central and Western Divisions and the networks owned and operated stations.

Miss Margaret Cuthbert will serve as chairman for the first period, Miss Jane Tiffany Wagner for the second and Mrs. Doris Corwith for the third period.

Miss Cuthbert, NBC Director of Programs for Women and Children, was appointed to the post because of her long association with network operation and her familiarity with the development of programs directed to women and children.

Miss Wagner, Director of War Activities for Women is a recognized authority on home economics as they apply to commercial fields. Recently, she has traveled widely in behalf of the NBC-Red Cross program, "That They Might Live."

Mrs. Corwith, assistant to the Public Service Counselor and Public Service Lecturer, has spoken before innumerable groups of women throughout the country and possesses a first-hand knowledge of their radio desires and preferences.

**Three Appeals To FCC  
 Claim Web Rule Violation**

*Washington Bureau, RADIO DAILY*

Washington—The FCC yesterday received another complaint regarding the coming broadcast of the World Series, with WMGA, Moultrie, Ga., 250-watter carrying Keystone discs and an affiliation with the South Georgia Network, claiming conspiracy by MBS and WALB, Albany, Ga., to violate the network rules. James M. Wilder, chief engineer and announcer, informed the FCC that he has been advised by the Maxon Agency that MBS will not permit WMGA to carry the series broadcast, even at no cost to the sponsor. "I understand," wrote Wilder, "that this decision was made due to a protest from WALB in Albany to Mutual, WALB claiming coverage of Moultrie with 1,000 power, 35 airline miles distant."

Two additional complaints charging conspiracy by Blue affiliates and the network to violate the network rules were also received by the FCC. Complainants are two southern stations, both buyers of the Keystone Transcription Service.

WKEU, 100-watter in Griffin, Ga., seeks an affiliation contract with the network, and alleges that WAGA, 5000-watter in Atlanta stands in the way. The second complaint is from WLPM, 250-watter in Suffolk, Va., which seeks several Blue sustainers and charges that WGH, Norfolk Blue affiliate of the same power, has blocked the way.



**ATTENTION**

**AGENCIES,  
 ADVERTISERS,  
 TIMEBUYERS!**

*Three of WOR's great  
 air personalities . . .*

- MARTHA DEANE**
- UNCLE DON**
- ALFRED W. McCANN, JR.**

*. . . have immediate openings available. This is a rare opportunity. Pin down one or more of these fast-producing shows today!*

*Write, wire or phone WOR, at 1440 Broadway, in New York. PE 6-8600*

LOS ANGELES

By RALPH WILK

MEMBERS of the radio colony are still commenting on the stirring, tongue lashing Bob Hope gave to home front slackers and chiselers as he closed his first public appearance Sept. 21, since returning to the United States from his trip to Africa, Sicily and England.

Pat McGeehan is one of the busiest members of the radio colony, to say the least. He has added the Red Skelton show to his announcing chores, and in addition to acting on some other programs, is also doing the announcing on "Ceiling—Unlimited."

Other day, Homer Fickett of the BBD&O agency, was accosted by a stranger, who asked why he did not answer his letter. "Aren't you, Dudley Field Malone?", asked the stranger. "No," said Fickett. "I'm Winston Churchill." By the way, Malone impersonated Churchill in "Mission To Moscow."

Although BBD&O is the agency for E. I. du Pont De Nemours Co., which financed the film, "Soldiers Of The Soil," it remained for a former silent screen star, Carroll Nye, now a Young & Rubicam publicist, to play one of the leading roles in the picture. Incidentally, he is now serving as a member of the new Federal grand jury.

Even though John Scott Trotter is taking his first vacation in seven years from Bing Crosby's "Music Hall," the Third War Loan drive comes first with the orchestra leader. He was ready to go to his home town of Charlotte, N. C., via New York for some "home cooking," but WTMA and the Chamber of Commerce of Charleston invited him to guest at a mammoth War Bond Ball in Charleston, so he switched his itinerary. He is carrying a stack of autograph books containing the signatures of Crosby and other Hollywood celebrities, which he auctioned off at the ball. The "home cooking" will have to wait.

Not so many years ago, two world travellers who today are commentators were splitting a coat and a pair of pants between them. The two were—and are—Upton Close and Carveth Wells. Close had just returned from China, and Wells from Africa, and both began lecturing before clubs, schools and other groups. They shared a small apartment, and bought a morning coat and striped trousers to properly impress their audiences. Biggest difficulty came in juggling their lecture dates, so neither had a booking on a day that conflicted with the other's.

MAIN STREET OL' SCOOPS DAILY

A Reporter's Report Card. . . !

● ● ● MARK WOODS: When Edgar Kobak saw the Blue Net press release to the effect that Harry Wismer was to broadcast a play-by-play account of the Notre Dame-Georgia Tech game, he noticed that the story erred in that the gridiron battle was referred to as the Notre Dame-Carnegie Tech game. . . . of course he immediately called the error to the attention of the Press Department as is expected of an alumnus of GEORGIA TECH, class '18. . . . before becoming a "Ramblin' Wreck from G'Oja Tech," for your further info, Edgar attended Notre Dame Prep too. . . . AXEL GRUENBERG: Now that you're giving out with the "lights, action, camera" routine in Hollywood, Fred Weihe of the G-S Radio Productions, is your successor as director of "Right To Happiness" and "The Open Door," programs. . . . VIC. TCR ARDEN: You have definitely arrived. . . . The Ring Lardner story "Round Up," which refers to "Ohman & Arden" records several times, has been included in a book called "New Narratives," published by D. Appleton, which is a text book for Junior High Schools. . . . and for the record, each short story is a GEM. . . . if our heir's mother hadn't been present he might not have gotten the book (homework or no homework). . . . ED FITZGERALD: John B. Kennedy starts a Mon.-Wed.-Fri. at 6:05-6:15 p.m. WJZ series, starting Monday. . . .

★ ★ ★ BUDDY G. DeSYLVA: Some time ago you wrote a song called "Wishing Will Make It So" and so we think you'd like to read the following item. . . . Steamboat Johnson, whose WNEW Hill-Billy program, is a morning bright spot around "these yere parts, pardner," received a wish from little Gay Curpier for a piano which he promptly broadcast. . . . a generous listener acted promptly and next morning a piano was delivered to little Gay's home. . . . IRENE BEASLEY: Did you know that with Dick Stark announcing, a record was cut over the week-end titled, "Sunday at Fannie Hurst's," a half-hour program, during which several famous 'names' will discuss in a most informal manner topics and events of the day. . . . Fannie's initial guests were Carl Van Vechten, Critic; Mark Sullivan, Journalist, and John Erskine, Author. . . . CHESTER GIERLACH: Did you know that Edward Johnson, Metropolitan Opera Head, would like to sign up Eileen Farrell, the CBSensation? . . . SGT. SID WEISS: Your old friends PFC Howard Phillips, former CBS vocalist, has been transferred from the Miss. Southern College to a role in Moss Hart's forthcoming Musical "Air Force" which will open at the 44th St. Theater Nov. 17 for Army Emergency Relief Fund.

★ ★ ★ BILL MURRAY: Is it true that Ika Chase will soon be heard in a new radio series? . . . MARK WARNOW: Howard Barlow, former CBS staff conductor, now free-lancing, will conduct the Firestone Symphony Orchestra over NBC starting next month. . . . HERB POLESIE: Comedian Jack Marshall just phoned in a nifty. . . . sez Jack, "The Wages of SIN are death but the wages of SINatra, are divided". . . . GRACIE BARRIE: Your hubby, now Chief Petty Officer Richard Stabile, U. S. Coast Guard, will be Guest-Conductor on Barry Wood's "Million Dollar Band" program Saturday. . . . DAN PARKER: The newly elected officers of the New York Sports Broadcasters Association. . . . Stan Lomax (WOR) President, Ted Husing (CBS) 1st vice pres., Bert Lee (WHN) 2nd vice-pres., Marty Glickman (WHN) Treas., and Tom Slater (WOR) Sec. . . . Executive Committee, Bill Stern (NBC) and Bob Herbon (P.A.). . . . WILLIAM WEINTRAUB: After 8 years under contract to CBS, Maestro Lyn Murray, who will conduct the Gertrude Lawrence program, will free-lance under the management of Bill McCaffery. . . . WALTER WINCHELL: Thought you'd get a kick out of Perry Como's description of Schickelgruber. . . . calls him the Number One Swasti-cur. . . .

★ ★ ★ Remember Pearl Harbor

CHICAGO

By BILL IRVIN

FRANK FINNEY back with WBBM engineering staff following his honorable discharge from the Army. Finney saw action in the North African campaign.

Bret Morrison, Chicago radio veteran, has won the title role in "The Shadow" WGN mystery thriller, which returns to the air Sunday, Oct. 10 at 4:30 p.m. Morrison, who will play the role of Lamont Cranston, alias "The Shadow," was heard for five years as "Mr. First Nighter" on WGN's "First Nighter" dramatic series. Morrison won the role over 110 aspirants in the final round of auditions. For the fifth consecutive year, Marjorie Anderson will continue to play the part of Margot, the "Shadow's" girl friend.

KDKA Traveling Bond Wagon Sells \$415,000

Pittsburgh—The KDKA "Bondwagon," under the supervision of James F. Murray of the sales department, concluded its 1943 trek through Western Pennsylvania communities at Greensburgh, Saturday night when \$113,000 in bonds were sold during a two-hour program of entertainment by the pioneer station's radio stars. Visiting five towns, the "Bondwagon" disposed of \$415,000 in bonds. Punxsutawney, Pa., of groundhog fame provided the record one-night purchaser with \$142,000.

New CBS Publicist

Jean Hallock has joined CBS' Press Information Department, it was announced by George Crandall, CBS Director of Press Information. Most recently Miss Hallock was assistant Food and Household Editor for Fawcett Publications, and prior to that was a free-lance radio writer. Miss Hallock replaces Harry Feeney who has left the network to enter the Army.

Offer "Radio Workshop" Courses

Albert Perkins, manager of the Program Writing Staff at CBS, and Earle McGill, a Columbia producer-director, are offering courses in the "Radio Workshop" at New York University this Fall.

TO THE PRESIDENT OF AN INDEPENDENT RADIO STATION

"If you want more national advertisers on your weekly program list, a portion of your sales promotion should be directed exclusively to them." This is part of the Sales Promotion plan I have for a Radio Station. If interested, a card to Box 757, RADIO DAILY, 1501 Broadway, N. Y. C., will bring me on the run.

Have You Met the Voices of GILBERT MACK ?

LEX. 2-1100

## United Nations Night' Aid 3rd War Loan

(Continued from Page 1)  
 50th Street near Sixth  
 E. Sauter, presided as chair-  
 of the General Entertainment  
 of the U. S. Treasury's  
 Finance Committee. Co-operat-  
 with radio's contribution to the  
 War Loan drive are the Nat-  
 Entertainment Industry Coun-  
 TWAC and the Hollywood Vic-  
 Committee. Attendance at the  
 will be by purchase of war  
 from \$100 to \$1,000,000, thus  
 ing it a million-dollar entertain-

### Big Names To Participate

ent will be headed by Lt. Rudy  
 and his "Lucky Leventh Coast  
 Band" from California. Rudy  
 provide the musical background  
 the entire show and emcee the first  
 on the air. Chief Petty Officer  
 Greer, former West Coast or-  
 leader, will be assistant band-  
 r. A sub-committee was formed  
 to select other performers available  
 stage, screen and radio.  
 sub-committee has already ar-  
 ded for these entertainers for the  
 of broadcasting to be drawn  
 the following pool: Joan Blon-  
 Allan Jones, Virginia O'Brien,  
 a Farrell, Double Daters, Bea  
 Walter O'Keefe, Ralph Ed-  
 Perry Como, the Ink Spots,  
 Mostel, Diane Courtney and the  
 s, the Korn Kobblers, "Can You  
 This?" with Harry Hershfield,  
 Laurie, Jr., and Senator Ford,  
 Rae and Mrs. Waterfall, Kay  
 ne, Barry Wood, Phil Baker,  
 ily Morgan, Billie Burke, Ed Sul-  
 Jerry Lester, Henny Youngman,  
 Blaine, Joan Brooks, Frank Sina-  
 onrad Nagel, Walter Pidgeon  
 ana Turner.

continuous show will take place  
 the stage under the big ten with  
 not allotted for broadcasting to  
 then up by a variety show. Irving  
 e and Bernard Estes, of the U.  
 Treasury Department's Special  
 Bureau, are staging the pro-  
 and handling the details.

Incident Mars Meeting  
 dcast time was scheduled as  
 s: 9 to 10 p.m.—WEVD, WINS,  
 ; 10:30 to 11—WHN; 11:15 to  
 WEAF; 11:30 to 12—WABC,  
 WINS, WOR, WMCA. WNEW  
 QXR have all expressed a will-  
 s to take part, are looking into  
 commitments to make possible  
 inclusion in the program.

incident to mar the meeting  
 the exclusion of WBYN from par-  
 by William Feinberg, secre-  
 Musicians' Local 802, who re-  
 clear the local outlet because,

### Wanted To Buy

Complete equipment for 250 Watt trans-  
 including transmitter, tower and  
 equipment. Will buy all or any  
 Write RADIO DAILY, Box 756,  
 Broadway, N. Y. C.

## Increased News Time Sales Seen Boon To Radio Stations

(Continued from Page 1)

spot news on these fronts, the survey  
 revealed. Consequently the time is  
 opportune for independent stations  
 and networks to woo the increased  
 percentage of listeners per hour "to  
 keep tuned in" on a particular sta-  
 tion for more news, more features,  
 etc. In line with increasing audience  
 interest, independent stations and  
 networks have created an almost en-  
 dless series of planned programs to sus-  
 tain throughout the day.

Recent promotional campaigns as  
 well as those in preparation by the  
 networks and numerous independent  
 stations and affiliates justifies the con-  
 ception that it is not the passing fancy  
 of goodwill as of yore. Each and  
 every promotional campaign is a de-  
 finite step toward building a greater  
 individual network or independent  
 station audience for the immediate  
 post-war period. NBC's use of news-  
 paper advertising in announcing fall  
 programs and increased lineage by  
 many stations in daily and trade press  
 are indicative of the trend.

The executives of radio realize that  
 the market for consumer goods will  
 be wide-open for competition and  
 thus the networks and stations want  
 to be assured that when the post-war  
 contracts for commercially sponsored  
 programs are available on a bigger  
 scale, each of them will have some-  
 thing more tangible than the other  
 in selling time.

Last week, an incident at a concer-  
 ence of radio men created an oppor-  
 tunity for some timely advertising by  
 a network. It had been attacked by a  
 contemporary and his competitive  
 network, criticizing the web for its  
 lack of news policy. Alert to such an

he said, it was "unfair to 802." Fein-  
 berg declared, "if any part of the  
 program goes over WBYN, we won't  
 clear any of the stations." William  
 Norins, general manager of WBYN,  
 in a statement to RADIO DAILY, later  
 said: "We offered our time and ser-  
 vices to carry any part of the show  
 up to one hour from 8 until midnight.  
 Because of the statement made by Mr.  
 Feinberg, we volunteer to carry an-  
 nouncements to call attention to other  
 stations carrying it."

It was further decided that no com-  
 mercial announcements would be  
 heard at any time during the broad-  
 casts emanating from the Victory  
 Square tent. Each station agreed to  
 take care of its own mechanical ar-  
 rangements.

Among those present were Major  
 Leslie Thompson, who is director of  
 the Victory Square tent; E. D. Harvey,  
 Hearst Radio, Inc.; Bill Joyce, Wil-  
 liam Morris Agency; Bart McHugh,  
 Music Corporation of America; Wil-  
 liam McGrath, WNEW; Clay Morgan,  
 NBC; Alfred H. Morton, NCAC; John  
 D. Whitmore, WOR; Delancey Pro-  
 vost, WEAF; Mack Davis, MCA; Herb  
 Rosenthal, MCA; Doug Storer, Gen-  
 eral Amusement Corporation; Lola  
 Woursell, WOV; John Cleary, Blue  
 Network; Allan H. Kalmus, WQXR.

occasion to publicize itself at every  
 opportune moment now that its pro-  
 motional campaign is running in high  
 gear, the network contracted for a  
 full back-page in one of the nation's  
 most influential newspapers although  
 the incident received little or no  
 treatment in the lay press. The full-  
 page advertisement explained its par-  
 ticular news policy and let the lay-  
 man judge for himself. This particu-  
 lar promotional move added a num-  
 ber of more listeners through curios-  
 ity. Although the number can not  
 definitely be appraised, nevertheless  
 the move is typical of the trend to  
 increase individual network or in-  
 dependent station audience.

Another network, in addition to an  
 "agreement" with a large New York  
 morning paper, has tied-in with an  
 equally large newspaper and its  
 world-wide syndicate in a presenta-  
 tion of news to compete with its com-  
 petitive networks. Affiliate stations of  
 all networks are exploiting such net-  
 work features to date, adding their  
 own high-ranking local programs to  
 woo the local public for greater indi-  
 vidual station audience.

Typical of the varied moves made  
 by networks, one announced that it  
 proposed to drop station-break an-  
 nouncements as it felt that it was a  
 deterring factor in gaining larger  
 commercially sponsored program be-  
 cause of the "free-rides" the spot  
 announcements were gaining on high-  
 ranking shows. The announcement  
 was timed with an exceptionally large  
 promotional campaign to increase the  
 listening audience per program with  
 more entertainment and less commer-  
 cialism in commercials, themselves.

## Canadians Announce Plan For Radio Music Festival

(Continued from Page 1)

munication and expression with an in-  
 ternational music festival to be held  
 in the post-war period in Montreal  
 on a scale comparable to the Olympic  
 games.

Mr. Cooper, who has just been  
 named vice-chairman of the interna-  
 tional cultural affairs committee of  
 the Music Educators' National Con-  
 ference of America, has already  
 started to draft plans for the huge  
 musical gathering in Montreal, which,  
 he says, must have Government sup-  
 port to be successful.

The committee, of which he is vice-  
 chairman, has been formed "to evolve  
 plans for an international festival of  
 school music, as communication and  
 goodwill." "Music," Cooper said, "is  
 the only art of communication which  
 has a common international language  
 and philosophy.

"In this city it is planned to hold  
 at least one mass demonstration in  
 the form of choral and instrumental  
 school music, to which guest groups  
 from other countries will be invited.  
 The mass demonstration will be on a  
 scale similar to the Olympic pages."

## Mutual Calls Meet Of Station Heads

(Continued from Page 1)

representative Mutual broadcasters  
 from all sections of the country and  
 the meetings will consider problems  
 of the industry, including manpower  
 shortage, programming, transcrip-  
 tions, and the sales exploitation activi-  
 ties of both the network and individ-  
 ual stations.

### Executives Expected

Among those expected to attend are:  
 Robert Convey and John Tinnea, of  
 KWK, St. Louis; William B. Dolph,  
 WOL, Washington; Don Davis, WHB,  
 Kansas City; O. J. Kelchner, WIBC,  
 Indianapolis; Marie Maher, KBON,  
 Omaha; Ken Church, WKRC, Cincin-  
 nati; Charles Jordan, WRR, Dallas;  
 Eugene Cagle, KFJZ, Fort Worth;  
 Fred Fletcher, WRAL, Raleigh, C. L.  
 Harris, WGRC, Louisville; Ted Griz-  
 zard, WLAP, Lexington; James E.  
 Gordon, WNOE, New Orleans; James  
 A. Davenport, WATL, Atlanta; Robert  
 R. Feagin, WPDQ, Jacksonville, Fla.;  
 Felix Hinkle, WHBC, Canton; A.  
 Glassman and George C. Hatch of  
 KLO, Ogden; A. E. Leary, CKCL,  
 Toronto; Garland Powell, WRUF,  
 Gainesville; John Boler, NCBS, Les  
 Johnson, WHBF, Rock Island; Robert  
 Laubengayer, KSAL, Salina; John  
 Laux, WSTV, Stubenville; Rex  
 Howell, KFXJ, Grand Junction;  
 Robert McRaney, WCBI, Columbus,  
 Miss.; William B. Huffman, Wisconsin  
 Network; Dale Taylor, WENY, Elmira,  
 and G. Pearson Ward, KTTS, Spring-  
 field.

### Marjorie Mills Hour Renewed

Hartford, Conn.—The Marjorie Mills  
 Hour, which completes its first year  
 on the New England Regional Net-  
 work, Sept. 29, has been renewed for  
 another year from 12:30 to 1 p.m.,  
 Mondays through Fridays. The five  
 basic NERN stations carry the pro-  
 gram, which is owned by Broadcast  
 Advertising, Inc., of Boston, and  
 originates in the WBZ, Boston, studios.

# WDRRC

CONNECTICUT'S PIONEER BROADCASTER

## \$21,300,000

That's Sales Management's estimate of retail sales in Hartford for November, an increase of 14.9% over last year! Hartford is the center of the rich WDRRC Market, delivered to all advertisers at one low rate!



CONNECT IN CONNECTICUT!

## Disk Contract Terms Hold Up WLB Hearing

(Continued from Page 1)  
Attorney Henry A. Friedman on the ground that the proposed deal which Decca Records and World (WOR) is also signing, has not yet been determined as to actual language for the contracts.

When the session before the WLB convened yesterday morning, A. Walter Socolow, attorney for the six transcription firms, again requested the terms of the proposed deals, or that the WLB panel continue with the hearing without further delay. When Friedman said the terms were ready but not down in contract form, Socolow asked that the terms be read into the record. This Friedman refused to do. Socolow then asked for an executive session with the panel. This session ran for about an hour and a half and when it was over and the panel and the ET men could not come to an agreement, Arthur Meyers, chairman of the panel called another open hearing.

### Two Motions Studied

Meyers said that two motions sought by Socolow were under consideration and that the request that the AFM be refused another adjournment, was denied, that he was giving the matter full consideration and that there was a reservation in that he could possibly reconvene the hearings before Wednesday, meaning today. Regarding the motion that the WLB panel ask the War Labor Board to force the AFM to release its musicians to make recordings for all companies pending final decision in order to avoid the "competitive advantage" now being enjoyed by World, he said decision was reserved and that he had the matter under advisement.

Friedman again stated at the close that the reason neither Joseph A. Padway, Petrillo nor World representatives was present was because they were all busy seeking to conclude the pact, but if the union was forced to continue at the hearings more time would be lost rather than gained in so far as making public officially the terms of the pact. Meyers admitted that the setup was complicated and he was bearing in mind the position of the petitioning transcription firms.

According to the AFM, it will try to have the terms of the new agreement officially ready when the hearing resumes tomorrow morning.

## 500 WTIC Fans At Hartford Buy War Bonds On Sunday

Hartford, Conn.—WTIC's listeners purchased more than \$50,000 of Series E war bonds during the station's 18-hour Third War Loan drive on Sunday. This amount represents over 500 individual purchases of bonds ranging from \$25 to \$100. "The kind of money the Treasury Department says is necessary to make this Third War Loan a success," Paul W. Morency, general manager of WTIC, commented.

# WORDS AND MUSIC

By HERMAN PINCUS

ONE night recently, Paula Stone and Jimmy Rich, a pair of WNEWites, journeyed to Dover, New Jersey, to lend their talents to a local War Bond Rally. . . . en route home, Paula seemed intrigued by several red lights atop a high tower. . . . Jimmy told Fred Stone's daughter that the object of her attention was the WNEW transmitter, through which, her daily "Hollywood" program is projected into the air waves. . . . now the little gal really WAS interested, so the police car, in which they rode, stopped at the entrance of a small building, based under the tower, and all were ushered through the darkness, into the building. . . . here the personality kid, Jimmy, started to introduce Paula to the staff (and we hasten to add) people whom Rich, himself, had never even met. . . . by this time one of the engineers politely informed the "uninvited guests" that auditions were not held at the Transmitter Branch of that station, but rather at the studios of the station. . . . "But" butted the energetic, pianist-coach-writer, "this little lady happens to be Paula Stone—from our own WNEW—she merely wants to see how things operate at this end of radio business." The engineer's reply didn't exactly floor Jimmy Rich but when we add that his face did turn a bit crimson, we're guilty of gross understatement. . . . for the words of the tower-employee were, "if you really would like to see the WNEW transmitter, drive over to Kearney. . . . this is the transmittor for WAAT" . . . .

★ ★ ★

RADIOLOGY: Claude Thornhill is now a bandmaster at Pearl Harbor. . . . Dick Haymes owns a disc library consisting of about three thousand recordings, featuring the voices of Crosby, Vallee, Martin, Sinatra, Skylar, Brito and many other contemporary songsters. . . . but not one of them by a guy named Dick Haymes. . . . Jane Pickens, the Georgia Peach, is currently trilling and thrilling the cash customers at the Trocadero in Hollywood. . . . Ted Cott, on the WEA Feature, "The Sounding Board," told of a young pianiste with much charm and many influential friends who arranged an audition for her with the great Russian composer, Anton Rubinstein. After she had expressed an earnest desire for a career, the Composer asked her to play several selections. . . . she did so and when she had finished, asked "What should I do now?" . . . . Rubinstein had a ready and laconic answer. "Get married."

★ ★ ★

LEFT HAND ON THE KEYS: Vick Knight, dynamic little producer of the Jack Carson CBSoupera, is quite a songwriter. . . . Vick, who co-authored the hit of a few seasons back, "Flat Foot Floogie," has just completed a new ditty, "Just a Slowaway" (On the Ship of Dreams) which Horace Heidt has taken shine to. . . . Bill Phillips, gen'l mgr. of Latin-American Music Corp. has accepted and is plugging a new Rhumba titled, "Timbalero" . . . . sounds like a made-to-order number for Cugat and Madriguera. . . . SPA stands for Songwriters' Protective Association but in our book it also means "Special Pincus Accolade" to so many of those songwriter-members, who have been appearing in groups at Army, Naval, Marine and Coast Guard Bases, for the past year and half to entertain with songs, new and old. . . . Victor Miller, concert pianist, whose recent rendition of his own original piano concerto, "Manhattan Panorama," with the Syracuse Civic Orchestra, scored with a capacity audience, has placed a new composition for Piano Solo, titled "Skylark" with Broadcast Muala. Songs that are coming up and rate programming: "Goodbye Sue," by Jimmy Rule, Lou Ricca and Jules Loman, published by Jewel. . . . "Censored Mail," by Harvey Frohlichstein, Al Hoffman and Jerry Livingston, published by Kanes Music. . . . "Seven Days A Week," originally introduced by Joan Brooks over the CBS system and published by Lyric Music Co.

★ ★ ★

—Be A Rational National—

## NAB Asks Advt. Pool As Aid To War Drive

(Continued from Page 1)  
pools as an aid to various war campaigns. A number of pools are successfully operating—including one administered by all media in Cleveland—and representatives of the War Advertising Council contemplate bringing out a national plan this summer. The national plan has since been abandoned, but NAB outlines a general plan which might be followed in most cities, with individual alterations.

The outline is of a plan which has been followed successfully in many cities, it was pointed out. Its work-out is strictly a local matter but full cooperation from both OWI and NAB is promised. The inclusion of all local media is urged—with radio, press and billboard, the most important in the cities.

The outline as presented by NAB follows:

Raising the pool—Donations should be requested from local advertisers advertising space, radio time and money. Assurances should be given that each donor will not be aggrieved solicited for support of war program for a stated period.

Committee—A committee should be formed composed of community leaders; radio and newspaper executives perhaps will have to take the lead by local business executives from all branches of business should be included.

Allocation of Fund—The local committee should allocate the pool among the local media participating.

Preparation and Execution of the Plan—The local committee should have charge of the preparation and execution of the plan. In many cities where the plan has been in operation a local advertising agency has been retained to assume responsibility for the execution of the plan, working under direction of the local committee.

Campaigns—Food will be the subject of a national campaign in November, followed by anti-inflation in December. There will be local campaigns on absenteeism, woman power etc. Complete information on all these campaigns will be supplied by OWI.

### Sign Repeats on Fur ET's

Boston—Sixty-eight per cent of the 1942 sponsors of Kasper-Gordon's "Know Your Furs," five-minute transcribed series, have signed for a repeat this year. In addition, four new subscribers have been added. ET's have been sold to local furriers by WEOA, Evansville, Ind.; WGOV, Valdosta, Ga.; WMT, Cedar Rapids, Ia.; and WJPA, Washington, Pa.

### Names Committee Members

John A. Zellers, president of the Advertising Club of New York, has appointed two additional members to serve on the Advertising and Selling Course Committee for 1943-44, namely Frank B. Birch, Criterion Advertising Co., and Joshua B. Powers, Joshua B. Powers, Inc.

# THE EXECUTIVE WHO STOPS TO THINK . . .



## *Knows that "10% for War Bonds isn't enough these days"*

Workers' Living Costs going up . . . and Income and Victory Tax now deducted at source for thousands of workers . . .

Check! You're perfectly right . . . but all these burdens are more than balanced by *much higher FAMILY INCOMES for most of your workers!*

Millions of new workers have entered the picture. Millions of women who never worked before. Millions of others who never began to earn what they are getting today!

A 10% Pay-Roll Allotment for War Bonds from the wages of the family bread-winner is one thing—a 10% Pay-Roll Allotment from each of several workers in the same family is quite another matter! Why, in many such cases, it could well be jacked up to 30%—50% or even more of the family's new money!

That's why the Treasury Department now urges you to revise your War Bond thinking—and your War Bond selling—on the basis of family incomes. The current

War Bond campaign is built around the family unit—and labor-management sales programs should be revised accordingly.

For details get in touch with your local War Savings Staff which will supply you with all necessary material for the proper presentation of the new plan.

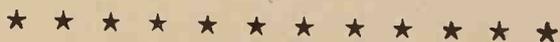
Last year's bonds got us started—*this year's bonds are to win!* So let's all raise our sights, and get going. If we all pull together, we'll put it over with a bang!

This space is a contribution to America's all-out war effort by

**RADIO DAILY**



you've done your bit  
... now do your best!



# ★ ★ ★ COAST-TO-COAST ★ ★ ★

**ST. PAUL, MINN.**—KSTP's "Saturday Smorgasbord," after a hiatus of several weeks, now back on the air at a new time and with a new format. Show now being aired at 10:30 a.m. Saturdays. Cast remains much the same, with Bee Baxter, Jimmy Valentine, Randy Merriman, Leonard Leigh and ork. Dick Keller now handling the vocal chores instead of Perry Martin. New format of show combines the audience participation elements of practically every audience participation stunt on the air with money and merchandise prizes galore. In addition, show has women bringing batches of cookies for a "Taste Test by Jury" gag.

**SAN ANTONIO, TEX.**—Jane Rowley, editor of the WOAI Women's Page of the Air, sponsored by Vick's five times per week over station WOAI, San Antonio, deserted the station on Monday, Sept. 27 for a two weeks vacation in New York. In her absence the programs will be conducted by Doris Daniels, recent import from New York City who has broadcast on NBC and also over BBS. in London.

**DALLAS, TEXAS**—Titcher-Goettinger Co. is sponsoring a new program Mondays through Fridays over KGKO from 1:30 to 1:45 p.m. Entitled "The Sloganares," the show combines music with a prize-winning idea. Account is handled direct.

**TOLEDO, OHIO**—Giles Zwahlen, account executive for WTOL, has left to join Allan H. Miller Productions. His first assignment will be to handle accounts in the middle west who are sponsoring the "War Effort" series, which has already been placed on WINN, Louisville, Ky., and WOSH, Oshkosh, Wisc.

**SALT LAKE CITY, UTAH**—Station KDYL, Salt Lake City, is utilizing a room of their Radio Playhouse offices as a make-shift kitchen for the use of its employees during their lunch periods. The city, being a vital defense area, has grown in such large proportions that the restaurants are unable to handle the vast numbers who storm their doors during the noon hour, and KDYL is using this means of easing the condition. John Baldwin, chief engineer and handy with tools, is making plans to install a well-equipped kitchen before long, priority permitting.

**PLATTSBURG, N. Y.**—Special events department of WMFF recently covered the entire proceedings of the presentation of the "A" award to Clinton Prison, Dannemora, N. Y., for extra effort and performance in the production of critical war materials. Clinton is said to be the first institution of its kind to receive such an award.

**PORTLAND, ORE.**—Fire completely destroyed the studios of radio stations KGW-KEX in The Oregonian building in downtown Portland, Oregon last week, causing damage estimated at from \$75,000 to \$90,000. Despite the destructive fire only one minute and thirty seconds of broadcasting time was lost on KGW, and ten seconds on KEX, with broadcasting activities switching to the transmitter.

**OAKLAND, CAL.**—Irene Barclay, former publicity director of KTFI, Twin Falls, Idaho, was recently appointed personal secretary to the manager of KLX. Robert Kimball, former manager of the McClatchy newspaper office in San Francisco, has joined the KLX sales staff.

**MINNEAPOLIS, MINN.**—As its contribution to the CBS War Bond Day, WCCO raised \$330,725 in pledges from listeners last week by means of special war bond messages throughout the day culminated by a two-hour Bond Rally Show featuring all WCCO talent. Batteries of telephones were set up in one of the studios where pledges were called in and accredited to various WCCO personalities.

**TORONTO, CAN.**—Northern Broadcasting Company inaugurated its first annual production meeting at a two-day session held in Toronto, Sept. 27 and 28. Program directors of radio stations CKGB, Timmins; CJKL, Kirkland Lake; CFCH, North Bay, Northern Quebec Broadcasting System; CHEX, Peterborough and CKWS, Kingston met at Northern Broadcasting Company's offices, to discuss program and production ideas designed to result in even greater listening enjoyment for the public and increased results for sponsors. The sessions were under the supervision of Jack K. Cooke, general manager of Northern Broadcasting Company and all stations operated by this company.

**SAN FRANCISCO, CAL.**—Ed Canepa, formerly of Santa Ana, has joined the KJBS announcing staff. Back on the KJBS staff is Sam Moore, former vaudevillian, with a song and patter show each evening at 5:15 p.m. "Quiz of Two Cities" will be back on the air for its fourth year, featuring San Francisco and Los Angeles on KFRC, KHJ and Don Lee stations, beginning October 1. This year the San Francisco portion of the show will originate in the Sir Francis Drake Hotel, rather than at the KFRC studios. KFRC femme editor Connie Moffatt appeared as guest speaker at the Berkeley Woman's City Club.

**YANKTON, S. D.**—In line with WNAX's complete dedication to the activities of the Midwest farmer, Gardner Cowles, Jr., publisher of the Des Moines "Register and Tribune," "Look" magazine, and owner of WNAX, announces the foundation of Gardner Cowles, Jr. scholarships to five farm boys and girls in each of the five states—Iowa, Minnesota, Nebraska, North and South Dakota, plus scholarship to Yankton College, Yankton, home of WNAX studios. These scholarships are planned to assist Midwest farm boys and girls in a complete agricultural education, and are set up at present over a ten-year period in the amount of \$36,000.

**DENVER, COLO.**—On Saturday, September 25, KOA broadcast ceremonies attending the presentation of mobile equipment to the Denver Chapter of the American Red Cross by the Order of the Eastern Star. The presentation and acceptance of the equipment occurred following a concert by the Buckley Field, Denver, band.

**BROOKLYN, N. Y.**—Word comes from Walter Kaner, former director of publicity and special features for WLIB, and now a private at Camp Swift, Texas, that he has been named to conduct a weekly column "G. I. Jive" featuring Army humor and news of well known names in the service for the "Baron," camp newspaper. Kaner also serves as entertainment director of the 39th Signal Construction Battalion and has produced several programs for the unit over KTBC, Austin.

**INGLEWOOD, CALIF.**—Universal Microphone Co., Inglewood, has acquired a one story warehouse within the city limits and will transfer its miscellaneous stores dept. to the structure. Space thus made available will be used for assembly and inspection lines on new government prime contracts that start next week.

**WASHINGTON, D. C.**—War Production Board has announced that Alice Pentlarge, of the WPB Division of Information, will be interviewed this week over several Virginia stations as guest expert on salvage and conservation topics. She will be heard from Roanoke today and tomorrow over WSLS and over WDBJ today Wednesday she travels to Norfolk to appear on WTAR and WGH. Mrs. Pentlarge will present eye-witness accounts of war industries in operation, stories of the conversion of salvaged materials to war purposes and the latest WPB information of interest to women.

**DAYTON, OHIO**—Clara Ogelsby Lyman, former WHIO organist died at her home recently. Because she was so well known and liked by listeners, WHIO devised a special memorial program in her honor. Commercial were cancelled in order to clear evening time and a quarter-hour tribute featured Walter Locke, editor

of the "Dayton News," Henry Lange WHIO musical director and Vivian Del Chiesa, singer. Transcription was made of the show and given to the musician's daughter.

**BUFFALO, N. Y.**—The Quiz of Ten Cities returned on WBEN last night maintaining the same set-up with Buffalo team vying for honors again Rochester. Both teams remain in the own cities and the emcees heckle of another. The emcee for WBEN was Van Patrick while Dick Tools retailed from Rochester. Charles Lew announced and Dr. Frederick Hodge was the arbitrator.

**SAN ANTONIO, TEXAS**—Glenn Hunt has replaced Dick Haynes on the announcing staff of KTSA. Hunt comes to the outlet from KLRA, Little Rock, Arkansas while Haynes goes to KMOX, St. Louis where he will join the staff as an entertainer and announcer. Haynes was recently selected for the post in a series of auditions held here by "Tiny" Renie of KMOX. A special banquet honoring Charles C. Shaw, radio news editor of KTSA was held here at the Ros Room of the Gunter Hotel, Friday. Attended was arranged by the staff and management of the station.

**MONTREAL, QUE.**—Men that go down to the sea in ships are to be saluted in the Vancouver broadcast of "Songs of the Empire" tomorrow at 10:30 p.m., EDT. on the CBC national network. Percy Harvey will direct the chorus and orchestra in sea chancies, and sailors' songs known around the Empire. Included among them are the chanty "Rio Grande."

## First Radio Broadcast From Yukon Territory

White Horse, Y. T.—Enriched by a recorded message from Robert W. Service, the "Kipling of the Arctic," the first radio broadcast from the Yukon Territory was beamed from here, preceding the Canadian premiere of Irving Berlin's "This Is the Army" at the newly built 500-seat Tita theater.

Robert W. Service's voice was carried over 4,000 miles of copper wire from White Horse to New York City via Edmonton and Toronto, and then broadcast by the Canadian Broadcasting Corporation and the Mutual Broadcasting System in the United States. The broadcast is believed to be the most remote pick-up attempted in radio history.

It was a coincidence that the author and poet, now living in Vancouver, should participate in the first broadcast from White Horse because it was here he first turned to writing poetry. He roamed the sub-Arctic in the early part of the century, and came out into the world for good in 1912 with tales and poems in book form that became world famous.

1 9 4 3

## BIRTHDAYS

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

September 28

Frank Banta	Daniel Barlow
Lynn Brandt	Boake Carter
Perry Martin	Zita McSherry
Joseph Weisnet	William S. Paley



# RADIO DAILY



The National Daily Newspaper of Commercial Radio and Television

VOL. 24, NO. 63

NEW YORK, N. Y., WEDNESDAY, SEPTEMBER 29, 1943

TEN CENTS

# Replace Cox, Says ACLU

## "Freedom To Listen" New Concept By Fly

Washington Bureau, RADIO DAILY  
Washington—Proposing as a modern day universal concept the freedom to listen, FCC Chairman James Lawrence Fly, yesterday told the Boston Advertising Club that radio must serve both domestically and internationally as the major medium of public enlightenment and advancement. Freedom to listen, at least so far as radio in the United States is concerned, is so elementary a concept that it sometimes escapes attention altogether. In this hemisphere, as well

(Continued on Page 3)  
Back The Attack... With War Bonds

## Latham Leaves Mutual For Agency Exec. Post

John R. Latham has resigned from the Mutual Broadcasting System to become Vice-President and a director of Roy S. Durstine, Inc., New York and Cincinnati agency, on October 1st. He will have general executive and management responsibilities, as well as heading the agency's radio activities.

Mr. Latham was formerly head of the radio department of Young & Rubicam.

(Continued on Page 2)  
Back The Attack... With War Bonds

## Lomax Succeeds Husing As Sportscasters President

Stan Lomax, WOR's veteran sportscaster, was unanimously elected president of the New York Sportscasters Association to succeed Ted Husing of CBS who stepped down after two years as head of the group. Husing was elected first vice-president, and

(Continued on Page 2)

**In Force**  
"Information Please," on its bond selling tour, held forth from Newark, N. J. Monday night, guests being Vice-President Wallace and Rep. J. W. Fulbright of Ark., author of the bill passed by the House for a post-war alliance. Wallace originally asked for the show cancelled and later found he could make it. Consequently Washington was well represented.

**Economical? ?**  
Bargain program purchasing is presented by a two-inch, one-column ad in a New York newspaper by a Manhattan advertising agency, which offers a custom-built, five-minute weekly package show over a major network station for a flat rate of \$99.50. Bid to prospective, thrifty clients includes "all script, AFRA, music and production costs."

## Treasury Thanks Radio For Bond Sales Record

Washington Bureau, RADIO DAILY  
Washington—Radio is doing a "splendid job" in the Third War Loan drive, Treasury Secretary Henry Morgenthau, Jr., wrote Don Stauffer, OWI radio head, yesterday. Morgenthau expressed his appreciation for the efforts of all branches of the industry.

His letter to Stauffer follows: "From network and local programs I have heard here in Washington and

(Continued on Page 7)  
Back The Attack... With War Bonds

## Cox Committee Hearing Postponed Until Oct. 6

Washington Bureau, RADIO DAILY  
Washington—Resumption of hearings by the Cox Committee has been postponed for a week due to the West Coast trip of Rep. Warren G. Magnuson, (Wash.) Democrat. Next public session is scheduled for

(Continued on Page 3)

**Rules Of CBC Prevent  
Speech By Prime Minister**  
Montreal—Rules of the Canadian Broadcasting Corporation on political speeches between elections were recalled last night at the Liberal Federation dinner in Ottawa when Prime Minister Mackenzie King said he would have liked to have had his speech broadcast but felt there would

(Continued on Page 2)

## Appeals To House In FCC Probe Row, Wants New Chairman Substituted Or Suspension Of All Funds

## Radio's Bond Rally Plans Gain Momentum

Still gathering momentum, plans for the New York radio industry-sponsored "United Nations Night" to be held tomorrow from 8 p.m. to midnight in the big tent at Victory Square, 50th St. near Sixth Ave., bids fair to surpass all previous efforts by radio and show business.

Advance sale of bonds for admission (Continued on Page 6)  
Back The Attack... With War Bonds

## Elson Joins Announcers For Series Broadcasts

Lieut. R. A. "Bob" Elson, well known WGN-Mutual sports announcer, with the permission of the U. S. Navy, will join Red Barber in airing the play-by-play account of the World Series games to be

(Continued on Page 2)  
Back The Attack... With War Bonds

## MBS To Send Net Shows To Two Mexican Stations

Washington Bureau, RADIO DAILY  
Washington—MBS yesterday was granted authority by the FCC to send network shows to XEOY and XEOI, licensed to Programmas Y Concierto

(Continued on Page 2)

American Civil Liberties Union has joined the Cox-FCC controversy and yesterday asked the House to either replace Rep. E. E. Cox of Georgia as chairman of the Select Committee of the House named to investigate the FCC, or that no further funds be given the Committee. The ACLU placed upon the desks of all members of the House a Memorial and supporting memorandum denouncing Cox's conduct of the investigation during the summer Congressional vacation.

Supporting memorandum lists 22 charges which the Committee brought (Continued on Page 6)  
Back The Attack... With War Bonds

## NBC-CBS Launch Big Campaigns In Chicago

Chicago—The NBC central division and WBBM-CBS both have launched a three-media-promotion campaign featuring full page advertisements in Chicago's five daily newspapers and car cards in busses and elevated and suburban trains, in addition to daily station break announcements.

(Continued on Page 6)  
Back The Attack... With War Bonds

## John B. Kennedy Signed For New WJZ Program

John B. Kennedy, news commentator, gets a new show on WJZ starting Oct. 4 for Major Vitamins, three nights weekly. Kennedy will be heard Mon-

(Continued on Page 2)

## CBS Airs News Policy Debate; Other Analysts' Commentary

News policies of CBS, debated over CBS' own network on the "People's Platform" Saturday night, got a rise out of Walter Winchell on his Sunday broadcast (no names mentioned) a follow-up in the W. W. column on Monday, plus statements by independent commentators yesterday. (Winchell last Friday devoted a whole column to White and CBS.) "People's Platform" debate was somewhat of a fast one on some of the debaters since

(Continued on Page 7)

## On Account

Wilcox T. Putnam, publicity writer for WOOD, Grand Rapids, Mich., after handing out dimes to some panhandler for 15 years, backlired. His "pet charity" reimbursed him with a "fin" recently, laconically saying, "You were always pretty good to me, Buddy. So this is on account." Investigation proved the ex-beggar now has two jobs, netting 90 dollars weekly.



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

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**FINANCIAL**  
(Tuesday, September 28)

NEW YORK STOCK EXCHANGE

	High	Low	Close	Net Chg.
Am. Tel. & Tel.	156 1/2	156 1/8	156 1/8	- 3/8
CBS A	23 1/2	23 1/8	23 1/8	- 1/8
Gen. Electric	38 1/4	38	38 1/8	- 1/8
Philco	23 3/8	23 3/4	23 3/4	+ 1/8
RCA Common	10 3/8	10 1/8	10 1/8	+ 1/8
Stewart-Warner	12 3/8	12 1/8	12 1/8	- 1/8
Westinghouse	96 3/4	96 3/4	96 3/4	+ 1/4
Zenith Radio	34 1/2	34	34	+ 1/2

NEW YORK CURB EXCHANGE

Nat. Union Radio	2 7/8	2 7/8	2 7/8	
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OVER THE COUNTER

	Bid	Asked
Farnsworth Tel. & Rad.	8 3/8	8 3/4
Stromberg-Carlson	10 3/4	11 3/4
WCAO (Baltimore)	20	23
WJR (Detroit)	27 1/2	29 1/2

### Latham Leaves Mutual For Agency Exec. Post

(Continued from Page 1)  
Rubicam, business head of radio with Benton & Bowles, and Advertising Manager of the American Tobacco Company. Before joining Mutual, he was President of the American Network, whose plans for F. M. broadcasting have been interrupted by the war.

### John B. Kennedy Signed For New WJZ Program

(Continued from Page 1)  
day, Wednesday and Friday from 6:05 to 6:15 p.m., EWT. Peck Advertising Agency, New York, handles the account.

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

ROCHESTER N. Y.

### MBS To Send Net Shows To Two Mexican Stations

(Continued from Page 1)  
tos, S. A. and other Mexican stations having contracts with that company. These stations comprise what is known as "Radio Mil's Network." Mutual plans to transmit over wire line or shortwave radio facilities of A. T. & T. both sustaining and commercial programs which originate at its affiliated stations in this country. In its application Mutual stated that this grant would enable the network to supply high quality programs to Mexican stations and secure similar programs from Mexican outlets, "thereby implementing the efforts of government agencies to encourage inter-communication between the United States and Mexico."  
(All the American nets have similar arrangements with Canada, both for commercial and sustaining programs; CBS since 1939 has had authority to transmit the Ford Hour to Mexican stations; this is first general authority for all kinds of programs to be used on a Mexican net.)

### Lomax Succeeds Husing As Sportscasters President

(Continued from Page 1)  
Bert Lee, of WHN, as the second vice-president. Tom Slater, Mutual's special events and sports director, became the secretary, and Marty Glickman of WHN, treasurer. Bill Stern, NBC and Bob Harlow, Press Association, were named by Stan Lomax to serve as the Executive Committee.

### Elson Joins Announcers For Series Broadcasts

(Continued from Page 1)  
broadcast over Mutual beginning Tuesday, October 5. Bill Corum will do the color commentary for the games, which are sponsored by Gillette Safety Razor Company.

### Florence Morris To Manage Blue Net Booking Office

Florence Morris has been appointed manager of the Blue Network booking office in charge of operations under Charles Barry, Eastern program manager. Miss Morris replaces Grace Hellerson who recently resigned to marry Major Horace J. Lilleston.

### WOR Signs New Biz; 1 New Show, 5 Renewals

One new contract and five renewals were listed by WOR participating programs in the past week with Alfred W. McCann's "Pure Food Hour" leading the way with one renewal and the new contract, John G. Patton Co., for Golden Blossom Honey. Effective Monday, September 27, the contract is for 30 weeks. The McCann renewal, the Maggi Co. Inc., is for 13 weeks effective Monday, October 4. Needham & Grohmann Inc. is the agency; John P. Nell the WOR Account Executive.  
Bessie Beatty had two renewals, one the Philadelphia Dairy Products Co. Inc. for Dolly Madison Ice Cream. The Scheck Advertising Agency Inc. handled the 52-week contract which is effective Wednesday, October 6. George Schmidt is the WOR Account Executive. The other is for Maggi Co. Inc. for 52 weeks effective Thursday, October 7.  
Davidson Brothers Corp. for Mary Barron Slips renewed the "Peegen Prefers" program for 52 weeks effective Wednesday, September 29. Briggs & Varley Inc. is the agency, Emdon Fritz the WOR Account Executive.  
Dr. Walter H. Eddy's "Food and Home Forum" also had a renewal, the Philadelphia Dairy Products Co. for Aristocrat Ice Cream. The 52-week contract, effective Monday, September 27, was handled through the Scheck Advertising Agency. Otis Williams is the WOR Account Executive.

### Rules Of CBC Prevent Speech By Prime Minister

(Continued from Page 1)  
be ground for criticism under CBC rules if that were done. An issue over the national convention of the Conservative Party at Winnipeg last December when the CBC refused to broadcast a speech by the retiring leader of that party, Rt. Hon Arthur Meighen.  
Mr. Meighen made a sharp protest against the ruling when he addressed the convention and accused the King government of interfering with the CBC.

**Stork News**  
Raleigh, N. C.—Henry Hulick, Jr., chief engineer of WPTF, now has his second child, a boy.

### COMING and GOING

EDGAR KOBAK, executive vice-president of the Blue Network, is spending today in Boston on business. He will return tomorrow.  
HARVEY STRUTHERS, sales manager of WCCO, Columbia-owned station in Minneapolis, is in town visiting at network headquarters.  
LOUIS J. F. MOORE, of Radio Advertising Corp., has left on a short business trip to Pennsylvania.  
EVELYN EPPINGER, publicity director of WCPO, Cincinnati, is in New York.  
RAY LEE JACKSON, NBC photographer, leaves Friday on a vacation trip of three weeks in Mexico City.  
A. D. WILLARD, JR., general manager of WBT, Charlotte, N. C., is spending this week in Chicago.  
ADOLPHE MENJOU is in London making personal appearances to entertain troops in that area. His role in Monday's "Screen Guild Players" program will be taken by Walter Abel.  
JAMES D. CARPENTER, station manager of WKBB, Dubuque, Iowa, is in New York on station and network business.  
GEOFFREY BRIDSON, British writer-producer, is in Edmonton making preparations for his "Alaskan Highway" program which will be broadcast over NBC on Wednesday, Oct. 6.  
ANN CORIO is in Indianapolis for an engagement at the Circle Theater and for several War Bond appearances.  
WILLIAM F. MALO, commercial manager of WDRG, Hartford, is in New York on station business.  
RICHARD HEATH has arrived from KTAR, Phoenix, Ariz., for a few days in town.  
GLORIA BLAKE, vocalist, is back from Boston, where she entertained at Camp Devens.  
BOB HUSSEY, head of the radio department at Universal Pictures has arrived from the Coast to confer with "U" executives on plans for an international broadcast at the premiere of the company's forthcoming feature film, "Corvette K-225."

### Lord Baltimore Knows!

The largest chain of service stations in the Washington-Baltimore area selects W-I-T-H as its Baltimore outlet for the Washington Redskins Football broadcasts.

W-I-T-H does a great job in Baltimore.

IN BALTIMORE  
TOM TINSLEY, President  
REPRESENTED BY HEADLEY-REED

★ ★ ★ ★ ★

1480 Kilocycles Full Time Operation

# WHOM

FOR BETTER THAN AVERAGE RESULTS

Joseph Lang, Gen. Mgr.

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

★ ★ ★ ★ ★

# Fly Cites 'Freedom To Listen' As Necessity To Enlightenment

(Continued from Page 1)

In this nation, people are encouraged to listen to the voices of their neighbors; many of us listen to our enemies; we are confident that free men can appraise the wheat and the chaff and that the dictators will be unable to alienate citizens of these democracies from the governments which they themselves control."

Fly presented a "bill" banning freedom to listen, restricting listening to government programming, restricting the right of more than three people to listen, etc. This bill, he said, is not far from what would be the state of affairs were this nation to fall under the Fascist heel. He then referred to the Boston patriots Sam Adams and James Otis, firebrands of the American revolution, pointing out that their writings and their addresses today would be totally ineffective without the assistance of radio. "Modern Science," he said, "has provided the means for the first adequate realization of free speech."

### Radio At Crossroads

Then cutting to the heart of the problem which has engaged him in recent weeks, as evidenced by the recent hearings on the transfer of the Blue Network, Fly declared that those who control this mechanism of free speech must treat free speech not as a right but as a duty. They must hold this mechanism of free speech in trust for the people—the listeners." Radio has had a part in the development of our modern culture, he said, contributing toward the disappearance of sectionalism, towards unity and understanding. "In the radio network today—a day of mass communications—180,000,000 people provide an excellent sounding board to test the validity of beliefs."

Radio is only at the crossroads, Fly declared, a living thing which must continue to grow. "Despite its achievements we dare not be too smug about it. Restriction, constriction and exclusion must give way to a broader and more democratic approach as to

the persons the listening public may hear. Likewise, complete freedom demands that divergent views must be aired. In the market place of ideas diversity of opinion enables us intelligently to sift the sound from the unsound."

### Points to Situation Abroad

Referring to the situation abroad which prompted his hypothetical bill to restrict freedom of listening, the FCC head charged that there are today "significant" though certainly far less aggressive, restrictions on the freedom to listen on the home front. Simply by careful selection of what is broadcast the freedom of the listener can be tightly restricted. There is no need for restriction. "There should be no rule of thumb set up to hide behind whenever any group requests time on the air. The free radio can become a powerful instrument for the protection of freedom of opinions. A democracy is in many ways like a kettle of boiling water; there must be an open spout for the outlet of steam. Men must be guaranteed their right to express their opinions and ideas whenever they wish.

"In the post-war world," Fly said in conclusion, "international broadcasting will stand on the threshold much as our domestic radio stood in the days when Woodrow Wilson foresaw its great possibilities.

"As the domestic radio has played a large part in welding one nation, so international broadcasting should provide the free flow of information, and generate the tolerance for beliefs and an appreciation of cultures and thought patterns. Radio is that necessary catalyst upon which we shall rely to bring about a more sympathetic understanding among people. It would be harmful beyond prediction to have world radio restricted either by hiding behind a restrictive world policy or by allowing any individual nation to go further and adopt restrictions of a more mechanical kind."

## Cox Committee Hearing Postponed Until Oct. 6

(Continued from Page 1)

Wednesday, Oct. 6. The Committee met yesterday for a very quiet session, with the expected fireworks from Magnuson failing to materialize. Magnuson told RADIO DAILY that he has withheld his criticism because of the absence of Rep. Ed. J. Hart, New Jersey Democrat. Those two are the opposition to the methods followed by the committee in the conducting of the investigation thus far.

Magnuson felt that he lacked sufficient first hand knowledge to force a fight yesterday without support. He promised that he will be on hand for future hearings, however. Magnuson claimed also that he was assured there would be no hearings before the Committee during the summer Congressional recess, and was

## NEIC Lauds Radio Role In War-Effort Campaigns

Appreciation of the part played by radio in the war bond and other war-effort drives was voiced last night at a meeting of the National Entertainment Industry Council held at the Hotel Astor. Plans were laid for full co-operation in the campaign for the National War Fund which gets under way next month.

The co-ordinating committee of NEIC, which heretofore numbered 25 members, has been increased to 42, a move which make it more completely representative of the entire entertainment industry.

James A. Sauter presided at last night's session.

disturbed because public sessions had been held while he was out of the country.

# In Kansas City



## the Swing is to WHB

A HARVEST OF RESULTS awaits smart advertisers who use WHB... "Your Mutual Friend"... in Kansas City. Available now: Associated Press News in 5, 10 and 15-minute strips; unique participation shows appealing to women, factory workers, farmers, young people; a few Mutual co-operative programs; some choice spots for minute ETs or chain breaks.



KEY STATION for the KANSAS STATE NETWORK  
Kansas City • Wichita • Salina • Great Bend • Emporia  
Missouri Kansas Kansas Kansas Kansas

## Memo

### ASK FOR BOOKLET!

Just off the press—comprehensive analysis of the Greater Kansas City market with population and distribution data on western Missouri and eastern Kansas; statistics on mid-west's great new war industries; coverage and market data for WHB and the Kansas State Network. Ask



### DON DAVIS

KANSAS CITY • Scarritt Building, Harrison 1161  
NEW YORK CITY • 507 Fifth Avenue, VAnDerbilt 6-2550  
CHICAGO • 333 North Michigan, CENTral 7980  
LOS ANGELES • Security Building, MUtual 6660



LOS ANGELES

By RALPH WILK

**S**HIRLEY MITCHELL, radio's "Sweetheart," has added another sweetheart regular role to her growing list. She's now Johnny Mercer's sweetie on his air show. She is already the heart-throb of Fred Brady, the Great Gildersleeve, Red Skelton, and was Rudy Vallee's weekly weakness until he went into the Coast Guard.

Our Passing Show: Ransom Sherman, Galen Drake, Lloyd Brownfield, George L. Moskovics, Dave Taylor, Mitchell Hamilburg, lunching at Brittingham's.

"Doc Long" of "I Love A Mystery," a real life Barton Yarborough, is so busy with the nightly thriller and Sunday's "One Man Family" that he has had to turn down some movie lot bids to utilize his acting and writing skills.

If a network time spot can be found, the Fred Brady show will continue on the air this winter, and Brady plans to introduce a new character, his mother.

Garry Moore, pint-sized, pixilated half of the Moore-Jimmy Durante show, may soon be sharing the cinema triumphs of his pal, Schnozzola, for Garry has three major film companies interested in his dual talents as a writer and comic.

Charles Coburn, who scored in "The More the Merrier" and "Heaven Can Wait," will be the first guest star on the new Amos 'n' Andy half-hour weekly program, which starts Friday, October 8, over NBC. Coburn will appear in the opening "Short show-story," which will chronicle a complete adventure of Amos 'n' Andy.

Despite new pictures and radio programs, Dinah Shore holds open at least one night every week for a broadcast for the men in the service. Last week she worked on her 23rd "Command Performance," and in addition does a weekly program of Hollywood news and gossip for short-wave, including one or more of the better known songs.

Sara Berner, Hollywood's most versatile radio actress has been signed to do the voice of Little Jaspur, the little colored boy, in the George Pal Puppetoon series.

When Universal Microphone employees held their annual dance September 25 at the Inglewood Country Club it also marked the start of the 16th year of the firm. Founded in 1928 by James L. Fouch, who remained its president until he became chairman of the board six months ago, it is now headed by James L. Fouch, his nephew.

**Perkins Teaches Radio At NYU**

Albert Perkins, CBS manager of the program writing staff, will instruct likely radio writing candidates in a 15-week course at New York University beginning today as part of NYU's radio workshop course. Perkins has titled his course "Beginning Radio Writing."



**Notes From A Ringside Seat . . . !**

● ● ● Henry Fonda visited the "Crime Doctor" program two Sundays ago, wearing the naval uniform of Quartermaster Third Class and was unrecognized by the studio audience. . . . Last Sunday, Fonda revisited that show, but this time, having been commissioned in the interim, he wore the uniform of his new rank, Lieutenant (j.g.) and was literally "mobbed for autographs" by the audience. . . . Because Lana Turner didn't know which she wanted to do of the two leading roles in "My Sister Eileen," Charlie Marrin substituted "The Talk of the Town," as the vehicle on Friday's CBS Playhouse program. . . . The Cornelia Otis Skinner-Roland Young part of the new Dinah Shore program, which bows in tomorrow, will emanate from the East and will be directed by Day Tuttle. . . . Harry Ackerman will direct the "Aldrich Family" for the next few weeks, pinch hitting for Tuttle. . . . Arthur Moore leaves Monday for the Coast to supervise the Dinah Shore program.



● ● ● Ted Malone's "Between the Book-ends," a daily feature heard over the Blue Network, is worth "a listen" . . . soft words, informally presented on a cushion of velvet organ music. . . . Jerry Cooper, the "Keep Ahead" liner, leaves for Hollywood in November to be featured in Monogram's "Mad Rhythm" . . . Low and High "somethingorother" . . . Herman Yorks, who played a bassoon solo on a Sunday "Basin Street" program, repeated as a soloist on that program the following week. . . . on the piccolo . . . Gertrude Lawrence's second guest artist for the Revlon program will be Walter Pidgeon. . . . Pidgeon arrived on the same train with Frank Sinatra, (in fact had the adjoining bedroom) and according to his own words, as far as the "reception committee" was concerned, he was just another "bird" who happened to be on the same train with the "Great Sinatra" . . . Jimmy Lytell, the Blue (Clari) Networker has solved the problem that plagues so many young parents. . . . how to make the infant eat its cereal. . . . Junior Lytell, age six months, "itts opp oll de frina" (with apologies to Milt Gross) only when maestro Lytell gives out with notes from the clarinet. . . . The seven-point advance in the Crossley rating of the Davis-Haley program, could easily have been responsible for the fact that Joan was left almost speechless. . . . but the truth is that the day after the rating was announced, the comedienne contracted a severe case of laryngitis but insisted on going on the program. . . . director Tom McAvity, however, had a substitute program ready "just in case," paraphrasing Samuel Goldwyn, "included Joan out" . . .



● ● ● CBS will launch a new program, "The Lid's Off," Monday to be heard 5:53 p.m. five times a week. . . . Three Sisters, and Vera Holley will vocalize with Jeff Alexander's Band. . . . Eddie Dunn will be the comic. . . . Starting Monday, Perry Como will be heard at 4:45-5:00 p.m. daily over CBS and will retain that spot, when he leaves in two weeks, on a picture assignment in Hollywood. . . . Gwen Davies, Bobby Sherwood Vocalist, leaves the band end of next week. . . . Kate Smith fans have a treat in store. . . . the first program, Friday, will feature a dramatic scene from the "Two Mrs. Carrolls," starring Elisabeth Bergner and Victor Jory. . . . Have a Chuckle: Meyer Davis, a newspaperman—turned maestro—turned producer, tells of his cub reporter days in Washington, D. C. . . . once, when barred from the scene of a crime by a burly minion of the law, Davis protested, "but I've been sent by the editor of my paper to do the murder" . . . "You're too late," was the brusque reply, "the murder's been done" . . .



—Remember Pearl Harbor—

CHICAGO

By BILL IRVIN

**T**HE University of Chicago round table, oldest educational program continuously on the air, will be heard a half hour earlier—1:30 EWT—beginning Sunday, Oct. 3. The program, which last Sunday marked its 500th broadcast on NBC, is heard over more than 100 network stations.

WGN's early morning "Farm Hour" will be heard an hour earlier—5:30-6:00—beginning Monday, Oct. 4. Program features livestock estimates, market news and general information of interest to farmers. Ray Streeter is announcer.

Nancy Martin, regular vocalist on the Blue Network's "Breakfast Club," goes to Youngstown, Ohio, to act as mistress of ceremonies at a Policemen's benefit Saturday and Sunday, Oct. 2 and 3.

It's a girl for the Ell Henrys, their first born. Ell is WLS publicity director. Youngster, who has been named Judy Crain, arrived last week at Evanston Hospital weighing six pounds, 11 ounces.

John M. Wehrheim, assistant auditor for NBC central division, and Mrs. Wehrheim became parents of a six and a half pound girl at St. Francis Hospital in Evanston on Sept. 12. Daughter has been named Patty Jo.

Paul Brentson, WBBM announcer and newscaster, had the police at his house one morning recently and the whole affair is entered on the police blotter of Chicago's town hall station. A new daughter is the cause of it all. Due to arrive Sept. 25, she arrived on the 15 instead. At 8:30 of the morning of the 15 a frantic Paul was calling his physician while a calm Mrs. Brentson said she didn't think he'd get there in time. The doctor advised calling the police. At 8:55 a.m. in the Brentson living room two smiling policemen and a shaken father were gazing at the newest member of the family, who weighed in at six pounds, 7½ ounces. Mother and daughter doing fine at St. Luke's hospital, but Paul has a bad case of jitters.

The National Barn Dance cast will celebrate the program's tenth radio anniversary on next Saturday night's broadcast (Oct. 2).

Ruth Slater, WGN contralto, christened a new victory fleet cargo ship Monday, Sept. 27 in Tampa, Florida. Miss Slater was invited to take part in the christening by the U. S. Maritime Commission. The ship was named for her father, the late Willis A. Slater, a pioneer in the construction of reinforced concrete cargo ships.

Jane Rice, with WIBA, Madison, Wis., for the past 13 months, has rejoined the Russel M. Seeds agency as assistant to Harry Mauss, copy editor.

**Irene Rich On Air 10 Years**

On Sunday, October 3, Irene Rich will chalk up 10 years of consecutive radio broadcasting sponsored by one product, Welch Grape Juice, which will accord the CBS star the unique distinction of being the only network star to attain this enviable goal.

**NEW BUSINESS**

Schenectady, N. Y.: Par-Motor Sales, through Leighton, 6 spots; Pan American Bureau, through J. M. Mathes, participation in "Market Basket" 3, 3 per week; Musterole Co., Erwin, Wasey Co., Inc., 30 per week; Standard Brands through Ted Bates, Inc., 130 per week; Pennick & Ford, Abbott Molasses, through J. Thompson Co., "Market Basket" participation, 16 weeks, 3 per week; Grove Laboratories, Inc., Donahue & Coe, Inc., "House-hats" participation, 16 weeks, 1 per week; Wm. H. Wise, modern encyclopedia, through Huber Hoge, "Market Basket" participation, 1 per week; Wilson & United States Advertising, "Market Basket" participation, 1 per week, 26 weeks; Hudinger Co., elastic starch, through Ralph Inc., 1 spot per week, 13 State Theater, 3 spots per week; Spaulding Bakeries, min. pgm. spots, 3 per week; United States Baking Co., 2 per week, 30 weeks; RKO-Radio, Inc., "Household Chats" and "Market Basket" participation, 14 Rex Research Corp. through agency Co., 3 spots per week; Manhattan Soap Co., Franklin Bruck Advertising news programs, 3 per week; State Savings Bank Association through Ruthrauff & Ryan, Inc., "Clock" spots, 3 per week; Chef Boy Dee Quality Inc., through McJunken adv. "Market Basket" participation, 13 weeks; General Co., through BBD&O, "House-hats" participation, 2 per week, P. Duff & Sons, Inc., through Bothwell, 4 spots per week.

**Bond Sales Set Newark By Radio Show**

The nation's record for bond sales was broken at the Theater here when 3,200 paid \$2,398,979 in War Bonds to special broadcast of Informa-tion. Sales to representatives Jersey business firms brought for the night to \$277,398,975. Surprise visitor, Vice-President congratulating the audience it to be a most magnificent "It proves," he said, "that non man is out to win this use the common man means Admission to the theater bond purchase only. Cheaper at \$50. The better reserva-tion \$10,000 each.

**Wanted To Buy**

Equipment for 250 Watt trans- including transmitter, tower and equipment. Will buy all or any Write RADIO DAILY, Box 756, Roadway, N. Y. C.

**WHO'S WHO IN RADIO**

**RALPH N. WEIL**

**O**UT of the Midwest comes soft-spoken Ralph N. Weil, general manager of WOV, who after one year on the job, has balanced that New York foreign-language station's time with enough English-speaking programs to put it on the radio map.

Saying little, yet accomplishing the impossible, Ralph Weil is easily approachable, open to new ideas, which may be one of the reasons that WOV has won three national radio citations during the past year, including an NAB award. But putting things over is nothing new to this energetic station director. From a modest beginning selling local time on his hometown station, Milwaukee's WISN, he worked his way up in seven years to the managership of the 5,000-watt CBS outlet. A better post offered, and he went to Chicago as manager of International Radio Sales, where he put in a five-year stint before coming to New York.



Ralph N. Weil

Background for all this is graduation from the University of Pennsylvania's famed Wharton School of Finance and Commerce. Going out for athletics, Ralph Weil made the U. of P.'s track and rifle teams. Perhaps this was the reason that attracted him, soon after graduation, to the strenuous life of a U. S. Navy pilot with the rank of ensign. The small gold insignia he invariably wears in his lapel are miniature Navy wings. Since Pearl Harbor he's been doing his bit as a communications officer for the Civil Air Patrol.

A family man, Ralph Weil lives in Riverdale, a New York suburb, with his wife and their son Spencer, who is quite a young man now at 7½. Naturally, this happy home boasts a pet, a cute boxer named "Boots." As for hobbies, they used to be Latin American cruises, which have been halted for the duration.

**Staff Changes At CBC; Allan Heads Drama Dept.**

Montreal—Andrew Allan has been appointed supervisor of drama for the CBC and will take up his new duties on October 1, with headquarters in Toronto. He has been head of the drama department in CBC's Vancouver studios for the past three years.

The announcement was made by E. L. Bushnell, general supervisor of programs. Mr. Bushnell also confirmed two other appointments.

Charles Jennings, who has been supervisor of program planning for the past four years, has been made assistant supervisor of programs, and R. S. Lambert, formerly educational advisor to the CBC, is now supervisor of educational broadcasts. All have their headquarters at the National Program office, 55 York Street, Toronto.

**Allen 12 Years in Radio**

Andrew Allan, who has been for the past three years head of the drama department in CBC's Vancouver studios, began his radio career 12 years ago in Toronto, and since then he has taken an active part in radio drama in England and America.

He produced radio programs from London for continental stations before the war and also worked with BBC. He knows radio as actor, writer and producer. Born in Scotland, 35 years ago, Allan has lived in Canada and the United States most of his life with occasional trips to England and Australia.

Charles Jennings, who has been appointed assistant supervisor of programs, has been in Canadian radio since 1928. He was announcer for

**Tris Coffin Appointed CBS Wash. Correspondent**

Washington Bureau, RADIO DAILY

Washington—Appointment of Tris Coffin as CBS Washington correspondent has been announced by Robert S. Wood, Washington Director of Public Affairs. Coffin has been serving as special assistant to OWI Director Elmer Davis, in which position he was also secretary of the Joint Committee on Information Policy, representing British and American information chiefs in Washington.

many early commercial broadcasts before becoming chief news announcer for the CRBC. He went to the national program office of the CBC in 1938 and has since been responsible for program planning, for international exchange features, and has taken active part in such historical events as the Hyde Park broadcast of July, 1937, when President Roosevelt spoke to Canada on the occasion of the celebration of the Dominion's 70th birthday.

R. S. Lambert, who has been appointed supervisor of educational broadcasts, has been with the CBC since 1939. He has a long record of service in the fields of education, radio and journalism, was born in England and is a graduate of Oxford. He is the author of numerous books and in 1942 arranged the first series of national broadcasts to schools on the CBC network, with the co-operation of the education departments of the nine provinces of the dominion. He was the founder, and first editor of "The Listener," BBC's internationally known literary weekly.

**AGENCIES**

RUTHRAUFF & RYAN, INC. has been named to handle the radio campaign for the \$13,000,000 Chicago Community and War Fund drive. The drive, which starts October 1, will run for seven weeks. Ros Metzger, vice-president and radio head of the Chicago R&R office, assisted by his entire staff, will handle everything of a radio nature for the campaign—spots, speakers and special programs.

LADY ESTHER, LTD., announces the appointment of the Biow Company as its advertising agency, effective immediately.

WILLIAM T. CAVANAGH, former program production manager of WTAG, Worcester, Mass., is now heading the newly reorganized radio department of The Blackstone Co.

DALE CARNEGIE INSTITUTE has appointed S. Duane Lyon, Inc., to handle its advertising. Chester J. Radven is the account executive.

WILLIAM HERRINGTON has been appointed director of research for the Geyer, Cornell & Newell agency, it has been announced by B. B. Geyer, president. Herrington resigned as research director of the Leo Burnett agency in Chicago to accept his new post. He previously served as research director of Blackett, Sample & Hummert, and assistant research director of J. Walter Thompson, Inc.

**Safety Award Goes to Blue**

An award for "Distinguished Service to Safety" will be presented to the Blue Network by the National Safety Council during the broadcast of "Men, Machines and Victory" on Monday, Oct. 4, at 10:15 p.m., EWT. The award is given the network for the contribution made to "Save Manpower and Warpower." Colonel John Stilwell, president of the council, will make the award and Mark Woods, president of the Blue, will respond.

**WENR**  
*Blue Points*

For a Chicago shoe chain WENR produced 10 times as many sales as were expected!

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

# Radio's Bond Rally Plans Gain Momentum

(Continued from Page 1)

to the star-studded performance already tops the million-and-a-half mark after only two days of radio announcements. A capacity house is expected with a \$3,000,000 gross, according to Major Leslie Thompson, director of the Victory Square tent.

Lineup of talent, which includes almost every big name from radio, stage and screen in New York, will be emceed by Rudy Vallee, from 9 to 10; Zero Mostel, 10 to 10:30; Bert Lytell, 10:30 to 11, and Ed Sullivan, 11:15 to 12. Novel is the scheduled appearance of Frank Sinatra and Perry Como, together with Rudy Vallee, during the 11:35 to 12 period. As previously announced, Lt. Rudy Vallee and his "Lucky Leventh Coast Guard Band" from California will provide the musical background. This will be Rudy's first appearance in the East in three years.

### Allocations Listed

With yesterday's acceptance by WOR of the 11:45 to midnight bracket and some revisions among the other stations, broadcast time is now allotted as follows: 9 to 9:30—WEVD, WNEW; 9 to 10—WINS, WNYC; 10:30 to 11—WHN; 11:15 to 11:30—WEAF; 11:30 to 12—WABC, WJZ, and WNEW from 11:35 to 12. WMCA and WOV are also arranging time. Prospect now is that BBC may carry the show for a program to London.

Invited to speak in behalf of the radio industry is Niles Trammell, president of NBC and chairman of the Radio Division of Commerce and Industry. W. Randolph Burgess, State chairman of the Third War Loan drive, is also slated to address the great entertainment-rally.

### Sauter Enthusiastic

James E. Sauter, chairman of the Entertainment Committee of the Treasury's War Finance Committee, predicts that the show will be "the biggest four hours since the tent opened." He reports that Ted Gamble, national director of the Third War Loan drive and special assistant to the Secretary of the Treasury, phoned him to say that the Treasury was extremely happy with the great assistance that the Third War Loan has received from every part of the radio industry—talent, producers, stations—and all the rest of show business. From New York headquarters of the Third War Loan drive, Dwight B. Herrick, on loan to the Government from NBC, says: "Each individual radio station and network have offered their facilities and services without stint throughout the Third War Loan."

# "Forty Chicaqoans" Show Goes Off The Air Tonight

Chicago—WBBM-CBS' "Forty Chicaqoans" with Caesar Petrillo and his orchestra, featuring the singing of Danny O'Neil makes its final appearance, today on WBBM-CBS 11:05-11:30 p.m., CWT.

# ACLU Asks Cox Replacement As Head Of FCC Investigation

(Continued from Page 1)

against the Commission, as outlined by the chief counsel, Eugene L. Garey of New York. "Instead of permitting testimony by the Commission's representatives on charges as grave as these," says the Union, "the Committee heard a long succession of hostile witnesses and denied the repeated requests of Commission representatives to reply. One commissioner, representing a minority view on many issues, testified briefly; the chairman was called on one issue of military information; the Commission's counsel testified on one narrow point and its chief engineer on another; and the head of the New York legal staff was put on the stand for two and a half days in the role of defendant in a criminal trial."

### Cites "Language" Angle

Union points out that the testimony before the Committee mainly concerned the relations of the FCC and foreign language stations, particularly those doing Italian and German broadcasts. The charge is made that the inquiry was conducted primarily for the purpose of building up a case in the press against the Commission and "deliberate facts were pursued to that end." It is thus evident" says the Union, "that the testimony revolved chiefly around the wartime activities of the FCC in allegedly pro-Fascist propaganda in the Italian and incidentally, German languages. The attempt was made to prove that the FCC had indirectly brought pressure to bear through its licensing power to cause the discharge of suspected pro-Fascists. The inquiry so far conducted forces the conclusion that it was not designed to carry out the will of the House for a fair and impartial appraisal of the facts, but was directed to exploiting a case already prejudged, in the interest of personal grievances of the chairman and of powerful forces determined to discredit governmental regulation of radio."

### Personal Prejudices

In addressing the members of the House, the Union said: "Legislative investigations of administrative agencies are too valuable a function in our democracy to be discredited by personal prejudices, and powerful private interest . . ."

The memorial reprints various editorials from newspapers which have denounced the conduct of the committee while the memorandum lists eight charges as shown by the record which the Union regards as violations of the rights of "the greatest of all instruments of free speech—radio."

### Eight Charges Listed

Charges listed by the ACLU are as follows:

1. The entire inquiry so far conducted has been given over to charges and accusations, largely unsupported by evidence, without a chance for the Commission to reply.
2. The entire inquiry has been directed to securing press publicity un-

favorable to the Commission by broadcasting sensational charges in advance of any hearing, and unsupported by evidence; and by staging hearings to capture headlines for hostile speeches by the chairman and counsel and for testimony damaging to the Commission.

### Charge "Grudges" Aired

3. The inquiry obviously is colored by the personal grudges and prejudices of the committee chairman.

4. The committee's general counsel has grossly violated all the canons of a fair inquiry and revealed a bias as great as that of the chairman.

5. Star chamber proceedings have marked the proceedings through calling witnesses in private before counsel to give testimony under oath without the presence of any member of the committee.

6. Testimony to discredit the Commission was encouraged, neutral testimony was distorted, favorable evidence was suppressed.

7. Testimony ran without restraint all over the field, far even from the charges outlined by counsel, and often of the most trivial or irresponsible sort if it could be used to discredit the Commission. The record shows that almost two-thirds of all . . . "testimony" was the Committee's own words—from the mouths of the chairman, counsel and investigators!

8. The free speech issue, the "prime factor" announced by the chairman, was touched on only in relation to pro-Fascists on foreign-language stations.

### List of Signers

The Memorial is signed by the following:

Prof. Charles A. Beard, historian, New Bedford, Conn.; Thomas R. Carskadon, chairman, Committee on Radio, Civil Liberties Union; Prof. George S. Counts, Columbia University, Teachers College, New York; Prof. Robert E. Cushman, Dept. of Political Science, Cornell University; Morris L. Ernst, general counsel, ACLU; Christian Gauss, Dean, Princeton University; Arthur Garfield Hays, general counsel, ACLU; William Allan Neilson, Connecticut, former president, Smith College; Jennings Perry, editor, "Nashville Tennessean"; Prof. I. Keith Tyler, director Institute for Education by Radio, Ohio State University; Clarence L. Watts, attorney at law, Huntsville, Ala.

### Galen Drake Gets New Sponsor

Hollywood—Climaxing seven years of advertising on station KNX and the Columbia Pacific network, the makers of Soil-Off will launch still another network feature from Columbia Square on September 27. The new Soil-Off show will present Galen Drake in a 52-week series of his characteristic, informal talks, airing to Coast stations from 5:00 to 5:15 p.m., PWT, Mondays, Wednesdays and Fridays.

# NBC-CBS Launch Big Campaigns In Chicago

(Continued from Page 1)

nouncements and live and transcribed quarter-hour programs.

Both networks are conducting similar campaigns in other cities where station affiliates are located. The Chicago campaign started Sept. 24 with the full page newspaper ads, which are to be followed by additional advertisements for the next two weeks. J. Walter Thompson is handling NBC account.

Promotion on WMAQ includes between 11 and 14 station break nouncements daily during the period and a weekly live and transcribed quarter-hour program on the "Part of Stars" theme. In addition, more than 1,700 car cards are being used in elevated trains of the Chicago Rapid Transit Co., in suburban trains of the Illinois Central Railroad and the Chicago and North Western Railway, and in Chicago and Evansville, Ill., busses.

# "Mother & Dad" Sponsor On CBS Net Of 39 Stations

The Allegheny-Ludlum Steel Corporation will begin sponsorship of CBS sustaining feature program "Mother and Dad" on 39 stations the network Saturday, October 2. It is the steel corporation's first campaign on Columbia.

"Mother and Dad" was first introduced on CBS in August, 1942, under sponsorship will be presented at a new time—Saturdays from 5:30 to 6:00 p.m., EWT. Its present form will be retained, that of a friendly "get together" in "Mother and Dad" living room, interspersed with social and homely philosophies. Charles Allen and Parker Fennelly have the title roles.

Commercials on the program will be institutional. The agency handling the account for Allegheny-Ludlum is Walker & Downing, Pittsburgh.

# New Women's Program Starts On WOR, Oct. 5

Bloomingdale Brothers, New York department store, will begin a new women's program, featuring Tobe, an internationally known fashion authority, over WOR Tuesday, Oct. 5, from 11:45 a.m. to noon, EWT. Show will be heard Tuesdays and Thursday, will be concerned with questions of timely interest to the distaff side. Response is angled via offer of a ten-dollar merchandise certificate to each person who suggests a main topic to be used. H. W. Fairfax Agency, Inc. handled the 52-week contract. William Crawford is the WOR account executive.

### KARM Takes PA Service

Clyde F. Coombs, manager of KARM, Fresno, California, announces that the station has contracted with Press Association, Inc., for the special AP radio news wire.



**34% More Volume  
THAN ANY OTHER AUGUST  
IN OUR ENTIRE HISTORY**



\*There's a reason why smart time-buyers are increasing their WAAT schedules in America's 4th largest market — why there are only a few choice fall availabilities still open. Write, wire or phone before it's too late! WAAT, 15 Hill Street, Newark 1, N. J.

*National Representatives (Outside New York Area) Spot Sales, Inc.*

**WAAT**

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

*\*Do you realize this market contains over 3½ million people; more than these 14 cities combined: — Kansas City, Indianapolis, Rochester, Denver, Atlanta, Dallas, Toledo, Omaha, Syracuse, Richmond, Hartford, Des Moines, Spokane, Fort Way*

# RADIO DAILY

The National Daily Newspaper of Commercial Radio and Television

OL. 24, NO. 64

NEW YORK, N. Y., THURSDAY, SEPTEMBER 30, 1943

TEN CENTS

## AFM Signs Decca-WBS

### Radio Censorship Irritates Newsmen

A regular luncheon and discussion meeting of the Overseas Press in the Press Club yesterday, at which Drew Pearson was originally scheduled to make an off-the-record speech on censorship, was turned into an exchange of verbal bombshells when Pearson, in a last-minute shift, decided to speak for quotation. Contributing to the barrage of revelations regarding hidden control of the news in the air and in the press were Phil Brown, William L. Shirer, Wal-

(Continued on Page 7)

### Capital Rumors Have Cox Relinquishing Probe Post

Washington Bureau, RADIO DAILY Washington—"His reports will be wiped upon" said the Washington Post, Scripps-Howard daily here, after a picture of Rep. E. E. Cox. Cox's picture appeared under a three-column story slugged "Will Act to 'odorize' Selves." The story referred to members of the House of Representatives.

The story, written by Ruth Sarles, (Continued on Page 2)

### WOW Seeks To Buy KGNF, North Platte

Omaha—Radio station WOW, yesterday announced it has purchased station KGNF at North Platte, Nebr., subject to approval of the FCC. An application seeking the transfer of KGNF license to WOW, Inc., was filed by John J. Gillin, Jr., president of WOW, Inc., with the Commission (Continued on Page 2)

### Next Big Job

With radio finishing its participation in the Third War Loan this week, leaders are already turning their attention to the next big nationwide job—selling the National War Fund message. Industry already is co-operating with OWI in allocating for next month. Radio's importance in the success of war-effort drives has been recognized frequently.

### Tasty Fan Mail

Ogden Nash, he of the versified erudition on "Three Ring Time" over CBS on Mondays, this week asked why boxed assorted candy can't be identified—creams, jellies, nuts, etc., thereby eliminating nibbles and throwbacks, finger-nail jabs, etc. Whereupon one of his public, Fred Amatulli, Whitman Candy exec, sent him a big box of their special, showing that every piece is actually listed.

### Television Tryout Set By N. Y. Police

Practical use of television as an aid to police detection will be demonstrated for the first time on Sunday, Oct. 3, when the Bureau of Missing Persons of the New York City police department will utilize the facilities of the Du Mont Television station, W2XWV, to flash pictures of missing people over the airwaves.

Will Baltin, director in charge of program production at the Du Mont (Continued on Page 7)

### Wartime Radio Meeting Called By Mo. College

Columbia, Mo.—Leaders of the radio industry will gather at Stephens college, Columbia, Nov. 19, 20 and 21 for a regional wartime radio conference sponsored by the Association for Education by Radio.

Several hundred are expected to (Continued on Page 2)

## Benny Back From War-Zone, Healthy, Happy And Heavier!

### Westinhouse Execs. Dine With Adv. Men In Chicago

Chicago—More than 100 Chicago advertising executives were guests of Westinghouse Radio Stations, Inc., at a luncheon held yesterday in the Drake Hotel. The meeting was addressed by Robert Bellaire, foreign correspondent and radio commentator and former manager of the United (Continued on Page 2)

## Direct Payment To Union New Feature May Cost Industry Many Millions; Victor-CRC Join Panel

### FCC Challenged Twice On Equipment 'Freeze'

Washington Bureau, RADIO DAILY Washington—Appearing yesterday before the FCC, Philip J. Hennessy, Jr., representing the Tribune Co., licensee for WFLA, Tampa, Fla., challenged the Commission's position that the equipment freeze policy of April, 1942, would be violated were WFLA to be granted permission to increase its power from one to five kilowatts nights, and make corresponding (Continued on Page 4)

### AFRA-Equity Meet; Reports Progress

Negotiations for the formation of a combined talent union went forward yesterday at a joint meeting of representatives from Actors' Equity, Chorus Equity, AFRA and AGMA. No definite statements were made as to (Continued on Page 2)

### Appoint Woman Lawyer To Network Legal Dept.

Geraldine Zorbaugh has been appointed assistant to Robert D. Swezey, legal counsel of the Blue Network, replacing Ronald B. Jamieson, Mrs. (Continued on Page 2)

Contract unique in the history of the musician and recording business was initiated late last evening by James C. Petrillo president of the AFM and Milton Diamond, representing Decca Records and World Broadcasting System, whereby monies over and above regular musician wage scales will be paid into an AFM "unemployment fund" by the recording (Continued on Page 6)

## 'United Nations Night' Aims At \$3,000,000

Officials in charge of "United Nations Night," radio's all-out effort to bring the industry's New York participation in the Third War Loan to a smashing climax, expect a sellout house and sale of \$3,000,000 in bonds at the rally which will be held tonight from 8 p.m. until midnight in the circus tent at Victory Square, (Continued on Page 4)

### CBS Symphony Conductor Takes Over NBC Program

Howard Barlow, conductor of the CBS Symphony orchestra, and guest conductor of the New York Philharmonic, has been selected to succeed (Continued on Page 2)

### Good-Neighbor Guest

Ernesto Lecuona, Cuba's famous composer-pianist who is now in the States and will make his concert debut Carnegie Hall Oct. 10, Cuban Liberation Day, has accepted two radio invitations, one on "U-Tell-Em" over WOR today from 9-9:30 p.m., and the other on WINS under auspices of USO. That program will be heard on Sunday, Oct. 3, from 4:30-5 p.m.

(Continued on Page 4)



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JOHN W. ALICOATE : : : Publisher

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

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## FINANCIAL

(Wednesday, September 29)

### NEW YORK STOCK EXCHANGE

	High	Low	Close	Net Chg.
Am. Tel. & Tel.	156 3/8	156 1/8	156 3/8	+ 1/4
CBS B	23 1/8	23	23 1/8	+ 1/8
Gen. Electric	38 1/4	37 7/8	38	+ 1/8
Philco	23 3/4	23 1/2	23 3/4	+ 1/8
RCA Common	10 1/8	10	10 1/8	+ 1/8
RCA First Pfd.	70 3/4	70 3/4	70 3/4	+ 1/4
Stewart-Warner	12 3/8	12 1/8	12 3/8	+ 1/4
Westinghouse	97 1/8	96 3/8	97 1/8	+ 3/8
Zenith Radio	34 1/2	34	34	

NEW YORK CURB EXCHANGE		
	Bid	Asked
Nat. Union Radio	2 7/8	2 7/8

OVER THE COUNTER		
	Bid	Asked
Farnsworth Tel. & Rad.	8 3/8	8 7/8
Stromberg-Carlson	10 7/8	11 1/8
WCAO (Baltimore)	20	23
WJR (Detroit)	27 1/2	29 1/2

## Appoint Woman Lawyer To Network Legal Dept.

(Continued from Page 1)

Zorbaugh, a graduate of New York University and the NYU Law School, was formerly associated with the law firm of Crawford & Sprague, New York, and previously with the legal department of the National Broadcasting Company. She is the wife of Professor Harvey Zorbaugh, head of the department of sociology at NYU.

## CBS Symphony Conductor Takes Over NBC Program

(Continued from Page 1)

Alfred Wallenstein as director of the "Voice of Firestone" heard Mondays on NBC at 8:30 p.m., EWT. Barlow will conduct his first program on Oct. 11.

## Wanted To Buy

Complete equipment for 250 Watt transmitter including transmitter, tower and studio equipment. Will buy all or any part. Write RADIO DAILY, Box 756, 1501 Broadway, N. Y. C.

## Wartime Radio Meeting Called By Mo. College

(Continued from Page 1)

attend the conference with representatives from NBC, CBS, and Mutual, various radio stations, advertising agencies, colleges and public schools, civic organizations, governmental agencies, and participating Stephens students. This is the second of these conferences to be held on the Stephens college campus.

Willard D. Egoft, newly appointed head of public and industry relations of the NAB executive staff, will be one of the speakers at the conference. Other speakers will include Major Harold W. Kent, educational division, War Department; Dorothy Lewis, co-ordinator of listener activities, NAB; Peggy Cave, president Women Directors Association; Forrest Whan, regional vice-president Association for Education by Radio. Madame Wellington Koo, wife of the former Chinese minister to France, will also be one of the speakers on campus for the conference.

In addition to studying the role of radio in the post-war world, problems of the individual station in relation to area will be emphasized at this time.

## Westinghouse Execs. Dine With Adv. Men In Chicago

(Continued from Page 1)

Press, Tokyo bureau. Bellaire, who was presented by Lee B. Wailes, general manager of Westinghouse stations, told of his experiences during his six-month-internment in a Japanese prison camp after the outbreak of war on Dec. 7, 1941.

The luncheon was arranged by Oliver Morton, manager of the NBC central division local and spot sales department, and was designed merely as a get-together for Westinghouse radio officials from the headquarters office at Philadelphia and the Chicago advertising fraternity. Westinghouse representatives present, in addition to Wailes, were Walter Evans, vice-president; A. McDonald, sales manager, and W. B. McGill, advertising manager. Station representatives of the company attending were C. S. Young, manager, and C. Herbert Masse, sales manager of WBZ and WBZA, Boston; Leslie Joy, manager, and John S. De Russy, sales manager of KYW, Philadelphia; J. E. Baudino, manager, and Frank V. Webb, sales manager, of KDKA, Pittsburgh, and J. B. Conley, manager, and Paul Mills, sales manager, of WOWO and WGL, Fort Wayne, Ind.

## War Books To Be Dramatized

Three stirring war books of our times will be dramatized on "Words at War" during the first three weeks in October when the NBC series on books of World War II goes to a new time of 11:30 p.m., EWT, beginning Tuesday, Oct. 5. "83 Days: The Survival of Seaman Izzi," by Mark Murphy, will be heard on Oct. 5, followed on Oct. 12 by Etta Shiber's "Paris-Underground," and on Oct. 19, by "C/O Postmaster," the Corporal Thomas R. St. George humorous tale.

## Capital Rumors Have Cox Relinquishing Probe Post

(Continued from Page 1)

reported off-the-record discussion among House members. No members were named, but Miss Sarles reported that a strong resentment against Georgia quizzer of the FCC is spreading through the chamber. Cox put the House on the spot, is their feeling, and they are now saying: "All right, let him take the consequences."

Miss Sarles reports also that House members agree privately that if the House Judiciary Committee had wished, it could have acted on the petition of Commissioner C. J. Durr that it study the fitness of Cox to chair the current investigation. Judiciary Chairman Hatton W. Summers notified Durr earlier this month that the committee had decided it would not act.

That the numerous attacks against him are getting under Cox's skin is evident from the number of rumors floating around Capitol Hill as to what he will do. That heard most often—although it hardly seems that it could be accomplished—is that Cox will attempt to turn his chair over to the Virginian, Howard E. Smith, and take the chair of Smith's blank-check committee which has blanket authority to investigate any government agency and is expected to give the OWI a going over before too long.

## AFRA-Equity Meet; Reports Progress

(Continued from Page 1)

what transpired at the session, as plans are still in an embryonic stage and there are many details yet to be discussed. Delegates will meet again at 11 a.m. on Wednesday, October 6.

## Change WOR Program Hours

In order to give listeners a chance to hear two morning commentary programs conveniently, the times of WOR's Bessie Beatty and Alfred W. McCann Pure Food Hour programs have been changed to form a solid block with 15 minutes of news. Effective Monday, October 4, McCann's Pure Food Hour, heard previously at 10 a.m., will be broadcast Monday through Friday from 9:30 to 10 a.m. On the same date Bessie Beatty will be heard, also Monday through Friday, from 10:15 to 11 a.m., moving up an hour from her former 11:15 a.m. time.

## Male Wanted in New York City

Full charge bookkeeper, preferably experienced in publication work. Knowledge of typing necessary—salary open. Write full details—draft status. Box No. 759, Radio Daily, 1501 Broadway, New York City.

## COMING and GOING

CHARLES MORIN, newly appointed Eastern sales manager for the Columbia Pacific Network and KNX, Los Angeles outlet of CBS, has arrived in New York to make his permanent headquarters here in the Radio Sales division of the web.

WALLY BEAVERS, program director of WCOL, Columbia, Ohio, who paid a call yesterday at the offices of the Blue Network, plans to leave for the home offices today.

LEE B. WAILES, general manager of Westinghouse Radio Stations, Inc.; B. A. McDONALD, sales manager, and W. B. MCGILL, advertising manager, are in Chicago for a sales meeting. They are accompanied by LESLIE JOY, general manager of KYW, Philadelphia, and JOHN S. DE RUSSY, sales manager of the station.

CHARLES M. ROBERTSON, JR., president of the Ralph H. Jones Company, Cincinnati advertising agency, has returned to New York following a few days at the Ohio offices.

GENE WILL KEY, program manager, and CARTER PARHAM, commercial manager, both of WOOD, CBS affiliate in Chattanooga, left for Tennessee yesterday after a visit at network headquarters.

ABE LASTFOGEL, executive of the William Morris Agency and head of USO-Camp Shows, leaves for the West Coast this week-end.

LOUIS T. MARSH, program director of WMRN, who has been visiting in New York, leaves today on the return trip to his Marion, Ohio, offices.

JAMES D. CARPENTER, manager of WKBB, Blue Network's outlet in Dubuque, leaves tomorrow for the Iowa home offices. He has been in New York all of this week.

## McClintock Board Head Of Bundles For America

Miller McClintock, president of Mutual, has been named chairman of the board of directors of Bundles for America.

## WOW Seeks To Buy KGNF, North Platte

(Continued from Page 1)

in Washington. Gillin said. "WOW, Inc., seeks to change KGNF from a daytime outlet, on 1,460 kilocycles, to a full day-night operation, on 1,240 kilocycles, with an NBC network affiliation. KGNF was established in 1930, and has been operated since that time by the Great Plains Broadcasting Company, of which W. I. LeBarron is president."

## MILDRED BAILEY

WTAG's Hostess



Central New England women appreciate her daily "housewife" approach.

**WTAG**  
WORCESTER



**Some National Accounts  
Now On W-I-T-H**

*Atlantic Refining Co.*

*Foodex*

*Ward's Bread*

*American Chicle*

*Jests*

*Medrex*

*Dr. Pierce*

*Seaboard Finance*

*Mercirex*

*Resinol*

*Stanback*

*Sunway Vitamins*

*Royal Crown Cola*

*Rem*

*Pepsi Cola*

*True Story*

*Supersuds*

*Bond Bread*

*Gold Medal Capsules*

## **SIX OUT OF EVERY TEN!**

A leading car dealer and service station invested some money into radio to buy used cars.

Although the time allotted to Station W-I-T-H represented only one-sixth of the total appropriation, this station accounted for

**SIX OUT OF EVERY TEN RETURNS!!!**

One more example proving the fact that Station W-I-T-H does a great sales job in Baltimore.

**THE PEOPLE'S VOICE IN BALTIMORE**

**On the air 24 hours a day—seven days a week**

**WITH**

Represented Nationally  
by Headley-Read

Tom Tinsley, President

## 'United Nations Night' Aims At \$3,000,000

50th Street just west of Sixth Avenue. Prepared by the United Theatrical War Activities Committee, the affair will feature talent headed by Lt. Rudy Vallee and his "Lucky Leventh Coast Guard Band" from California.

The sub-committee has arranged for these entertainers for the evening of broadcasting to be drawn from the following pool: Joan Blondell, Allan Jones, Virginia O'Brien, Glenda Farrell, Double Daters, Bea Wain, Walter O'Keefe, Ralph Edwards, Perry Como, the Ink Spots, Zero Mostel, Diane Courtney and the Jesters, the Korn Kobblers, "Can You Top This?" with Harry Hershfield, Joe Laurie, Jr., and Senator Ford, Nan Rae and Mrs. Waterfall, Kay Lorraine, Barry Wood, Phil Baker, Johnny Morgan, Billie Burke, Ed Sullivan, Jerry Lester, Henny Youngman, Rose Blaine, Joan Brooks, Frank Sinatra, Conrad Nagel, Walter Pidgeon and Lana Turner.

Broadcast time is now allotted as follows: 9 to 9:30—WEVD., WNEV; 9 to 10—WINS, WNYC; 10:30 to 11—WHN; 11:15 to 11:30—WEAF; 11:30 to 12—WABC, WJZ, and WNEW from 11:35 to 12. WMCA and WOV are also arranging time. Prospect now is that BBC may carry the show for a program to London.

## Benny Back In Town; Entertained In Africa

(Continued from Page 1)

they will hasten a final victory against the Axis.

Although Benny was not the first USO unit to entertain our troops in Africa, he did enjoy the distinction of being the No. 1 American entertainer to catch up with our boys in Italy. This came about, he explained, when he reached a point in Sicily where they were to entertain and found that the troops had moved on to the Italian front. Benny followed them and upon catching up with the outfit heard a tough sergeant say: "Jack Benny—what the h— are you doing here?"

Jack regards our American troops abroad as "the greatest audience in the world." He declares their morale is great and recommends our sending more entertainment to them.

Greeted by his wife, Mary Livingstone, and other radio co-workers upon his return to New York, Jack immediately went into conference with his script writers on the first NBC radio show which is scheduled to originate in New York on Sunday, Oct. 10. He also hopes to run out to Waukegan, Ill., his hometown, for a couple days visit with his father.

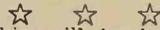
Don't let scratching, crackling gremlins in your phonograph neede' get at your highly prized "off the air" records. Let us make a copy on our unbreakable plastics.—Put your original away to be played on state occasions.—Play our copy hundreds of times.—They're gremlin proof!

DU LI-KUT RECORD CORP.  
236 W. 55th St., N. Y. C. Circle 6-4283



### Radio Is My Beat . . . ?

● ● ● Now it can be told . . . the reason why the first twenty seconds of General Eisenhower's broadcast announcing Italy's unconditional surrender sounded like a bit of 'Donald Duck double talk' is this . . . the General's speech was recorded for rebroadcast at 78 speed and the record, set at 33, was sent out on the shortwave and it took about fifteen seconds before an engineer discovered the error . . . Gabriel Heatter's broadcasts have emanated from Florida the past two months . . . he'll return next week to New York . . . Bob McRaney, energetic general manager of WCBI, accompanied by Mrs. McR. heads no'th for a week's business and pleasure trip tomorrow . . . Bob's stories of the South gave us many a laugh at the NAB meet in Chicago . . . sho' nuff . . . The talking M.nah Bird which heckled Fred Allen last summer on the Texacomey, will try his stuff, October 9 on Don Ameche's "What's New?" quizzeroo . . . Charles Oppenheim, publicity director of WOR will marry Elaine Kent, Thanksgiving day . . . Elaine is heard on "Young Widder Brown," NBC soapera . . . Irving Mansfield has been given a medical discharge from the Army . . . which ought to make most columnists happy . . . his stories and news items were that good.



● ● ● Wendell Willkie will be heard in a special address October 15, 9 p.m. over the NBChain . . . Lawson Zerbe and Marion Barney, who play the leads in Chick Vincent's "Pepper Young's Family" NBC daytimer, will be co-starred Sunday on "That They Might Live" . . . Hanson W. Baldwin, New York Times Military and Naval expert, whose comments are heard via the Blue Net, has been re-signed for another 13 weeks . . . after October 10 his broadcasts will emanate from army bases and camps which he will visit . . . Janet Gaynor has been renewed on the "Hollywood Showcase" for 13 weeks . . . the program is heard via CBS and is sponsored by Ben Hur Coffee . . . Frank Forrest, featured vocalist of "Double Or Nothing," has returned from Hollywood . . . If you're a sufferer of hay fever, tune in Monday on Nancy Craig's WJZ "Woman of America" program, (8:30 a.m.) and listen to Dr. A. P. Sperling of CCNY, author of a new book, "Know your hay fever" . . . it might interest you to know that the good doctor himself is a fellow-sufferer of that affliction . . . Maurice Roffman, NBC musician has just had his latest composition, "You Might Have Told Me" published with lyrics by Beulah Keenan and Dick (Hillman Periodicals) Roffman . . . sounds different and has a chance in the "Hit Parade sweepstakes."



● ● ● When Sammy Kaye's band open a six week stand at the New York Strand, tomorrow, he set a record . . . at the end of the run he will have played 13 weeks at the same theater within a period of 30 weeks . . . Beatrice Kay, "Gay Nineties" songstress, now in Hollywood, may sell les freres Warner a story based on that 'decade' with herself as the star . . . When Vox Poppers, Johnson and Hull interviewed paratroopers at the Laurinburg-Maxton Air Base, N. Carolina, they found a former Pennsylvania miner who prefers his present job . . . said the miner, "when you go down, you don't know if you'll come up but when you go up you know you'll come down" . . . verily—verily . . . Vick Knight has added 'fast-talk'ng' Eddie Marr and Charlie Cantor as regulars on the Jack Carson CBSouper-Duper . . . Lawrence Welk and his "Champagne music" looked for four weeks into the Capitol Theater, New York, starting November 11 . . . If anyone of our readers possesses a radio tube (50 L6) which he can spare, we sure will be grateful . . . we hate to pan programs especially if sa'd programs are heard by us on someone else's radio . . . sounds like a 'Ripley' . . . Scoops Daly without a Radio . . . Gracie Fields' MBSHOW for Pall Mall giggles dated to start in two weeks and no word from the comedienne . . . has studio execs a bit worried.

—Remember Pearl Harbor—

## FCC Challenged Twice On Equipment 'Freeze'

(Continued from Page 1)

changes in its antenna. The Commission announced last month that it proposed to deny the application on the basis of the equipment freeze.

Hennessy declared that no critical materials other than lumber and concrete were needed.

The Tampa-St. Petersburg area, he pointed out, has greatly increased in population and represents approximately one quarter of the state's population and business interests. The proposed increase in power would make WFLA's signal available to 150,000 more civilians in this area and in turn would reach 70,000 soldiers quartered near St. Petersburg and Tampa, he said, and pointed out that all critical materials needed for the change (copper wire, tubes, etc.) are already in the possession of WFLA. The station would require no priorities or other assistance in obtaining materials. The United States Employment Service in St. Petersburg has assured WFLA that there are adequate workers available to do the construction required on the station.

Hennessy attempted to prove that the change would not adversely affect any other station in the United States and cited the Commission's decisions in the WGAR, WBC, WDAK, and KWBU cases as evidence of the FCC's willingness to make exceptions to the freeze order in the "public interest."

### WCOP Files Plea

Arguing for WCOP, Boston. Attorney Ben Fisher noted that the WCOP's application for increased power of one kw was filed first in March, 1942, prior to the Commission's announcement of the freeze policy. The proposed increase, he said, only slightly increased interference with other stations and would be well within standards of good engineering practice. The present operation of WCOP on 500 watts suffers from continual interference from a New Brunswick, Canada, station, he said. Taking much the same position as Hennessy, he cited former FCC decisions in the WGAR, WJOB and KPAC cases.

### Stork News

Vincennes, Ind.—Dirk Harris, advertising manager of WAOV, is the proud papa of a five-and-a-half-pound girl.

## TO THE PRESIDENT OF AN INDEPENDENT RADIO STATION

"If you want more national advertisers on your weekly program list, a portion of your sales promotion should be directed exclusively to them." This is part of the Sales Promotion plan I have for a Radio Station. If interested, a card to Box 757, RADIO DAILY, 1501 Broadway, N. Y. C., will bring me on the run.

## A Six-Hour Concert Every Night... That Nobody Hears



THIS IS the story of a man who plays the piano—in an empty studio. Triumphant chords, nimble arpeggios, brilliant melodies flow from the instrument in startling succession—but nobody ever listens to him.

His job is to tune the pianos at NBC—all thirty-three of them. Every night, he tours the empty studios on a carefully planned schedule. Under his expert fingers, each piano is made to respond until it is at precise concert pitch—ready for a symphony performance or for a boogie-woogie virtuoso.

Every piano at NBC is tuned by him once a week. Every piano you hear played from Radio City is always pitch perfect.

It's part of NBC's routine attention to detail... to the very

smallest of details that make for better broadcasting. Not of world-shaking importance, perhaps. Yet—if it weren't done?

It is precisely this meticulousness, this almost automatic insistence on having *every* detail and feature of *every* program on NBC as perfect as possible, that

enables advertisers and listeners both to depend on NBC for the *best* in broadcasting.

Perfectionism, insistence on quality, care—even for details that no client or listener is directly aware of—*these are some of the things that make NBC "The Network Most People Listen to Most."*



—The **National Broadcasting Company**

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

# AFM Signs Decca-WBS

## Contract's Wording Will Be Released This Morning

(Continued from Page 1)

companies. According to figures submitted to the AFM by Diamond, the musician fund will eventually obtain between \$3,000,000 and \$4,000,000 annually based on post-war expansion of the recording and transcription business, if all of the companies extant sign similar agreements.

While virtually all of the terms of the revolutionary-type contract are known to the six transcription companies before the War Labor Board the actual language of the pact will be made known to them officially at 11 a. m. this morning at the offices of the AFM in New York. It was expected that the terms of the agreement would be available last night, but in order to avoid any slip-ups, the AFM will wait until another official of Decca and its subsidiary World signature the contracts.

### All Hands Groggy

Conclusion of the pact which was orally set some time ago was anxiously awaited by the six transcription firms who petitioned the WLB for the hearings taking place in New York. Until the terms have been carefully read it is not expected any additional firms will sign apart from WOR Recording Studios which last week also made oral agreement to sign whatever pact is signed by Decca and World.

Final day of the terms being actually set came after several days of conferences between Decca-World and the AFM culminating in a session that lasted from 9 a. m. Sunday morning until yesterday morning. Consequently both these parties were groggy upon entering the hearing room.

### Filibuster By Padway

At the opening of the hearing yesterday morning, Joseph A. Padway, attorney for the AFM plainly stalled for time hoping the agreement would be readied for signature. Padway read into the record considerable portion of the same testimony given before the Congressional investigating committee headed by D. Worth Clark in Washington. He dwelled on the war-record of the AFM and its contributions, also the letters of praise from various government and army and navy officials. Subsequently he attacked the pamphlet entitled "The 'C' Stands for Caesar" which he blamed the broadcasters for issuing. Asking for a recess are 12:15 noon Padway was denied this at the request of A. Walter Socolow attorney for the six transcription companies who called attention to the considerable delay and the long recess that would take place. Chairman Arthur Meyers of the WLB panel continued the hearing to 1 p. m. and recessed to 2:30 p. m.

Padway resumed in the afternoon making it plain that there was no strike but "a simple refusal to work" by the AFM musicians. He said that

no station had been put out of business by the AFM refusal to work and that he would call for the financial statements of the stations or ask that they be made available to the panel. Chairman Meyers believed he might obtain them for the use of the panel but not for scrutinization by the AFM.

Padway mentioned subsidies of the recording business and what the AFM would do so if they would "get off their back" and let the musicians alone. Also he brought in the futility of crooners on the air as far as he was concerned and could do without them even if his daughter did think Frank Sinatra was a hero. Getting into the laugh situation Padway brought up the Aescap situation when he had to listen to "Jeannie" for nine months or so.

### Contact Jack Kapp

When it appeared that the AFM attorney would start reading the phone book into the record a special message was received from Diamond upstairs who was now ready to contact Jack Kapp head of Decca and World who was in Hollywood. A priority was arranged and then there were no circuits available. This happened at 4:15 p. m. and a recess was called for what was expected to be a matter of a half hour at the most.

The "recess" developed and dragged into nearly five hours during which time Petrillo and Chairman Meyers both were prevailing upon Diamond to initial the pact. Kapp finally gave his consent and additional legal conflicts began to be ironed out.

Since Padway earlier in the day had stated that the terms of the pact would either be signed by Decca and World yesterday or he would approve of the WLB making it mandatory that wires be sent to all AFM locals halting all recording by Decca and World. Chairman Meyers said late in the afternoon he would hold Padway to his word. As a result every effort was made to conclude the pact. This became a reality nearly at 8 p. m., after several copies of the terms were typewritten for both sides.

### Contract Announced

Padway returned to the hearing room when the recess was over around 8 p. m. and said that an agreement had been initialed and Petrillo made a short statement. Padway mentioned that the transcription companies would get the terms at 11 a. m. this morning. Also that it was imperative for himself and Petrillo to be away for two weeks from next Monday to attend the American Federation of Labor convention of which organization he was general counsel.

Chairman Meyers subsequently denied the two week adjournment sought. Petrillo's short statement was to the effect that the new contract instituted a new principle in relationship between employers and employees in that the employer would pay monies directly to the Federation and that according to Decca's figures the AFM would eventually re-

ceive between three and four million dollars a year from this source.

Petrillo said the pact ran for four years and three months but that it was not expected that during the war due to limitations on recording material that the figure would be not very high at first. He said he bore no grudge against the ET men and if they would accept the contract he hoped by-gones would be by-gones and that they would work together in harmony, as they had in the past. He further stated that the AFM did not plan to become arrogant but would see what could be done to make everybody happy. The resolution attached to the contract was passed by the AFM he said and permitted members to make records provided fees were paid directly to the AFM as well as the salaries to musicians. The extra monies going to the unemployment fund.

### Victor-Columbia Join

Ralph Colin, on behalf of Columbia Recording Corp., arose at this point to state that his organization wished to become a party to the petitioners before the WLB. He was followed by Lawrence Morris for RCA-Victor and RCA who also had a petition to file with the panel.

Padway said he was happy that they so decided but that it put an entirely new aspect on the case and he objected to their joining the ET men at this time. He said they had sat idly by for some weeks and now he might require many questions to be answered as he did from the transcription firms. At this point he sought the two weeks adjournment later denied. He said he reserved certain rights in order to keep the legal angle clear for himself.

Chairman Meyers overruled Padway's objections and accepted the petitions of Victor and Columbia. Attorney Myers of NBC who sat in for Socolow who had already left due to the Jewish holidays said a two-week adjournment would only add to the competitive advantage already enjoyed by Decca and World.

Chairman Meyers of the panel suggested that attorney Henry A. Friedman for the AFM could sit in for Padway and decided the hearings would continue this coming Monday. Padway asked if Victor and Columbia were going to present an entirely new case and attorneys for the two companies said they would ride along and superimpose their case with that of the testimony already presented by Socolow and the ET men.

Padway said he wished a separate case however between the phonograph recording companies and the transcription firms. This was readily acceptable to the former.

Terms of the agreement, unofficially, have been understood to be royalties of one fourth cent on 35c disk scaling up to 5c on two dollar disks. Commercial transcriptions used but once or "controlled" will have no additional fees but the library transcriptions will carry three per cent of

## WLB Official Says Nature Of Pact Seems Legal

the gross business. Understood also that any firm owning both a phonograph recording firm and a transcription firm could not sign a pact for one company and not the other. Both would have to be included.

Reason for the phonograph recording companies joining the petitioners before the WLB, was held in private opinion, as that they wish to be in a position, where, if the War Labor Board does not finally approve of the WLB panel's okay of the new contract and throws it out later, then the recording companies would be in the same boat as the ET men. Otherwise, should they conclude similar contracts outside of the WLB then the WLB disavowal of the pact would have no effect on the outside signatories. They would be held to their pact by the AFM. That Columbia and Victor would join the ET men was known earlier in the day.

### Say Pact Is Valid One

An official of the WLB who did not wish to be quoted and not a member of the WLB tri-partite panel indicated to RADIO DAILY that agreements between employer and employees of the type just initiated by the AFM and Decca were not uncommon the past several months. They were all unique he pointed out, but that the AFM pact combined all the unique features of virtually all of them. Some such direct payments went into various funds and in some cases jointly administered, and other cases a triple administration of the funds took place such as employer, employee and the union representing the employees. Many cases are set down as precedent, but in particular he felt that the Amalgamated Clothing Workers union vs. a Philadelphia case was the nearest precedent for the AFM pact.

This indicates that the WLB is sure that the contract prepared for the recording business will hold up. It is also pointed out that one of the panel members Max Zaretsky, representing labor on the panel and who heads the Hat Workers and Millinery union has a similar pact where 40,000 union members share in a fund whether or not they are actively employed as such. They are held to be available for such employment. Thus even though AFM members do not make records or transcriptions, it is held likely they are entitled to share in a common fund in the eyes of the War Labor Board.

Both recording and transcription men present at the hearing late last evening couldn't see how the AFM and Diamond arrived at the figure reaching a possible \$3,000,000 or more annually. They believed that even post war expansion would not sell that many recordings of all types.

# Radio Censorship Irritates Newsmen

(Continued from Page 1)  
Winchell and H. V. Kaltenborn. Johannes Steel introduced the speak-

opening remarks by Steel characterized the nature of the meeting. He said, "In view of the fact that Washington is an off-the-record town, I decided to make this an on-the-record conference."

Pearson prefaced his talk with a review of what's been happening in Washington. "Censorship came to the fore," he stated, "because the news has become more vigorous."

### Censorship Defined

Censorship was classified as a four-way team by Pearson: (1) Regular authorized censorship by the Office of Censorship in Washington, which "does an efficient job and is for the good of the country," (2) censorship by big corporations; (3) censorship by big networks, big news agencies and big holding companies.

### Refers to President's Reprimand

When the President called me a 'chronic liar,' Drew Pearson declared, "there was no censorship system. It was open. But there was a Gestapo system, which was unannouncedly started."

Calling an incident, Drew Pearson recalled, he was on the way to catch a train in New Orleans when he received a summons from a high Washington official, who said he had come. This Government bigwig, the columnist that General Searles had been getting with two NBC officials, that the general said he considered Walter Winchell and Drew Pearson uncontrollable and would have to have them taken gradually off the air. About a month later, new rules were announced, alleged the commentator, restricting news to bare excerpts from news dispatches.

### Comments On Networks

"I don't think NBC concurred with the idea," said Pearson, "or the Blue Network. It's sympathetic. In this case I suspect that the holding corporation controlling the Blue Network, which now does 60 to 90 per cent of the business with the Army and Navy, was the actor involved. When I have to combat a man from the holding corporation," the CBS Howard newspapers for example, "I say that it is not the type of censorship conducive to good journalism." Pearson went on that the same thing is true of commentators. "At the Blue Network, you get the reasonable guys, Columbia gets the rotten large, top-heavy and stultified." He said in relation to the current policy at CBS: "The solution lies in give and take. You got to be honest, courageous and confident that will go a long way in solving the particular problem."

### Cecil Brown's Views

Cecil Brown said that his views on the censorship problem are known to everyone. He heard a remarkable demonstration on the radio last Sunday," he elaborated, "I give my reasons for resigning, but I'll let you know how CBS policy works." Last Sunday continued, he heard a broadcast by a nationally known commentator. "This was quoted the Associated Press three times, the New York Times three times, the Atlantic Monthly, then again quoted the Atlantic Monthly said" to back up his point. "This man acted as a messenger for someone else's reporting. That's not good, but this Nation is engaged in a state war, and I, who follow the news

# Winchell Comment Re Riznik Draws Reply From Paul White

Paul White, director of news broadcasts for CBS, took occasion last night to answer a statement made by Walter Winchell at the Overseas Press Club luncheon at which Winchell referred to some CBS inter-department correspondence on the subject of news broadcasts. Mr. White's statement follows:

"I understand that Walter Winchell made public portions of a letter written to me by Joseph Q. Riznik, who, until almost sixteen months ago, was employed as a rewrite man in our news department, assigned to write a straight news report for a 9:00 a.m. broadcast.

"In this letter Mr. Riznik attacked the news judgment of his then immediate superior, Robert S. Wood, and accused Wood of defending that news judgment in a series of quotations that would tend to indicate journalistic bias on the part of Mr. Wood.

"Actually, I have examined the scripts about which Riznik complains item by item, and have found that if the disputed material had not been excised, Mr. Riznik would have slanted the news according to his own personal beliefs. In other words, Mr. Wood stuck to the news while Mr. Riznik was attempting to distort it.

"I feel it only fair that if Mr. Riznik's charges are quoted in any way, Mr. Wood's statement on the matter to me should receive equal publicity. He says:

"I would not pretend to recall words or phrases I uttered sixteen months ago.

closely, was confused when this man finished." Tragedy is, said Brown, that this man of such intelligence and background should now be reduced to the state of a messenger boy. "The American people want from this man an interpretation. Therefore, it seems to me it's the bounden duty of this man to report the news as he sees it. 'I have chosen not to be a messenger boy. I'm not neutral. I'm a bitter enemy of fascism and I shall fight fascism in this country as long as I have a voice, and fingers to write with.' 'Policies of CBS enunciated in the ill-famed advertisement were nothing new,' said William L. Shirer, "and doesn't represent policy of last week, against which one man resigned in protest. I'm interested mostly in getting on and analyzing the facts as I see them. That's what I've been doing, Ed Murrow is doing, and Elmer Davis was doing."

### Winchell Makes Comments

Charge of Walter Winchell was that William Randolph Hearst ordered all Winchell columns on the CBS cause celebre thrown out. Order from the Chief in San Simeon came too late, however, since they had already appeared in all the Hearst papers except San Francisco and Los Angeles, which were the only two not to carry.

Reading from a letter from an unnamed former CBS commentator, not Cecil Brown, to a Columbia official, Winchell made some startling revelations on CBS news coloring. This letter, dated Sept. 25, 1943, purported to say that this one-time Columbia voice had notes on the blue penicillin as well as photostated scripts, which had been sent on to FCC chief James L. Ely. The document, which Winchell read, alleged, "I speak not of continuity nor analysis but of coloring of news by CBS."

One excerpt from a straight report in May, 1942 was: "The House Committee has still not taken up the President's proposal for the 25,000-a-year income limitation. The acceptance of the President's limitation will bring the Treasury nearly a billion dollars." Said Winchell, "The explanation was, leaving out the fellow's first name. 'You don't have to keep on mentioning that 25,000-a-year story. After all, you ought to realize that, if it goes through, it will affect the people upstairs who pay you your salary!'"

After Winchell finished reading a number of these examples of CBS blue penicillin, he declared: "That ought to answer Shirer. I'm going to take that (showing the multiple letter) down to the next President of the United States and acquaint him with the facts."

Concluding talk was made by veteran

but I cannot imagine myself making the remarks to Mr. Riznik which he attributes to me. During the period in question, I was having difficulty in getting him to deal with the news accurately and not to slant it according to his personal bias.

"I objected to his efforts to 'angle' the news as I would object if I caught anyone else in the news department attempting to 'angle' the news, no matter what his personal bias happened to be.

"I have been told that Mr. Riznik deeply resented my corrections of his copy and I can only conclude from his letter that he plotted deviously and waited patiently for an opportune time to 'get revenge.'"

"I am sure that the corrections I made in Mr. Riznik's copy would be approved by any group of competent news editors.

"Mr. Riznik's implications of Columbia's attitude are absurd. I have always edited CBS news copy with the idea of achieving as great a degree of objectivity as possible. No executive of the company has ever at any time indicated to me in any way that I should edit copy to favor any point of view or to please any of our sponsors."

Complete file of the correspondence is reported to have been placed in the hands of James Fly, chairman of the FCC, by Winchell. Likewise CBS is prepared to furnish FCC with their version of the charges that news commentators were influenced in their air reporting.

NBC commentator H. V. Kaltenborn, who, as head of the Association of Radio News Analysts, has been waging an unrelenting controversy with Paul White, CBS director of news broadcasts over the Brown affair. Speaking impromptu from the floor, Kaltenborn said: "You can't expect to have free speech without sacrificing for it. There isn't any fun for Bill Shirer to work under those conditions. I probably know more about CBS policies than anyone here because I was subjected to them for ten years. I advise everyone here to develop the habit of extemporization. Of course, there are pressures and resistance to them."

### Congratulates Brown, Kaltenborn

Offering congratulations to Cecil Brown for his stand, Kaltenborn said that the former CBS commentator has had three first-class offers since resigning. The veteran NBC news analyst then went on, "CBS doesn't do what they say and couldn't if they tried." His advice was, "Speak out, speak fairly, speak with balance. Let's be honest, let's be truthful, and let's give vigorous expressions to what we believe."

At the end of the meeting, chairman Johannes Steel announced that "Daily News" radio columnist Ben Gross had just handed him a message concerning the "News" radio department's poll on censorship. Results were that, from out of 200 letters on radio censorship, 185 from the public were against it.

Prediction of Walter Winchell, in an interview with him at the close of the luncheon, was that Paul White would be made a vice-president of CBS, thus leaving the directorship of news broadcasts open. Winchell said that, of all the networks, CBS had been most liberal in the past.

### Ironized Yeast Sponsors 'Big Town'

Starting October 5th, The Centaur Company Division Sterling Drug Inc., will sponsor "Big Town" for Ironized Yeast through Ruthrauff & Ryan, Inc. The show will be aired over CBS full network every Tuesday night, for a half hour, from 8:00 to 8:30. The part of Steve Wilson will be played by Edward Pawley and Lorelei Kilbourne by Fran Carlon. The story will be written by E. R. (Jerry) McGill.

# Television Tryout Set By N. Y. Police

(Continued from Page 1)  
transmitter, located atop the 42-story building at 515 Madison Avenue, New York City, has announced that arrangements had been completed with Police Commissioner Lewis J. Valentine of the New York Police, to transmit photographs of missing people to television viewers in New York, New Jersey, Connecticut and portions of Pennsylvania.

Commissioner Valentine had assigned Acting Captain John Cronin of the Bureau of Missing Persons to prepare the telecasts, which are to be presented at regular intervals over W2XWV. Acting Captain Cronin will be assisted by Lieutenant Francis McCarthy and Detective Charles Meyer, both of whom are attached to the Missing Persons Bureau.

"The series of programs arranged with the cooperation of Commissioner Valentine will be offered by Du Mont television as a public service feature, and no attempt will be made to dramatize the telecasts," Mr. Baltin said. "With a small army of televisioners well established in several states surrounding New York, most of whom are avid television fans, it is our belief that enthusiastic assistance will be given New York police authorities in attempting to locate persons who frequently wander away from their homes."

He added that viewers will be shown pictures of the missing people, together with complete descriptions. It is also proposed to show home movies of these people, providing they are suitable for telecasting.

Television sets now installed in various police precincts throughout New York City for use by civilian defense officials, will be tuned to the Du Mont station during the telecasts so that police officers may also study the faces of those being sought.

1 9 4 3

## BIRTHDAYS

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

September 30

Kenny Baker	Ruth Brinley
Nancy Brook	Nat Brusiloff
Dorothy Goodman	Shirley Lewis

Renewals Prove Results

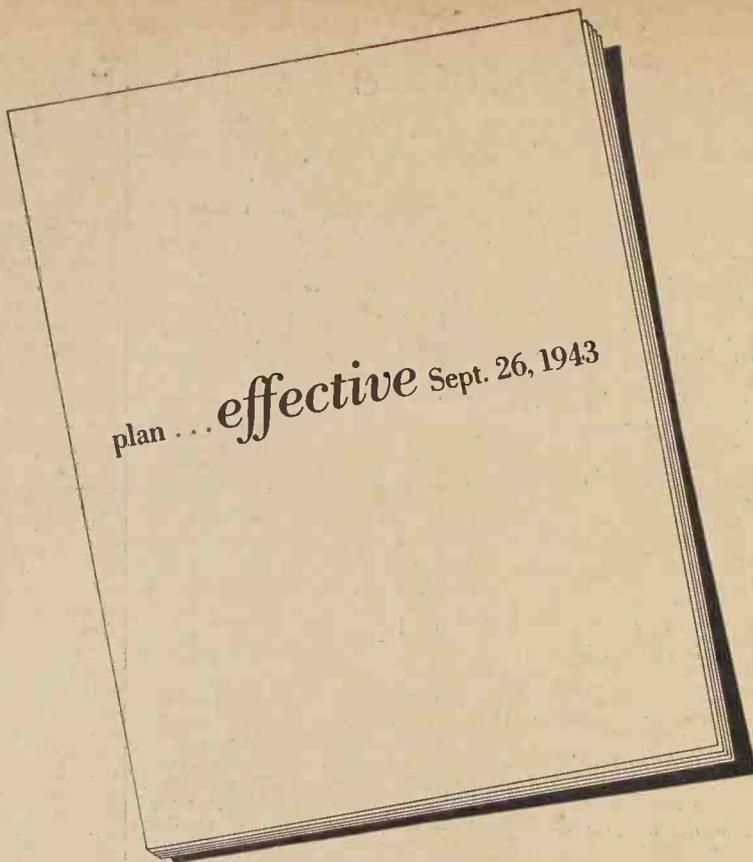
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